



Canadian Franchise
Association™

2010 NATIONAL CONVENTION
May 2-4 • Fairmont Tremblant • Mont Tremblant, QC



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 19th Annual Canadian Franchise Association (CFA) National Convention, which is the franchise industry's premier educational event and will be held from May 2 – 4, 2010. 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.

Silent Auction

To drive traffic to your booth, a silent auction will be held in the Marketplace. Auction items and bidding sheets will be displayed in your own booth space to drive repeat traffic and conversation opportunities with your target audience: franchise system decision-makers.

Silent auction items can be bought with Convention Cash, the only accepted currency in the Marketplace. Convention delegates will be given Convention Cash upon registration and will have the chance to earn even more for their participation in Roundtables and Concurrent sessions.

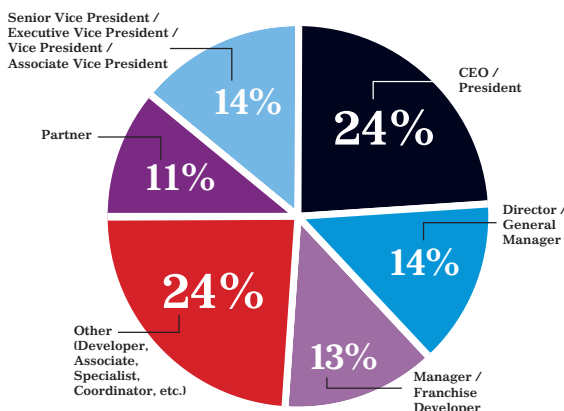
More importantly, you will be able to hand out Convention Cash to delegates as a Marketplace exhibitor to help encourage repeat traffic to your booth. Some prize ideas from the 2009 CFA National Convention include a Nintendo

Wii video game console, televisions, business machine products, a full golf set, gift baskets, and gift certificates for professional services. The lucky Marketplace Silent Auction winners will be announced at the Awards Presentation Dinner Cocktail Reception on May 3. Participating exhibitors will also have the opportunity to increase their exposure by announcing the winner of their donated prizes.

If you wish to participate in the Marketplace Silent Auction, please let us know by completing the "Silent Auction" section on the Marketplace Contract. For more information on the Marketplace Silent Auction and Convention Cash, please contact **Tiffany Anderson**, Event Dept. at **800-665-4232 ext. 242** or tanderson@cfa.ca.

Who attends the CFA Convention:

Professionals:



From companies like these:

- | | |
|-----------------------------|-----------------------------------|
| A&W Food Services of Canada | Kwik Kopy Printing Canada |
| ADP Canada | M & M Meat Shops |
| BDO Canada LLP | Mister Transmission |
| Baskin Robbins | Moneris Solutions |
| BMO Bank of Montreal | McDonald's Restaurants Canada |
| Booster Juice | Panago Pizza |
| Boston Pizza International | PostNet |
| Bulk Barn Foods Limited | Potruff & Smith Insurance Brokers |
| Cara Operations | Prime Restaurants |
| Cora Franchise Group | PropertyGuys.com |
| CINTAS | Regis Canada |
| Expedia CruiseShipCenters | Sangster's Health Centres |
| Kumon Canada | White Spot |

Source: 2009 CFA National Convention delegate information.

Marketplace Package

The Marketplace officially opens on Sunday May 2 at 6:00 pm with the Marketplace Reception. The Marketplace will be open throughout programming on Monday May 3, providing you plenty of opportunities to expand your contact base.

