

GEOCANADA 2010

WORKING WITH THE EARTH / TERRE D'AVENIR

EARTH SCIENCE FOR SOCIETY EXHIBITOR PROSPECTUS



GEOCANADA 2010

WORKING WITH THE EARTH

Earth Science for Society . May 10–11, 2010 . Corral Stampede Park . Calgary, Alberta

www.GeoCanada2010.ca

Sponsored by:



CANADIAN COUNCIL OF PROFESSIONAL GEOLOGISTS / CONSEIL CANADIEN DES GÉOLOGISTES PROFESSIONNELS

Canadian Federation of Earth Sciences / Fédération canadienne des sciences de la Terre

EARTH SCIENCE FOR SOCIETY OUTREACH PROGRAM



At this year's GeoCanada 2010, the Kids in Science Program (KISP) will be open to many more schools, as well as the public, and will feature interactive, hands-on exhibits. This super-KISP event will be rolled up into a bigger initiative – The Earth Science for Society Exhibition.

OBJECTIVES:

- To expose students and the public to various aspects of Earth Sciences in a fun, educational, and interactive way
- To inform students about education and career options
- To demonstrate how Earth Science plays a critical role in our society
- To make the connection between responsible resource development and the things we depend on every day

TARGET AUDIENCE:

- Junior and senior high school students (2000+ hosted students), youth groups, and university students
- The general public
- Conference delegates (5000+)
- The media

VENUE:

Stampede Corral Arena

Groups of 6-8 students will be accompanied by 1 volunteer guide and 1 teacher/parent. We expect to make a short introductory presentation to the students before entering the Corral. Then they will spend about 90 minutes on the exhibition floor. Exhibits will be interactive and/or hands-on. Students will be given "passports" to encourage visits to the various pavilions.

Convention delegates will have access to the Corral as well as the convention trade show floor. The public and students will only have access to the Corral.

EXHIBIT SPECIFICATIONS:

- Five themed pavilions with a focus on Earth Science: **Resources and You**, **Energy for Us**, **One Dynamic Earth**, **Your Career?**, and **Our Future!**
- Booth space is per 10' x 10' (3m X 3m)

EXHIBIT PRICING:

- Corral spaces are \$625 per 10' x 10', though registration cost may be waived for qualifying non-profit organizations and major sponsors. Non-profit spaces are limited - apply early.

EACH 10' X 10' BOOTH COMES WITH:

- One draped table and two chairs, if required
- One electrical plug-in of 120 volts/800 watts, if required
- Back wall 3' and two 3' side walls made of pipe and draping, if required
- 24-hour general security

EXHIBITOR MOVE-IN:

Sunday, May 9 Times Tbc

EXHIBITOR MOVE-OUT:

Tuesday, May 11 3:31pm – Midnight

EXHIBIT HOURS:

Monday, May 10 9:30am – 8:30pm

Tuesday, May 11 9:30am – 3:30pm

Participate in *Earth Science for Society* by indicating your commitment on the 2010 Exhibitor Application and the Exhibitor Contract Form!

IMPORTANT DATES

November 23, 2009: Exhibitor applications are now being accepted

January 15, 2010: Early Exhibitor deadline for inclusion in the Final Circular

Space Cancellation deadline – no refund after this date

February 1, 2010: Booth locations distributed to all registered exhibitors

March 1, 2010: Exhibitor Kit distributed

Deadline for publishing in Exhibits Directory

May 7, 2010: Exhibitor Registration closes

EARTH SCIENCE FOR SOCIETY OUTREACH PROGRAM



EXHIBITOR GUIDELINES

This is a perfect opportunity for you and your organization to demonstrate your expertise and illustrate the value of Earth Science to society to young students, GeoCanada 2010 convention delegates, the media, and the general public.

We are looking for commitments from interested organizations and individuals to participate in the ESfS Exhibition. Your involvement can be in the form of an activity, hands-on equipment, engaging demonstrations, or other interactive display. Be creative! Boost interest by manning your exhibit with proactive and engaging individuals who are open and willing to share their knowledge, experience, and enthusiasm with our visitors.

Exhibitors will be awarded space at ESfS based on how well they meet the following criteria:

- Dynamic presentations, activities, hands-on equipment, or demonstrations targeting grade 7 to 12 students that are also of interest to the general public are required. The ESfS Exhibits committee is looking for more than a static display.
- An open line-of-sight in the exhibition area is preferred. Booths will not have back walls, side walls, pop-ups, or tall poster displays unless specifically requested and agreed to by the ESfS Exhibits committee.
- Exhibits must have an exhibitor present at all times. Volunteers will be available to relieve exhibitors for short breaks.
- Exhibitors must be prepared to make multiple 5 minute presentations to groups of 10 to 20 students on Monday May 10th from 9:30 am to 3:15 pm and Tuesday May 11th from 9:30 am to 2:15 pm.

