



Exhibitor Information Kit

www.massivetechshow.com



Overview

What is Massive? The Massive Technology Show is a three-part, interactive forum that showcases technology to the general business community.

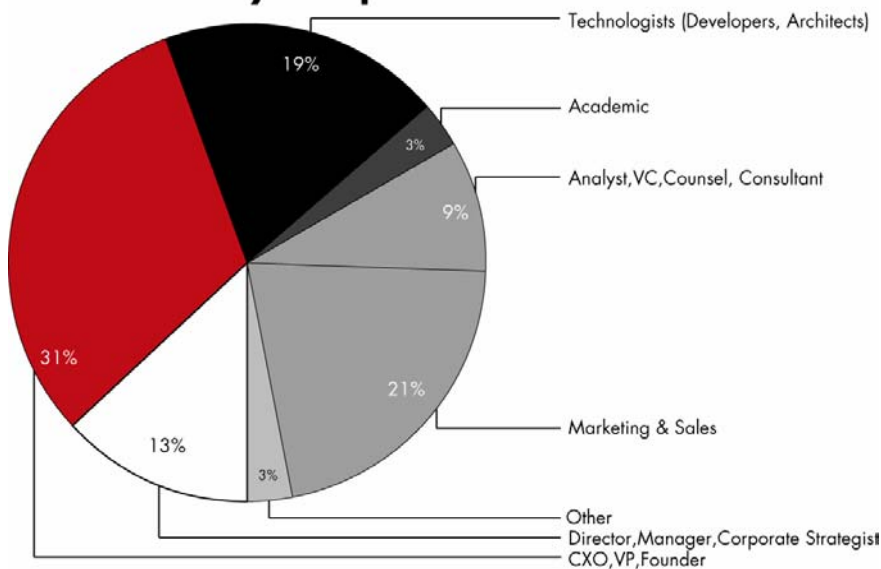
Purpose: This *massive* one day event connects business professionals with high-tech companies, offering them a chance to learn about new technologies for business in a user-friendly environment. The Massive Technology Show gives businesses the knowledge they need to make more informed decisions when buying technology. The 2007 show is focused on, but not limited to, technologies that will help improve business communications and systems infrastructure.

Your Opportunity: As businesses look for new cost-effective ways to grow, the technology sector is provided with an opportunity to help them address these systematic and communications needs. Get your brand out to thousands of buyers and generate targeted leads for your sales team.

Format: The 2006 show boasted over 4000 attendees and reached tens of thousands of business leaders during the pre-show marketing campaign. Don't miss your opportunity to reach this profiled audience of key decision-makers during our conference, tradeshow, and networking events.

- **CONFERENCE:** The show features several highly respected business thought-leaders who share their experience and wisdom on using technology in business. Topics on our radar for this year's conference include:
 - Participatory Journalism
 - Blogging for Business
 - Web 2.0
 - Protecting your customer data
 - Improving internal and external communications using interactive media
 - Improving the flow of data transfer in your office
 - Generating targeted leads using internet
 - Search Engine Optimization 101
- **TRADESHOW:** Demonstrations and interactive exhibits by leading technology companies.
- **NETWORKING RECEPTION:** Connecting tech-industry guru's with business decision-makers from various business sectors including education, film, professional services, retail, and much more.

Attendees by occupation



Get Involved

Be a leader among two hundred participating companies who will showcase their products/services to technology purchasing decision-makers, influencers, and business owners at the 2007 Massive Technology Show.

Get the word out about your company/organization in an innovative, interactive, and refreshing environment.

Attendance

Projected Tradeshow Attendance: 4500 +
 Projected Conference Attendance: 600+
 Region of focus: Canada



Exhibit Locations:



March 28, 2007
 Vancouver Convention & Exhibition Centre
 999 Canada Place, Vancouver, BC Canada

Note: For an updated floorplan with booth availability visit www.massivetechshow.com/floorplan_07.pdf

