

FOR OUR RETAIL EXHIBITORS



YOU'RE INVITED TO PARTICIPATE IN THE 2<sup>ND</sup> ANNUAL



FEBRUARY 6<sup>th</sup> & 7<sup>th</sup>, 2010

**Campus Recreation and Wellness Centre**

Durham College in Oshawa, 21 Avenue of Champions (Corner of Conlin Rd. & Simcoe St. N.)

**A SPA WEEKEND FEATURING...**

Spa services over one or two days, fitness & dance classes, hot-tubbing, fashion shows, shopping, movies, give-a-ways, gossip, giggles & more!

**[www.womensweekendshow.com](http://www.womensweekendshow.com)**

## WHAT IS THE WOMEN'S WEEKEND SHOW?

The Women's Weekend Show has been designed to give women from Durham Region & beyond a spa weekend similar to that offered at some of Ontario's finest Spas. Our weekend will be packed full of female bonding, pampering, entertainment, fun, gossip, giggles... in other words Girl Fever! Our event is open to those aged 19 years and older. This is a licensed event.

Women will have the opportunity to enjoy spa services provided by you. They can also participate in fitness and dance classes, sample local services, check out the latest styles and fashion trends and shop for specialty items from our retail exhibitors.

Patrons will have the option to attend on either Saturday or Sunday for \$99.00 or both days for \$149.00 plus applicable taxes. One day spa passports will include 3 services such as a manicure, pedicure, facial etc. We will provide a list of services on-line which they can choose from. When they book their passport to the show they will pre-select which services they require so that we can properly plan their calendar in advance of coming to the show. They will be required to bring their own robe to wear or they can rent one from the Women's Weekend Show at a nominal fee of \$10. Street wear is not permitted. The 2-day spa passport will include their choice of 5 spa services. Selections will be made on-line prior to the show.

During the weekend, our show goers will be dazzled by the latest fashion trends presented by industry leaders in our two fashion shows held at 12 noon on Saturday and Sunday.

A viewing of the classics, 'Muriel's Wedding' and 'Shirley Valentine', will be aired during the weekend for added laughter and fun while they sip on their 'specialty drinks' in the company of their girlfriends, mother, sisters, daughters, aunts or grandmothers.

## THE PERFECT PLACE!

The Campus Recreation & Wellness Centre is a great choice of venue for this unique event. Conveniently located at Durham College on the corner of Simcoe St. N. & Conlin Rd. in north Oshawa. It's 28,000 square feet of floor space, multiple change rooms & exercise rooms & great parking lends itself perfectly for the tranquil, relaxed and luxurious atmosphere we intend to create for patrons coming from the East and from the West.



AS A RETAIL EXHIBITOR YOU CAN PARTICIPATE IN ONE OF TWO WAYS:

**YOU CAN ASK ABOUT SPONSORSHIP** - Contact us for opportunities...

**YOU CAN PROMOTE YOUR SERVICE AND SELL YOUR PRODUCTS**

Imagine 500 women over the course of a 2-day weekend strolling around in robes and slippers, martinis in hand... after receiving FREE quality services and feeling gloriously pampered. Could the atmosphere be any more conducive to shopping! Your 8'x8' booth space is a great investment at \$599 + GST. Our ladies want to buy jewellery, hand bags, weight loss packages, gym memberships, clothes, lingerie, hair care products, get Botox injections, permanent makeup, tattooing and more. You will receive a skirted table, 2 chairs, curtaining and access to electrical and wireless internet. Are you excited yet?

### IN THE BAG

We ask all participants to provide 500 gifts, promotional items or flyers for our give-a-way bags.

### OUR VOLUNTEERS

We require over 20 volunteers to run this event. If you would like to contribute to our thank-you bag, please let us know.



# PROMOTION & PROMOTIONAL OPPORTUNITIES

## PRE-SHOW ADVERTISING BUZZ

In the effort to better promote you prior to the show, we are extending an invitation for you to promote your business in the local community newspapers, Ajax Pickering News Advertiser and/or Oshawa Whitby Clarington This Week on Thursday January 28th 2010. See details on attached contract.

