



March 28, 29, and 30, 2008

DEALERS' PACKAGE

Greetings. In this package is the information that you will need to know about Dealer / Club / Artist Tables for Ad Astra on March 28, 29, and 30, 2008.

Please review the General Information and the Conditions and Regulations which are attached. Please print this out, sign pages 3 and 4 and return all four pages with your cheque payment. Keep a copy for your own records.

Contact Us

Ad Astra

P.O. Box 7276, Station A, Toronto, Ontario M5W 1W9 Canada

General e-mail info@ad-astra.org www.ad-astra.org

Dealer Liaison: Janet Jones, (416) 750-4844, dealers@ad-astra.org

The Hotel

Crowne Plaza Toronto Don Valley Hotel, 1250 Eglinton Avenue East, Toronto, Ontario, (416) 449-4111
or (1-877) 474-6835

Pricing

\$135 per 6' table. Each table includes one free Dealer Membership. Additional Dealer Memberships may be purchased for \$25 each. There is a limit of 3 Dealer Memberships per vendor (this includes free or purchased). There is a limit of 3 tables per vendor unless specific arrangements have been made. Special configurations (corner tables, 10' x 10' "booths", etc.), and Artist Tables are quoted individually.

Tables for Clubs and / or Associations are provided without charge by prior arrangement with Ad Astra. There is a limit of one table per Club / Association.

Dealer Advertising Package, for \$165 you get: 1 Table and 1 Membership (\$135), 1 Biz Card Sized Ad in the program book (regularly \$70). A savings of \$40.

Payment

Please make all cheques **payable to "Ad Astra"** and send it with your completed Dealer Package to the following address:

Ad Astra
PO Box 7276, Station A
Toronto, Ontario
M5W 1X9
Canada

Table space cannot be guaranteed unless a cheque has been received or explicit arrangements have been made with Ad Astra Dealer Liaison. We are entirely volunteer-driven and have limited income streams, so cash flow can be quite important to us. Payment is due upon placement of order. Please send payment promptly. Vendor / exhibitor is responsible for all reasonable recovery costs on delinquent accounts.



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Dealer Special Needs

If you need electricity, an island table or a wall table, you must specify this. There are no extra charges for meeting these needs, but space is assigned on a first come first served basis. We will try to accommodate you as best we can. For electricity, you should bring a power bar and a 15' - 20' grounded extension cord.

If you wish your table(s) to be adjacent to any other particular vendor - please specify this as well. We prefer to have this arrangement confirmed by the other vendor(s) next to whom you wish to be.

Product Line

Whereas we would like to sell all of our Dealers' Room space, we want to ensure that there is a fair distribution of product - for members and for the vendors alike. Therefore product lines may be somewhat restricted. Please specify what products/services you will be providing at your table/booth. Ad Astra reserves the right to have vendors remove products displayed at the convention if said products have not been itemized and "approved". For any products deemed to be illegal in the sole judgement of Ad Astra, the vendor will be required to remove said products from display and/or sale. Any product or display deemed to be a hazard in the sole judgement of Ad Astra must be brought in compliance to their satisfaction by the vendor. Failure to comply may result in the expulsion of said vendor from Ad Astra, without remedy.

Move-in and Move-out

Move in begins at 10:00 am on Friday, March 28. If you will be operating anything larger than a panel van, please contact us. The Dealers' Room is in the York Ballroom (A, B and C). Table assignments will be given out upon your arrival. The loading dock is to the immediate left of the hotel entrance. The service elevator lets you off on the second floor behind the York Room.

Move-out begins at 4:00 pm on Sunday. Please do not close your table prior to this as it can make potential clients for other vendors feel that the room is closed/closing. If you need to depart earlier than 4:00 pm on Sunday, March 30, please make prior arrangements with Ad Astra.

Hours of Operation

Friday 6 pm until 10 pm Saturday 10 am until 6:30 pm Sunday 10 am until 4 pm
Vendors are expected to have vacated the room ½ an hour after closing. On Saturday and Sunday, the vendors will have access to the room ½ hour prior to the opening time.

Early/Late Opening/Closing

Hours of operation may be amended unilaterally by Ad Astra as it deems fit. Typically, unless for operational reasons, Ad Astra will not change the Dealers' Room hours.

Security

Ad Astra and the Hotel do, indeed provide security. However, just as it is with other conventions, neither ourselves nor the Hotel will be responsible for theft, damage et cetera (see "Conditions and Regulations" attached). As usual, access to the Dealers' Room will be restricted and our security will check in on it periodically.