Tradeshow floor plan & space availability - Hall B

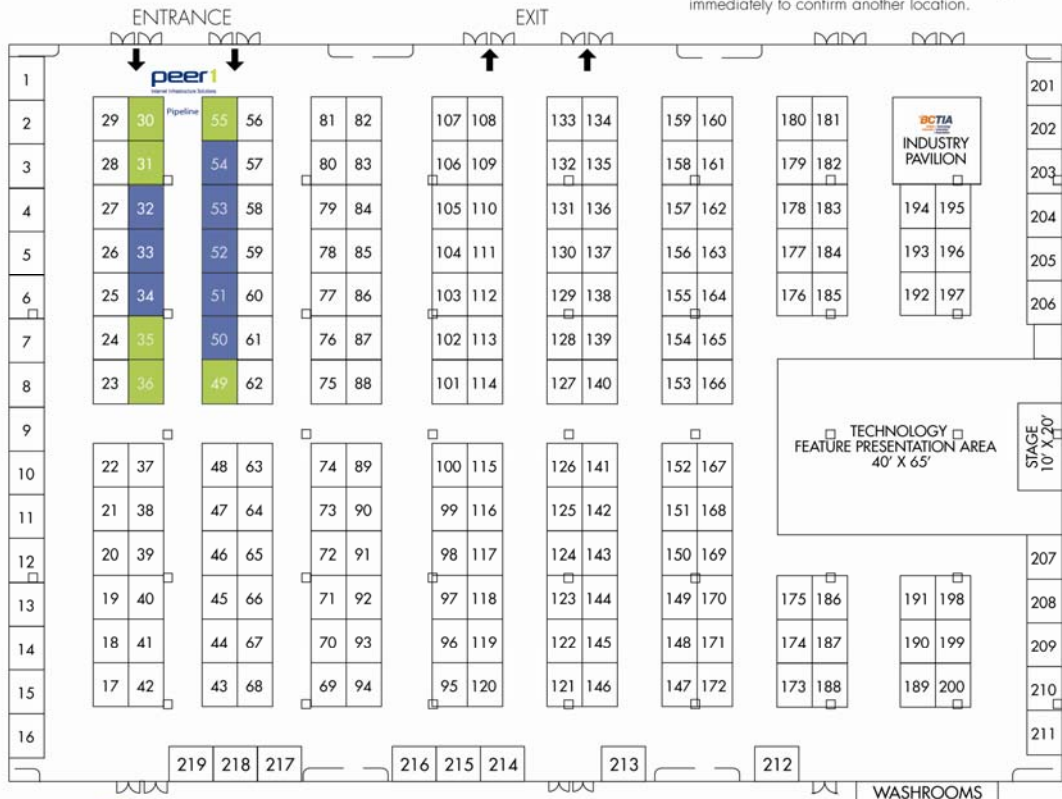
Conference Location: meeting rooms 9-12, level 2

WASHROOMS

← BUILDING ENTRANCE, REGISTRATION, AND MEETING ROOMS

MAIN HALLWAY CORRIDOR

Note - This floor plan may be changed according to production needs. Should the Massive team need to reassign your booth number, we will contact you immediately to confirm another location.



Map Legend

- 8x10 carpeted exhibit area suitable for stand alone booths, banners stands, and other objects less than 14ft high.
- Grey shading indicates exhibit area is unavailable (space booked -- see www.massivetechshow.com/floorplan_07.pdf)





Exhibitor Packages

Display Type	Exhibit Area	Skirted Table	Custom Tradeshow Passes	Conference Passes	Listing in Directory	Demo Stage Opportunity
Full Display	8'x10' Accommodates full stand alone booth and promotional table.	yes (8x2)	50	5	Yes	wait list

PRICING	REGULAR RATES		
	Cost	6% GST	Total
8x10 BOOTH	\$2,195.00	\$131.70	\$2326.70

Need more space? Order a double, triple or quad area.

OTHER DISPLAY DETAILS

- Power (\$55) and internet (\$15 wireless, \$250 LAN) available at an additional fee. Please see supplier forms in exhibitor package for information on how to order.
- Back-draping and carpet included with booth

PERKS

- **Discounted rate** on additional passes for staff and/or clients
- **Lunch voucher** for exhibit staff
- **Complimentary beverages** for post-show networking reception

Additional Sponsor Opportunities

- Internet Café Sponsorship
- Attendee Bag
- Lanyard Sponsorship
- Lunch Sponsorship
- Breakfast Sponsorship
- Attendee Pens & Notepads

Massive Magazine Ads

Full color, 5'x8' magazine showcasing technology for business. 30,000 copies distributed to businesses across Canada.