## MARKETING BUZZ

- Publicized in all Metroland Durham Region Newspapers, Oshawa Whitby Clarington This Week, Ajax Pickering, News Advertiser, Uxbridge Times Journal, Port Perry Star & Northumberland News from November 2009 until the show ends.
- Promoted in the November/December issue of East Of The City magazine.
- Show Section on Thursday January 28<sup>th</sup>, 2010 in Oshawa Whitby Clarington This Week and Ajax Pickering News Advertiser, Uxbridge Times Journal, Port Perry Star & Northumberland News.
- Publicized on durhamregion.com - over 216,000 unique users per month.
- E-blast to select data bases.
- Facebook
- All participants will receive posters to hang at their place of business.
- Link us on your web site and we will link you on our web site [www.womensweekendshow.com](http://www.womensweekendshow.com)
- We will have signage from the 401 exit leading to the Campus Recreation & Wellness Centre.

## FOR MORE INFORMATION VISIT

[womensweekendshow.com](http://womensweekendshow.com) & [womensweekendshow.ca](http://womensweekendshow.ca)

- Information including maps, driving instructions and nearby hotel.
- List of vendors, schedule of classes, instructors and events.



## SHOW COORDINATORS

Monique Lea: (905) 579-4473 ext. 2318 · [mlea@womensweekendshow.com](mailto:mlea@womensweekendshow.com)

Sandy Matzen: (905) 579-4473 ext. 2380 · [smatzen@womensweekendshow.com](mailto:smatzen@womensweekendshow.com)

Jennifer Reesor: (905) 579-4473 ext. 2334 · [jreesor@womensweekendshow.com](mailto:jreesor@womensweekendshow.com)



Women's Weekend Show is produced by Metroland Durham Region Media Group  
C/O Oshawa Whitby Clarington This Week · 865 Farewell St. S. Oshawa, ON, L1H 6N8  
Tel: 905-579-4400 · Fax: 905-579-2742 · [www.womensweekendshow.com](http://www.womensweekendshow.com) · [www.durhamregion.com](http://www.durhamregion.com)



A SPA WEEKEND FOR CHICKS ONLY!  
www.womensweekendshow.com

FEBRUARY 6<sup>th</sup> & 7<sup>th</sup>, 2010

## RETAIL EXHIBITOR AGREEMENT

Show Hours: Saturday February 6<sup>th</sup> 2010, 9:00 am – 6:00 pm · Sunday February 7<sup>th</sup> 2010, 9:00 am – 5:00 pm

### RETAIL EXHIBITOR DATA

I (signing authority) \_\_\_\_\_ agree to have my business (name your business)

\_\_\_\_\_ Sponsor the Women's Weekend Show on February 5th and 6th, 2010.

Address: \_\_\_\_\_ City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Please check one of the following that apply and complete in print. **Please fill out your show contact name** \_\_\_\_\_

I (signing authority) \_\_\_\_\_ agree to have my business

(name of business) \_\_\_\_\_ exhibit in the Women's Weekend Show on  
February 6th and 7th, 2010 as a retail vendor.

Address: \_\_\_\_\_ City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

I will be showcasing (please name and list service or products): \_\_\_\_\_

I would like a 8' x 8' booth and agree to prepay \$599 plus GST which includes 1 skirted table, up to 2 chairs and a curtained back drop.  
Or

I would like to expand my booth to a 16' x 8' and agree to prepay \$899 plus GST which included 2 skirted tables, up to 4 chairs and a curtained back drop.

I require electrical and understand that it is my responsibility to bring my own extension cord(s).

Total Cost of booth(s) \$ \_\_\_\_\_ plus GST.

\* Additional lunch tickets can be purchased at the show.  
Please see reverse side for acknowledgement.

ACKNOWLEDGEMENT

I understand that this opportunity has been created to increase my awareness in the community and develop relationships to increase my client base. In addition, should I decide to advertise my participation in this show, that the cost to do so will be billed separate and apart from the above to my existing account (in good standing with Oshawa Whitby Clarington This Week or Ajax Pickering News Advertiser) or in advance by credit card to be supplied. I understand that forfeiting my participation within two weeks of the show and/or after my name has been promoted in print or on-line requires me to pay the equivalent of the retail booth rate plus GST on a single or double booth to be used to hire extra help.

I have read the above acknowledgement and I agree to be bound by these terms & conditions. I have filled out my application and have faxed/mailed it TO THE WOMEN'S WEEKEND SHOW AT 905-579-2742.

