



*Maximize your Exposure !
Reap the Benefits !
Join as an Exhibitor !*

March 1, 2011

Dear Business Owner, Marketing Executive, Company Head, Association Leader:

The Philippine Independence Day Council ("PIDC"), producer and organizer of the **Mabuhay Festival & Trade Show**, would like to present you with an opportunity to reach and connect with the fourth largest minority group in Canada! Reach an ever-increasing market by participating as an Exhibitor at the **Mabuhay Festival & Trade Show** - the largest celebration of Philippine heritage and culture in Canada. We have a venue of over 100,000 sq ft that can accommodate over 200 booths. Booths are available to **businesses, groups, associations and individuals** who would like to bring their trade show to the Festival. We promote businesses from and to diverse communities and the Canadian mainstream. Together, we can reach a wider audience and market, where your products and services will have more exposure!

The multi-event PIDC celebration, held in various venues, begins in May and culminates in a grand festival on July 23rd in Metro Toronto Convention Centre, South Bldg., Hall "E", Level 800, 222 Bremner Blvd. - located in the heart of downtown Toronto. The Festival attracts thousands of Filipinos and non-Filipinos looking to experience one of Asia's most beautiful destinations: the Philippines. Marketing, visibility, networking opportunity and one-on-one, face-to-face selling of your products and services are some of the benefits the Festival offers you as a **participating exhibitor**.

This year, PIDC is partnering with ABS-CBN TFC who will lead the entertainment with its "One Kapamilya Sa Mabuhay Festival". ABS-CBN is the Philippines' first and largest integrated media and entertainment company. PIDC will also be working with the Sponsors, the Philippine Consulate-Toronto, the Festivals and Events Ontario ("FEO"), and numerous businesses, non-profit organizations, and Filipino-Canadian associations in an effort to provide a platform for the celebration and recognition of the countless contributions of Filipinos to Canada.

Your presence on the PIDC website and at the Festival assures continuous exposure to a market that has a pooled community income of over \$3 billion per year. Enclosed is the Exhibitor Contract detailing an opportunity to lease a booth. Please take a moment to review the potential benefits for your company and contact us for further details. We thank you for taking the time to examine our offer and look forward to hearing from you soon.

PIDC is a non-profit organization that solely depends on fundraising to finance its activities.

Yours truly,

Evelyn Pagkalinawan
Chair, Exhibitors
Tel. 416-369-1318
evelynp2011@yahoo.com

Lorenzo Villaruz
Chair, Mabuhay Festival
Tel. 416-826-6077
lcjvr88@yahoo.ca

Minda Neri
President, PIDC
Tel. 416-621-4985
vox999@gmail.com



THE PHILIPPINE INDEPENDENCE DAY COUNCIL

10 Queens Quay West, Suite 614, Toronto ON M5J 2R9
Tels. (416) 369-1318, (416) 727-5853
www.pidctoronto.com



CONTRACT FOR EXHIBIT SPACE AND SHOW REGULATIONS

*Company / Individual Name: BOOTH #:

*Contact Name Website:

*Address Street # Street Name Suite No. City/Town Province/State Country Postal/Zip Code

*Telephone Fax: Cell: Email:

* Products:

* Mandatory - info will be used for mailing, web listing, etc.

The Company or Individual named above (hereafter called the 'exhibitor') hereby applies for a booth at the Mabuhay Festival & Trade Show to be held in Metro Toronto Convention Centre on Saturday, July 23, 2011. Contract terms and conditions:

Exhibitor Type: Non-Food Food

Table with 5 columns: DESCRIPTION, QTY., UNIT PRICE, TOTAL. Rows include Basic Booth details, Booth Order options (Regular, Prime, Connected), Special Early Bird Price, Sub-Total, Additional Order (Optional) items like Festival Tickets, Parking, Tables, and Chairs, and a GRAND TOTAL row.

All prices are inclusive of HST

Mailing Address Info: Contract - Please mail the CONTRACT to: Evelyn Pagkalinawan, 10 Queens Quay W., Suite 614, Toronto ON M5J 2R9 or E-mail it to: Evelyn Pagkalinawan at evelynp2011@yahoo.com

Payment Methods: (1) Cheque: Make cheque payable to PIDC and mail to: Evelyn Pagkalinawan, 10 Queens Quay W., Suite 614, Toronto ON M5J 2R9 (Choose One)

(2) Direct Deposit: TD Account No.5200934 Transit No.1080; email copy of receipt to evelynp2011@yahoo.com

(3) Credit Card through PayPal: Please visit website: www.pidctoronto.com

By signing and submitting this application, the Exhibitor acknowledges that he/she has read and agrees to comply with all terms of the Contract for Exhibit Space and Show Regulations. The exhibitor's signature on this Contract shall constitute acceptance of, and will abide by all the provisions set forth herein (pages 1 to 4 inclusive).

For PIDC

Authorized Signature:

For Exhibitor

(Print Name)

(Print Name)

(Signature)

(Signature)

(Date)

(Date)



Contact: Evelyn Pagkalinawan 416-369-1318, 416-727-5853 evelynp2011@yahoo.com

CONTRACT FOR EXHIBIT SPACE AND SHOW REGULATIONS (continued)

1. Booth: One unit consists of 10x10 ft frame with 8 ft back and 3 ft side drapes, one 8 ft skirted table, two chairs, four Exhibitor badges.
2. Booth Assignment :
PIDC has pre-assigned Booths for its sponsors and reserves the right to assign the vendor / exhibitor booths as it best determines for the Festival. PIDC reserves the right to decline an application in its sole and unfettered determination of what is best for the Festival. Booths will be assigned on a first-pay-first-assigned basis. Should there be multiple requests for the same booth, the first-pay-first-assign policy will be applied strictly.
3. Booth Fee:

1 Regular Booth	\$ 340.00
(HST included in prices)	1 Prime or Corner Booth \$ 395.00
	2 or more connected Booths \$ 310.00 <i>per booth, regular / non-prime only</i>
	Early Bird Special – Regular/Non-prime \$ 299.00 <i>must be paid in full by May 30, 2011</i>

As soon as payment is cleared by the bank, an electronic / paper receipt is sent as confirmation.

