

MARKETPLACE

Exhibitor Brochure

your
2012 | **Convention
Opportunity
Success**

2012 NATIONAL CONVENTION
April 1 – 3 • Sheraton on the Falls • Niagara Falls, ON

Connect with Clients at CFA National Convention

The Marketplace is the bustling hub of the CFA Convention and serves as one of the central meeting places for receptions, networking, breakfasts, lunches and refreshment breaks. Come view the myriad of products and services offered by the exhibitors at this year's Marketplace.

Don't miss this perfect opportunity to one-stop-shop. Showcase your products and services to National Convention attendees, find out what's available to help your company succeed and expand your national network of contacts with leaders in the franchising industry.

Marketplace Information

The Canadian Franchise Association is pleased to provide an Exhibitor Marketplace during the 21st Annual Canadian Franchise Association (CFA) National Convention, which is the franchise industry's premier educational event and will be held from April 1 – 3, 2012. CFA National Convention attracts hundreds of key executives in the franchise industry from across Canada and the United States. Exhibiting in the Marketplace

puts you front and centre, and is a great way to promote the latest in products and services to provide success in franchising. As an Exhibitor you will meet key decision-makers in the area of franchise development, operations, marketing, sales and training.

The Marketplace Passport

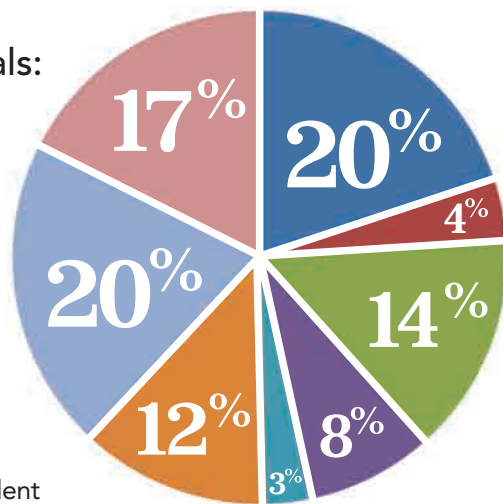
To drive traffic to your booth, a Marketplace passport will be given to each delegate at registration. This passport is your ticket to engage in conversation with your target

audience: franchise system decision-makers. All Exhibitors will be provided a stamp at move-in on Sunday, April 1 and each passport will include each Exhibitor's company name and a place for a stamp. Delegates will be encouraged to visit each Exhibitor to have their passports stamped by all exhibitors for a chance to win one of many great prizes. Passports must be completely filled with stamps from all Exhibitors to qualify for the draw held during the Closing Keynote Luncheon on Tuesday.



Who attends the CFA Convention:

Professionals:



- CEO/President
- COO, CFO, CAO, CMO
- Executive Vice President / Senior Vice President / Vice President / Associate Vice President
- Partner
- Franchisee
- General Manager / Director
- Manager / Franchise Developer
- Other (Associate, Specialist, Coordinator, etc.)

From companies like these:

- | | |
|-----------------------------|-------------------------------|
| A&W Food Services of Canada | M & M Meat Shops |
| ADP Canada | Maaco |
| BDO | Mister Transmission |
| Baskin Robbins | Moneris |
| BeaverTail Canada | McDonald's Restaurants Canada |
| BioPed Footcare Centres | Nurse Next Door |
| Boston Pizza International | Pearle Vision |
| Bulk Barn Foods Limited | Pizza Nova |
| Canada Bread Company | PropertyGuys.com |
| Cara Operations | Regis Corporation |
| CertaPro Painters | Second Cup |
| Choice Hotels Canada | Service Master Canada |
| CINTAS | Sangster's Health Centres |
| CKE Restaurants | Subway |
| Cora Franchise Group | The UPS Store |
| Dairy Queen | Tim Hortons |
| Expedia CruiseShipCenters | Two Men and a Truck |
| Kumon Canada | Wendy's Restaurants of Canada |

Source: 2011 CFA National Convention delegate information.

Marketplace Package

The Marketplace officially opens on Sunday April 1st at 6:00 pm with the Marketplace Reception. The Marketplace will be open throughout programming on Monday April 2nd providing you plenty of opportunities to expand your contact base.