\_\_\_\_\_ (signing authority) Date: \_\_\_\_\_

PRE-SHOW ADVERTISING OPPORTUNITY

PRE-SHOW ADVERTISING BUZZ

In the effort to better promote you prior to the show, we are extending an invitation for you to promote your business in the local community newspapers, Ajax Pickering News Advertiser and/or Oshawa Whitby Clarington This Week. Please check all that apply.

Please include a full colour ad in the pre-show section Thursday January 28th 2010
Ad deadline: Monday January 25th 2010

- Options for advertising spots: Ajax Pickering News Advertiser: 1/32nd page - 2.008" w. x 2" d. at \$99 + 5% GST; Ajax Pickering News Advertiser: 1/16th page - 2.008" w. x 3.906" d. at \$129 + 5% GST; Ajax Pickering News Advertiser: 1/8th page - 5.145" w. x 3.125" d. at \$210 plus 5% GST; Oshawa Whitby Clarington This Week: 1/32nd page - 2.008" w. x 2" d. at \$129 + 5% GST; Oshawa Whitby Clarington This Week: 1/16th page - 2.008" w. x 3.906" d. at \$189 + 5% GST; Oshawa Whitby Clarington This Week: 1/8th page - 5.145" w. x 3.125" d. at \$310 plus 5% GST

Total cost: \$ \_\_\_\_\_ + 5% GST = Total \$ \_\_\_\_\_

VISA MASTER CARD AMEX Total billed to card: \$ \_\_\_\_\_ Name On Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Credit Card #: \_\_\_\_\_ Expire Date: \_\_\_\_\_

For Office Use Only: Agreed and accepted by: \_\_\_\_\_ as Show Manager. Date: \_\_\_\_\_

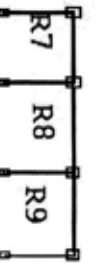
Booth location (section name): \_\_\_\_\_ Booth number(s) assigned \_\_\_\_\_

SHOW COORDINATORS

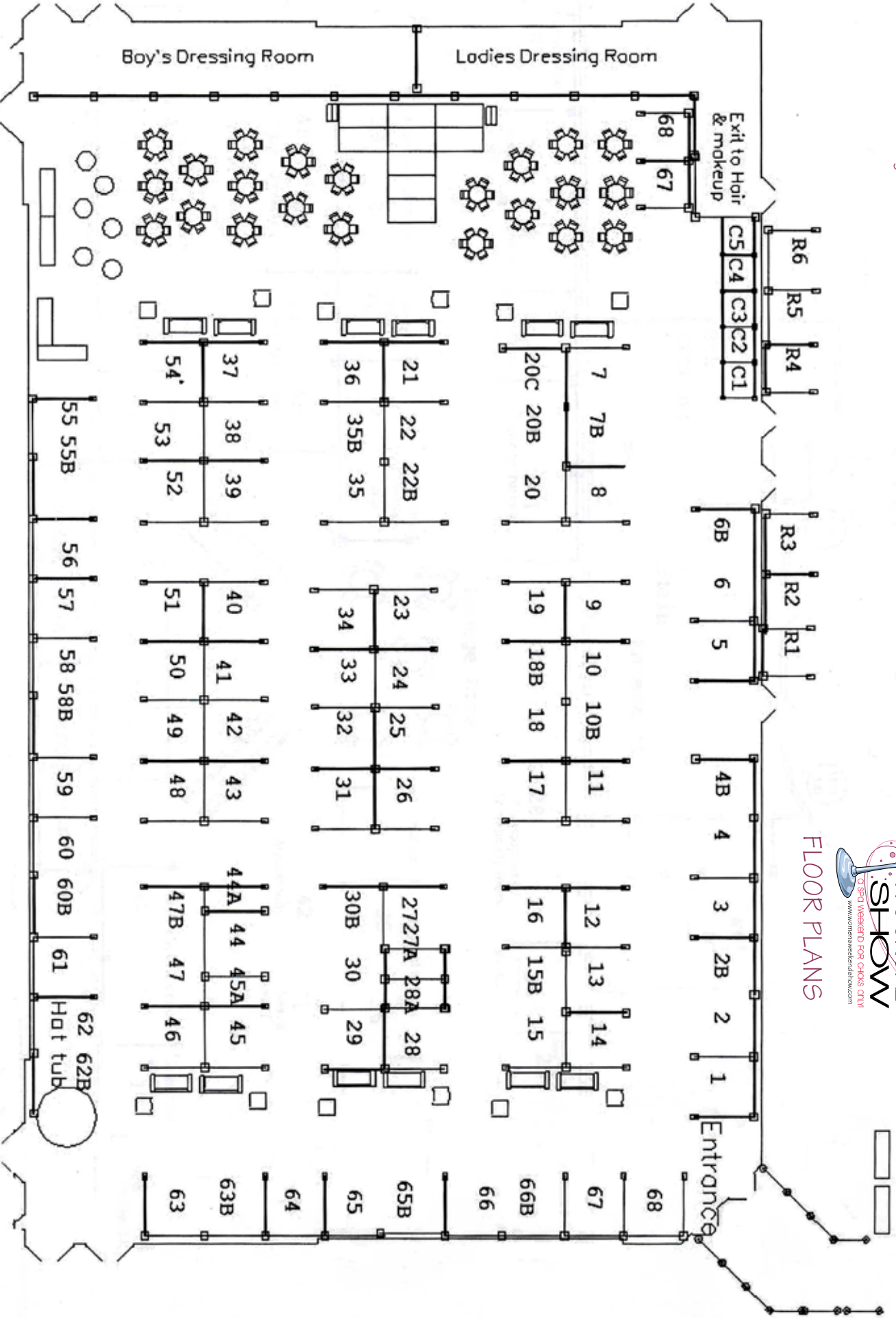
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FLOOR PLANS



