

CheerExpo

Montreal, Quebec (Canada)

May 15th & 16th, 2010

What's the Deal?

CheerExpo is an Expo/Trade Show designed specifically for cheerleaders, dancers, and their coaches. It's an all in one event with shopping, free classes, performances, and competitions. **CheerExpo** has NO affiliation with any other cheerleading or dance companies so no one company will be favored at the event.

On May 14th – 16th, 2010 (May 14th is set up day) we will be in Montreal. Since Quebec cheerleading has been essentially overlooked, it is a fresh new market for exhibitors. Here your booth is part of the main event. Competitions and classes draw people into your exhibit. Since each competition division is less than 2 hours, coaches and teams will have loads of time without distractions to only be concerned with getting information, making deals, purchasing merchandise, booking dates, and ordering stuff.

Great, but what exactly is the CheerExpo going to do for us?

- 1) Well, first of all, at the Expo you can sell stuff (video tapes, music, books, clothing, notebooks... whatever you want); AND you can inform coaches, sponsors and the athletes about your services and/or events. Being in the business world you probably already know that clients are much more responsive to a company that they have actually had a face to face conversation with.
- 2) There will be seminars for the coaches and/or cheerleaders/dancers to attend for free. If you want to promote something large scale you can do that at the seminar. You do not have to book a booth to teach a seminar. All you have to do is teach a specified (approved) class topic that is related to your service and you can show off what you can offer at the same time! All classes must be 1 hour in length. To book a seminar time slot and get your topic approved, please contact us at bookings@cheerexpo.net. NOTE: CheerExpo cannot dictate how many people will attend any seminar. This depends solely on the interest in your class topic.
- 3) You will be in the middle of a huge resource of contacts! You can compare what other companies are offering. Keep in mind that not only cheerleading/dance companies will be there, shoe companies, uniform companies, music companies, sign companies...every type of company that has to do with cheerleading/dance. You can set up new contracts with companies to increase your profits or just check out the competition. You can get tons of new ideas to help sell your services and products.

Can we book more than one booth for our company?

Anyone can book more than one booth (i.e. one booth to sell products, and one for promotional information, or to display a greater variety of products, etc.). That is entirely up to you. However, booth sharing is not permitted. You can also book more than one class/seminar slot. And you can have any combination thereof, for example, two booths and 3 class/seminars times, etc). There are also sponsorship opportunities available.

What type of company/group should come?

Fundraising, clothing, uniforms, athletic trainers, shoes, gymnastics mats and training products, music mixing services, choreographers, college or club teams wishing to recruit, dance equipment, pompons, instructors, camp/clinic companies, stereo equipment, music mixing equipment, trampolines, competition companies, signs, megaphones, team wear, gymnastics instructors/gyms, bags, jewelry and accessories, trophies and medals, dance floors, team travel specialists, practice wear, cheerleading and dance novelty items (i.e. picture frames, pillows, blankets, notepads, socks, hair clips, photo albums, etc), make-up, hair stylists/styling products, exercise equipment, gyms, university/college or club teams, books, videos, computer programs (routine choreography, music mixing, etc), photographers, sports insurance providers, First Aid/CPR instructors, coaching instructors, nutritional items (no weight loss products please), video camera dealers, cosmetics and beauty products, glitter, flags, banners, promotional products (small flags, pompons, stickers, etc) and many more. If you are not sure if your company would fit into our event, contact Laura at bookings@cheerexpo.net or call (250) 890-0106.

We're always willing to work out something that suits your unique business and financial situation. Have a promotional idea that is not listed in this package? Just give us a call or send us an email!

CheerExpo Montreal 2010 Promotional Opportunities

Exhibitor Details and Prices:

Single booths are approximately 8 x 10. Double booths are approximately 8 x 20. There are no triple or quad booth spaces at this event.

Each 8 x 10 booth space includes two tables (not draped or topped) and two chairs (i.e. A double booth will have 4 tables and 4 chairs). Depending on the location of your booth there may or may not be pipe & drape walls. You must provide your own display and signage. This also includes 3 announcements. The event days are May 15th and 16th and set up day is Friday May 14th from 5pm until 8pm. You will be permitted entrance ½ hour prior to general admission each event day.

