



Baking Association of Canada invites you to exhibit in the **Ontario Pavilion at the upcoming Bakery Showcase 2020 Trade Show & Conference April 26 & 27 in Toronto**. The Ontario Pavilion will be focal point on the show floor this year with baked goods (fresh, proof & bake, par-baked, freezer to oven, thaw & serve) and much, much more! The event is held every other year in Toronto, it is the largest and ONLY baking industry B2B trade show & conference in Canada.

The Ontario Pavilion at the event will allow you to present your Ontario-based baked products to the key buyers at the lowest exhibit rate of this year's show! There are only a limited number of booth spaces in this section and the overall event is over 90% sold out!

REGISTER NOW TO EXHIBIT IN THE ONTARIO PAVILION AT SPECIAL EXCLUSIVE RATE OF ONLY \$1,250.00+HST FOR A 10'X10' FURNISHED BOOTH

EACH EXHIBIT SPACE INCLUDES

- Draped booth – 8' high x 10' wide back wall, 3' high railing drape to aisle, with company name header in lettering (single colour)
- Standard Carpet, one 6 feet skirted table, two chairs & garbage bin
- Overnight booth cleaning
- Materials handling from loading docks to booth* (uncrating, assembly & spotting available at additional charge)
- Removal, storage and return of shipping crates
- 24 hour perimeter security coverage
- 5 exhibitor badges per booth
- 10 Complimentary attendee registration discount codes / passes per 100 sq.ft.
- Company name pre-promotion in on BAC's website
- Company listing in On-Site Show Guide Addendum

Market Overview: The Canadian baking industry is currently over \$8 Billion. According to Agriculture and Agri Food Canada, bakery sector is in the **top 5 categories** of Exports, and according to Ontario Trade Facts Sheet - Bread, pastry, cakes, etc. are in the **top 10 categories** of Ontario exports.

This value added opportunity with Bakery Showcase 2020 is being offered in conjunction with **Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA)** as part of our mutual effort to grow the Ontario baking industry.

Eligibility to participate as an Exhibitor in this specialty Pavilion:

Ontario based companies/bakeries that manufacture bakery category value added products, finished and / or semi-finished (baked fresh, proof & bake, par-baked, freezer-to-oven, thaw & serve).

For more information view the attached brochure, don't forget to fill out the application and email Ahmed Mutaher amutaher@baking.ca or call 905 405 0288 extension 22 to book your booth today!

LIST OF KEY GROCERY BUYERS INVITED TO BAKERY SHOWCASE 2020

7-Eleven Canada, Inc.
Alimentation Couche-Tard Inc.
AM Foodfare
Askew's Foods
Avondale Stores Limited
Blush Lane Organic Market
Bruno's Fine Foods
Buy-Low Foods LP, div. of The Jim Pattison Group
Calgary Co-op
Canadian Tire Corporation, Limited
Circle K dba Mac's Convenience Store Inc., Central
Canada Division
Colemans Food Centre
Costco Wholesale Canada Ltd.
Country Grocer
Distribution Canada Inc. (DCI)
Dollar Tree Canada
Dollarama Inc.
Extreme Retail Canada Inc.
Fairway Holdings (1994) Ltd.
Federated Co-Operatives Limited
Fine Foods Advertising Limited
Freson Bros.
Galleria Supermarket
Georgia Main Food Group Limited
Giant Tiger Stores Limited
Goodness Me! Natural Food Market
Great Canadian Dollar Store (1993) Ltd.
Groupe Adonis Inc.
Hasty Market Corp.
Highland Farms Inc.
Husky Energy
Irving Oil Limited
Kin's Farm Market
Kitchen Food Fair
La Maison Sami T.A. Fruits Inc.
Le Groupe Jean Coutu (PJC) Inc.
Little Short Stop Stores Ltd.
Loblaw Companies Limited
London Drugs Limited
Longo Brothers Fruit Markets Inc.
M&M Food Market Ltd.
Medical Pharmacies Group Limited
Meridian Farm Market
Metro Inc.
Metro Ontario
Metro Richelieu Inc.
Mike Dean's Super Food Stores
Oceans Fresh Food Market
Olly Fresco's
Organic Garage Ltd.
Parkland Fuel Corporation
Pratts Wholesale Ltd.
Pusateri's Limited
Quality Foods
Quickie Convenience Store Corp.
R.Denninger's Ltd.
Rabba Fine Foods
Red Barn Country Market Ltd.
Rexall
RMA Canada
Save-On-Foods
Shell Canada Products Limited
Shoppers Drug Mart Inc.
Sobey's Inc.
Starsky Fine Food Inc.
Suncor Energy Inc.
T&T Supermarket Inc.
The Grocery People
The Kitchen Table Incorporated
The North West Company Inc.
The Sheffield Group
United Grocers Inc.
Vince's Market
Walmart Canada Corp.
Whole Foods Market, Inc.
Your Dollar Store With More Inc.