- Full-page \$1995
- ½ page \$1595
- ¼ page \$995
- Bag Insert \$995

Contact Information:

Contact Danielle (danielle@massivetechshow.com or 604.622.7479) to secure your spot!





Application for Exhibit Space

2007 Massive Technology Show
Vancouver Convention & Exhibition Centre, VANCOUVER, BC
Show Date: Wednesday, March 28, 2007 9am – 5pm
Move-in*: Tuesday, March 27, 2007 2pm – 9pm

Assigned Booth (s):	_____
Amount Received:	_____
AM Initials:	_____
Inv. num:	_____
Processing:	<input type="checkbox"/> SF <input type="checkbox"/> QB
(OFFICE USE ONLY)	

Please print and return this application form with payment to:
Massive Events Co. 1070 West 7th Avenue, W4, Vancouver, BC, CANADA V6H 1B3
Or FAX to: 604.628.3790, Questions? Email: mts@massivetechshow.com or call 604.622.7479

Please retain a copy for your records. Upon acceptance by Massive Events, a signed copy of this contract will be returned to you as your confirmation, along with a receipt.

NOTE: You can type directly on this form

BILLING INFORMATION

Company Name:

_____ (legal business name)

Billing Address:

_____ street _____ city _____ province/state _____ postal code/ zip code

MARKETING INFORMATION (enter information as you would like it to appear on show **marketing materials** – web, directory, show signage, etc.)

Company Name:

Official Address:

_____ street _____ city _____ province/state _____ postal code/ zip code

Phone: _____ Fax: _____ Email: _____

Website: _____ # of Employees _____ Industry: _____

CONTACT INFORMATION – (for show correspondence, service kits, etc.)

Name of primary company contact for show: _____ (first name) _____ (last name) _____ (title)

Phone ext or direct line: _____ Contact Email: _____

Shipping Address:

(If different from billing address, please list address that you would like PROMOTIONAL MATERIALS shipped to) _____ street _____ city _____ province/state _____ postal code/ zip code





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ORDER INFORMATION

Space Required: Single (10x8) Double (20x8) Triple (30x8) Quad (20x16)

PRICING	Regular Rates		
	Cost	6% GST	Total
8x10 BOOTH	\$2,195.00	\$131.70	\$2326.70
Total Fees – Canadian Funds:	Application must be accompanied by a cheque or credit card information for the total amount. If the applicant is not accepted, the payment will be refunded.		

We prefer that our booth not be adjacent or facing the following probable exhibitors or types of exhibitors (The Massive Team will do its best to accommodate requests):

Please send information on Sponsorship

PAYMENT INFORMATION

Name of Cardholder: _____ Visa or Mastercard number: _____

Card Expiry Date: _____ Authorized Cardholder Signature: _____

Massive Events Co. GST#809978273 OR Cheque is enclosed

AUTHORIZATION

I have read and agree to abide by the terms outlined on page 3. This contract is executed by:

Exhibitor Signature: _____
Authorized Signing Officer

Massive Events Co. Signature: _____
Lindsay Smith, CEO, Massive Events Co.

Name (please print): _____ Title: _____ Date: _____

Refund Policy for Exhibit Space: Cancellations received in writing on or before August 31 2006 will be refunded less a 25% handling charge. Cancellations received between September 1 and December 31, 2006 will be refunded less a 50% handling charge. After January 1, 2007 there will be no refunds issued. You will receive a signed copy of this contract and a confirmed exhibitor kit.





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EXHIBITOR GUIDELINES

1. EXHIBIT SPACE ASSIGNED: Subject to items 2 and 5, reservations for space will be based on the following criteria, including date of postmark with consideration to locations of competing organizations:

- a) Date of Application Receipt (including payment)
- b) Years exhibiting at the Massive Technology Show

Confirmation of booth assignment, show order forms and conference program will be forwarded in early fall.