The earlier you book, the less you pay. A non-refundable deposit of ½ of the total contract must be paid within a time frame in order to receive the price during that time frame. The remainder of the contract is due by April 1st/2010. Anyone booking after April 1st must pay the full amount upon booking (please check availability!).

*SBR is the Small Business Rate. This rate is reserved for non-profit organizations, and small businesses. To qualify as a small business, your company must fall into at least one of the following categories:

- 1) Annual profit of \$30,000 or less AND have three or less employees
- 2) Have been in business for less than one year AND have three or less employees

Booth Options	Early Bird Rate Until Dec 31 st /09	Regular Rate Jan 1 st -April 1 st /10	Late Rate April 1 st – Event
Single Booth	\$450	\$550	\$650
Double Booth	\$850	\$1050	\$1250
Single Booth (SBR)	\$350	\$450	\$550

*all exhibitors who book after April 15th will be subject to a \$250 late fee.

Extra Equipment Prices:

You may require some extra equipment during the event. Here are some of the most requested items. If you have a question about the availability of equipment not listed here, please contact us.

- Tables: \$10
- Chairs: \$2
- Power Source/Electricity: \$75. Please note that all electrical hook ups requested after April 15th will cost \$175.

Class/Seminar Instruction: (Maximum of 4 per company)

Teaching a class at the CheerExpo is a great way to showcase your product, service, or event. You must teach for at least 45 minutes of the one hour class (i.e. physical training, fundraising tips, dance class, etc) and then you can spend the last 10 minutes promoting your actual product or service (i.e. exercise equipment, fundraising items, camp/clinics, etc). Classes are subject to approval. Although your class topic may target certain age groups, your class must be appropriate for ALL AGE GROUPS (ie. no profanity, nudity, crude comments, etc). Classes may be videotaped and compiled on videotapes that may be sold during the event. Book early; class times are limited.

Any companies/individuals teaching classes involving physical activity must provide proof of insurance and accept that any incidences or injuries that occur during the classes are their responsibility and not that of CheerExpo, the event facility, The City of Montreal or any of their respective representatives. Instructors may request that participants fill out a separate waiver form before participating. This must be done during your class time as there is no advanced registration for specific classes (registrants pay one fee for access to ALL classes).

Class Prices: Until December 31st: \$100 per class time
January 1st – April 1st: \$150 per class time
April 1st – April 15th: \$200 per class time

Program Ads:

If your company is not in a position to attend the CheerExpo, a program ad is a great way for your company to promote at the CheerExpo without actually attending. Programs will be handed out to all CheerExpo attendees. The programs include a schedule of the competitions (who competes when) and a schedule of the class/seminar times. Since everyone entering the CheerExpo will be either watching someone compete, competing, or attending classes, the program will be well read by all. Exhibitors and instructors may also purchase program ads. Ideas: announcement of sales, special offers, discounts or coupons, event promotion, product or service introduction. All artwork and payments must be submitted to CheerExpo no later than April 1st.

- B/W Full Page Ad: \$400 (**Color: add \$250**)
- B/W Half Page Ad: \$200 (**Color: add \$250**)
- B/W ¼ Page Ad: \$100 (**Color: add \$150**)
- Business Card Size Ad: \$50

Flyer or Sample Distribution:

CheerExpo representatives will hand out your full page flyer or a sample to all attendees (or just coaches). You must provide all copies. All copies/samples and payments must be submitted to CheerExpo by April 1st and all duties, taxes, and shipping fees **MUST** be covered.

- **Sample Distribution:** \$50 **Ideas:** bags, t-shirts, CD's, make-up, rooter poms, etc.
 - o **Just Coaches:** Same Price
- **Coupon Distribution :** \$100
 - o **Just Coaches:** \$50
- **Flyer Distribution:** \$300
 - o **Just Coaches:** \$100

Catalog Distribution:

You provide a full catalog (i.e. clothing) or group of flyers (i.e. camp registration packages, competition packs, etc) and we'll distribute them to all attendees (or just coaches). **Cost \$500. Just Coaches: \$100.** All payments and packages must be submitted to CheerExpo by April 1st and all duties, taxes, and shipping fees **MUST** be covered.

