

PHOENIX HEALTH & WELLNESS EXPO COLLINGWOOD

The JCIC House

The Phoenix Health & Wellness Expo has been an annual event for the last six years. Each year the Health & Wellness Expo would sponsor The JCIC Bursary, which would be awarded to a well deserving candidate attending a college or university of their choice. This year a decision was made to start a new tradition in sponsoring two key areas being a healthy mind in the form of The Phoenix of the North Bursary and spirit in the form of a Cancer and Support Centre.

The Expo runs Saturday May 11 from 9 am – 5 pm. Sunday 10 am – 5 pm. Sponsoring our Cancer & Support Centre opening this spring. On Sunday Morning we will be hosting a special tribute to Mother's with a Mother's Day Brunch catered by Olde Town Terrace. Tickets are \$25 each. The theme is honouring our mothers from the PAST, PRESENT & FUTURE, while sponsoring our Cancer & Support Center.

In addition to funding the JCIC Bursary for Collingwood Collegiate. The event will have an opening ceremony at 10:30 am which will include several VIP's, guest speakers, and live performances to start the event with a quick info session to our Cancer Center. Throughout the weekend there will be classes for all ages and fitness levels. There will be Draws, Prizes & Raffles throughout the day. Also, each exhibitor will have info, free samples and even a draw of their own.

What to Expect:

- Companies to grow, network and make a difference in their community
- Profit & Not-for-profit organizations
- Table, chairs and linen included
- Advertising will be
 - Word of mouth
 - Flyers
 - Invitations
 - Posters
 - Radio
 - Print o Social media
 - Online ads
 - Online link from our website
- Sponsorship opportunities for additional brand recognition
- Exhibitor's reward card program
- Exhibitor's incentives
- Indoor & Outdoor venue

- Demonstrations, live performances, workshops and guest speakers
- One-stop-shopping
- One main raffle
- Individual exhibitor raffles
- Onsite first aid
- Exhibitors lounge
- Free Products

Media coverage will be throughout the day. The floor plan will be sent out one week prior to the event. Exhibitors may choose their location within reason.

Survey Overview:

The JCIC House., surveyed the attendees of its previous events of 2014 till 2019 to fully understand the value that our consumers bring to local small businesses that invest into hyper local direct to consumer marketing. We found that our attendees are the primary influencer in financial decisions that overwhelmingly base their spending choices for themselves and their families on health & wellness marketing.

Demographic Information - See who our attendees are and how you can reach them. Who are our attendees?

- More than 65% of our attendees are female
- Over 62% of our attendees are between the ages of 30-65
- Over 75% of our attendees have families of four or more
- Over 85% of our attendees' view health as their primary concern

What is their financial status?

- Most of our attendees have more than \$75,000.00 reported yearly family income
- Over 47% of our attendees spend between \$125 and \$500 a year on health & wellness plans
- Almost 35% of our attendees spend \$500 - \$2000 a year on health and wellness

How is their decision influenced?

- Over 78% of our attendees only go to one expo a year.
- 55% of our attendees prefers ours. ▪ More than 85% of our attendees found that health & wellness marketing was important. ▪ There is no better way to reach these future clients than through our Expo's. Surveys show our attendees top 4 interests are health & wellness management, fitness, energy, and proper eating habits.

The JCIC House., Terms, Conditions and Regulations

“Exhibit Contract” means 2019 Exhibit Contract for The JCIC House., entered into between the Exhibitor and The JCIC House.

“Exhibitor” means the company or individual who has entered into the 2019 Exhibit Contract.

“Exhibit Booth” means the booth/table to be occupied by the Exhibitor.

“Raffle” means any type of contest draw that has a prize and charges a fee to enter.

“Facility” means Collingwood Leisure & Time Club. 100 Minnesota St. Collingwood. ON L9Y 4R5.

“Expo” means Phoenix Health & Wellness Expo.

1. CONTRACT: The JCIC House., reserves the right to render all interpretations and to establish further terms, conditions and/or regulations as may be deemed necessary for the general success of the Expo. It is further agreed that the conditions, rules and regulations as herein stated and as outlined in the Exhibitor Manual are made a part hereof as though fully incorporated herein, and that the said Exhibitor agrees to be bound by each and every one thereof. The JCIC House., reserves the right, to cancel any Exhibit Contract and to withhold possession of the Exhibit Booth or expel the Exhibitor from the Expo if the Exhibitor fails to comply with any of the Expo rules and regulations.

2. FORCE MAJEURE: Where there is an event of force majeure, The JCIC House., shall not be liable in damages or otherwise for failure to carry out the terms of this agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, explosion, act of God, war, rebellion, terrorism, vandalism, accident, riot, civil commotion, strike or by any cause whatsoever beyond the control of The JCIC House., whether similar to or dissimilar from the causes enumeration herein. In the event of force majeure, the contract shall be terminated, and the deposit returned.