BAKERY SHOWCASE | 2020

April 26 & 27 | The Toronto Congress Centre, Halls A, B & C, Toronto, ON Canada

EXHIBIT SPACE APPLICATION & CONTRACT (ONTARIO PAVALION)

Step 1 Company Information & Authorization

Company Name _____		Website _____	
Address _____			
City _____	Prov/State _____	Postal code/zip _____	Country _____
Telephone () _____		E-Mail _____	
Contact _____		Title _____	
*Signature _____		Date _____	

*Baking Association of Canada is hereby authorized to reserve space for our use in the exhibit hall at Bakery Showcase 2020. Signature and payment constitutes company agreement to abide by all of the rules and regulations governing this exhibition as outlined in the Terms & Conditions that accompanies this application (initial, date and return to BAC to acknowledge you have read the Terms & Conditions), and the Exhibitor Manual and any bulletins issued in advance of the event. Once a booth number has been assigned, written confirmation will be sent to the contact listed above, together with a receipted invoice.

Booth Coordinator same as above otherwise complete the contact information below

Contact _____	Title _____
Telephone () _____	E-Mail _____

Step 2 Space Information

* Standard booth size: 10 ft. x 10 ft. = 100 sq.ft.

What Products/Equipment/Services will you be exhibiting? _____

Step 3 Exhibit Costs and Payment in Canadian Dollars

_____ sq.ft. (from Step 2) @ \$12.50 =	\$ _____ ①	<input type="checkbox"/> Cheque (payable to Baking Association of Canada)
Hyperlink (Optional) from exhibitor list on BAC website (BAC Member Link \$125; Non-Member Link \$175;	\$ _____ ②	<input type="checkbox"/> VISA <input type="checkbox"/> Mastercard <input type="checkbox"/> AMEX
Subtotal ① + ②	\$ _____ ③	Credit Card Number _____
13% HST (Tax# 887064798 RT): ③ x 13%	\$ _____ ④	Expiry Date (mm/yy) _____
Total Cost	③ + ④ \$ _____ ⑤	Cardholder's Name _____
		Signature _____

100% with the application & contract

Exhibit space application will not be processed until FULL AMOUNT is received.
All amounts are in Canadian Dollars

Please return all 4 pages completed to:

Baking Association of Canada

7895 Tranmere Drive, Suite 202, Mississauga, Ontario Canada L5S 1V9

Tel: 905-405-0288, 888-674-2253, Fax: 905-405-0993

E-Mail: info@baking.ca, Website: www.baking.ca

FOR BAC OFFICE USE ONLY Date rec'd _____

Member Yes _____ No _____ New Exhibitor Yes _____ No _____

Date Assigned _____ Contract # _____

Booth Assigned _____ Dimensions _____

Sq.Ft. _____ # of Corners _____

BAKERY SHOWCASE | 2020

April 26 & 27 | The Toronto Congress Centre, Halls A, B & C, Toronto, ON Canada

EXHIBIT TERMS & CONDITIONS (ONTARIO PAVALION)

Bakery Showcase is produced by the Baking Association of Canada (BAC). Please initial and date each page to acknowledge you have read the Exhibit Terms & Conditions for this event. **Note: Booth assignments will not be made unless the Exhibit Terms & Conditions are returned with the Exhibit Space Application & Contract.**

- 1. CONTRACT:** The Application for Exhibit Space when, and if, accepted by BAC shall constitute a contract between the Exhibitor and BAC and, in addition to its terms, shall include and incorporate the Exhibitor's Terms & Conditions, the tentative floor plan which the parties acknowledge may be amended and modified by BAC and the Operating Rules which will be sent to the Exhibitor as part of the Exhibitor's Manual.
- 2. SHOW DETAILS:** The license given hereunder is solely for the use and occupation of the space allocated to the Exhibitor and is for the period outlined below.