Champion Gift Sponsor:

Whether you exhibit at the CheerExpo or not, this is a great way to promote your products, services, or events. You provide a gift or award for the winners of a competition division. You may also choose to provide a gift for second place winners, or third place winners. Prizes may be of any value. Small prizes may be combined with other company donations to provide a suitable prize.

1. Grand Champions Team divisions requires at least 38 items, or, a team value (i.e. 50% off team track suits, uniforms, camp registration, etc)
2. Stunt group divisions require 100 items to sponsor all stunt group divisions
3. Partner stunt divisions require 13 items to sponsor all partner stunt divisions
4. Individual divisions require 13 items to sponsor all partner stunt divisions

Includes an announcement of your choice (of reasonable length) made live by the MC either during the awards ceremony or during the actual competition. **Cost \$50.** Prizes will be shown to the crowd if requested. Payments, items (please include approx. worth), and announcement must be submitted to CheerExpo by April 1st and all duties, taxes, and shipping fees **MUST** be covered.

Prize Give-Aways:

Another great way to promote your products, services, or events. Again, you do not have to be an exhibitor to take advantage of this opportunity. You provide a prize giveaway of any value and we'll organize a prize draw during the event. Small prizes may be combined with other company donations for the prize draw. Includes an announcement of your choice (of reasonable length) made live by the MC. Prizes will be shown to the crowd if requested. **Cost \$100.** Payments, items (please include approx. value), and announcement must be submitted to CheerExpo by April 1st and all duties, taxes, and shipping fees **MUST** be covered.

Other Opportunities: *call or email for details

CheerExpo Announcements: \$100 each. The MC will make an announcement of your choice. Must be submitted by April 1st

Signage on Competition Cheer Wall: \$2000. You provide signage. Placement is determined by CheerExpo.

Large Logo, Link and Description on CheerExpo Website: \$500 (on main "Events" pages).

Event Sponsors

Platinum Level Sponsor: (1) \$5000

- Triple Booth Space (8x30).
- 5 extra announcements during the competition
- Signage Placement behind the competition floor visible by all spectators. This will also be included in all videos and tapings of the event, including any television broadcasts of the competition
- Full Page Ad in the CheerExpo Program
- Your choice of either: flyer, catalog, or sample distribution
- Large Logo, Link and Description on CheerExpo Website
- Logo on any clothing awarded to winner
- Listed as a platinum sponsor on all show advertisements

Gold Level Sponsor: (2) \$3000

- Sponsorship of Grand Champion team competition
- Double Booth Space (8x20)
- 5 extra announcements
- Signage placement on wall behind competitors visible by all spectators.
- ½ Page Ad in CheerExpo Program
- Large Logo, Link and Description on CheerExpo Website
- Listed as a sponsor on all show advertisements

Silver Level Sponsor: (8) \$2000

- Sponsorship of a team level competition.
- Double Booth Space
- 3 Extra announcements
- ¼ Page Ad in CheerExpo Program
- Medium Logo, Link and description on CheerExpo Website

Bronze Level Sponsor (19): \$1500

- Sponsorship of an individual, stunt group, or partner stunt competition division.
- Single Booth Space
- Business card size ad in CheerExpo Program
- 2 Extra announcements
- Medium Logo, Link and description on CheerExpo Website

CheerExpo

Montreal CheerExpo 2010 Contract

Print this form and fill it out. Fax one copy to 1-250-890-0116 **AND** snail mail one copy with **original signatures** and payment to: **CheerExpo, 556 Deerwood Place, Comox, B.C., Canada, V9M 4G3.**

It should be 3 pages in total. Questions? Contact Laura at 1-250-890-0106 or at bookings@cheerexpo.net

Contact Information:

Name of Company: _____

Contact Person/Title: _____

Mailing Address: _____

Phone: (____) _____ Fax: (____) _____

E-Mail: _____ Web Site: _____

Booths

	Until Dec 31 st /09	Jan 1 st -Apr 1 st /10	April 1 st – April 15 th
Single Booth	\$450	\$550	\$650
Double Booth	\$850	\$1050	\$1250
Single Booth (SBR)	\$350	\$450	\$550
Total Booth Cost =			

*Add \$250 Late fee if you are registering after April 15th.