## METROLAND DURHAM REGION MEDIA GROUP EXHIBIT RULES & REGULATIONS

1. **SHOW MANAGEMENT** - The words, Show Management: as herein refers to Metroland Durham Region Media Group its employees or agents. The enforcement of the following rules and regulations is the responsibility of Show Management.
2. **SPACE RENTAL** - The application for exhibit space, when duly signed by the exhibiting firm and Show Management, shall constitute a valid contract between the parties. If payment is not received within the prescribed time limit, the contract is considered null and void and the space will be re-assigned to another applicant. Should any rented space remain unoccupied on the opening day, Show Management reserves the right to rent such space to any other applicant or use it for any other purpose without refund to the original applicant. Each space comes with 8' tall back drop and siderail drapery (color to be picked by Show Management).
3. **CANCELLATION OF DISPLAY SPACE** – Display space fees are non-refundable if cancelled within 60 days of show. 50 per cent of total booth fees are refundable if cancellation is more than 60 days from show date. All fees are refundable in event of show cancellation.
4. **USE OF SPACE AND RESTRICTIONS** - The space contracted is to be used solely by the exhibitor whose name appears on the application, as agreed to by both parties and only products and/or services of the exhibitor may be exhibited. Any promotion of other products or services is strictly prohibited and will result in ejection from the exhibition without refund or other appeal. No exhibit will be permitted which interferes with the exhibits of other exhibitors or obstructs the visibility of other exhibits. Exhibits must be confined to the exact space allocated and where an exhibitor's display is built beyond limitations set forth in this contract. Show Management reserves the right to correct such violations by having the exhibitor alter, remove or re-arrange any or all of the display so that it will comply with the regulations or, if the exhibitor is not available, to make such corrections at the exhibitor's expense. Show Management reserves the right to restrict exhibits which, because of noise, operation of equipment, creation of safety hazards or any other reason, become objectionable or otherwise distract from neighboring exhibits. No representation of the exhibitor, his/her products or services may be carried on in the aisles, corridors, feature area or other designated common area of the facility.
5. **INSTALLATION, EXHIBIT HOURS AND DISMANTLING** - Installation will be done as per move in package. Exhibiting and dismantling will be specified by Show Management. Goods received after the opening of the exposition must be delivered to the booth and arranged at a time other than official exhibit hours. Exhibits shall be manned at all times when the exhibition is officially open. No exhibitor will be permitted to commence dismantling any portion of the exhibit whatsoever, to commence packing crates or cartons, or abandon his display prior to the official closing. Failure to comply with this regulation will result in the exhibitor being barred from participation at future exhibitions conducted by Show Management. All exhibit material must be removed by designated time in the move in package, and all storage and handling charges for failure to remove exhibit material by that time shall be the responsibility of the exhibitor. Show Management reserves the right to remove any exhibit not removed by the conclusion of the exhibition and charge the expense to the exhibitor.
6. **FIRE REGULATIONS** - All exhibitors must comply with local fire regulations. Only fireproof materials may be used in displays and wiring must conform to CSA or UL specifications. Fire exits and aisles must be kept clear at all times. The exhibitor assumes full responsibility for insuring that exhibits meet these standards.
7. **ELECTRICAL SAFETY CODE REQUIREMENTS** - All exhibitors must comply with the Electrical Safety code Requirements. The exhibitor assumes full responsibility for ensuring that exhibits meet these standards.
8. **DAMAGE TO PROPERTY** - Exhibitors are liable for all damage caused by them to the exhibit facility, booth equipment or to other exhibitor's property and shall indemnify the Facility Management, Show Management and/or Official Service Contractor against and hold them harmless from, any complaints, suits or liabilities resulting from negligence from the exhibitor in connection with the exhibitor's use of the exhibit space.