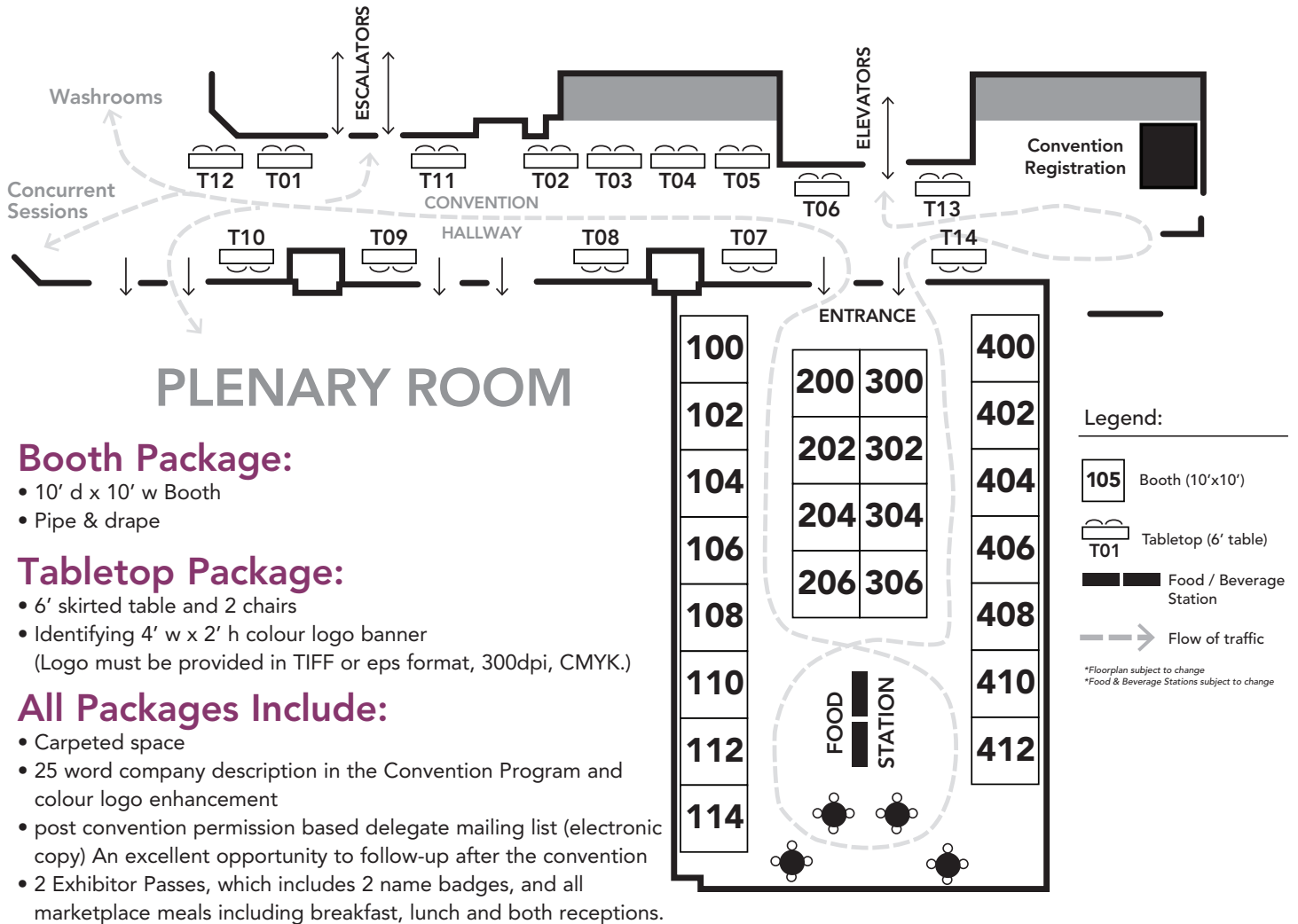
Marketplace Hours:

Sunday April 1

10:00 am – 4:00 pm Exhibitor Set Up
6:00 pm – 8:00 pm Opening Reception

Monday April 2

7:30 am – 6:30 pm Marketplace Open
6:30 pm – 11:00 pm Exhibitor Tear down



Ticketed Events

Tickets for the Awards Presentation Dinner (Monday, April 2) and the Closing Luncheon and Keynote Address (Tuesday, April 3) can be ordered separately. See ticket order form.

Booth Assignment

Booths and tabletops are confirmed on a first-come, first-serve basis.