*SBR = Small Business Rate.

**All single booths come with 2 chairs, and two 6ft tables (not draped or topped), and 3 announcements.

Classes*

Quant.	Until Dec 31 st /09	Jan 1 st -Apr 1 st /10	April 1 st - April 15th	Total
	X \$100	X \$150	X \$200	
Total Class Cost =				

- Please include a list of the class topic(s) you would like and a basic description. Please also indicate preference of day, approximate time, and class title. If you are requesting permission to allow/teach/perform stunts, jumps, dance, and/or gymnastics during your class(es) please attach proof of insurance.

Extra Equipment

	Quantity	Cost	Total
Tables (not draped or topped)		X \$10 =	
Chairs		X \$2 =	
Electricity		X \$75 =	
**Please note that electrical hooks ups that are requested after April 15 th will cost \$175.			
Total Extra Equipment Cost =			

Other Promotional Options

	Quantity	Cost	Total
B/W Full Page Program Ad		X \$400 =	
Color Full Page Program Ad		X \$650 =	
B/W ½ Page Program Ad		X \$200 =	
Color ½ Page Program Ad		X \$450 =	
B/W ¼ Page Program Ad		X \$100 =	
Color ¼ Page Program Ad		X \$250 =	
Business Card Program Ad		X \$50 =	
Sample Distribution		X \$50 =	
Sample Distribution Coaches Only		X \$50 =	
Coupon Distribution		X \$100 =	
Coupon Distribution Coaches Only		X \$50 =	
Flyer Distribution		X \$300 =	
Flyer Distribution Coaches Only		X \$100 =	
Catalog Distribution		X \$500 =	
Catalog Distribution Coaches Only		X \$100 =	
Champion Gift Sponsor		X \$50 =	
Prize Give-Away		X \$100 =	
Announcements		X \$100 =	
Lg Web Logo/Link/Description		X \$500 =	
Competition Wall Signage		X \$2000 =	
Platinum Sponsor		X \$5000 =	
Gold Sponsor		X \$3000 =	
Silver Sponsor		X \$2000 =	
Bronze Sponsor		X \$1500 =	
Total Other Promotional Options =			

Adding it Up:

Total Booth Cost =	
Total Class Cost =	
Total Extra Equipment Cost =	
Total Promotional Options =	
Subtotal 1 =	
GST - 5% of Subtotal 1 =	
Subtotal 2 =	
QST - 7.5% of Subtotal 2 =	
TOTAL =	
Pay with Credit card via Paypal – Add 4% Convenience Fee if applicable =	

* Non-Refundable deposit of at least ½ of your fee must be paid upon booking to receive these rates.
Remainder is due by April 1st, 2010

Name of Company Reps attending the event (not required until April 15th):

Please Read Carefully

By signing below I agree that I have read and understand the entire Agreement Details section and I understand and agree to all stipulations. I agree to pay CheerExpo my deposit amount of _____ (at least 50% of total contract) by the end of the time period indicated in the contract above and fulfill the remainder of the contract amount by April 1st, 2010. My full contract amount is _____ for the CheerExpo Open Championships 2010 in Montreal, Quebec, on the dates of May 14th-16th, 2010. I, _____(your name) agree on behalf of _____(company name), to abide by all stipulations and agreements. The deposit amount of _____ is enclosed with my mailed original copy of this contract in the form of (check one):

<input type="checkbox"/>	Check/Cheque
<input type="checkbox"/>	Money Order/Cashier's Check
<input type="checkbox"/>	Credit Card via Paypal.com (add 4% convenience fee to total contract amount)

(Made payable to CheerExpo or via paypal to info@cheerexpo.net)

Name (Please Print)

Signature

Company Name

Date

Laura Mar
CheerExpo

Date

Exhibitor Agreement Details

Payments

Payment may be made in one of three ways:

1. Money Order/Cashiers Check
2. Cheque
3. Credit Card using Paypal (add 4% to your contract as a convenience fee).

Cheques and/or money orders should be made payable to CheerExpo. Deposits are non-refundable. Returned cheques will be subject to a \$50 fee and cheques will no longer be accepted from the company in the future.