SHOW DATES AND HOURS:

Sunday, April 26, 2020 11:00 am - 5:00 pm

Monday, April 27, 2020 11:00 am - 5:00 pm

SHOW LOCATION: The Toronto Congress Centre, Halls A, B, & C, 650 Dixon Road, Toronto, ON M9W 1J1

MOVE-IN DATES: Friday, April 24, 2020 and Saturday, April 25, 2020 according to a schedule. Exhibitors will not be allowed to move-in outside their allocated time period.

MOVE-OUT DATES: Monday, April 27, 2020, 5:30 pm - 9:00 pm and Tuesday, April 28, 2020, 8:00 am - 11:00 am

- 3. EXHIBIT SPACE RATES:** Quoted in Canadian dollars, exclusive of 13% HST (Harmonized Sales Tax)
Minimum exhibit size is 10'x10'=100 sq.ft. Various sizes and configurations can be accommodated.

Single Furnished In-Line Booth (10'x10' unit) \$ 1,250

EXHIBIT SPACE RATES INCLUDE:

- Draped booth – 8' high x 10' wide backwall, 3' high railing drape to aisle, with company name header in lettering (single colour)
- Standard Carpet, one 6 feet skirted table, two chairs & garbage bin
- Overnight booth cleaning
- Materials handling from loading docks to booth* (uncrating, assembly & spotting available at additional charge)
- Removal, storage and return of shipping crates
- 24 hour perimeter security coverage
- On-site refrigerated and freezer storage (user fee applies)
- 5 exhibitor badges per 100 sq.ft.
- 10 Complimentary attendee registration discount codes / passes per 100 sq.ft. (additional codes available at discounted rates)
- Discounted Trade Show Admission for contracted exhibitor company employees (proof of employment will be required before badge will be issued)
- Company name pre-promotion in Attendee materials and on BAC's website (Hyperlink to company website available at additional cost)
- Company listing in On-Site Show Guide Addendum
- On-site show service contractors
- Exhibit Customer Service including Exhibitor updates and reminders
- Comprehensive Exhibitor Manual including operating rules, official contractor information, order forms and general information

**Includes: dollies, pump trucks and forklift with maximum capacity of 5000 lbs per unit/item. Exhibitors requiring special handling/ equipment beyond that provided by Show Management will be responsible for all fees incurred.*

- 4. PAYMENT REQUIREMENTS:** The Application for Exhibit Space must be accompanied by the appropriate payment. Applications will not be processed nor assigned space without the required payment.



Company Name: _____

Initials: _____

Date: _____

5. REFUNDS AND CANCELLATION CHARGES: In the event an Exhibitor whose Application for Exhibit Space has been processed and accepted wishes to cancel there will be no refund of exhibit space payments for cancellations made.

BAC reserves the right to terminate this contract and to withhold from the Exhibitor possession of exhibit space and all space rental fees paid if: (a) the Exhibitor fails to pay all space rental charges by with the application; (b) the Exhibitor fails to set up an exhibit consistent with the prime purpose of the Exhibition during the assigned move-in times or (c) the Exhibitor fails to perform any material terms or conditions of the contract or refuses to abide by these Terms and Conditions. Should this contract be terminated in this manner the Exhibitor shall forfeit, as liquidated damages, the amount paid for space rental (including HST), regardless of whether or not BAC resells the space involved.

In case the Exhibition shall not be held for any reason whatsoever, then and thereupon the license of space to the Exhibitor shall be terminated. In such case, the limit of the claim for damage and/or compensation by the Exhibitor shall be the return to the Exhibitor of the amount received by BAC from the Exhibitor for license of the space. If the Exhibition is terminated for any reason during the term of the license, the amount to be refunded to the Exhibitor shall be prorated based on the proportion of the term expired up to the termination.