9. **CARE OF BUILDINGS** - Painting, nailing or drilling of floors, walls, ceilings or any part of the building is not permitted. Exhibitors laying any floor covering must use an adhesive that will not damage the floor and is easily removed. No signs or other articles are to be fastened to the ceiling, walls, pipes or electrical fixtures. A Full set of venue regulations will be provided by the venue in the move in package.
10. **SECURITY** - Show Management will provide adequate and reasonable watch-persons and/or security on a 24-hour basis for the duration of the exhibition and will take reasonable precautions to safeguard exhibitor's property. However, Show Management assumes no liability for loss or damage, howsoever caused, of goods, exhibits or other materials owned, rented or leased by the exhibitor.
11. **CLEANING** - Show Management will clean all common areas of the Show (i.e. feature areas, aisles). The exhibitor is responsible for the cleaning of their rental booth space.
12. **EXHIBITOR BADGES** - Exhibitor badges will be supplied by Show Management for exhibit personnel. These must be worn at all times while in the show building and exhibit area and are required for entry to the show.
13. **FOOD AND/OR ALCOHOLIC BEVERAGES** - The preparation and/or serving of food or beverages of any kind without the written permission of Show Management is prohibited. Serving alcoholic beverages on the exhibit floor is prohibited.
14. **LIABILITY AND INSURANCE** - The exhibitor must obtain and maintain at its own expense during the period commencing on the first move in date and terminating on the last move-out date, a policy of insurance acceptable to Show Management. The Policy shall provide coverage of at least \$1,000,000 for each separate occurrence. Neither Metroland Printing, Publishing and Distributing Ltd., nor any of its officers, directors, employees or agents, nor the owners, employees or representatives of the exhibit facility will be responsible for any injury, loss or damage that may occur to the exhibitor, or the exhibitor's employees or property from any cause whatsoever prior, during or subsequent to the period covered by the exhibit contract. The exhibitor, on signing this contract, expressly releases the foregoing corporation, individuals and firms from and agrees to indemnify same against, any and all claims for such loss, damage, or injury.
15. **EXCLUSIVE RIGHTS** - participating exhibitors have the exclusive right to promote or sell goods or services in the show. All other parties who attempt to make any sales solicitations without the expressed written consent of Show Management will be permanently removed from the show area. Exhibitors are asked to report any infractions to the show office so that immediate remedial action can be taken.
16. **ENTRY TO SHOW** - Show Management reserves the right to refuse admission to any visitor, exhibitor, or exhibitor's employee who, in the opinion of Show Management is unfit, intoxicated, or in any way creating a disruption of the show.
17. **BOOTH ASSIGNMENT** - Metroland Durham Region Media Group reserves the right to assign any and all booth space as it best determines, but will be guided by a first received deposit system. To be eligible for priority, a signed contract and proper deposit must be received by Metroland Durham Region Media Group.
18. Show Management reserves the right at its sole discretion to change the date or dates upon which the exhibition is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Show Management shall not be liable in damages or otherwise for failure to carry out the terms of this agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatever beyond the control of Show Management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the exhibitor should be in any way be rendered unusable, the exhibitor shall pay for such space only for the period during which it was or could have been used as determined within the sole discretion of Show Management. A refund of all monies paid by the exhibitor to Show Management will be made by Show Management in the event that the exhibition is not held by Show Management.

**CUSTOMER SIGNATURE** \_\_\_\_\_ **DATE** \_\_\_\_\_