For more information contact:

Jill Todd
Tel: 416-695-2896 ext. 223
E-mail: jtodd@cfa.ca

Exhibitor Terms and Conditions

Exhibit Space

The Canadian Franchise Association (CFA) reserves the absolute discretion to grant or refuse any request from companies wishing to exhibit in the marketplace. CFA will make every effort to ensure that space requested is assigned. However, CFA reserves the right to re-assign any location at any time. Exhibitors may not resell or sublet or share their assigned booth space to or with any other company. No exhibitor shall move locations, tear down or set up booths during the show hours without the consent of the CFA. Exhibit space exclusive to CFA members.

Payment for Space.

A signed contract and a 50% deposit is required to hold space with balance due on or before March 1, 2012. If a cancellation occurs on or before February 1, 2012 all monies will be returned less a \$250 administration fee. If a cancellation occurs after February 1, 2012, client will be responsible for payment in full. If payments are not received by the due dates, space chosen may be released.

Cancellation of Contract.

CFA reserves the right to cancel this contract at any time if CFA becomes aware of any business dealings made by the Exhibitor, which CFA in its absolute discretion considers to be unethical. If this contract is cancelled by the CFA prior to the marketplace for such reasons stated above 25% of the cost of the booth space will be held and/or is payable for administration purposes. If the contract is cancelled by CFA for the reasons above while the marketplace is in progress, CFA reserves the right to remove the Exhibitor and all representatives from the premises, without refund of payment. If any representative conducts him or herself in any manner offensive to CFA, CFA reserves the right to remove said person from the premises, without refund of payment. Cancellations of booth space from exhibitors are being accepted until February 1, 2012 only as stated in your contract. If a company cancels after that date the company is still responsible for payment in full. No exceptions will be made. Lastly, CFA reserves the right to cancel the Marketplace. In the event of this cancellation, all monies will be returned.

Move-In/ Move-Out

All exhibitors must be moved in and ready to exhibit by 6 pm on Sunday, April 1, 2012. CFA will not be responsible for refund of payment, in whole or part, if Exhibitor's goods, properties, booth display, etc. are not received at the premises. All properties must be removed from the premises no later than 11:00 p.m. on the final day of the marketplace. If properties are not removed by said time, CFA will hold the Exhibitor responsible for all charges incurred to hold or store the goods. All exhibits must remain intact during marketplace hours.

Insurance

CFA, its directors, officers, employees or agents cannot be held responsible for any personal or property loss, theft, damage or injury caused to any person. The Exhibitor agrees to indemnify CFA, its directors, officers, employees or agents against any claims made or brought from loss or damage resulting from the Exhibitors actions or conduct in or as part of the marketplace. The Exhibitor agrees to exhibit at its own risk and must insure its goods at its own expense.

Regulations

The Exhibitor agrees to abide by all rules of CFA, the Sheraton on the Falls, the promoter, any fire regulations and all union regulations. The Exhibitor agrees to comply with all applicable provincial, federal and municipal laws and requirements of the police and fire department and/o other authorities and will pay for all necessary permits and licences as required. Failure to comply with the foregoing will result in removal from the floor of the marketplace without refund of payment. The Exhibitor assumes full responsibility for all its employees, contractors, agents and sales professionals for the duration of the marketplace.

Use of Space

All exhibitors must remain within the confines of the space rented and cannot, without consent of CFA, use or obstruct aisles, passageways, or overhead space.

Booths: Back wall of booth should not exceed height of 8 ft. Any displays, booths or marketing material higher than 8 ft must be approved by the CFA before move in dates. Side panels of booth area should not exceed 3 ft. from the back wall. **Tabletops:** Tabletop displays or materials of any kind must not exceed height of 4 ft.

CFA reserves the right to limit and/or discontinue any noise, music, live or recorded that CFA deems objectionable. The Exhibitor shall not serve, dispense or sell any food, beverages or products without the consent of CFA.

Electrical and Lighting Supplies

The Exhibitor must order all electrical supplies and services through the designated Electrical Contractor. All electrical fittings, lighting and other devices must be in accordance with the regulations of governmental authorities, the venue, and CFA.

Wine, Liquor and Beer

The sale and/or distribution of wine, liquor or beer is strictly prohibited on the premises.

Building Regulations

The Exhibitor agrees to pay CFA for any damages to the Exhibitor's allocated space, floors and aisles resulting from the Exhibitor's participation in the show. If any damages occur to the lands or any portion of the building as a result of the Exhibitors participation in the event, the Exhibitor agrees to reimburse CFA for all costs involved in repair. The Exhibitor agrees not to post, hang or display any signs, advertisement, showbills, posters or cards of any description outside of the premises without the consent of CFA.