6. NON-DELIVERY OF THE BUILDING: BAC will not be liable for failure to deliver the space in the event of the building becoming unavailable through fire, act of God, public enemy, strikes, the authority of law or any other cause beyond its control.

7. ALLOCATION OF EXHIBIT SPACE: Whenever possible, space assignments will be made in keeping with the preferences as to location by the Exhibitor. BAC reserves the right to make the final determination of all space assignments and configurations in the best interest of the Exhibition.

8. SUBLETTING OF EXHIBIT SPACE: Exhibitors may not assign, sublet or share their exhibit space with another business or firm unless approval has been obtained in writing from BAC. Exhibitors must show goods manufactured or dealt by them in the regular course of business. Should an article of a non-exhibiting firm be required for operation or demonstration in an Exhibitor's display, identification of such article shall be limited to the usual and regular nameplates and imprint or trademark under which the same is sold in the general course of business.

9. ELIGIBLE EXHIBITS: The purpose of this Exhibition is to provide a forum whereby suppliers of ingredients, products, equipment, services and technology can meet and sell to companies that produce finished baked goods for sale or resale. As such, all Exhibitor's products and services must be of this nature. BAC reserves the right to remove, decline or prohibit any exhibit or part of an exhibit or proposed exhibit which, in its opinion, is not suitable to or in keeping with the character of the Exhibition. Associations, educational institutions and government departments are eligible to exhibit.

10. LIABILITY: Neither BAC, nor The Toronto Congress Centre, nor the official contractors charged with providing the services can be held responsible for any injury, loss or damage that may occur to the Exhibitor's employees, agents or property from any cause whatsoever, or which may be sustained by any person who may be on the premises contracted to the Exhibitor, or watching, observing or participating in any demonstration or exhibit of the Exhibitor. Exhibitor and Exhibitor's contractors and its insurers will not subrogate against BAC for theft of, loss of or damage to Exhibitor's or Exhibitor's contractors' property while in transit to, within and in transit from the confines of The Toronto Congress Centre.

It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that each Exhibitor shall assume the risk of any injury, loss or damage, and the Exhibitor by signing the contract hereby assumes such risk and expressly releases the organization and individuals referred to above from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth occupied by the Exhibitor shall be the Exhibitor's responsibility and that it is the sole responsibility of the Exhibitor to obtain such insurance protection.

NOTE: BAC will provide security guards from the beginning of move-in, throughout the show period, until the completion of move-out on a 24 hour a day basis, but the furnishing of this service is in no case to be understood or interpreted by Exhibitors as guaranteeing them against loss or theft.


11. INSURANCE: Exhibitor and Exhibitor's contractors shall at their sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the contracted premises. This basic policy must comprise insurance for contractual responsibility and for civil responsibility. Such insurance shall name BAC as an additional insured.

The Exhibitor must also meet full requirements of federal and provincial legislation covering safety at work, duly protecting every person carrying out work for their account. Exhibitor shall obtain and shall furnish upon request of BAC a certificate of insurance evidencing the required insurance to BAC. If the Exhibitor uses a non-official contractor it must furnish to BAC evidence of insurance as described in the Exhibitor's Manual, Insurance Requirements section.

All property of the Exhibitor and Exhibitor's contractors is understood to remain under its custody and control in transit to, within and in transit from the confines of the exhibit hall.

12. DAMAGE TO PROPERTY: The Exhibitor is liable for any damage caused to building floors, walls, or columns or to standard booth equipment, or to other Exhibitor's property. Cost for repairing any damages will be billed to the responsible Exhibitor.

13. CONFLICTING EVENTS: The Exhibitor agrees not to extend invitations, call meetings, hospitality events or otherwise encourage the absence of bakers and executives from the exhibit hall, workshops and social functions during Bakery Showcase.

 **Company Name:** _____
Initials: _____
Date: _____

14. ADMITTANCE RESTRICTIONS: Bakery Showcase is an event consisting of a trade show, seminars and social functions. As such, the general public will not be admitted. For safety reasons, children under 16 will not be permitted on the show floor during move-in and move-out.