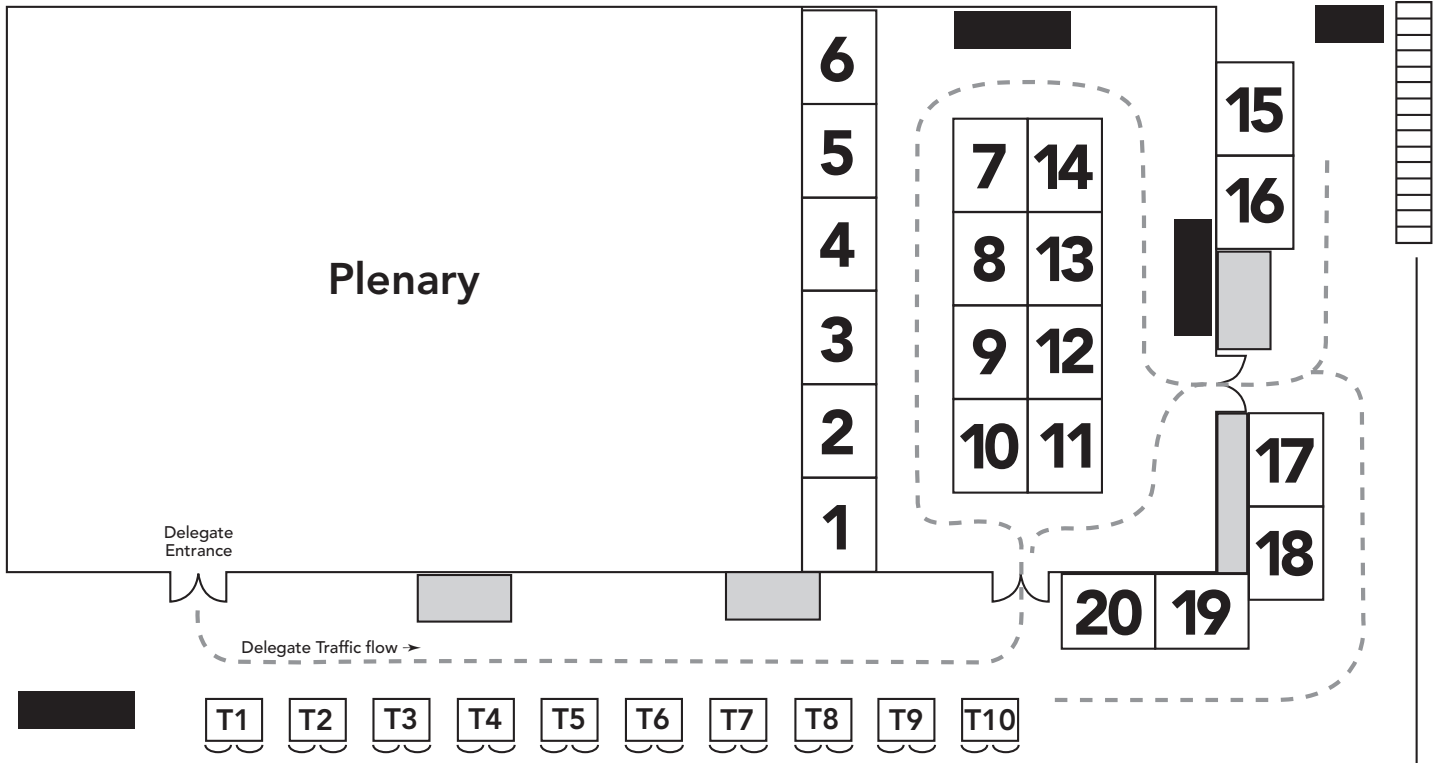
Marketplace Hours:

Sunday May 2

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

Monday May 3

8:00 am – 6:30 pm Marketplace Open
6:30 pm - 11:00 pm Exhibitor Tear down



Legend:

- 1** Booth
- T1** Tabletop
- Food & Beverage Station
- Pillar
- Staircase to upper level meeting rooms

*Floorplan subject to change
*Food & Beverage Stations subject to change

Booth Package:

- 8' d x 10' w Booth

Tabletop Package:

- 6' skirted table and 2 chairs
- Identifying 4' w x 2' h colour logo banner (Logo must be provided in TIFF or eps format, 300dpi, CMYK.)

All Packages Include:

- Carpeted space
- 25 word company description in the Convention Program and colour logo enhancement
- post convention permission based delegate mailing list (electronic copy) An excellent opportunity to follow-up after the convention
- 2 Exhibitor Passes, which includes 2 name badges, and all marketplace meals including breakfast, lunch and both receptions.

Note: Additional Exhibitor Passes can be ordered for \$150 each.

Ticketed Events

Tickets for the Awards Presentation Dinner (Monday, May 3) and the Closing Luncheon and Keynote Address (Tuesday, May 4) can be ordered separately. See Marketplace Contract for details.

Booth Assignment

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

For more information contact:

Barbara Frank
Tel: 416-695-2896 ext. 223
E-mail: bfrank@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.

Payment for Space.

A signed contract and a 50% deposit is required to hold space with balance due on or before April 2, 2010. If a cancellation occurs on or before March 2, 2010 all monies will be returned less a \$250 administration fee. If a cancellation occurs after March 2, 2010, 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 March 2, 2010 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, May 2, 2010. 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 Fairmont Tremblant, 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. 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. 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 except with the consent of CFA. If consent is given, the Exhibitor must agree to all relevant laws and regulations concerning sale of such items.