PAVILION THEMES

Each pavilion should have underlying themes of environmental responsibility and safety. Showcase your organization's capabilities in one of the pavilions listed below by providing visitors with realistic, hands-on examples of the value and positive impact of Earth Science on today's society.

Resources and You: The focus of this pavilion will be on i) responsible exploration and extraction of natural resources, and the role they play in our everyday lives; and ii) management of our water resources.

Energy for Us: Both renewable and non-renewable resources will be included in this pavilion. Potential topics include responsible exploration and extraction of hydrocarbon, coal and uranium; exploitation of geothermal resources; and various aspects of solar and wind energy.

One Dynamic Earth: This pavilion will provide an opportunity to address such topics as natural hazards, the history of life on Earth, and the geology of Canada.

Your Career?: This pavilion will explore potential Earth Science careers and the educational requirements/opportunities for various career options.

Our Future!: The focus of this pavilion will be on sustainability of resource industries and communities, and on new technologies that have been or are being developed to extract resources, increase energy efficiencies, protect the environment, etc.

Note: The content of any given pavilion is NOT limited to the above list. Also, it is recognized that topics identified with one pavilion on this list may also fit in other pavilions. For example, geophysical technologies could be part of "Resources and You", "Energy for Us", "Our Future!" and "Your Career?".

EXHIBITOR APPLICATION

REGISTER EARLY! Please return by fax along with the Exhibitor Contract to **403.264.5898** or by mail to: Joint Annual Convention
600, 640 8 Avenue SW
Calgary, Alberta, Canada T2P 1G7

IN THE SPACE PROVIDED OR IN A SEPARATE DOCUMENT, PLEASE RESPOND TO THE FOLLOWING:

Describe your exhibit and what activities you have planned.

How will you highlight the benefits of Earth Science to Society?

Do you have a preferred pavilion theme for your exhibit?

How much space do you need?

Do you need a table, chair (x2), electrical outlet? Anything else?

EXHIBITOR CONTRACT

REGISTER EARLY! Please return by fax along with the Exhibitor Application Form to **403.264.5898** or by mail to the address on this form

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COMPANY INFORMATION (Please print your company name as you would like it to appear in all convention printed materials.)

Company: _____
Address: _____ Postal/ZipCode: _____
Primary Contact Name (please print): _____
Title: _____
Phone: _____ Fax: _____
Email: _____ Web: _____

EXHIBIT SPACE

_____ Booths (10' x 10') **Corral - Earth Science for Society Program*** x \$625 per 10 x 10 space \$ _____

* Please contact an Earth Science for Society representative at outreach@geocanada2010.ca if you would like to discuss your exhibit options.

Subtotal \$ _____

Plus 5% GST (#118836295) \$ _____

Grand Total in Canadian Funds \$ _____

Do you have any special considerations? ** _____

** The Exhibit Committee will make every attempt to meet your requests, but cannot guarantee them.

METHOD OF PAYMENT

Exhibitor Applications **must include** full booth payment and, if sponsoring, the completed Sponsorship Form along with full sponsorship payment. Applications received without full payment will not be processed and will be returned to the sender. All payments **must** be received in **Canadian Funds (CAD)**. We accept cheques drawn on a Canadian Bank, a Canadian bank draft, or you may fax payments to be processed on Visa or MasterCard.

Payment by Cheque:

Please make **cheques payable in Canadian funds to the Joint Annual Convention** and mail to:
Joint Annual Convention
600, 640 8 Avenue SW
Calgary, Alberta, Canada T2P 1G7
Fax: 1.403.264.5898

Payment by credit card:

Visa Mastercard

Please indicate your credit card information below and mail or fax your Exhibitor Application.

Card Holder: *(Full name as it appears on the card.)*

Card Number Expiry

Card Holder Signature Date

AUTHORIZATION

I, as a duly authorized representative of the company identified above, do hereby make application for exhibit space at the GeoCanada 2010 Convention and accept the decisions of the Convention.

Authorized Representative's Signature

Date

NOTE: On the following pages are the GeoCanada 2010 Terms and Conditions. By signing the application form and incorporating these terms of reference, the Exhibitor agrees to abide by these rules and regulations, and those of the BMO Centre and by the decisions of the Convention committee.

1. The GeoCanada 2010 Convention, its partners, organizing committees, volunteers, staff and contracted staff will hereafter be referred to as 'the Convention'.

