

Shades of Country Proudly Presents....

# 2009

# Coast To Coast

## Creative Arts Convention

## Exhibitor Information Kit

April 15 - 19, 2009

Delta Meadowvale Hotel

6750 Mississauga Rd.,

Mississauga, Ontario



**Future Coast to Coast Dates:**

2010 April 28 - May 3

2011 April 27- May1

2012 April 25 - 30

Teacher Submission Deadline: July 30 (*of the preceding year*)

# Delta Meadowvale Resort & Conference Centre

6750 Mississauga Rd., Mississauga, Ontario L5N 2L3

Tel: (905) 821-1981

Fax: (905) 542-4036

Email: [deltanet@deltahotels.com](mailto:deltanet@deltahotels.com)

[www.deltameadowvale.com](http://www.deltameadowvale.com)

## Directions:

### From the Airport

From the airport get onto Highway 401 W and exit at Mississauga Road/Erin Mills Parkway.

Turn left at the traffic lights, and take the first right into hotel driveway at 6750 Mississauga Road.

### From the North (Barrie)

From Highway 401, exit south onto Mississauga Road.

At the second set of traffic lights turn right onto Argentia Road.

Take the first right into hotel driveway at 6750 Mississauga Road.

### From the South (Hamilton, Niagara Falls, Buffalo)

From Queen Elizabeth Expressway, exit north onto Erin Mills Parkway.

Travel approximately 15 km, then turn left onto Argentia Road. Take first right into hotel driveway.

### From the East (Oshawa, Kingston)

#### From Highway 401

Travel on Highway 401 W, exit on Mississauga Road South.

At the second set of traffic lights turn right onto Argentia Road.

Take first right into hotel driveway at 6750 Mississauga Road.

#### From Highway 407

Travel on Highway 407 W, exit on Mississauga Road South.

At the fourth set of traffic lights turn right onto Argentia Road.

Take first right into hotel driveway at 6750 Mississauga Road.

### From the West (London, Windsor)

#### From Highway 401

Travel on Highway 401 E, exit south on Mississauga Road.

At the first set of traffic lights turn right onto Argentia Road.

Take first right into hotel driveway at 6750 Mississauga Road.

#### From Highway 407

Travel on Highway 407 E, exit south on Mississauga Road.

At the fourth set of traffic lights turn right onto Argentia Road.

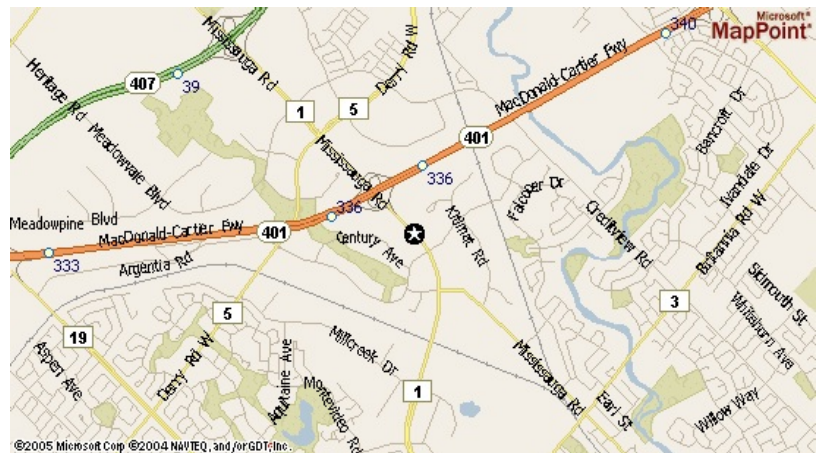
Take first right into hotel driveway at 6750 Mississauga Road.

Whether travelling for business or leisure, Delta Meadowvale Resort and Conference Centre is the perfect choice. The resort is located on 23 acres of beautifully landscaped gardens, and is only a 15 minute drive from Pearson International Airport and 30 minutes from downtown Toronto.

Experience exceptional dining in the Regatta Bar & Grille, or enjoy a wide variety of leisure activities including a full-service health club, indoor and outdoor pool, whirlpool, steam rooms, tanning facility, squash and indoor tennis courts.

We are situated a short drive away from local area attractions, Mississauga City Centre, corporate headquarters, shopping and recreational activities.

To make your reservation call 1-800-422-8238. Be sure to mention the Coast To Coast Convention to get your special arranged room rate. Please note that prices are in Canadian funds.