Security

CFA will make every effort to ensure that twenty-four hour security is in place for the show. However, CFA is not responsible for theft of Exhibitor's display goods, products and equipment during any period of the marketplace or CFA National Convention, including during set-up or dismantling. If the Exhibitor wishes to ensure that his goods are protected, the exhibitor may hire security through the CFA's security company.

Music

The Exhibitor shall not use music during the course of the marketplace, which requires the permission from the copyright owner unless such permission has been obtained. The Exhibitor agrees to provide CFA with proof of such documents upon request and will indemnify CFA of all claims resulting from failure to obtain such permission.

Photographs

The Exhibitor agrees not to photograph, copy or hand-draw any items at the show, other than the said Exhibitors booth, without written consent of CFA. CFA reserves the right to take photographs of the Exhibitor's booth space, exhibit and exhibit personnel during any part of CFA National Convention for use in any promotional purposes, without payment of any kind to the Exhibitor.

Additional Rules and Regulations

CFA may amend or issue additional rules and regulations to the Exhibitor from time to time. CFA does not guarantee nor does it make any representations or warranties regarding the number of attendees who will attend the event. CFA reserves the right to limit the number of similar types of exhibitors in the marketplace.

For more information please contact:

Jill Todd | jtodd@cfa.ca
Tel: 416-695-2896 ext. 223
Fax: 416-695-1950

Marketplace Contract

Book your booth today!

your 2012 | Convention Opportunity Success



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(Please print clearly or type this form) CFA FSS Member Proposed CFA FSS Member CFA Franchisor Member Proposed CFA Franchisor Member

Corporate Name: _____

Contact: _____ Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____ Fax Number: _____ Email: _____

Marketplace Rates

Please indicate your booth location preference:

1ST CHOICE: _____ 2ND CHOICE: _____

Rates:

10 x 10' Booth @ \$1450 (CFA FSS Member)	x	=	
10 x 10' Booth @ \$1550 (CFA Franchisor Member)	x	=	
6' Tabletop @ \$950 (CFA FSS Member)	x	=	
6' Tabletop @ \$1000 (CFA Franchisor Member)	x	=	
Additional Exhibitor Passes @ \$150	x	=	
Sub Total		=	
Plus 13% HST		=	
Sub-total (Cdn Dollars)		=	
Less 50% deposit	= ()
Balance	=		

(Special Government Rate: \$1250 +HST)

Not included in the rates are electrical services, drapery, etc. Exhibitor Manual with forms to follow.

Terms and Conditions

A signed contract and a 50% deposit is required to hold space with balance due on or before **March 2, 2012**. If a cancellation occurs on or before **February 1, 2012** all monies will be returned less a \$250 administration fee. If a cancellation occurs after **February 1, 2012**, exhibitor will be responsible for payment in full. If payments are not received by the due dates, space chosen may be released. All tradeshow bookings made within 10 business days of the event must be paid for by certified cheque or credit card.

Booth Package:

- 10' d x 10' w Booth
- Pipe & drape

Tabletop Package:

- 6' skirted table and 2 chairs
- Identifying 4' w x 2' h colour logo banner

All Packages Include:

- Carpeted space
- company description in the Convention Program
- post convention permission delegate mailing list
- 2 Exhibitor Passes which includes 2 name badges, and all marketplace meals.

Note: Additional Exhibitor Passes can be ordered for \$150 each. Includes all marketplace meals.

Marketplace Schedule

SUNDAY, APRIL 1, 2012

8:00 am – 8:00 pm CFA Registration Desk Open
10:00 am – 4:00 pm Set up – All Marketplace Exhibitors
6:00 pm – 8:00 pm Marketplace Reception (Be Ready!)

MONDAY, APRIL 2, 2012

7:30 am – 6:30 pm Marketplace Open All Day
6:30 pm – 11:00 pm Tear down – All Marketplace Exhibitors

Payment

I acknowledge and have read the Terms and Conditions listed above and agree to comply with these regulations.

Submitted by (please print): _____

Signature: _____ Date: _____

Payment Process: (make cheques payable to the Canadian Franchise Association)

50% deposit cheque will be forwarded immediately. Please process our 50% deposit on the following credit card:

Visa MasterCard Amex

Card Number: _____ Expiry Date: _____

Card Holder Name: _____ Signature: _____

Please debit my credit card for balance owing on March 5, 2012. Please call prior to debiting credit card.

