



Maximize your Exposure ! Reap the Benefits ! BE a PIDC Exhibitor !

February 15, 2010

Dear Business Owner / Marketing Executive / Groups / Association,

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 250 booths. Booths are available to **businesses, groups, associations and individuals** who would like to bring their trade show to the festival. Come and join the **PIDC Trade Show**. 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 April and culminates in a grand festival on July 24th at the Metro Toronto Convention Centre, North Building, Halls A & B, 255 Front Street West 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-to-one, face-to-face selling of your products and services are some of the benefits the festival offers you as a **participating exhibitor**.

PIDC will be working with PIDC Sponsors, Philippine Consulate Toronto, ANCOP International Canada, Festivals and Events Ontario ("FEO"), Philippine Chamber of Commerce Toronto and numerous businesses and Filipino-Canadian organizations, in an effort to provide a platform for the celebration and recognition of the countless contributions of Filipinos to Canada.

Your presence in the PIDC website and 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 if you require further details.

PIDC is a non-profit organization that solely depends on fundraising to finance its activities. We look forward to hearing from you soon and thank you for taking the time to examine our offer.

Yours truly,

Minda Neri
President, PIDC
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Chair, Mabuhay Festival
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For direct inquiries, please call: Chair: Pete Mauricio _____ 905 301-8408
Vice Chairs: Rory Elefano _____ 416 733-7818
Josie Consunji _____ 905 828-0205
Evelyn Pagkalinawan _____ 416 369-1318



Saturday, July 24, 2010- 8:00 am - 11:00pm
METRO TORONTO CONVENTION CENTRE - HALLS 'A' & 'B', NORTH BUILDING, 255 FRONT ST. WEST

CONTRACT FOR EXHIBIT SPACE AND SHOW REGULATIONS

*Company / Individual Name: BOOTH #:

*Contact Name

*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 at the Metro Toronto Convention Centre on Saturday, July 24, 2010. Contract terms and conditions:

Exhibitor Type: Non-Food Food Note that Food Vendors will be referred to PCCT, Toronto. Exceptions will apply.
Order for Booth:

Table with 4 columns: DESCRIPTION, Quantity, UNIT PRICE, TOTAL. Rows include Basic booth, Booth types (1 Regular, 1 Prime, 2 or more connected), Additional items (8ft skirted table, 8ft plain table, Chair), Exhibitor Festival Tickets, and GRAND TOTAL.

All prices are inclusive of HST

Mailing Address Info: Contract - Please mail CONTRACT to: Al Tupe, ABC Accountants, 57 Dundas St W, Mississauga ON L5B 1H7 or E-mail Contract to: Evelyn Pagkalinawan at evelynp2010@yahoo.com

Payment Method: (1) Cheque: Make cheque payable to PIDC and mail to: PIDC Treasurer Al Tupe, ABC Accountants, 57 Dundas St W, Mississauga ON L5B 1H7

(2) Direct Deposit: TD Account No.5200934 Transit No.1080; mail or fax copy of bank receipt to PIDC Treasurer

(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)
(Signature)
(Date)

(Print Name)
(Signature)
(Date)

Contacts: Pete Mauricio 905- 301-8408, Rory Elefano 416-733-7818, Josie Consunji 905-828-0205, Evelyn Pagkalinawan 416-369-1318



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 :
Festival organizers have pre-assigned Booths for its sponsors and reserves the right to assign the vendor / exhibitor booths as it best determines for the festival. Festival organizers reserve the right to decline an application in their 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
1 Prime Corner Booth	\$ 395.00
2 or more connected Booths	\$ 310.00 <i>per booth, non-prime</i>

Prices are inclusive of HST.
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 perimeters
Allows Exhibitor to sell its product(s) within the booth perimeters

Fee Excludes: **Power source outlet for additional lighting & equipment, telecommunication 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 mailed one month prior to event date. If you bought Festival Tickets, it will be mailed with the Move-In Document. Parking tickets are available at Ticket Control at the main entrance of Halls 'A' & 'B'.
6. Exhibitor Registration: **Present MOVE-IN DOCUMENT at Registration.**

ALL EXHIBITORS must register at the REGISTRATION DESK located either at the LOADING DOCK ENTRANCE on the west side of the building or MAIN ENTRANCE to HALLS 'A' & 'B' on Front Street.
7. Exhibitor's Set-up: Details on early move-in on the Friday will be announced later.
July 24, 2010 Time – 4:00am – 8:00am Exit Time - 11:00pm – 12:00am
8. Cancellation Policy: Cancellation must be done in writing and mailed to Contract Mailing Address (see page 1) or email to evelynp2010@yahoo.com
Cancellation on or before May 30, 2010 – 50% of payment will be refunded.
Cancellation after May 30, 2010 – No refund.
9. **Badges** -The Exhibitor is entitled to 4 free 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 \$10.00 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.
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.
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.

FLOOR PLAN – HALLS A & B