2. AGREEMENT FOR EXHIBIT SPACE: The accepted application, the formal notice of assignment by the Massive Events Co. and the payment of rental charges constitute a contract for the right to use the space allotted subject to the rules and regulations issued by Massive Events. These regulations are part of the application for space which does not become effective until countersigned by a duly authorized representative of the Massive Events Co. reserves the right to make such additional conditions, rules and regulations as it deems necessary to insure the success of the exhibition.

3. BOOTH RENTAL INCLUDES a standard backwall drape 8 feet high, 3 feet siderails, general overhead illumination, carpeting and security (as provided for in item 11). Please note: rental does not include electricity or internet access. For availability of electrical and other services see item 5.

4. TABLE TOP RENTAL INCLUDES an 8' skirted table and carpeting. Please note: rental does not include electricity. For availability of electrical and other services see item 5.

5. AVAILABLE SERVICES: As a service to exhibitors Massive Events will appoint a display company to coordinate the following services at rates considered equitable; cartage, storage, equipment moving and erection, furniture, booth decorations, electricity. Services of electricians, carpenters and laborers will be provided for at the then prevailing rates.

6. PERMISSIBLE EXHIBITS: It is Massive Events' plan to provide a well-rounded educational exhibition to compliment the sessions, and as such, any unusual activities must be reviewed and approved by Massive Events in advance of the exhibition. Undignified methods of attracting attention will not be permitted. Massive Events reserves the right to determine the eligibility of any company or product for inclusion in the exhibition.

7. INSTALLATION OF EXHIBITS: Exhibits must be set up by time designated in the Exhibit Confirmation Kit. Space unclaimed by the opening of the first exhibit day will be forfeited without a refund of any of the rental paid. Massive Events reserves the right to make changes in the installation hours; however, such changes will be made known as far in advance of the exhibition as is practical. The exhibitor further agrees not to dismantle the exhibit or to do any packaging before the closing hour of the last exhibit day as described on the application. Penalty charges will be billed for any exhibit material remaining after the move out hours. Anyone who commences to dismantle an exhibit before closing hour of the last exhibit day will not be permitted to exhibit the following year.

8. GENERAL RESTRICTIONS: Massive Events reserves the general right to restrict any exhibit because of noise, method of operation, or any reason that is judged dangerous or objectionable, and also to prohibit, or to evict, any exhibit which is considered to detract from the general character of the exhibits area as a whole. This general reservation includes persons, things, conduct, printed matter, or anything deemed objectionable by Massive Events. In the event of such restriction or eviction, Massive Events is not liable for any refund or rental or other exhibitor expenses.

9. SOUND SYSTEMS: The use of sound systems is permissible provided they are not audible in neighboring booths, nor more than 3 feet into the aisle, and that the sound is directed only into the exhibitor's booth or vertically. Massive Events shall have and exercise absolute control over this regulation, the intent of which is that sound systems shall not be audibly objectionable to neighboring exhibitors.

10. MOTION PICTURE AND OTHER PROJECTIONS: Portable projection machines for 16mm or smaller film, film strips, lantern slides, Kodachromes, VCRs, DVDs, etc. may be used in the exhibit booths, provided that the films are an approved slowburning or non-flammable type.

11. DISPLAY HEIGHTS: All booth arrangements shall conform in all respects to the dimension, and height requirements as indicated in the space diagram. Booth backwall height is 8' for inline and peninsula spaces, 12' for inline and perimeter spaces and 16' for island spaces. Exhibitors will not erect nor maintain a backwall higher than these limits. There can be no exception on this height limitation. So that the display value of an adjoining booth is not materially diminished, sidewall, fixtures and other display material may be erected to the maximum height of 8 feet only in that portion of the booth extending no more than 46 inches from the backwall, (islands accepted).

12. INSURANCE AND LIABILITY: Massive Events will provide regular guard service to cover the exhibition area. However, Massive Events shall not be liable for damage or loss to exhibitors properties through theft, fire, accident or any other cause, whether the result of negligence or otherwise. Exhibitors shall insure their own exhibit and display materials. Massive Events assumes no liability for any injury that may occur to visitors to the exhibition, exhibitors and their agents and employees or others.

