Exhibiting opportunities

The Kiwanis International convention gives you an opportunity to show your stuff—and make an impact!

Location
Metro Toronto Convention Centre, 222 Bremner Blvd., Toronto, ON M5V 3L9 www.MTCCC.com

Exhibit fees

Nonprofit $700
A charitable organization seeking support from Kiwanians and/or Kiwanis clubs to further develop its goals and objectives.

For-profit licensee $1,000
Kiwanis-licensed, for-profit business in good standing offering merchandise, programs, products or services that may be of interest to Kiwanians and/or Kiwanis clubs.

For-profit commercial $1,300
A non-Kiwanis-licensed, for-profit business offering merchandise, programs, products or services that may be of interest to Kiwanians and/or Kiwanis clubs.

Note: For corner booths, add $100 to above fees

With your exhibit you will receive:
10' x 10' carpeted space
2 chairs
2 skirted 6' tables
1 wastebasket
1 identification sign

Exhibit hall hours

Tuesday, June 22
Exhibitor move-in ......................... noon–5 p.m.

Wednesday, June 23
Exhibitor move-in ......................... 8 a.m.–noon
Exhibit hall open ......................... noon–7 p.m.
Welcome reception in exhibit hall ........ 4–6 p.m.

Thursday, June 24
Exhibit hall open ......................... 8:30 a.m.–4 p.m.

Friday, June 25
Exhibit hall open ......................... noon–4 p.m.

Saturday, June 26
Exhibit hall open ......................... 9 a.m.–1 p.m.
Exhibitor move-out ....................... 1–6 p.m.

Please note: Hours are subject to change. Confirmed exhibitors will be notified if there are any changes to the schedule.

Advertising opportunities

Advertising space in the convention program is limited and sells quickly. Reserve your advertising space early!

Advertising rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Net rate</th>
<th>Dimensions</th>
<th>Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$500</td>
<td>6&quot; x 8.50&quot; live area 5.25&quot; x 8&quot;</td>
<td>Black and white</td>
</tr>
<tr>
<td>Covers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside back</td>
<td>$900</td>
<td>Four-color process</td>
<td></td>
</tr>
<tr>
<td>Inside front</td>
<td>$900</td>
<td>Four-color process</td>
<td></td>
</tr>
<tr>
<td>Back</td>
<td>$2,800</td>
<td>Four-color process</td>
<td></td>
</tr>
</tbody>
</table>

Advertising deadline: March 31, 2016

A high resolution .pdf file is required for all ads. Please format as CMYK for color ads—grayscale or black and white for other ads. Note that our convention program is spiral-bound—no critical content should extend past the live area.

Rates are for ads supplied in a format that meets our digital-ad specifications. Files and ads that require file conversion, typesetting and/or design may incur additional production charges. For more information about ad specifications, contact Kim Stephenson at kstephenson@kiwanis.org or +1-317-217-6261.

Delivery and payment
- Ads less than 1 MB can be e-mailed to kstephenson@kiwanis.org.
- Ad and payment must be received by March 31, 2016.
Registration

Company/Organization (as it will appear in the program) _____________________________________________________________________________________________________
Contact person __________________________________________________________________________________________________________
Street address ___________________________________________________________________________________________________________
City _________________________________________________ State/Province ____________ ZIP/Postal code __________________________
Phone ____________________________________________________ Fax _________________________________________________________
Email ___________________________________________________________________________________________________________________

By providing my email address, I opt in to receive updates on Kiwanis International convention information.

Call to discuss additional marketing opportunities such as inserts in tote bags.

Exhibit booth

- For-profit commercial $1,300
- For-profit licensee $1,000
- Nonprofit $700
- Corner booth additional +$100

Number of exhibit booths needed _______

Exhibit booth personnel
(for name badges please list no more than four names per booth)

1 ______________________________
2 ______________________________
3 ______________________________
4 ______________________________

Extra name badges available at $25 each.

Convention program advertising

- Back cover $2,800
- Inside front cover $900
- Inside back cover $900
- Full page $500

Please provide a brief description of all literature, products, merchandise and/or services to be distributed, displayed or sold:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

For questions regarding support, exhibiting or advertising, please contact Kim Stephenson at kstephenson@kiwanis.org, +1-317-217-6261 or 1-800-549-2647, ext. 261.

Payment information

Booth fee subtotal $ _____________ Check (payable to Kiwanis International)
Advertising fee subtotal $ __________ Charge to (AMEX, Visa, MC, Discover) _____________
Total amount due $ _______________ Expiration date ____________________________

Print name of cardholder ____________________________
Signature _____________________________________________________________________

1. Register and pay online at: kiwanis.org/exhibits2016
2. Complete form below (credit card only) and fax to: +1-317-217-6661 or email Kim Stephenson at kstephenson@kiwanis.org
3. Complete form below and mail (with payment) to: Kiwanis International convention Exhibitor registration 3636 Woodview Trace Indianapolis, IN 46268-3196

Registration options:
Application and agreement

The undersigned company ("Applicant") hereby applies to be a convention supporter and/or an exhibitor at the 2016 Kiwanis International Convention.

