

Body Soul & Spirit

Expo, Magazine & Social Network



TORONTO FALL 2011

November 18-20, 2011

Queen Elizabeth Building
Exhibition Place
200 Princes' Blvd.

Contents...

About the Show	2
Promotion & Demographic	2
Exhibitor Contract	3
Booth Registration & Prices	4
Lecture Application	5
Body Soul Spirit Magazine Rate Sheet-	6
Online Exhibitor Listings Promotion ----	7
Exhibitor Hall Floor plan	8
Additional Services / Suppliers	9

www.BodySoulSpiritExpo.com

◆ 121 Thornfield Close SE, Airdrie, AB, Canada T4A 2K8 ◆ Tel 1-877-560-6830 ◆ Fax 1-877-560-6832
◆ Calgary ◆ Edmonton ◆ Grande Prairie ◆ Kelowna ◆ Regina ◆ Saskatoon ◆ Toronto ◆ Vancouver ◆ Victoria ◆ Winnipeg

Make a difference! Share your knowledge, services & products with our community by
EXHIBITING & PRESENTING at THE BODY SOUL & SPIRIT EXPO

Do you have a product, service or knowledge to share that changes people's quality of life, physically, emotionally or spiritually?

Are you passionate about creating a better world?

Do you inspire people to achieve a happier, healthier, more conscious or successful life?

If any of these are true - then you're exactly who we are looking for!

In creating the Body Soul & Spirit expo, we seek to bring together an extraordinary group of individuals, businesses and organizations, which offer the general public an experiential and interactive environment to explore the many options available for living life to the fullest.

From embracing the raw food lifestyle, going green, discovering the latest natural alternatives, consulting a life coach, intuitive adviser, and much more - the Body Soul & Spirit Expo is considered one of the most unique and diverse show of its kind in Canada!

We see each individual, company, and service that we work with as a "client" whom we support, and carefully choose those that we feel bring quality and integrity to our events.

It is our goal to support each of our clients throughout the year, as well as at our events, by developing resources that help them maintain contact with the many patrons, visitors and colleagues that network at our events, as well as visit our on-line community throughout the year. We look forward to working with **YOU!**



The Body Soul & Spirit Expo offers a number of different booth sizes, ranging from large product booths, practitioners booths, and consultation booths. Whether you have a lot of products, or just need a little bit of space, we have put together a floor plan that will accommodate your needs, both in size and price!

Exhibitor Packages include...

- ◆ A Professional Setup, fully draped booth! Optional display table & chairs are also available from our display company.
- ◆ Lecture, and Presentation options in the main lecture theatre while (while available)
- ◆ Web Promotion, Social Networking, Directory Listings and Calendar Postings options that get you noticed
- ◆ Extensive Promotion and Advertising, that **MAKES A DIFFERENCE!** including additional promotional opportunities to list in the show guide & directory, join as a professional member in our online community, and much more.

Find out why the Body Soul & Spirit Expo is considered by many to be the #1 holistic networking opportunity in Canada!

For more information
Toll Free: 1-877-560-6830
Email: info@bodysoulspiritexpo.com
Web: www.bodysoulspiritexpo.com

We're known for our Extensive Promotion, Publicity and Marketing!

After over a decade and a half of hosting holistic events in Canada, we have established relationships with many key media representatives that support us through sponsorship and added value promotions.

With many of our sponsors matching our promotional spending, and offer multiple city discounts, we offer up to three times the promotional value for many of our events. This has allowed us to make your dollar investment in our events work even harder.

The Body Soul & Spirit Expos have increasingly been recognized as one of Western Canada's most popular and unique events, resulting in a large loyal following and more coverage and support each year!

Coupled with an expanded promotional strategy - including the top 2 television stations, 2 radio stations - a FULL MONTH of Platform and Train Ads reaching over 300,000 LRT Riders a day, over 30 Million Online Ad Impressions on major local event sites - our promotional campaign this fall will reach its largest audience to date, and as a result, we anticipate the largest public turnout to date.

Advertising & Promotional Campaign

First impressions are important, and for our first year back in Toronto, we've been able to work with our event marketing experts we've put together an exciting list of campaigns, media coverage and publicity that is sure to get people excited about Toronto's newest lifestyle event!