Exhibitors agree to protect, save and keep Massive Events, the Vancouver Convention and Exhibition Centre, the City and Province in which the exhibits are held, their agents, or employees forever harmless from any damage or charges imposed for violation of any law or ordinance, occasioned by the exhibitor or those holding under the exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the agreement between Exhibit Centre, Hotel, the City and Province in which the exhibit is held, and Massive Events regarding the exhibition premises. And further, exhibitor shall at all times protect, indemnify, save and keep harmless, the Massive Events, the Exhibit Centre/Hotel, the City and Province in which the exhibit is held, their agents, or employees against and from any and all damage arising by reason of any accident or occurrence to anyone, including the exhibitor, its agents, employees and business invitees, which arises from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

It is suggested that the exhibitors be alert to the liability to risk involved in exhibiting and that they amend their existing bodily injury liability and property damage liability insurance. Exhibitor must provide Massive Events on request, with evidence of such insurance.

13. FIRE PROTECTION: No combustible decoration shall be used at any time. All packing containers must be flameproof and must be removed from the floor. All cloth decoration must stand a flameproof test as prescribed by the applicable fire and safety ordinance. Inflammable materials and fluids must be kept in safety containers. No open flames are permitted. Massive Events reserves the right to cancel the entire exhibit or any irregular parts, with no refund or rental or liability for exhibit expense, if inspection indicates neglect to comply with these requirements.

14. RESTRICTIONS IN USE OF SPACE: All demonstrations, interviews, or other activities, such as the distribution of circulars and advertising matter of any description, must be confined to the exhibitor's own booth. The exhibitor agrees not to assign, sublet, or shape, the whole or any part of his/her assigned space without the prior knowledge and written consent of Massive Events. Consent may be withheld. No exhibitor is permitted to show goods other than those manufactured or dealt in the regular course of business.

15. ADMISSION: Admission to the exhibition areas will be available to all Conference registrants. Publicity will encourage the attendance of all Conference registrants.

16. PROGRAM AND BADGES: Each exhibiting company is entitled to one complementary conference registration per booth or gazebo (shared space does not qualify). Massive Events will provide badges for all booth workers. All staff in a booth must wear badges. Massive Events will provide a separate registration desk for exhibitors.

17. CANCELLATIONS: Cancellations by exhibitors will be accepted only at the discretion of Massive Events, and only according to the refund schedule on the application for space. Percentage will be based on the full dollar amount of the space contracted.

18. COMPLIANCE WITH LAWS: The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between the Organizer, the official Trade Show contractors and the building in which the Trade Show will take place. The Exhibitor also agrees to act according to the labour laws of the jurisdiction in which the building is located and observe the provisions of the provincial Human Rights Code and the Labour Standards Act in the hiring and treatment of exhibit staff.

19. BOOTH SHARING is not permitted.

20. SHOW DATE: Massive Events reserves the right at its sole discretion to change the date or dates upon which the Event is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Massive Events 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, water, rebellion, insurrection, riot, civil commotion, strike by any cause whatsoever whether similar to or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should in any way be rendered unusable, the Exhibitor shall pay for such space only for the period during which it was or could have been used as determined within the sole discretion of Massive Events. A refund of all monies paid by the Exhibitor to Massive Events will be made in the event that the Event is not held as proposed by Massive Events.





Testimonials

"Massive was one of the best tradeshow I've attended for sometime. The combination of energy and quality of participants made it a worth while investment for Research in Motion." **Rene Vierling, Carrier Marketing Manager, Blackberry / Research in Motion**

"Massive was impressive! We definitely want to be involved next year. We were very successful and I enjoyed the event. Well organized, busy, lots to see, etc. Great work!" - **Brianne Roe, Marketing Manager, Canada Wide Magazines & Communications Ltd.**

"I just wanted to send a quick email to thank you for all your wonderful hard work in pulling off such a successful show. Your team truly out did yourselves this time, and all the feedback I received from attendees and fellow exhibitors was outstanding. Not only was I impressed with the quality of the show, but proud to be a part of it. Can't wait till next year!" **Lama Al-Azzeh, Director, Marketing & Special Events, SOHO Business Group**