Fee Includes: 1 Booth unit
Allows Exhibitor to display all advertising materials within its booth(s) perimeters
Allows Exhibitor to sell its product(s) within its booth(s) perimeters

Fee Excludes: Power source outlet for additional lighting and equipment, telephone and/or internet connection, haulage or transport of equipment, insurance, parking and any other additional material requirements.
4. MTCC exclusive services and contractors: Please contact the following directly:

Electricity:	416 585-8109 - SHOWTECH POWER & LIGHTING - form will be sent if required.
Telephone & Internet	416 585-3596 - TECHNOLOGY & TELECOMMUNICATION

Forms can be downloaded from www.mtccc.com
For any other service requirements, please call the Contacts for the Mabuhay Festival & Trade Show
5. Exhibitor MOVE-IN DOCUMENT – will be emailed to you prior to the event date. If you bought Festival and Parking tickets, they will be available for pick up at the Registration Desk on the day of the event. You may also pick-up these items prior to the event by contacting directly Evelyn Pagkalinawan at 416-369-1318; 416-727-5853, evelynp2011@yahoo.com.
6. Exhibitor Registration: **Present MOVE-IN DOCUMENT at Registration.**

ALL EXHIBITORS must register at the REGISTRATION DESK located either at the SOUTH LOADING DOCK ENTRANCE or at the MAIN ENTRANCE to HALL "E", Level 800, South Bldg., 222 Bremner Blvd.
7. Exhibitor's Set-up: July 23, 2011 Time – 4:00am–8:00am Exit Time - 11:00pm–12:00am
8. Cancellation Policy: Cancellation must be done in writing and mailed to the address on this form or email to evelynp2011@yahoo.com
Cancellation on or before May 30, 2011 – 50% of payment will be refunded.
Cancellation after May 30, 2011 – No refund.
9. **Badges** -The Exhibitor is entitled to 4 Exhibitor badges per booth unit. All badges are the property of the festival organizer (PIDC) and are for the use of authorized personnel only. Badges are NON-TRANSFERABLE. If you require additional personnel to man your booth, you can order Festival tickets with this application only, to a maximum of four (4) at a discounted price of \$15.00 each.
IMPORTANT - If you are **not** buying additional tickets for staff that is doing shift, the current staff working on your booth may leave his/her badge at the Registration desk on their way out for pick-up by the incoming shift.
10. Exhibitor is responsible to maintain cleanliness within its booth parameters.
11. The Philippine Independence Day Council is not responsible for the loss of or damage to any of the goods brought to the Show by the Exhibitor.
12. The exhibitor will use exclusively the contracted space and will not sublet, re-sell, or permit the use of any part to any individual, business or organization.



THE PHILIPPINE INDEPENDENCE DAY COUNCIL

10 Queens Quay West, Suite 614, Toronto ON M5J 2R9
Tels. (416) 369-1318, (416) 727-5853
www.pidctoronto.com



13. Exhibitor may not use his/her designated space to promote products or events other than those sold or organized by his/her company without prior approval from festival organizer.
14. **Give-Aways – Inflatable balls made of rubber, other materials that may be used to play in corridors and aisles and prone to cause injuries, are prohibited. Helium balloons will be allowed only on signing the MTCC Helium Balloon Form.**
15. Each exhibitor and each of its authorized contractors shall carry insurance in connection with his individual booth area covering liability for personal injury, property damage, fire, theft and worker's compensation, and shall protect, indemnify and hold harmless the Philippine Independence Day Council, the Metro Toronto Convention Centre and their subcontractors, their officers, agents and employees against all claims, losses, suits, damages, costs and expenses of every kind, including attorney's fees, resulting from or arising in connection with exhibitor's use or occupancy of the exhibit space, its products or actions of its agents or employees. The Philippine Independence Day Council carries public liability insurance for liabilities arising from common areas of the exhibits including installation, dismantling and general operation of the show. Common areas include entrances, aisles and restrooms.
16. Any exhibitor will be held liable for any infraction that may cause closure of the Festival.
17. **The Philippine Independence Day Council reserves the right to refuse any exhibitor if its presence contravenes PIDC's other contractual commitments with its sponsors and other business entities and/or any products related to weaponry.**
18. The exhibitor agrees to comply with the rules and regulations set forth by MTCC in the use of its facilities including the requirements from the Ontario Department of Health with regard to food vendors. Exhibitors are solely responsible for complying with all laws, ordinances and regulations pertaining to customs, health, fire prevention, public safety and all applicable laws of the province of Ontario and Canada while participating in the festival.

***** Please see Floor Plan on next page.**



THE PHILIPPINE INDEPENDENCE DAY COUNCIL

10 Queens Quay West, Suite 614, Toronto ON M5J 2R9
 Tels. (416) 369-1318, (416) 727-5853
 www.pidctoronto.com



Yellow – Regular Booths

Light Blue – Reserved and Regular Seating

Gray - Sponsors

Peach – Prime/Corner Booths

Dark Blue – Food Vendors