Global Television, CTV Television, Toronto Star, NOW Magazine Post City Magazines, CFTR 680 News, CHFI and Kiss FM . TTC (subway) Platforms and Cars, Billboards on Major Traffic Routes.
Online Advertising (major event sites & Social Networks)
Vitality Magazine, and much more.
Extensive Social Media Promotion (over 24 million Impressions)
Over 30,000 for 1 "Event Cards" at major stores and employers and much much more.....

(*promotions based on exhibitor registration numbers, the expo reserves the right to change the promotional strategy at own discretion)



Toronto
Queen
Elizabeth
Building
Exhibition Park

Nov. 18-20, 2011
Fri. 3pm - 10pm
Sat. 10am - 9pm
Sun. 11am - 7pm

This document will confirm the agreement of the undersigned; herein after referred to as the exhibitor, to exhibit in the Body Soul & Spirit Expo; herein after referred to as the expo. It is hereby agreed that the undersigned will abide by the rules and regulations set forth in this agreement. The acceptance to exhibit by or on behalf of the expo shall constitute a contract.

- 1) The exhibitor(s) agree to pay all contracted and requested services to the Body Soul & Spirit Expo, and it's suppliers, and to protect, indemnify and hold harmless the expo and any venue in which the expo shall take place, it's employees and agents from any claims, losses, and damages to persons or property, government fees or fines, expenses and attorneys' fees arising out of or caused by the exhibitor, outside contractor installations, removal, maintenance, occupancy or use of the exhibition or venue premises or any part thereof financially or otherwise made by any individual or entity.
- 2) Failure to comply with any of the terms of this contract will result in the exhibitor and/or the exhibitor's staff being ejected and removed from the expo and forfeiture of the exhibitor space without any monetary refund upon the expo's discretion.
- 3) Refund & cancellation policy: All deposits and booth payments are non-refundable, and it is the exhibitor's responsibility to assure that they have obtained appropriate insurance to cover any unexpected occurrences that may affect their ability to attend! All cancellations must be in writing and faxed or mailed to our office. Cancellations more than 60 days prior to the event are required to pay 50% of total charges. Cancellations 60 days or fewer prior to the event are required to pay 100% of total charges and any administrative costs associated with their cancellation. All cancellations once accepted are firm, and the show management is under no obligation to rescind cancellations, or carry over deposits or payments to subsequent events.
- 4) Your space or booth is nontransferable, and once assigned may not be resold, shared, reassigned or changed to a different company, product or service other than indicated on the exhibitor registration without authorization and written consent of the show management. All booths representing more than one company, product line, or business are subject to additional fees as indicated on the booth registration page.
- 5) The expo reserves the right to fully determine the eligibility of any company, person, product and/or service in the exhibit area. The exhibitor shall bear all liability where the venue, customs or other offices determine that their product or service is not permitted at the Expo. Exhibitors are required to disclose all products and services on exhibitor registration form (under step one: general information). The show reserves the right to limit "brand specific" products to one exhibitor to show, this ONLY applies to specific products distributed by independent representative of the same company! An additional "exclusivity" fee of \$100.00 will be added to the booth cost to insure exclusivity of such exhibitors.
- 6) The venue may provide overnight security for the exhibit hall, but assumes no liability for theft or loss of any kind. Insurance to cover all losses, including but not limited property or injury shall be the sole responsibility of the exhibitor.
- 7) All product sales & services, sessions, promotions and placement of products must be confined to the exhibitor's booth and areas designated by the expo management and will be limited to those specified on the exhibitor registration.
- 8) The Expo will provide a draped exhibitor booth with a 8' back drape wall and 3' to 4" side wall(s). Signage, booth display, and furnishings are the sole responsibility of the exhibitor. All products and services provided to the exhibitor by the expo or it's contracted service providers are done so on and accepted "as is where is". Additional set up must be ordered from the official display company, and orders must be placed one week prior in order to assure availability. For a list of suppliers for see page 9 "Important Contacts".