Past Massive Sponsors

Adobe
Chalk Media
Duocom
Fat Port
Geek Squad
HSBC
Ipsos-Reid
NetNation
Peer 1 Network
Quetec Wireless
Research In Motion (Blackberry)
Rogers Communications
Royal Lepage
Soulular
Staples Business Depot
Telus
Webnames.ca
Western Economic Diversification

Past Media Sponsors

Backbone Magazine
BC Business Magazine
Business In Vancouver
CTV
KVOS Television
News1130
Vancouver Sun

Past Massive Speakers

Jim Carroll, Author and Futurist
David Chalk, Founder & Host of Dave Chalk Connected Live
Steve Mossop, President, Ipsos-Reid
David Neale, VP Service Development, Rogers
Kendall Collins, VP Product Management & Marketing, Salesforce.com

Dick Hardt, CEO, Sxip
Duane Nickull, Senior Strategy Analyst, Adobe
Jeff McDowell, Director of Alliance, Blackberry
Stephen Smith, CEO, Webnames.ca
Claudia Ng, CEO, FatPort

Past Exhibiting Companies

6S Marketing
A2Z Wireless .com
Access Computer Rentals
Adobe Systems Incorporated
AOL Canada
ASTT BC
Backbone Magazine
BC Business Magazine
BC Jobs Online Inc.
BCIT
BCTIA
Bell Mobility Lougheed Town Centre
Bitblock Systems Inc.
BIV Media Group
Blitz Magazine
Bluesun Productions
Bryght Communications
Burchett Andrews Distribution Inc.
Business Objects
Canada Customs
CDI College
CDI/ POLAR BEAR
Cell I Communications Inc.
Cellcom Wireless Inc.
Centre For Creative Technology & Community Arts
Chalk Media
City University
Convergent Media Network
CTC Train Canada



CTM
Custom FAQs Solutions
Data Base File Tech Group
desktopsites
Destiny Media Technologies
Domain People, Inc.
Duocom
eBC
Eclipse Awards International Inc.
Exhibit Creative
Faronics Corporation
FatPort
Fujitsu Canada, Inc.
Fusion Recruitment
Geek Squad
Genesis Exchange Corp.
Global Relay Communications Inc.
Go Wireless
Half Price Computer Books
Hansen Industries Ltd.
Hot Conference
HSBC Technology Services
Iamota Corporation
Illuminated Technologies Inc.
Image Group Inc.
Inception Software Technology Inc.
Industry Mailout
Info Touch Technologies Corp.
InfoCanada
Initiative Prince George - Economic Development
INNOGO Technologies Inc
IntelliNet
Inteqna
International Internet Marketing Association
Intozone Solutions
Ipsos-Reid
iStockphoto.com
IVCI International Video Conference Inc.
JDQ Systems Inc.
Jobline Canada
Kinetix Media
KRP Communications
Langara College/CS
Ledgers Online
Liebert Canada
Marqui
Metrobridge Networks Corp
Mission Control
MITACS Inc.
myZone Media Inc.
Netconex Technologies
NetNation Communications
netVOICE communications
New Media BC
Okanagon Science & Technology Council
Olive E Business Canada
Pacific Sport Canadian Sport Centre

Peer 1 Network
Phonsource Communications Ltd.
Precision Cameras
Primus Telecommunications Canada Inc..
Protocol Data Systems Inc.
Radiant Communications
Radical Entertainment
Relic Entertainment
Research In Motion
Robert Half Technology
Rogers Business Solutions
Sandermax Computer Systems
Searchwest Inc.
Segway of British Columbia
SFU Business, Management of Technology MBA
Simply Computing
Skyway West
Small Business BC
SOHO Business Group
Sophos
Souluar Media Group Inc
Staples Business Depot
Stargate Communications
Techvibes
Telenotes Canada
Telus
The Bronson Group Insurance Services
The Interpreters' Group Inc.
The Office Journal
Totally Connected Security
Tugboat Enterprises
UBC CO-OP Programs
Ultra Xpress Printing
Uniserve
University Canada West
University of Phoenix
Vancouver International Airport Authority
VIATeC
Webalive
Webnames.ca
Westlink Innovation Network Limited
WINBC
Wired Woman

The Massive Technology Show is produced by:

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