# 2009 Coast To Coast

Shades of Country

4442 Mill Crescent, RR#1 Ailsa Craig, ON N0M 1A0

Tel: (519) 232-9047 Fax (519) 232-9446 Email [audrey@c2cevents.com](mailto:audrey@c2cevents.com)

Thursday, April 16 - Sunday, April 19, 2009

## Exhibitor Application Form & Contract

PLEASE COMPLETE AND RETURN WITH PAYMENT. MAKE A COPY FOR REFERENCE. UPON ACCEPTANCE, A SIGNED COPY WILL BE RETURNED FOR YOUR FILES. CHEQUES SHOULD BE MADE PAYABLE TO SHADES OF COUNTRY. NO EXHIBIT SPACE WILL BE CONFIRMED WITHOUT PAYMENT.

FEE AND PAYMENTS: Rate \$625.00 per 10' x 8' booth PLUS 5% GST (Goods and Service Tax). Each application will be processed when received by Shades of Country and space assigned as relevant to the best interest of the show. Show management will determine the final allocation of exhibit space. All efforts will be made to satisfy space requests.

NOTE: All phone/internet lines are ordered directly through the hotel. Contact Debbie Beck [debeck@deltahotels.com](mailto:debeck@deltahotels.com) or 905-542-4038. These lines are very limited so it is first come - first served!

PLEASE PRINT

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Your GST#: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal Code/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Products to be displayed: \_\_\_\_\_

WE HEREBY WISH TO RESERVE THE FOLLOWING SPACE:

10'L x 8' D Booth \_\_\_\_\_ at \$625.00 each \$ \_\_\_\_\_

8'L x 5'D Booth \_\_\_\_\_ at \$425.00 each \$ \_\_\_\_\_

Electrical Hook-up Available at \$30.00 \$ \_\_\_\_\_

GST 5% \$ \_\_\_\_\_

We enclose the deposit, payable to "Shades of Country" for space as requested. We agree to abide by the show rules and regulations. The application for space is submitted this \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_.

Submitted by \_\_\_\_\_ (Authorized Signature) \_\_\_\_\_ (Title)

ACCEPTANCE BY SHADES OF COUNTRY  
*Shades of Country reserves the right to decline to accept any application for spaces.*

*\$100 deposit per booth with application  
Balance due 60 days before convention*

Date application received: \_\_\_\_\_  
Total Sale: \_\_\_\_\_  
Electric: \_\_\_\_\_  
5% GST: \_\_\_\_\_  
Total Due: \_\_\_\_\_

METHOD OF PAYMENT:  
Cheques made payable to "Shades of Country"  
VISA \_\_\_\_\_ MASTERCARD \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Card# \_\_\_\_\_ Exp. \_\_\_\_\_  
Signature: \_\_\_\_\_

Accepted by: \_\_\_\_\_ Date: \_\_\_\_\_

## Advertising Overview for Shades of Country Conventions

### **(C2C) Coast to Coast** - Advertising Deadlines

Registration Catalogue - Due July 30

Program Book - Due March 15

Please send **camera-ready** black & white or colour copy and payment in full. For advertisements sent via email, please send as a bitmap in EPS, JPEG or TIFF format at 300 dpi.

Note: Please specify with your advertisement which convention & book (registration or program book) your advertisement is for.

#### Advertising Rates:

##### REGISTRATION CATALOGUE: (8 1/2" x 11" Book)

<u>Size of Ad</u>	<u>Dimensions (W x H)</u>	<u>Cost (black/white)</u>	<u>Cost (colour)</u>
Full Page	7 1/2" x 9 1/2"	\$275.00	\$475.00
1/2 Page -vertical	3 1/2" x 9 1/2"	\$165.00	\$365.00
-horizontal	7 1/2" x 4 3/4"	\$165.00	\$365.00
1/4 Page	3 1/2" x 4 3/4"	\$110.00	\$310.00
Business Card Size	3 3/8" x 1 3/4"	\$ 75.00	\$275.00

+5% G.S.T.

#### Advertising Rates:

##### PROGRAM BOOK: (5 1/2" X 8 1/2" Booklet)

<u>Size of Ad</u>	<u>Dimensions (W x H)</u>	<u>Cost (black/white)</u>
Full Page	4 5/8" x 7 5/8"	\$85.00
1/2 Page	4 5/8" x 3 5/8"	\$50.00
1/4 Page	2 1/8" x 3 5/8"	\$40.00

+5% G.S.T.

## BADGE ORDER FORM

*Please return 30 days before convention. Please make a copy for your records.*

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/Prov/Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Web Site: \_\_\_\_\_

*Badges are for exhibitor personnel only.*

We want exhibitor badges for these individuals (PLEASE TYPE OR PRINT)

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

NOTE: Please register and pick up your packet at the Convention Registration Desk upon arrival. Instruct your exhibit personnel to pick up their permanent badges and holders from your booth. Once obtained, badges must be worn to gain access to the exhibit floor.