- 9) Exhibitor Passes (Wristbands) are solely issued for the purpose of providing entry for staff and exhibitors during show hour and are kept at the front registration desk until signed for. To be valid, exhibitor wristband must be properly affixed to the exhibitor's or staff's wrist whom must also be "signed in" on the staff list at the front registration desk. The exhibitor hereby agrees to provide all names of staff prior to arrival (staff for availale online), and accepts responsibility for any additional wristbands issued. Any damaged or lost wristbands will only be replaced at a cost of \$2.00 each for those on the staff list, and only with Valid Photo I.D. Any person presenting themselves at the expo as staff that is not included on the staff list WILL NOT be granted entry, and will be required to pay full admission. Each person will be required to know the booth number and name of exhibiting company to pick up wristbands. Failure to provide the information above or names for a staff list for your exhibit space in the time allotted will result in the requirement of payment of admission at the door. Wristbands are Non-Transferable, and any attempt to do so is considered theft of services.
- 10) Exhibitors hereby agree to observe and adhere to all provincial and city bylaws pertaining to but not limited to fire, health, safety, & food handling, and accept sole responsibility for any fines expenses or loss of revenue due to any violation of these laws, or failure to meet any requirements by such agencies.
- 11) Exhibitors agree to be solely responsible in acquiring all permits and licenses required for the sale and/or promotion of their products and/or services and must have any necessary permits and licenses in place for the entire duration of the Expo.
- 12) In event of outside causes that prevent the Expo from taking place or forces the Expo to change locations or dates the management reserves the right to retain exhibitor payments as is reasonable to cover incurred costs associated with the expo. It is the sole responsibility of the exhibitor to obtain adequate insurance to cover any such losses.
- 13) All exhibitors and exhibitors' staff agrees to conduct themselves in a peaceful, cooperative and harmonious manner as is appropriate to the integrity of patrons, fellow exhibitors, show management and the venue staff.
- 14) The Show Hours (for public attendance) are Friday 3 PM - 10 PM, Saturday 10 AM - 9 PM and Sunday 11 AM - 6 PM. Each exhibitor is required to keep at least one attendant in their booth during all show hours. There is absolutely no moving out allowed prior to the official end of the show unless agreed upon by the expo management. This clause will be strictly enforced; failure to comply will result in a fine of up to \$450 per occurrence.
- 15) The Expo reserves the right to move or relocate an exhibitor's booth, or modify the show floor plan for the betterment of the show.
- 16) Booth prices are discounted as set out in the payment schedule of the exhibitor package, failure to meet with payment deadlines may result in the full, non-discounted price being due and payable upon the expo administration's discretion.
- 17) The expo reserves the right to change the booth cost on any un-contracted booths without notice.
- 18) A minimum 50% deposit and a signed contract is required to secure any discount offers and reserve your space. Your final payment is due no later than October 18, 2011.
- 19) All certified cheques and money orders are to be made payable to The Body Soul & Spirit Expo. All uncertified cheques received will be returned for certification. All receipts for payments will be provided after the opening of the exhibition. Accepted forms of payments are Visa, MasterCard, American Express, certified cheques and money orders. Credit Card Payments will be charged a 3% merchant processing fee.
- 20) Balances must be received no later than October 18, 2011, or your exhibitor space may be cancelled upon the discretion of the show management. All bookings not paid in full by this date are required to pay the non-discounted price in full as well as a \$50.00 late payment fee. All outstanding or overdue payment will be subject to a 3% per month financial charge, and all cost incurred for collection of such accounts.
- 21) Setup will commence no earlier than 10:30 am on the Friday opening date of the show. Exhibitors must be set up by 2:45 pm Friday or their space may be forfeited and reassigned or resold without refund.
- 22) The Expo shall have full power to interpret and/or amend these Rules and Regulations, and the expo must be accepted as final in any dispute with the Exhibitor or in any situation not covered by these Rules and Regulations. Whereas any part of this contract is considered unenforceable, all other terms of this agreement shall stand as true and binding!!

Name: _____ Date: _____

Signature: _____

The Body Soul & Spirit Expo - Toronto 2011

◆ 121 Thornfield Close SE, Airdrie, AB, Canada T4A 2K9 ◆ Tel 1-877-560-6830 ◆ Fax (1-877-560-6832
www.bodysoulspiritempo.com E-mail: info@bodysoulspiritempo.com

The main lecture theatre provides a wealth of information on a wide variety of subjects. Professionally hosted by our master of ceremonies, and always full of exciting topics and presentations, it is one of the most highly anticipated features of the event! Including an informative and entertaining presentation has proven on of the most effective way to raise your profile and improve your overall success at our events. In addition, as a presenter you receive additional promotion and will appear in the show guide, on the show's website. You are also added to our "short list" for any additional media coverage and featured articles in our e-newsletters. To participate, fill in the form below.