Please submit this form to: Canadian Franchise Association - 5399 Eglinton Ave West, Suite 116, Toronto, Ont. M9C 5K6
Jill Todd, Phone: (416) 695-2896 / 800-665-4232 Ext. 223 Fax: (416) 695-1950

EXHIBIT SPACE: The Canadian Franchise Association (CFA) reserves the absolute discretion to grant or refuse any request from companies wishing to exhibit in the marketplace. CFA will make every effort to ensure that space requested is assigned. However, CFA reserves the right to re-assign any location at any time. Exhibitors may not resell or sublet or share their assigned booth space to or with any other company. No exhibitor shall move locations, tear down or set up booths during the show hours without the consent of the CFA. Exhibit space exclusive to CFA members.

CANCELLATION POLICY: All prices are quoted in Canadian dollars. GST/HST Registration Number R122972920. QST Registration Number 12129 53071. All cancellations must be sent in writing to the CFA. Full refunds less a \$250 administration fee will be made on cancellations received on or before **February 1, 2012**. Cancellations after this date will not be eligible for refund or credit. The sponsors and management of the meeting reserve the right to make necessary changes to this program. Every effort will be made to keep the presentations and timelines as represented, however, unforeseen circumstances may result in substitution, schedule change or cancellation. If this event is cancelled the full booking fee will be refunded.

CFA provides delegate and exhibitor contact information (excluding email) to meeting sponsors. Check here if you do not want your information shared.

Please do not send me information on future CFA events.

Ticket Order Form

**your
2012** | Convention
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CFA
Canadian Franchise
Association™

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(Please print clearly or type this form)

Company Name: _____

Contact: _____

Title: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Phone Number: _____

Fax Number: _____

Email: _____

Awards Presentation Dinner Tickets

Note: To order table of ten for \$1400, please contact Michelle Lima at 416-695-2896 ext. 242 or e-mail mlima@cfa.ca

NAME	FOOD ALLERGY	RATE	SUBTOTAL
_____	_____	X \$175	= \$
_____	_____	X \$175	= \$
_____	_____	X \$175	= \$
_____	_____	X \$175	= \$
_____	_____	X \$175	= \$
		TOTAL A	= \$

Closing Keynote Luncheon Tickets

Note: To order table of ten for \$750, please contact Michelle Lima at 416-695-2896 ext. 242 or e-mail mlima@cfa.ca

NAME	FOOD ALLERGY	RATE	SUBTOTAL
_____	_____	X \$80	= \$
_____	_____	X \$80	= \$
_____	_____	X \$80	= \$
_____	_____	X \$80	= \$
_____	_____	X \$80	= \$
		TOTAL B	= \$

Total

(PLEASE ADD TOTALS A & B) **SUBTOTAL: \$** _____

PLUS 13% HST: \$ _____

TOTAL: \$ _____

Payment

Cheque (made payable to the Canadian Franchise Association)

Visa MasterCard Amex

Card Number: _____

Expiry Date: _____

Card Holder Name: _____

Signature: _____

Please submit this form to: Canadian Franchise Association - 5399 Eglinton Ave West, Suite 116, Toronto, Ont. M9C 5K6
Michelle Lima, Coordinator, Events & Education, **Phone: (416) 695-2896 / 800-665-4232 Ext. 242 Fax: (416) 695-1950**

REGISTRATION, CANCELLATION AND SUBSTITUTION POLICY: All prices are quoted in Canadian dollars. GST/HST Registration Number 12297 2920 RT0001. All cancellations must be sent in writing to the CFA. Full refunds less a \$100 administration fee will be made on cancellations received on or before March 1, 2012. Cancellations after this date will not be eligible for refunds or credit, but may be transferred to another individual from the same company for this event. The sponsors and management of the meeting reserve the right to make necessary changes to this program. Every effort will be made to keep the presentations and speakers as represented. However, unforeseen circumstances may result in the substitution or cancellation of the event, presentation topic or speaker.

If the event is cancelled, liability is limited to the refund of fees paid to CFA. No invoices will be issued.

CFA provides delegate contact information (excluding email) to meeting sponsors and exhibitors. Check here if you do not want your information shared.
 Please do not send me information on future CFA events.