2. Booth Assignment. Booth space will be assigned at the discretion of the Convention based first on selected criteria as outlined in the Exhibitor Prospectus and then on a first-come, first-served basis. The Convention reserves the right to make any changes to the exhibit floor plan for any reason and at any time without advance notification.

3. Assignment or Transferability. Exhibitors may not reassign or sublet any space allotted to them.

4. Payment. Exhibitor booth applications must be accompanied with full payment. Applications received which do not include full payment will be returned. The Convention reserves the right to refuse exhibit applications which have not been paid in full.

5. Booth Cancellations. All cancellation requests received on or before January 15, 2010 are subject to a 15% cancellation and administration fee. Cancellations must be made in writing to the Exhibits Committee. Cancellation requests received after January 15, 2010 will be accepted as a withdrawal from the Exhibition but will NOT receive any refund on payments made.

6. Booth Construction and Arrangement. Construction of Exhibitor Booths is the sole responsibility and expense of the exhibiting company.

7. Booth Personnel. Exhibit booths must be staffed during the stated exhibit hall hours by qualified employees of the Exhibitor.

8. Conduct of Exhibitors and Representatives.

Annoyance: The Convention reserves the right to stop any activity on the part of any Exhibitor that may cause annoyance to other exhibitors or visitors. Business must be conducted only from the Exhibitor's own stand.

Microphones, Presentations and Music: The use of microphones and music is permitted, but the volume must not be such as to cause any annoyance to other Exhibitors. The Convention reserves the right to prohibit their use if in the Convention's opinion any annoyance is being caused.

9. Display Rules and Regulations. For all booth types, an exhibit booth is considered to be contained in the space as contracted, to the maximum heights stated. The exhibit hall ceiling may be used for suspension of pre-approved displays only. No ceiling projection will be allowed. No display material exposing an unfinished surface to nearby booths will be permitted. Displays must be contained within the assigned booth spaces which in the opinion of the Convention does not interfere with other Exhibitors' displays. Canvassing or distributing advertising materials outside of the Exhibitor's rented space is not permitted and is grounds for removal from the exhibit hall, and company may be excluded from future convention events.

10. Volatile or Toxic Liquid/Substances, etc. Volatile or toxic liquid etc. must not be stored in the display areas without permission in writing of the Convention. Exhibitors who obtain such permission must provide at least two fire extinguishers of an approved type and retain these on their stands. Exhibitors using such items will be liable for any damage caused.

11. Events, Receptions, Off-site Promotions, etc. No Exhibitor events, receptions, promotions, or similar activities may be conducted during the hours of the exhibition or do anything that, in the judgment of the Convention, will in any way interfere with or compete for the exhibition attendees while the show is in progress.

12. Early Tear Down Fine. The exhibit hall will close on May 12 at 4:00PM. As tear down before exhibit hours end is very disturbing to other exhibitors, tear down will not commence until close of show. Any exhibitor dismantling their exhibit material before close of show will be charged with a fine of \$250.00.

13. Storage. Exhibitors will not be permitted to store boxes or packing crates that are visible to show attendees. Boxes and crates that are visible must be placed in storage and must be properly labeled for storage. Boxes/crates not properly labeled will be removed and destroyed for refuse. Storage is the responsibility of the Exhibitor and is available by contract with the show provider.

14. Care of Exhibit Space and Premises. The Exhibitor, at their own expense, shall install carpet in their exhibit space, shall take good care of their exhibit space, and will keep and maintain the aforesaid premises in good order at all times. Banners may be rigged from the ceiling; however, banners of significant weight must be approved in advance by the Convention. Distribution of food and beverages by the Exhibitor in the exhibit hall is prohibited unless otherwise authorized by the Convention.

15. Collateral/Giveaways/Prize Drawings. Samples, catalogues, pamphlets, souvenirs, etc. may be distributed by Exhibitors and booth personnel within their booth. Exhibitors interested in conducting prize drawings, awards for signing of names, address, etc. are responsible for complying with all applicable laws. Announcements of prize draws on the exhibit floor will be at the sole discretion of the Convention.

16. Compliance. The Exhibitor assumes all responsibility for compliance with, and agrees to comply with all applicable local, provincial and federal laws, including fire safety and health laws, and all applicable rules and regulations for all union and labour organizations and of the operators and/or owners of the property in which the Convention is held. Cloth decorations must be flameproof and wiring must comply with the fire department and insurance underwriters' rules.