→ Step One: General Information

First Name: _____ Last Name: _____
 Company: _____
 Address: _____ City: _____ Prov: _____ Zip: _____
 Phone: _____ Fax: _____ E-mail: _____

→ Step Two: Lecture Description (included in Program Guide and On-line Promotion)

Lecture Title: _____
 Speaker(s): _____
 Description: _____

Preferred Day: _____

Instructions: Your fee includes an on-line listing of 320 Characters (including spaces) or apx. 60 words, and 7 lines in the program guide. You may also include a small photo for an additional \$12.00. More lines can be added to your description at a cost of \$4.00 per line (48 Characters per line). If using the same lecture title on more than one day, your listing will include a referral to see the first day's descriptions at no additional printing costs. Please use the "Lecture Fee" box below to calculate your total lecture and program guide fees. (photo's may be e-mailed to our office) The Lecture Stage includes a podium, and sound system with two microphones. All additional equipment must be brought by the speaker / presenter, or prearranged through the venues audio / visual supplier. (See Page 10)

→ Step Four: Payment

Lecture Fees
 Exhibitors per 1/2 hr. \$75.00

Due to limited availability, lecture times are subject to availability, you must first be an exhibitor, or associate with an exhibiting company to be accepted as a speaker, presenter or lecturer at the Body Soul & Spirit Expo!

30 mins. x = _____
 Extra Lines @ \$4 = _____
 Total mins _____
 Total \$ _____

Payment Method: Visa Master Card Amex Cheque

Card No.

Expiry: /
 Month Year

Name as it appears on Card: _____

Signature: _____ Date: _____

Fax this form to Fax this form to 1-877-560-6832

The Body Soul & Spirit Expo receives as many as 80,000 unique visitors a month! Our enhanced exhibitor listings offer you exposure by providing site visitors with more information as drive traffic to you website. Please review you options below and choose the one best for you.

Basic (FREE) Exhibitor Listing: (Online) Include the name of the exhibiting company and booth number as provided on your registration, or upon booking. This listing does **NOT** include your website, email, or phone. This is the default listing provided to exhibitors if none other is selected)

Enhanced Exhibitor Listing: (Online) Includes all the options of the Directory Membership, but only for 6 months.

Directory Membership: The Directory Membership includes a 120 x 120 company logo, a member profile (company or personal bio and information), and higher placement in our directory. You also receive the additional member utilities, including the ability update your information, posting articles to the "knowledge base" and events to the member calendar can be accessed by using your member login (chosen by you during the sign up process). Exhibitors also receive an enhanced online exhibitor listing.

Professional Membership and Member Web Page: Our premier membership level includes your own place on our website, with several dynamic and interactive features that will get you notice, and help you reach those interest in what you offer. Using several dynamic scripts, your member page includes a summary of all the articles, and events.

→ Step One: Select You Membership Type

Fill out the form below, including the type of membership, your preferred "Username" and "Password". This will allow us to set up login in on our site that you may access by selecting the "**member login**" link on the navigation index on any page on our site. (www.bodysoulspiritexpo.com).

Select type of membership: New Member Membership Renewal

- Professional Membership \$149 **Special Enhanced Online Exhibitor Listing \$20** (if booked when Registering Reg. \$25)
 Directory Membership \$80 Basic Exhibitor Listing Free (on-line exhibitor list Name & Booth #)

Choose a Member Login: (Used to log into your member utilities located at <http://www.bodysoulspiritexpo.com/emembers/>)

Username: _____

Password: _____

n/a if renewing

- Toronto 2010
 Calgary Spr. 2011
 Edmonton 2011
 Regina Spr 2011

Terms: Online Listings are Provided on a Self-Serve "as is" and "where is" basis, however, should you prefer someone to set up your listing for you, contact our office and we will arrange for someone to set up your listings and online content for an additional \$25.00, or update your listing for \$15.00. Basic Free Listings (Exhibitor Company Name and booth Number Only) Do NOT receive a log in as it is not needed.

→ Step Two: Fill in Initial Information for your Listing

First Name: _____ Last Name: _____
Company: _____ URL: _____
Address: _____ City: _____ Prov.: _____ Zip: _____
Phone: _____ Fax: _____ E-mail: _____

→ Step Three: Payment Information

By filling in the form below, the undersigned agrees to pay all contracted services to the Body Soul & Spirit a one time fee for an enhanced exhibitor listing, or an annual or biannual fee for a directory listing or professional page on the Body Soul & Spirit On-line Directory.