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:

Tiffany Anderson | tanderson@cfa.ca
Tel: 416-695-2896 ext. 242
Fax: 416-695-1950

Marketplace Contract

Book your booth today!

your 2010 Convention Opportunity Success



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(Please print clearly or type this form)

CFA FSS Member Proposed CFA FSS Member CFA Franchisor Member Non-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:

8 x 10' Booth @ \$1450 (CFA FSS Member)	x	=
8 x 10' Booth @ \$1550 (CFA Franchisor Member)	x	=
8 x 10' Booth @ \$1750 (Non-Member)	x	=
6' Tabletop @ \$950 (CFA FSS Member)	x	=
6' Tabletop @ \$1000 (CFA Franchisor Member)	x	=
6' Tabletop @ \$1200 (Non-Member)	x	=
Sub Total		=
5% GST		=
(7.5% on subtotal + GST) 7.5% QST		=
Sub-total (Cdn Dollars)		=
Less 50% deposit	= ()
Balance		=

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

Terms and Conditions

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Booth Package:

- 8' d x 10' w Booth

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. See Additional Passes and Ticket Order Form.

Silent Auction

Yes! I will participate in the Marketplace Silent Auction

Prize Description: _____

Prize Value: \$ _____

Marketplace Schedule

SUNDAY, MAY 2, 2010

8:00am – 8:00pm CFA Registration Desk Open

10:00am – 4:00pm Set up – All Marketplace Exhibitors

6:00pm – 8:00pm Marketplace Reception (Be Ready!)

MONDAY, MAY 3, 2010

8:00am – 6:30pm Marketplace Open All Day

6:30pm – 11:00pm 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 April 5, 2010. 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
Barbara Frank, Client Relationship Manager, Phone: (416) 695-2896 / 800-665-4232 Ext. 223 Fax: (416) 695-1950

CANCELLATION POLICY: All prices are quoted in Canadian dollars. GST 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 **March 2, 2010**. 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.

Marketplace Additional Passes & Tickets Order Form



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(Please print clearly or type this form)

CFA FSS Member Proposed CFA FSS Member CFA Franchisor Member Non-Member

Corporate Name: _____
 Trading Name: _____
 Contact: _____ Title: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Phone Number: _____ Fax Number: _____ Email: _____

Additional Exhibitor Passes

Note: Meal packages are included with order of additional exhibitor passes.

ADDITIONAL EXHIBITOR NAME	TITLE	RATE	SUBTOTAL
		X \$150	= \$
		X \$150	= \$
		X \$150	= \$
		TOTAL A	= \$

Awards Presentation Dinner Tickets

Note: To order table of ten for \$1300, please contact Jennifer Frank at 416-695-2896 ext. 228 or e-mail jfrank@cfa.ca

NAME	FOOD ALLERGY	RATE	SUBTOTAL
		X \$150	= \$
		X \$150	= \$
		X \$150	= \$
		X \$150	= \$
		X \$150	= \$
		TOTAL B	= \$

Closing Keynote Luncheon Tickets

Note: To order table of ten for \$750, please contact Jennifer Frank at 416-695-2896 ext. 228 or e-mail jfrank@cfa.ca

NAME	FOOD ALLERGY	RATE	SUBTOTAL
		X \$75	= \$
		X \$75	= \$
		X \$75	= \$
		X \$75	= \$
		X \$75	= \$
		TOTAL C	= \$

Total	
(PLEASE ADD TOTALS A, B & C) SUBTOTAL:	\$
PLUS 5% GST:	\$
(7.5% ON SUBTOTAL + GST) 7.5% QST:	\$
TOTAL:	\$

Payment
<input type="checkbox"/> Cheque (made payable to the Canadian Franchise Association)
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> 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
Barbara Frank, Client Relationship Manager, Phone: (416) 695-2896 / 800-665-4232 Ext. 223 Fax: (416) 695-1950

REGISTRATION, CANCELLATION AND SUBSTITUTION POLICY: All prices are quoted in Canadian dollars. GST Registration Number 12297 2920 RT0001. QST Registration Number 12129 53071. 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 **April 2, 2010**. 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. Your Additional Passes & Ticket Order Form must be accompanied by full payment in order to be processed.
 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.