Check each opportunity for which Applicant is applying:

### EXHIBIT BOOTH
- [ ] For-profit commercial exhibit booth $1,300
- [ ] For-profit licensee exhibit booth $1,000
- [ ] Nonprofit exhibit booth $700
- [ ] Please add $100 to confirm a corner booth

### PROGRAM ADVERTISING
- [ ] Back cover advertising $2,800
- [ ] Inside front cover advertising $900
- [ ] Inside back cover advertising $900
- [ ] Full page advertising $500

Total amount due with application $ ____________________ Federal tax ID/exemption number (required) ______________________________

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**Term**

This Agreement will commence on the date Kiwanis accepts this Application in writing and shall continue until the end of the Event ("Term"). This Application shall not be deemed accepted until Kiwanis notifies Applicant in writing of its acceptance.

**Exhibitor**

As an exhibitor, Applicant will have its exhibit in place by noon Wednesday, June 22, 2016 and will maintain it in place until 1 p.m. Saturday, June 25, 2016. Applicant will furnish the materials needed for its exhibit and will pay all taxes due on sales made. Kiwanis will furnish a 10’x10’ carpeted booth (8’ fabric back wall and 3’ fabric side rails), two chairs, two skirted tables, one wastebasket and an identification sign. Applicant will be fully responsible for all personnel manning the exhibit or representing Applicant in any capacity at the Event and will pay all expenses incurred by it at the Event. At the end of the Event, Applicant will remove from the booth all materials which it furnished for its exhibit.

**Note for Applicants that are also Kiwanians:** The exhibitor fee includes the cost of registration for one Kiwanis member. Additional Kiwanis members or their spouse/guest must register for the convention and pay the appropriate registration fees.

Applicant will comply with all of the terms and conditions set forth in the attached Exhibitor Obligations. Failure of Applicant to comply with any of the terms of this Agreement, including the Exhibitor Obligations, shall constitute a material breach and Kiwanis shall have the right to immediately terminate this Agreement and require Applicant to remove all materials it has furnished for the exhibit from the booth provided by Kiwanis.

**Liability and Insurance**

Kiwanis shall not be liable for any theft or damage to any property or equipment whatsoever brought into the Event by Applicant that is claimed to have resulted from the alleged negligence, act or omission of Kiwanis, or because of the condition of the premises, or because of any act or omission of any party whatsoever. Each Applicant desiring to carry insurance on its exhibit must do so at its own expense.

As partial consideration for the acceptance of this Application by Kiwanis, Applicant shall defend, indemnify, and hold harmless Kiwanis and each of its directors, officers, employees and agents from and against all claims, actions and causes of action arising out of or resulting from a claim (1) that any materials provided by Applicant is alleged to infringe any intellectual property right of a third party or to include anything inappropriate or in violation of any law, regulation or ordinance; (2) for bodily injury or property damage to any person (including personnel working at Applicant’s exhibit) or property damage caused by alleged negligence or an act or omission of Applicant even if Kiwanis is alleged to have contributed to such bodily injury or property damage; or (3) by any employee or other representative of Applicant related in any matter to such person working at Applicant’s exhibit. This indemnification obligation shall survive the Event and the Term of this Agreement.

Applicant shall maintain at its sole cost and expense the following insurance coverage: a commercial general liability insurance policy with limits for bodily injury and property damage of not less than US$1,000,000 per occurrence, with an aggregate limit of US$2,000,000, endorsed to include products liability and contractual liability. The insurance policy will name Kiwanis as an additional insured for the Event. Applicant will provide to Kiwanis a certificate of insurance or similar binder evidencing compliance with this insurance requirement within ten (10) days of acceptance of this Application by Kiwanis. The insurance policy and certificate of insurance will provide that the insurance policy will not be cancelled or materially altered until at least thirty (30) after Kiwanis has received written notice from the issuer. The insurance coverage provided for in this Agreement will not act to limit Applicant’s liability under this Agreement. This requirement shall survive the Event and the Term of this Agreement.

Applicant shall observe and comply strictly with all laws, regulations and ordinance; the terms of this Agreement; and with such other reasonable rules and regulations as convention management may, in its judgment, deem necessary for the proper conduct, safety or care of the exhibition area.

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Signature and title of applicant

Company/organization name

Printed name

Date
Exhibitor obligations

To ensure an exhibiting experience at the Event that is a success, Applicant shall comply with the following terms and conditions. Each of these terms and conditions is a part of the Agreement between Applicant and Kiwanis governing Applicant’s exhibit at the Event.

Exhibit booths

To maintain uniformity, all exhibit booths shall be decorated (drape and carpet) in the Event colors. No walls, partitions, decorations or other obstacles may be erected that interfere with the view of others or that are not appropriate for the exhibit shall.

Any exhibit equipment not provided by Kiwanis can be prearranged by Applicant through the Kiwanis official decorator at Applicant’s expense. Such items include shipments, assistance with unloading or setting up materials, electrical hook-ups, phone lines, audio/visual equipment, etc. Additional information will follow in the Exhibitor Service Kit that will be provided to each approved Applicant.