Payment Method: Visa Master Card Amex Cheque

Card No.

Expiry: /
Month Year

Name as it appears on Card: _____

Signature: _____ **Date:** _____

→ Step Four: Login & Update

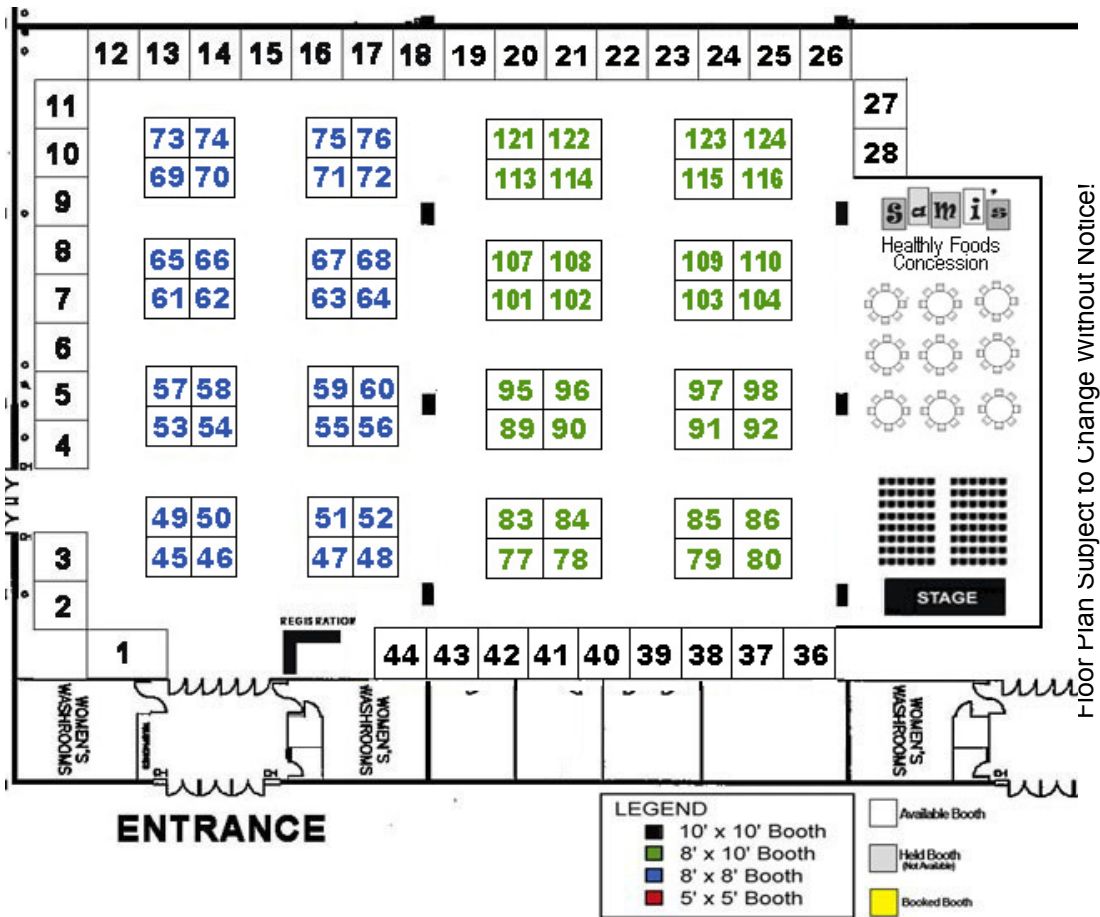
Our staff will process your membership application and fill in the initial information for you membership listing and/or webpage. Use the login information you supplied to access your the membership features provided for your membership level such as updating your member profile, directory listing, images, post events and articles and much more. You will receive an email confirmation once your membership has been activated.

Fax this form to Fax this form to 1-877-560-6832

Four Booth Options - All at the BEST PRICES and VALUE!

The Body Soul & Spirit Expo offers several booth sizes, ranging from large product booths, regular practitioner booths, to our incredible double booth discounted spaces, all for the **BEST PRICES** and **VALUE** in the industry! Whether you have a lot of products, or just need a little bit of space, we put together a floor plan that will accommodate your needs, both in size and price! Need a custom booth size? We also can provide several options to suit your companies display needs - from gross footage, raised platforms and much more.

