



**March 26 & 27, 2017**

Cunard Centre  
Halifax, Nova Scotia

[www.apextradeshow.ca](http://www.apextradeshow.ca)

Owned and Produced by:

**MediaEdge**

*Atlantic Canada's Premier Foodservice & Hospitality Show*

## 2017 EXHIBITOR & SPONSORSHIP PROGRAM PROSPECTUS

Event Title Sponsor:



**Restaurants  
Canada**

The voice of foodservice | La voix des services alimentaires

Official Magazine of ApEx:

Canadian  
**Restaurant &  
Foodservice News**

**RESTOBIZ**  
THE OFFICIAL WEBSITE OF CANADIAN RESTAURANT & FOODSERVICE NEWS

**RESTOBIZ BYTES**  
BROUGHT TO YOU BY CANADIAN  
RESTAURANT & FOODSERVICE  
NEWS MAGAZINE | [RESTOBIZ.CA](http://RESTOBIZ.CA) | THE OFFICIAL E-NEWSLETTER  
OF THE CANADIAN CULINARY  
FEDERATION

**RESTOBIZ**  
THE OFFICIAL BUYERS' GUIDE OF THE CANADIAN CULINARY  
FEDERATION, CANADIAN RESTAURANT & FOODSERVICE NEWS  
MAGAZINE, RESTOBIZ.CA AND RESTOBIZ BYTES  
**GUIDE**



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# 2017 Exhibitor & Sponsorship Program Prospectus



## ApEx History and its place in the industry:

For over 50 years, ApEx has been Atlantic Canada's most influential restaurant, foodservice and hospitality event. ApEx is the perfect event to market, launch, demonstrate and showcase your products and services. ApEx is positioned as an industry buying show where our valued exhibitors can promote and sell products and services to attending foodservice professionals right on the trade show floor. Please provide ApEx with specific details of what you would like to promote and sell for 2017 so we can start promoting your show specials to the thousands of foodservice professionals we actively promote the show too.

### Why Exhibit at ApEx 2017?

- ApEx attracts Atlantic Canada's most senior and influential foodservice industry professionals
- Launch new products/services
- Showcase your products/services
- Measure your market awareness and presence by interacting with attendees related to your new products/services and ideas
- Sell directly on the show floor and promote your show specials in advance of the event
- Generate interest and leads in a face-to-face, intimate setting
- Exhibiting at ApEx provides a cost-efficient and effective selling opportunity

### Who Attends ApEx?

*Owners, chefs, purchasing managers, category managers, and buyers from retail, foodservice, and other business categories such as:*

- Restaurants of all types, both Chain and Independent (QSR and Full-serve)
- Accommodation (Hotels, Motels, Resorts, Casinos, Inns, Spas, and more)
- Institutional & Government (Airports, Healthcare, Universities and Colleges, Military, Prisons, and more)
- Drinking Places – Bars, Pubs, Taverns, Cafés, Coffee & Tea, Deli's, Night Clubs, and more
- Recreation – Sports Arenas, Museums, Art Galleries, Banquet Halls, Zoos, Athletic Clubs, and more

### Exhibitor Benefits:

ApEx is supported by a wide range of promotional campaigns that reach thousands of foodservice professionals in Atlantic Canada. These campaigns are specifically targeted to attract the most qualified buying audience and include targeted advertisements, direct email blasts, website, social media, direct mail, and more. Show highlights will be featured in Canadian Restaurant & Foodservice News, Restobiz.ca and our weekly foodservice industry e-newsletter called RestoBizBYTES. Company logos and web links will be placed on several industry websites including [www.restobiz.ca](http://www.restobiz.ca) and other relevant industry sites.