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REQUIRED INFORMATION

(Please Circle one) This is for: Ad Astra 2008 Dealers' Table I prepaid last year This is a Club Table

Exhibitor Name: _____

Contact Person: _____ Phone: _____

Fax: _____ Email: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Special Requirements: _____

Product/Services: _____

Do you have a store or location that is open to the public:

_____ no

_____ no, but we do mail order retail and/or by appointment only retail

_____ yes, at the address above (please list hours of operation and store phone number below).

_____ yes, at the following address: _____

City: _____ Province: _____ Postal Code: _____

Hours of Operation: _____ Store Phone: _____

_____ Tables @ \$135 each	Total \$_____
_____ Biz Card Ad (add \$30 for Dealers' Advertising Special, remember to include your ad)	Total \$_____
Each table includes one free Dealer Membership. Additional Dealer Memberships may be purchased for \$25 each. There is a limit of 3 Dealer Memberships per vendor (this includes free or purchased).	
_____ Memberships at \$25	Total \$_____
Total \$_____ Enclosed	

I have read the Dealers' Package and agree to comply with all specifications therein:

Date: _____

Signature: _____

(Print Name): _____

Comments: _____



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Conditions and Regulations

1. Exhibitors will comply with all Ontario and Federal applicable laws, rules and regulations as well as those of the municipality in which Ad Astra is held. Exhibitors will be solely responsible for payments of all taxes and levies, as they relate to participation in Ad Astra. Exhibitor will hold Ad Astra harmless from any claims, suits or causes of action for violations thereof.
2. Exhibitor will hold harmless Ad Astra and the Host Facility, or any of their respective officers, agents, directors, employees, volunteers, representatives or affiliates, from any liability, damage, loss, harm, claim or injury to property or person(s) of the Exhibitor, Exhibitor's officers, agents, employees or other person, whether caused by the negligence of Ad Astra or the Host Facility, or from theft, fire, water, accident or any other cause whatsoever.
3. Exhibitor is responsible to provide its own insurance, if desirable, to protect Exhibitor and Exhibitor's property from damage, loss, theft, harm or injury. Neither Ad Astra nor the Host Facility will obtain insurance on the Exhibitor's behalf. Exhibitor is solely responsible for its' own exhibit material, goods, samples and other property.
4. If Exhibitor fails to comply in any respect with the terms and conditions of this Agreement, whether now or hereafter to become effective, Ad Astra has the right to terminate this Agreement upon notice to the Exhibitor. Notice can be given orally or by mailing, in which event notice shall be deemed given upon delivery by Ad Astra to a Canadian mailbox. Upon terminating by Ad Astra, Ad Astra shall retain any fees forwarded by the Exhibitor as liquidated damages (not a penalty) it being agreed that Ad Astra will be damaged by Exhibitor's failure to comply. Exhibitor and Ad Astra agree to this measure of damage because there is no other precise method of determining Ad Astra's damages. If Exhibitor fails to occupy said space, Ad Astra is authorized to occupy said space as it sees fit.
5. In the event that Ad Astra is not held or Ad Astra is unable to permit Exhibitor to occupy said space due to any cause or circumstance whatsoever, Exhibitor shall pay for space on a pro-rated basis only for the period the space was or should be occupied. Ad Astra is released from any or all claims arising from consequences.
6. Ad Astra or the Host Facility will provide general security on the premises.
7. Exhibitor will obtain all necessary licenses and permits required for the operation of Exhibitor's display.
8. Exhibitor shall keep its designated area clean and return said area in the same condition in which it was received. Any damage caused by Exhibitor, its employees, agents or representatives to the space shall be borne solely by the Exhibitor. Exhibitor shall not nail, screw or otherwise attach anything to any part of said hall or building.
9. Ad Astra has the right to restrict or expel any exhibit, person or thing, in whole or in part, which Ad Astra believes in its sole judgement, may detract or is otherwise objectionable to the general character of Ad Astra.
10. Any subletting or assigning of Exhibition space or of this Agreement, in whole or in part, is prohibited without the prior written consent of Ad Astra, which consent may be withheld on Ad Astra's sole discretion.
11. Ad Astra may, at its discretion, alter the official floor plan or utilize such space to sponsor related matters.
12. Exhibitors will not be permitted entrance to the Dealers' Room more than one half hour (i) prior to the scheduled opening of said room each day, excepting the opening day; or (ii) after closing hours after each day, excepting the closing day.
13. Exhibitors shall not solicit or distribute any material outside of the Dealers' Room (excepting the "flyer table" and designated posting areas). Exhibition space is to used solely to promote, market, display or sell merchandise and/or services.
14. All merchandise, displays, tables, chairs and equipment must be maintained within each Exhibitor's designated area.
15. Distribution, selling or consumption of food or beverages outside of designated areas (including alcoholic beverages) is prohibited.
16. Any disruptive behaviour, in the judgement of the Ad Astra, by the Exhibitor, its agents, employees or representatives shall result in expulsion from Ad Astra - membership and other fees being non-refundable.
17. This agreement shall be governed by and construed in accordance with the laws of the Province of Ontario and all parties agree to submit to the jurisdiction of the town where Ad Astra is being held. The parties agree to waive all rights to a trial by jury on any cause of action directly or indirectly involving the terms, covenants or conditions of this Agreement.
18. Ad Astra shall have the right to amend any of the foregoing terms and conditions and space rentals. Exhibitor agrees to comply with all foregoing terms and conditions and any other terms and conditions in existence at the time of Ad Astra as well as all local rules, regulation and other ordinances.

I have read and agree to the above Conditions and Regulations:

Date: _____

Signature: _____

(Print Name): _____