SEND THIS FORM TO:  
Coast to Coast Events 4442 Mill Cres. RR#1, Ailsa Craig ON N0M 1A0  
Phone: 519-232-9047 Fax: 519-232-9446 Email: [judy@c2cevents.com](mailto:judy@c2cevents.com)

[www.c2cevents.com](http://www.c2cevents.com)

# EXHIBITOR RULES & REGULATIONS

Show Date: April 15 - 19, 2009  
Location: Delta Meadowvale Hotel

6750 Mississauga Rd., Mississauga, Ontario L5N 2L3

Move In: Thursday, April 16 - 7am-9pm

Move Out: Sunday, April 19 - after 3pm

## 2009 Show Hours

<b>Friday, April 17</b>	<b>9am-10am ~ For Registered Students Only!</b>
Friday, April 17	10am - 5pm
Saturday, April 18	10am - 5pm
Sunday, April 19	10am - 3pm

1. **CONTRACT:** This application for space when, and if, accepted by Shades of Country shall constitute as contract between the exhibitor and Shades of Country, and in addition to its terms, shall include and incorporate the Exhibitor's Rules and Regulations printed on this application.
2. **QUALIFICATIONS TO EXHIBIT:** All manufacturers, importers and distributors of tole and decorative painting related products shall be eligible to apply for exhibit space in the Coast To Coast convention. Shades of Country reserves the right to remove, decline or prohibit any exhibit or part of an exhibit which, in its opinion, is not suitable to or in keeping with the character of the exhibition.
3. **SUBLICENSE OF SPACE:** The Exhibitor shall not sublicense, transfer, or apportion any part of its allotted space except as specifically approved by Shades of Country.
4. **DISPLAY SIZE:** All space arrangements shall conform in all respects to the dimensional and height requirements as indicated in the exhibitor form. The exhibit should be such that it does not interfere with other exhibits or restrict access to them, or interfere in the free aisle space by any audio, video or physical means.
5. **INSURANCE:** The exhibitor agrees to obtain full insurance coverage during the entire duration of the exhibition, including move-in and move-out.
6. **CONVENTION REGISTRATION:** The exhibit fee does not cover convention registration. Exhibitors and booth personnel are not required to register for the convention, but those who would like to attend classes, demonstrations etc., must register for the convention.
7. **BADGES:** Booth personnel are required to wear badges furnished by Shades of Country at all times when on duty in the booth area.
8. **LOCATION OF EXHIBIT:** Shades of Country reserves the right to relocate an exhibitor as it shall deem necessary to the proper conduct of the exhibition.
9. **DAMAGES:** Shades of Country shall not be liable for any damages, whether direct, indirect, general, special, consequential or otherwise to the exhibitor, its agents and employees or visitors to its exhibit whether occasioned by management, its officers, agents or employees, or by another exhibitor.
10. **SECURITY:** Shades of Country will provide security service during the exhibition. We are not responsible for any theft, damage, etc.
11. **DAMAGE OF PROPERTY:** The exhibitor will be financially responsible for damages to the exhibition hall caused by the exhibitor or his/her personnel. No signs or display material may be fastened to walls, floors ceilings, doors or columns.
12. **CANCELLATION POLICY:** In the event an exhibitor whose application has be processed and accepted wishes to cancel **prior to 60 days before convention**, a refund of monies less 50% will be made upon receipt of written cancellation.  
**NO REFUND OF EXHIBIT SPACE WILL BE MADE 60 DAYS PRIOR TO CONVENTION.**  
In case the exhibition shall not be held for any reasons whatsoever, then and thereupon the licence of the 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 Shades of Country from the exhibitor for licence of the space, provided that if the exhibition is terminated for any reason during the term of the licence. The amount to be refunded to the exhibitor hereunder shall be prorated based on the proportion of the term expired up to the termination.

13. **PAYMENT: \$100 deposit per booth must accompany the signed contract.** Remainder is due 60 days before convention. No space assignments will be made until deposit is received by Shades of Country.
14. **NON-DELIVERY OF THE BUILDING:** Shades of Country 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 the law, or any other cause beyond its control.
15. **MUSIC:** No music of any kind may be used.
16. **CAMERAS:** Cameras are prohibited from the exhibition floor without the express permission of Shades of Country in the exception of the official Shades of Country photographer.
17. **EXHIBIT SPACE RENTAL ALSO INCLUDES:** Carpeted area, fully draped booth, chairs, general exhibition security services, listing in program book, name badges.
18. **INTERPRETATION OF REGULATIONS:** Shades of Country has the right to make such changes, amendments, and additions to these Exhibitor's Rules and Regulations, as it shall deem necessary to the proper conduct of the exhibition and thereupon the Exhibitor's Rules and Regulations and the Operational Rules shall rest with Shades of Country and its decision shall be final. Shades of Country may require exhibitors to make such alterations to their displays as it deems necessary to the proper conduct of the exhibition and, on failure to comply, may order the immediate removal of the entire exhibit without compensation and at the exhibitor's expense.