17. Limitation of Liability. The Convention, its partners, volunteers or staff are not responsible for any loss, theft or damage to the property of the Exhibitor, his/her or its employees or representatives. Further, the Convention, its partners, volunteers or staff, will not be liable for damage or injury to persons or property from any cause whatsoever by reason of the use or occupancy of the booth space or the participation in the Convention by the Exhibitor. The Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and save the Convention, the Stampede BMO Centre, and their employees, volunteers, agents, harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys' fees arising out of, or caused by the Exhibitor or Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Convention or the Stampede Round-up Centre and their employees, volunteers and agents.

The Convention, its partners, volunteers, or staff accepts no liability to any persons or body for any loss, injury or damage howsoever and whether directly from any action or cause whatsoever undertaken, organized or sponsored by the Convention, its partners, volunteers or staff.

18. Exhibitor's Liability. Every exhibitor hereby accepts liability for all acts or omissions of him/herself, contractors, agents and visitors and undertakes to indemnify the Convention. To keep them indemnified against all liability in respect thereof and against all actions, suits, proceedings, claims, demands, costs and expenses whatsoever, which may be taken or made against the Convention or incurred or become payable by them arising out of the supply by the exhibitor of samples of any kind whatsoever whether such samples be sold or given away free and including any legal costs and expenses and any compensation costs and disbursements paid by the Convention on the advice of counsel to compromise or settle any such claims. Notwithstanding the indemnity hereby given, the exhibitor undertakes to arrange appropriate third party liability insurance.

19. Insurance. The Exhibitor acknowledges that the Convention and the Stampede do not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. It is mandatory for Exhibitors to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others.

Neither the Convention nor the Stampede will be responsible for the safety of any exhibit or property of any Exhibitor, or any other person, for loss or damage of, or destruction to same, by theft or fire or any other cause whatsoever, or for any loss or damage whatsoever sustained by the Exhibitor by reason of any defect in the building caused by fire, storm, tempest, lightning, national emergency, war, labour disputes, strikes or lock-outs, civil disturbances, explosion, inevitable accident, force majeure, or any other cause not within the control of the Convention or for any loss or damage occasioned, if by reason of happenings of any such event, the opening of the exhibition is prevented or postponed or delayed or abandoned, or the building becomes wholly or partially unavailable for the holding of the exhibition. The Exhibitor agrees and undertakes to insure in their full replacement value of the contents of her/his stand and all associated equipment and materials.

20. Exhibit Floor Schedule Changes. If due to any unforeseen circumstances it is found necessary to close the exhibition on any day or days or to alter the hours the exhibition is open the Convention reserves the right to do so, at their sole discretion without notice.

21. Convention Date Changes. The Convention reserves the right to postpone the holding of the exhibition from the set dates, and hold the exhibition on other dates as near to the original dates as practicable, utilizing the right only where circumstances necessitate such action and without any liability to the Convention.

22. Termination of the Convention Meeting. In the event that the premises where the Convention now is to be held shall, in the sole opinion of the Convention, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or state or federal governmental agency or by reason of any other occurrence beyond the control of the Convention, the Convention may cancel or terminate exhibition. In the event of such cancellation or termination, the Exhibitor waives any and all claims the Exhibitor may have against the Convention for damages and expenses and agrees to accept in complete settlement and discharge of all claims against the Convention the Exhibitor's pro-rated share of the total amount paid by all Exhibitors less all costs and expenses incurred by the Convention in connection with the Convention including a reserve for future claims and expenses in connection therewith.

23. Exhibitor Loss. The Convention will not be in any way liable or responsible for the loss or disappearance, by theft or otherwise, of any object, items, goods or materials whether personal or commercial property, from the Exhibitor's booth space or from the exhibit hall. The Convention may provide certain security services as a convenience to Exhibitors, however, neither the providing of or failure to provide such services, nor the failure of security guards to prevent the theft or loss of property, shall be grounds for holding either the Convention or the Stampede Round-up Centre liable for any related loss, damage, or claim. Responsibility for the security of an Exhibitor's area, product and property rests solely with the Exhibitor.

24. Amendment to Contract Regulation. Any and all points not covered specifically are subject to the discretion of the Convention. The Convention may, in its sole discretion, make reasonable changes, amendments or additions to the GeoCanada 2010 Convention Terms and Conditions. Any such changes shall be binding on the Exhibitor equally with the other regulations contained herein.

25. Agreement. By signing the space application form and incorporating these terms by reference, the Exhibitor agrees to abide by these rules and regulations, and those of the BMO Centre and by the decisions of the Convention.

26. Motorized vehicles. Motorized vehicles are not permitted on the exhibit floor except those reasonably necessary to assist persons with disabilities and only after they have been pre-approved by the Convention.