Please contact:

**Angela Rafuse** at 416-512-8186 x252 or [angelar@mediaedge.ca](mailto:angelar@mediaedge.ca)

**MediaEdge**

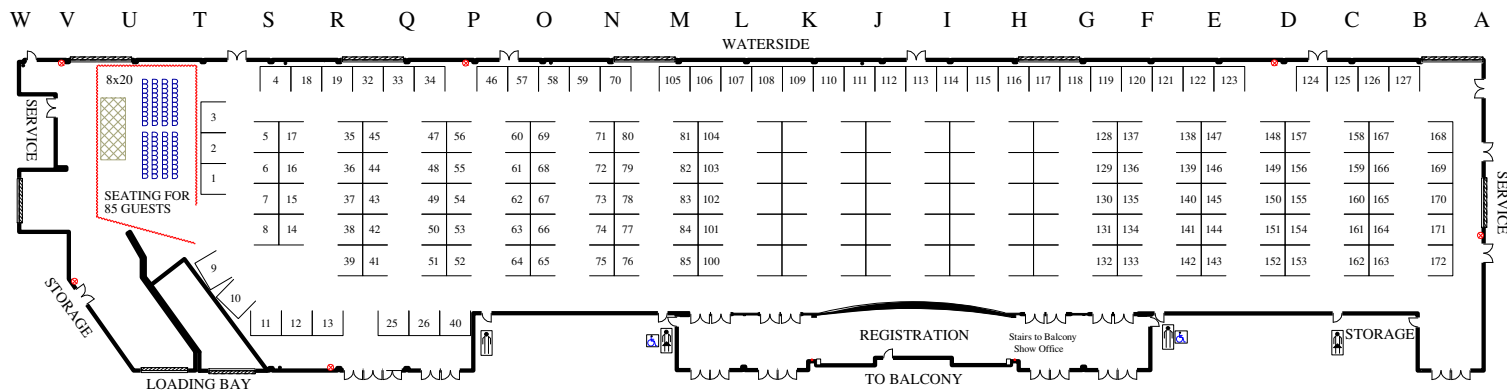
Follow us on LinkedIn  
for live ApEx updates



# 2017 Exhibitor & Sponsorship Program Prospectus



## ApEx Exhibit Space Packages... Reserve Your Space Today



### Exhibit Space Rates (per 10' X 8' booth in CAD dollars plus tax):

1 Booth (80 sq. ft.)  
 2-3 Booths (80 sq. ft.)  
 4+ Booths (80 sq. ft.)  
 Corner rate (Open on two aisles)

#### Restaurants Canada Members

\$1,320  
 \$1,220/per  
 \$1,120/per  
 \$100

#### Non-Members

\$1,480  
 \$1,380/per  
 \$1,280/per  
 \$125

### Trade Show Floor Hours

Saturday, March 25, 2017 8:00 am – 5:00 pm (Exhibitor Move-In)  
 Sunday, March 26, 2017 10:00 am – 4:00 pm  
 Monday, March 27, 2017 10:00 am – 4:00 pm

### Each Exhibit Space Includes:

- 8' back draping
- 3' side draping (only 1 side on corners)
- Materials handling/storage
- Complimentary exhibitor badges
- Show guide listing
- Complimentary booth vacuuming
- Unlimited complimentary attendee registrations
- Complimentary refrigeration/freezer storage
- Company name and link on show website

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## All ApEx Sponsorship Packages Include the Following Value-Add Items:

### Trade Floor & Event Benefits:

- Corporate logo with sponsor recognition on Show Entrance signage
- Sponsor recognition booth sign
- Verbal sponsor recognition over PA system at Show Opening each day
- Sponsor recognition with linked corporate logo on home page of ApEx website
- Sponsor recognition with linked corporate logo on pre/post event delegate promotional e-mailers
- First right of refusal for the same sponsorship in 2018

## ApEx Lanyard Sponsor

**Only one exclusive position available at:**  
**\$5,000 – ApEx to provide and produce Lanyards /OR**  
**\$3,000 – Sponsor to provide and produce Lanyards**

Handed out to all delegates as they receive their event badges, this impactful benefit will provide constant exposure for your company throughout ApEx. Your logo will be exclusive on all event lanyards worn by all delegates during the event.

### Additional Benefits

- One full page, 4/C advertisement in CRFN (Canadian Restaurant & Foodservice News) magazine, Summer 2017 Issue, circulated across Canada

## ApEx Passport Program

**Ten available at \$250 each**

- Put your company and your products and services in the spotlight on our printed “passport” handed out to all delegates. Feature your corporate logo and connect with the buyers at ApEx 2017.
- Buyer delegates must visit each of the Passport Sponsor’s booths to have their passport stamped in order to qualify to enter into ApEx’s grand prize draw. Take advantage of this cost-effective way to generate more traffic by your booth, as well as to generate more leads and business from the show, all while building your corporate visibility.