Exhibitor booths are assigned by the Event Manager at time of booking. A representative will call to confirm your assigned booth after all the appropriate booking forms are received. Please call if you have any specific requirements.



Additional Services

Toronto, November 18-20, 2011

Body Soul & Spirit

Expo, Magazine & Social Network

Page

9

Exhibition Place Administration.

Address: 200 Princes' Blvd. Toronto, ON M6K 3C3, Canada

Ph: 416-263-3600

Event Line: 416-263-3001

Fax: 416-263-3029

E-mail: info@explace.on.ca

Lectures & Workshops (application p. 5 & 6)

Contact: Chandler Armstrong

Email: chandler@bodysoulspiritexpo.com

Phone: (403) 246-0668

Toll Free: 1-877-560-6830

New Body Soul & Spirit Magazine (see page 7)
NEW BI-ANNUAL FORMAT PROVIDES BETTER VALUE!
Order Deadline August 21, Ad Copy September 15, 2011

The Body Soul & Spirit Magazine is the best way to raise your profile at the expo, as well as provide everyone who attends with your information! Take advantage of the full page editorial profile offer for exhibitors only, \$342.00 (reg. \$684.00) see offer on page 4!

We also include an expo insert that is printed just days before each expo allowing us to provide the latest schedule of lectures and a basic exhibitor list - the Body Soul & Spirit Magazine is not only one of your best promotional values for raising awareness of your presence at the expo - but with a six month "life span" it is also effective way to secure additional exposure, customers and clients long after the expo is over!

On-line & Email Newsletter Promotion

The Body Soul & Spirit Online Community

We offer a number of special online promotional opportunities for our exhibitors designed to raise awareness of your offerings at the show. These include downloadable coupons for any special offers you will be offering the patrons that attend, online and email newsletter banners (140 pixels by 140 pixels), enhanced exhibitor listings on the exhibitor directory as well as our resource directory, and professional pages that include several features that allow you to interact with our many online members. (See Page 8 for more details)

Contact: Chandler Armstrong

Phone: 1-877-560-6830

Web: www.bodysoulspiritexpo.com

Email: chandler@bodysoulspiritexpo.com

Electrical Outlets, Phone, Internet Services, Parking Permits, Audio / Visual Equipment Rental and more.

Exhibition Place Event Services

Address: 200 Princes' Blvd. Toronto, ON M6K 3C3, Canada

Ph: 416-263-3600

Event Line: 416-263-3001

Fax: 416-263-3029

E-mail: info@explace.on.ca

Be sure to request fax order forms for the services you need. (Early Booking discounts expire one week prior to the event) You may also download this form from http://www.stampedevenues.com/swf/services/pdf/exhibitor_form.pdf

Booth Setup, Signage, Displays

For additional Table's Chairs, booth setup, material handling and shipping, importing and customs, Superior Show is your one-stop supplier.

OPS Events Inc.

Contact: Irene Arnolis

Address: 5440 Maingate Drive

Ph: 905-624-6955

Fax : 905-624-8025

Web: www.opseventrentals.ca

Email: info@ops-eventrentals.ca

Hotel & Travel Arrangement

Four Points by Sheraton Toronto Lakeshore

A great suite hotel located about 6 blocks from the show venue, complete with kitchen, living room and bedrooms. Regency Suites offer Body Soul & Spirit Expo a considerable discount! Be sure to email Dale Shostal to reserve your room early!

Contact: Sandy

1926 Lake Shore Boulevard West

Toronto, ON M6S 1A1 Canada

Ph: (416) 766-4392

Shipping Products & Promotional Material

If you need to ship your products and promotional materials to the Body Soul & Spirit Expo, you may do so through a courier service that will deliver between during the official move in time (10:00am to 2:45 PM Friday April 15th, 2011).

Please include the event name, business name, booth number, Hall Number included....

eg. Exhibition Place

200 Princes' Blvd. Toronto, ON M6K 3C3, Canada

C/O Your Company, Booth #123

The Queen Elizabeth Building

1801 Big Four Trail SE

All Supplier Forms Posted ONLINE at <http://www.bodysoulspiritexpo.com/expo/registration/links.htm>

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