A name badge will be required for entry into the exhibit hall at all times. Badges are not transferable and those worn by other than the person to whom issued will be confiscated. Business cards are not to be used in Bakery Showcase badge holders.

A fee will be charged for replacing a lost badge or any extra badges required in excess of the regular allotment per booth as specified in the Exhibitor's Manual.

15. CHARACTER OF EXHIBITS: The general rule of the exhibit floor is "be a good neighbour". No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, hostesses and models are required to confine their activities within the Exhibitor's booth space.

a) **Booth Floor Covering:** Approved floor covering for exhibit space is mandatory.

b) **Exhibitor's Representatives:** Each Exhibitor must ensure at all times during the period of the Exhibition that someone is present at their booth. All representatives should be either employees of the Exhibitor or representatives earning commissions, brokerage fees or on salary. Models and demonstrators may be hired and admitted to the exhibit hall with a badge that clearly identifies them as representing the Exhibitor.

c) **Attire:** Exhibitor representatives should be conservatively attired to maintain the professional and business-like climate of the exposition.

d) **Sound:** Sound systems will be permitted if tuned to a conversational level and if not objectionable to neighbouring Exhibitors. Motion pictures relating to Exhibitor's equipment will be permitted, provided projection equipment and screen are located in the rear one-third of the booth, and all viewers stand or sit within the booth. Sound movies will be permitted only if the sound is not audible in the aisle or neighbouring booths.

e) **Lighting:** In the best interest of the Exhibition, BAC reserves the right to restrict the use of glaring lights or objectionable light effects including flashing electric signs or lights.

f) **Booth Exteriors:** The exterior of any display cabinet or structure facing an aisle or adjacent Exhibitor's booth must be suitably finished and decorated at the Exhibitor's expense.

g) **Noise and Odours:** In fairness to all Exhibitors, BAC reserves the right to restrict the use of noisy or obstructive activities, noisily operating displays, or exhibits producing objectionable odours. Loud machinery should only be run for reasonable periodic demonstrations.

16. PHOTOGRAPHY AND SKETCHING: Cameras may be carried in the exhibit area, but under no circumstances may photographs be taken without expressed authority of the Exhibitor concerned in each case. In the event of a dispute, the images will be confiscated and deleted. Sketching or drawing machinery on display is also prohibited.

BAC reserves the right to take photographs and video footage of Bakery Showcase event for our own records, publicity and promotional purposes. In consideration of participation exhibitor hereby gives permission in perpetuity to reproduce, copy, publish, or otherwise use his/her likeness and/or voice, whether in electronic or print media, as taken from the event or any material based upon or derived there from, or to refrain from so doing, in whole or in part, throughout the world.

17. DISPLAY HEIGHTS: Display material (including show cases, display or storage cabinets, electrical fixtures, wire, conduits, etc) and hanging signs, banners, flags or any other exhibit components that must be suspended from the ceiling must adhere to the Display Rules & Regulations outlined in the Exhibitor's Manual and show website.

18. EQUIPMENT POSITIONING WITHIN EXHIBIT: To ensure the safety of all show participants, machinery and equipment shall be positioned so that no portion is closer than 12 inches from the aisle, subject to Show Management approval. Equipment displayed in "in-line exhibits" should be positioned so as to minimize interference with the sightline into neighbouring exhibits.

19. EXHIBITOR'S MANUAL: BAC will make available to each Exhibitor an Exhibitor's Manual which shall contain a copy of the operating rules and shall provide official contractor information, order forms and guidelines on installing and dismantling of exhibits. This manual will be forwarded to the person named on the Application for Exhibit Space as the Booth Coordinator. It is the responsibility of the Booth Coordinator to ensure that all personnel involved in the booth are aware of the regulations.

20. EXHIBITOR RESPONSIBILITY: Each Exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this Exhibition. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility is that of the Exhibitor.

21. INTERPRETATION OF REGULATIONS: BAC reserves the right to make changes, amendments and additions to these Terms and Conditions at any time and all changes, amendments and additions so made shall be binding on the Exhibitor with the provision that all Exhibitors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by BAC.



Company Name: _____

Initials: _____

Date: _____