Additional expenses

Applicants are responsible for all costs incurred for transportation, hotel, meals, shipment of product to/from the Event site and payment of sales tax.

Terms of payment

Booth space is assigned to each Applicant once appropriate payment in full is received by Kiwanis and Applicant’s application has been approved by Kiwanis. Full payment is required with each application and should be made payable in U.S. funds. To ensure availability of booth space, Applicant’s application, signed Agreement, and payment must be received by May 13, 2016.

Selection criteria

To be approved as an exhibitor at the Event, one or more of the following criteria must be met by Applicant:

1. Previously exhibited at one or more Kiwanis events.
2. Programs, products or services of Applicant must conform to the criteria for products and services for advertising in KIWANIS magazine.
3. Interest of the Applicant’s programs, products, services or merchandise to Kiwanis members and/or clubs.

Note: Exhibits that display or distribute merchandise, materials, products, services or ideas that promote the idea of a specific religion or political group will not be approved.

Approval of applicants

Applicant’s approval notification can only be provided when all of the following have been received by Kiwanis:

1. Completed exhibitor application and signed Agreement
2. Full payment of appropriate fees
3. Applicant’s tax identification number

Note: First-time exhibitors must provide with the application information/samples of all literature, products, merchandise, goods and services to be distributed, displayed, promoted or sold for consideration in the review of Applicant’s Application. Once Kiwanis has approved Applicant’s application, applicant may not distribute, display, promote or sell any other literature, products, merchandise, goods and services without the prior approval of Kiwanis.

Booth assignment

Booth assignments will be at the sole discretion of the Event management and will be assigned on a first-come, first-served basis. Approved Applicants will receive written notification of their participation, including the booth number and an Exhibitor Service Kit, under separate cover.

Exhibitor Service Kits

An Exhibitor Service Kit, provided by Kiwanis’ official decorator, Markey’s Expo Services, will be provided to each approved Applicant. Any additional furnishings, materials and services not provided under the terms of this Agreement by Kiwanis must be ordered directly with the decorator.

Name badges and hall access

Applicants displaying the appropriate “Exhibitor” ribbon, which is distributed at exhibitor registration, will have access to the hall one hour prior to the opening time and then 15 minutes after closing. Name badges must be worn at all times in the exhibit hall.

Applicant housing

Applicants are encouraged to stay at contracted Event hotels. Hotels and rates are listed on the hotel accommodations form located on the Kiwanis Event microsite (www.KiwanisOne.org/convention). To obtain special convention rates, room reservations must be made through ConferenceDirect, Kiwanis’ official housing company. Rooms and rates are subject to availability. Applicants will find a downloadable housing form and a link to ConferenceDirect at www.KiwanisOne.org/convention.

Cancellation of booth space

Should an approved Applicant find it necessary to cancel, written notification must be sent to the Kiwanis Conventions Department. Requests postmarked by May 31, 2016, will receive a full refund. There is no refund for cancellations postmarked after this deadline, regardless of circumstances.

Permitted activities

1. The distribution and display of pre-approved literature and/or product samples from within the assigned booth space.
2. Taking orders for the sale of pre-approved merchandise, products, goods or services.
3. Conducting a drawing or other giveaway from within the assigned booth space as long as it does not involve the exchange of money, as in the purchasing of a chance or raffle ticket.
4. The utilization of audio/visual equipment, as long as the volume does not disturb surrounding exhibitors.

Prohibited activities

1. The sale, display or distribution of merchandise, products, goods or services outside the assigned booth space.
2. The sale, display or distribution of merchandise, products, goods or services promoting specific religious, political and/or ethnic views.
3. Conducting a drawing or any other contest of chance or skill that involves the exchange of money, as in the purchasing of a chance or raffle ticket.
4. Presenting gifts to employees of Kiwanis International.
5. Using sound amplification or lighting equipment or any other technique that is distracting to surrounding exhibitors.
6. The sale of any merchandise, product, goods or services offered by Kiwanis International, the Kiwanis Family Store or Kiwanis International’s subcontracted vendors.

Security

A security guard will be posted each night inside the exhibit hall and will take reasonable precautions to safeguard Applicant’s property. Regardless of security measures, neither Kiwanis nor the owners of the Event facility will be responsible for damage to, loss or theft of property belonging to any Applicant, visitor or guest.
Why exhibit or advertise at a Kiwanis International convention?

- At the 101st annual Kiwanis International convention in Toronto, more than 3,000 Kiwanians and guests will come from over 80 countries around the world.
- Kiwanians have tremendous purchasing power. Our members include successful business owners, corporate executives and retired professionals.
- Our organization boasts an international presence.
- Our membership of nearly 250,000 is made up of concerned, compassionate citizens dedicated to local and global causes.

Demographics

- Average household income is US$100,000
- Most members hold a higher-education degree
- Average member age is 60
- Clubs operate in more than 80 nations
- 70% of membership lives in North America