# CONTRACT FOR EXHIBIT SPACE

**March 26 & 27, 2017**  
**Cunard Centre**  
**Halifax, Nova Scotia**

<b>For Office Use</b>	
Booth(s) Assigned:	_____
Square Ft:	_____
Booth Cost: \$	_____
HST (15%): \$	_____
Total (Cdn.): \$	_____

*This Agreement for exhibit space at the event ("Show") is made between MediaEdge Communications ("Show Management") and the company listed below ("Exhibitor"):*

Exhibiting Company Name (EXACTLY AS IT IS TO APPEAR IN SHOW GUIDE & WEBSITE LISTINGS):

\_\_\_\_\_

Address 1 \_\_\_\_\_

Address 2 \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

Key Contact \_\_\_\_\_ Direct Phone \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_ Cell \_\_\_\_\_

Booth Choice #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_ Booth Size \_\_\_\_\_

### PAYMENT INFORMATION

Cheque       Credit Card

VISA       MASTERCARD       AMERICAN EXPRESS

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_

Name of Cardholder \_\_\_\_\_

Amount (Cdn.) \$ \_\_\_\_\_

Signature \_\_\_\_\_

### EXHIBIT DESIGN GUIDELINES:

In order to maintain high quality exhibits and the overall appearance of the ApEx Show, all exhibits must feature backwalls of a "hardwall" or "pop-up" nature. Curtains will only exist for masking purposes. Hanging banners from the curtains or otherwise relying on the drape for your backdrop is prohibited. Your backwall and its contents must not exceed 8 ft. Sidewalls may be up to 8 ft., but only if located 3 ft. from the backwall – after which they must taper or drop to 3 ft. Do not obstruct your neighbours! Please note that there is an 8 ft. height limitation on the display and equipment for all single and double in-line booths, unless authorized prior to the show by show management. Display rules for multiple and perimeter booths will be included in the Exhibitor Service Manual.

**I accept the terms and conditions herein and acknowledge that this shall become a binding contract upon acceptance and co-signature by MediaEdge Communications Inc.:**

**Authorized Signature** \_\_\_\_\_

**Print Name** \_\_\_\_\_

**Company Name** \_\_\_\_\_

**Date** \_\_\_\_\_

**Accepted by MediaEdge Communications Inc.** \_\_\_\_\_ **Date** \_\_\_\_\_

### SEND CHEQUES PAYABLE TO:

ApEx  
MediaEdge Communications Inc.  
5255 Yonge St. Suite 1000, Toronto, ON M2N 6P4  
Phone: 416-512-8186 Fax: 416-512-8344

### EXHIBIT SPACE RATES (PER 10' X 8' BOOTH IN CAD DOLLARS PLUS TAX):

	*Member Rate	Non-member Rate
1 booth (80 sq. ft.)	\$1,320	\$1,480
2-3 booths (80 sq. ft.)	\$1,220/booth	\$1,380/booth
4+ booths (80 sq. ft.)	\$1,120/booth	\$1,280/booth
Corner Rate (Open on two aisles)	\$100	\$125

### PAYMENT SCHEDULE:

I authorize MediaEdge to process the charges on this credit card upon receipt.

*\*Restaurants Canada Member*

### TERMS AND CONDITIONS:

Should the exhibitor cancel or otherwise breach the terms of this agreement, all payments received by show management are non-refundable and the total space fees remain due in full. The exhibitor accepts and will comply with the rules and regulations in this agreement and in the Exhibitor Service Manual. Show management reserves the right to relocate the assigned exhibitor booth(s) to an alternate space, or to relocate the show to an alternate location than designated herein. Such relocations shall not relieve the exhibitor obligations. The exhibitor agrees to carry a minimum of \$5,000,000 commercial general liability insurance, naming MediaEdge Communications Inc. as additional insureds for the duration of the show from move-in through move-out. The exhibitor agrees to conduct all business at the show in accordance with the Occupational Health and Safety Act as outlined by the appropriate Provincial Ministry of Labour.

**Questions? Please contact Angela Rafuse at [angelar@mediaedge.ca](mailto:angelar@mediaedge.ca) or 416-512-8186 x252**