3. BOOTH SHARING: There is to be no sharing of a booth.

4. BOOTH ASSIGNMENT: The JCIC House., reserves the right to alter or change the space assigned to the Exhibitor.

5. DISPLAY: The Exhibitor agrees that no display may be dismantled, or goods removed during the entire run of the Expo and the Exhibit Booth must remain intact until the closing hour of the last day of the Expo unless otherwise agreed upon in writing. The Exhibitor agrees to only exhibit the products described in this Exhibit Contract. The Exhibitor also agrees to move in and remove their exhibit and equipment according to the final move-in and move-out schedule, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.

6. EXHIBIT BOOTH REGULATIONS: All booths are subject to inspection by the City of Collingwood Fire Department. No flammable fluids or substances may be used or shown in the Facility and/or the Exhibit Booth.

Exhibitors assume all liabilities and/or obligations caused by faulty or improper displays.

No signs or other articles are to be fastened or punctured through the booth drapery. Exhibitor will be charged a fee if there is any damage to the drapery, including punctures, and said fee will be set by the pipe and drape rental company. Hanging hooks can be purchased directly from the rental company for

the cost of \$2.00 - \$4.00 each. The use of thumbtacks, scotch tape, nails, screws, bolts, crowbars, handspikes or any tool or material, which could damage the floor or walls, is strictly prohibited. The Exhibitor may not apply paint, lacquer, adhesive or other coatings to the Facility, the Exhibit Booth or to the property of The JCIC House. its agents or any other Exhibitor. Any dripping of vehicle oil on the facility flooring will need to be removed at the Exhibitors cost.

Exhibitor agrees to confine their presentation within the contracted space only, unless agreed upon in writing with The JCIC House., in advance of the Expo. There will be no solicitation outside of your booth or while standing in the aisles. Sound of any kind must not be projected outside the Exhibit Booth.

Where the Exhibitor offers to provide raffles, donations, or other promotional measures that require guests to be present at a specified location or time, or any other unusual promotional plans, The JCIC House., must first approve them.

All Exhibitor draws and promotional give-aways must be free and clear of any financial obligation on the part of the winner and must be in compliance with all applicable laws. All contest terms and conditions, and list of prizes available and their value must be clearly posted.

Non-profit Exhibitors are legally eligible for raffles exclusively. Any non-profit Exhibitor displaying a raffle will be required to have a lottery license by the City License Department.

No Exhibitor shall plan or participate in any type of event, social or other that conflicts with the hours of official Expo related events. Any Exhibitor or representative thereof scheduling any type of event in conjunction with the Expo must have the event approved in advance by The JCIC House.

The Exhibitor shall not sell or supply any food or refreshments for consumption during the Event or make any arrangements for such supply otherwise than with The JCIC House. Due to labour contracts, the venue has exclusivity with Compass Catering to supply meals to attendees.

7. LIGHTING & ELECTRICAL: All electrical wiring and outlets shall be at the Exhibitor's expense, unless agreed upon in writing with The JCIC House., in advance of the Expo. All operating electrical equipment used in the exhibit must have C.S.A. or equivalent provincial power authority approval.

8. PROMOTIONS: The JCIC House., reserves the right to reproduce all photographs, images and likeness taken during the Expo for future promotional purposes.

9. REMOVAL: The JCIC House., reserves the right at any time to: (i) determine the eligibility of Exhibitors and exhibits for the Expo, (ii) reject or prohibit or alter or remove exhibits or any part thereof, including printed materials, products, signs, lights or sound, and to expel Exhibitors or their personnel if, in The JCIC House's., sole opinion, their conduct or presentation is objectionable to other Show Participants and (iii) relocate Exhibitors or exhibits when in The JCIC House's opinion such moves are necessary to maintain the character and/or good of the Expo.

10. EXHIBITOR REPRESENTATIVES: All representatives of the Exhibitor are bound by these terms, conditions and regulations. It is the Exhibitor's responsibility to communicate all rules and regulations to those they share an Exhibit Booth with.

11. SUBLETTING: Space contracted by the Exhibitor may not be sublet or re-sold without the prior written permission of The JCIC House. The company or individual name appearing on the Exhibitor's badge and signage must be the same as it appears on the Exhibit Contract for the Exhibit Booth or a representative thereof.

12. INSURANCE: The Exhibitor is recommended to provide proof of adequate insurance coverage that meets the guidelines of The JCIC House on certain events. Phoenix Health & Wellness Expo is not a mandatory event where insurance is requested. When Insurance is requested for an event if an Exhibitor does not have proof of insurance, The JCIC House., cannot allow an Exhibitor to participate. The Exhibitor shall obtain and maintain at its own expense during the period commencing on the first move-in date and terminating on the last move-out date. The policy of insurance shall name The JCIC House., and its affiliates as additional insurers and insure the Exhibitor against all claims of any kind arising from or in any way connected with the Exhibitor's presence or operations at the Expo. The Exhibitor shall carry liability insurance of \$2 million. The Exhibitor agrees to furnish immediately to The JCIC House., upon execution of the Exhibit Contract certificates of insurance pertaining to all policies of insurance carried by the Exhibitor together with satisfactory evidence from the insurer of the continuation of such policies. If the Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to The JCIC House., in law or under these rules and regulations, The JCIC House., shall have the right to take possession of the Exhibit Booth and the Exhibitor will be held liable for the full contract price for the said Exhibit Booth. All of the Exhibitor's property at the Expo shall be at the sole risk of the Exhibitor and The JCIC House., assumes no responsibility for loss, theft or damage thereto.