Companies claiming to qualify for the small business rate (under false pretenses) who do not qualify will be required to pay the regular rate for the booth space they have chosen, may be banned from all future CheerExpos, and may be charged with fraud.

Cancellation of Display Space or Class Time

- 1) If the event is canceled by CheerExpo, you will receive a full refund for fees paid to CheerExpo. In the event of cancellation, CheerExpo is not responsible for other costs incurred such as travel, hotels, car rentals, etc.
- 2) There are NO REFUNDS of display space, class times, and/or any other advertising options if you cancel.
- 3) There will be no cancellations due to inclement weather. If the facility is open, the event will take place. If the facility is closed, we will reschedule. Vendors unable to attend will not receive a refund.

Your Rights and Obligations

1. You must fax in one copy of the contract and snail mail another copy with ORIGINAL SIGNATURES and payment enclosed. Your space/time is NOT reserved until you pay the appropriate ½ deposit.
2. You must arrange your own travel and accommodations for the event.
3. Door prizes will be given out each day during the Expo. As an exhibitor, you must contribute one item, whatever you choose (as long as it is appropriate for all age groups) for EACH show day for a total of two items. Your contributions may take the form of merchandise, gift certificates, or special deals. These items will be collected on set up day. You will not be escorted to your display space until your two items are presented to a CheerExpo representative.
4. The full names of all exhibitors working at your booth and/or class instructors must be provided by April 15th. CheerExpo passes will be distributed on set up day only. Each company will receive up to 4 vendor passes. Additional passes are available for purchase at the spectator rates. Individuals who lose their passes must prove their identification and may be required to pay for admission.
5. You must provide your own signage and distribution material for the event.
6. You are responsible to handle all duties, taxes and shipping fees.
7. Exhibitors may make actual sales during the event. You may take orders at the event, distribute literature, souvenirs, samples, etc. You may organize your own prize draw for prizes that you provide.
8. Instructors for classes must meet on set up day (time TBA) to discuss class set up and transitions time between classes to ensure that classes run smoothly and on schedule.
9. There is to be NO stunts, dance, jumps, or gymnastics during the Expo, inside or outside. Special permission may be granted for class time provided that:
 - The activity is essential for your presentation.
 - You agree that any and all responsibility lies solely with your insurance. CheerExpo, the event facility, The City of Montreal and/or any representatives have no responsibility in the event of any and all injuries, or incidences of death resulting from these activities.
 - You must provide proof of insurance.
10. CheerExpo, the event facility, the City of Montreal and/or their representatives will not be held responsible or liable for any incidences of injury, death, lost, stolen, or damaged items pertaining to: the expo itself, shipping, parking, accommodations, or travel.
11. If requested, one microphone, and/or one boom box (cassette and CD player) will be provided free of charge to classes. Any additional equipment or service requirements for booths or classes must be indicated when you book. We can take requests up to April 15th but we cannot guarantee availability thereafter. Any equipment requests after this date will be double charge.
12. Your booth MUST be set up on set up day (May 14th). No morning set ups on Saturday. There are to be NO EARLY TEAR DOWNS under any circumstances.
13. CheerExpo reserves the right to move booth spaces or class times for the benefit of the event.
14. Exhibitors, class instructors and their representative will behave in an appropriate manner during the expo. Anyone causing disruptions or problems will be removed without refund and banned from all future CheerExpo events.
15. There will be no advance selection of display space at this event.

Concerning Food:

- A canteen will be set up at the CheerExpo. No outside food is permitted during the CheerExpo, set up day, or tear down.
- No food or beverage sales are permitted by exhibitors or class instructors during the expo (note: you are permitted to take orders for fundraising food products for delivery after the expo).
- Food Samples are permitted as long as they are bite size samples no bigger than 2oz. No carbonated beverages are permitted as food samples.
- **No diet products are permitted. NO EXCEPTIONS!**