13. SECURITY: The JCIC House., will provide necessary security for the building during the hours the Expo is closed. Exhibitors must have an individual directly responsible for his/her own exhibit and maintain a staff in his/her booth space each day during the hours the Expo is open.

14. EXCLUSIVITY: The JCIC House., does not provide Exhibitors with exclusivity to any one particular product or service unless specifically negotiated in writing through sponsorship.

15. PRIVACY: Exhibitor agrees to abide by all federal and provincial laws regarding the collection of personal information, including but not limited to, abstaining from the sale or sharing of personal information to a third party.

16. CANCELLATION POLICY: If the event is canceled, the exhibitor will receive a full refund. If the Exhibitor cancels for any reason the Exhibitor will be liable for 100% of the total contracted space costs. If cancelling this contract, the Exhibitor forfeits all rights or claims to the allocated space and The JCIC House., is free to rent it to others and collect the cancellation charge as liquidated damages. Failure to appear at the show does not release Exhibitor from responsibility for payment of the full cost of the space rented. If an Exhibitor fails to make payments due herein when they are due, such Exhibitor's rights to exhibit may be cancelled by The JCIC House., without further notice and The JCIC House., shall retain any payments made by Exhibitor as liquidated damages for such breach and may allocate the space.

17. PREVENTION OR INTERRUPTION OF USE OF PREMISES: The JCIC House., reserves the right, exercisable in its sole discretion, to change the date or dates upon which the Show is to be held and

shall not be liable in damages or otherwise by reason of such change. In the event the Expo is cancelled because of reasons beyond the control of the Show Manager, space rental fees or deposits already made will be returned to Exhibitors and The JCIC House., shall be released from any and all claims for damage, which might arise in consequence thereof.

18. UNIONS AND LABOUR: The Exhibitor will comply with the rules and regulations of any unionized or nonunionized contractor and labour relations in force, agreements between The JCIC House., official contractors serving companies and the facility in which the Expo will take place and do so according to the labour laws of the jurisdiction in which the facility is located. Any dispute between the Exhibitor and any such contractor or union representative will be referred to The JCIC House., for resolution.

19. COMPLIANCE: The Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.

20. SHIPPING: All goods shipped to the Expo must be clearly marked with the name of the Expo, the name of the Exhibitor and the number of his/her space. Goods must not be shipped collect as The JCIC House., will not accept these. The JCIC House., assumes no responsibility for loss or damage to goods before, during the period of the Expo, or after its closing.

21. LIABILITY: The Exhibitor is liable for any damage they cause to the Facility or to any property of The JCIC House., participating sponsors, their agents or any other Exhibitor.

The JCIC House., and participating sponsors are not liable for any injury, loss, burglary, additional expenses, delays or any other irregularities, including strikes, which may be caused by factors beyond their control.

The Exhibitor accepts all risks associated with the use of the Exhibit Booth and environs. The Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against The JCIC House., the Expo sponsors, Expo contractors, or the Facility for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, directors, employees, agents or their property.

The Exhibitor agrees to indemnify and hold harmless The JCIC House, Expo sponsors and the Facility, their respective officers, directors, agents, affiliates and employees, against all claims, costs and charges of every kind resulting from their occupancy of the Exhibit Booth or its environs, for personal injuries, death, property damage or any other damage sustained by the Exhibitor or its officers, directors, agents, employees or those for whom in law they are responsible, or Show Management or a visitor to the Expo.



2019 Exhibitors Contract.

Exhibitor Information: Please type/print information clearly

Company Name:	
Address:	
City:	Prov/State:
Postal/Zip:	Country:
Website Address:	
Facebook Page:	
Twitter Profile:	

Primary Contact

Contact Name:	Contact Title:
Contact Email:	
Contact Business Phone:	Contact Cell:

Billing Address

Company Name:	
City:	Prov/State:
Postal/Zip:	Country:
Business Website:	

Pricing- EARLY BIRD SPECIAL. ENDS APRIL 15, 2019

Table - linens and chairs:	Per day \$75.00	Weekend \$115.00
L shaped table - linen and chairs:	Per day \$95.00	Weekend \$135.00
Hydro Fee:	\$25.00	\$25.00
Exterior building 10x10 booth:	N/A	
HST 13 %		
Total:	\$	\$

I hereby apply for exhibit space in Phoenix Health & Wellness Expo event hosted by The JCIC House., being held on May 11 & 12, 2019. I agree to abide by the show Terms, Conditions and Regulations and I have read the show Terms, Conditions and Regulations.

_____ Please Print Full Name
 _____ Authorized Exhibitor Signature

Date (Rev. February 2019) The JCIC House. Located in Kitchener-Waterloo and in Collingwood Ontario.
 Email james@phoenixofthenorth.ca. Telephone 705.351.1656.