



WI Canadian Presents

DULAHIN • DULAHA

West Indian Bridal Expo & Pageants

Tel: 416-840-3209
Fax: 1-866-282-6813
Website: www.ddexpo.com

30024-2141 Kipling Ave., Unit 8
Toronto, Ontario, M9W 4K8

5th Anniversary

DULAHIN DULAHA

>> EXHIBITOR KIT 2011

West Indian Bridal Expo & Pageants (DD Expo)

Date:	Sunday, October 30, 2011	Time:	12:00 noon to 7:00 pm
Venue:	Pearson Convention Center	Address:	2638 Steeles Avenue East Brampton, ON L6T 4LS

Demographic: Engaged couples of West Indian/Indo Caribbean heritage and their entire wedding party; mothers, fathers, uncles, aunts, grandmothers, grandfathers, siblings, cousins and friends. The general public attends for the stage entertainment factor which includes the annual **Miss West Indian Canadian Pageant** (www.mwicap.com).
Ages: 19-31, 32-45, 46-58, 59-70

Canadians of Caribbean origin makes up one of the largest non-European ethnic-origin groupings in Canada. In 2001, over a half million people of Caribbean origin lived in Canada, needless to say it has grown considerably since then.

The vast majority of Canadians of Caribbean origin live in either Toronto or Montreal. In 2001, almost 60% of all those who reported Caribbean origins lived in Toronto, while close to 20% made Montreal their home. That year, just over 280,000 people of Caribbean origin lived in Toronto. In 2009, that number is estimated to have increased over 450,000 people of Caribbean origin living in Toronto. Source – **Stats Can**

Exhibitor Setup Time:	8:30 am sharp	Exhibitor Closing Time:	7:30 pm
Booth Space Fee (10' x 8'):	\$650.00	→ Double (20' x 8'): \$1,100.00 (SAVE \$200)	
<i>Includes 1 full page AD in the Dulahin Magazine</i>			
Power Supply:	800 Watt Outlet = \$80.00	1500 Watt Outlet = \$110.00	Internet = \$35
Extra Furniture:	1 Chair = \$5	1 Table = \$10	

The annual **Dulahin Dulaha West Indian Bridal Expo & Pageants** (DD Expo) is proud to celebrate its 5th Anniversary which will display a culturally rich event uniting exhibitors from a diverse West Indian - Indo Caribbean market providing quality entertainment. **DD Expo will continue to maintain an intimate and exclusive to no more than 3 exhibitors per category bridal expo every year.**

Couples and their families will be able to find all wedding related services fitted to their budget and cultural requirements. DD Expo is an efficient way to review what's in the marketplace allowing couples to compare quality and price before making final decisions for their big day.

This all day affair will include entertainment for everyone including a **bridal fashion show** from the pageant contestants featuring traditional and non-traditional designer bridal wear well co-ordinated with exotic embroidery and ethnic colours.



WI Canadian Presents

DULAHIN • DULAHA

West Indian Bridal Expo & Pageants

Tel: 416-840-3209
Fax: 1-866-282-6813
Website: www.ddexpo.com

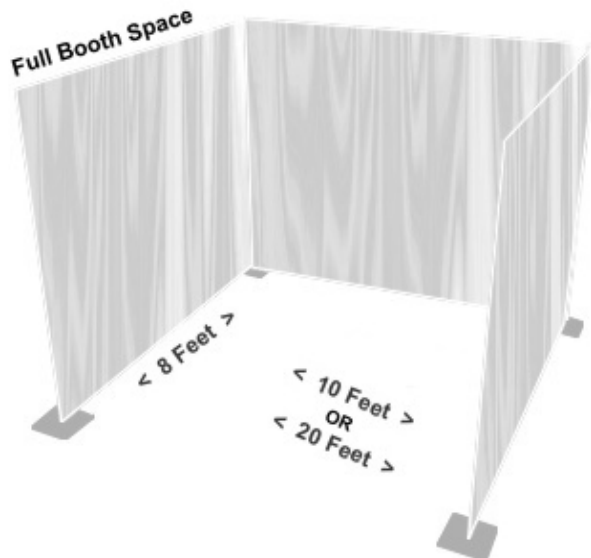
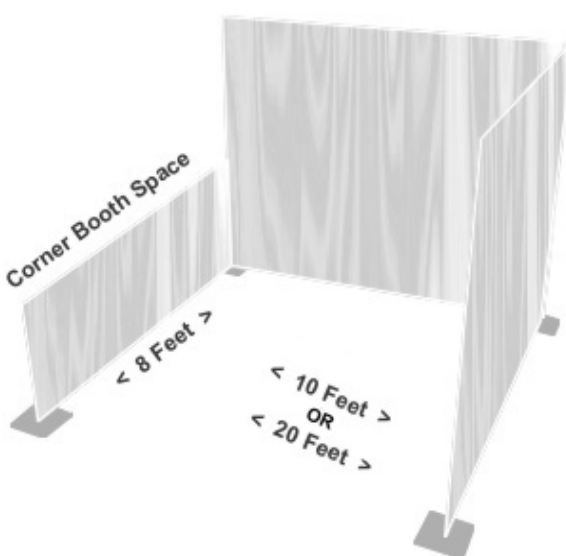
30024-2141 Kipling Ave., Unit 8
Toronto, Ontario, M9W 4K8

>> Exhibitor Services & Benefits

- Booth Space** will be reserved on a first come first serve basis for exhibitors upon:
 - Receipt of Exhibitor Application Form & Conditions of Contract signed
 - Receipt of exhibitor fee + additional cost if applicable (see below)
- DD Expo services included:**
 - Piping, white draping, 1 white skirted table and 2 chairs.
 - **FREE full page** AD in the DD Expo Magazine and online Magazine (*see below for details*)
 - Maximum of 5 staff entry during setup time
 - 2 complimentary tickets

Please advise your DD Expo representative if you will require electricity (power supply). Your booth space fee already includes 1 white skirted table and 2 chairs however, additional furniture can be arranged separately for an additional fee.

Power Supply:	800 Watt Outlet = \$80.00	1500 Watt Outlet = \$110.00	Internet = \$35
Extra Furniture:	1 Chair = \$5	1 Table = \$10	





WI Canadian Presents

DULAHIN • DULAHA

West Indian Bridal Expo & Pageants

Tel: 416-840-3209
Fax: 1-866-282-6813
Website: www.ddexpo.com

30024-2141 Kipling Ave., Unit 8
Toronto, Ontario, M9W 4K8

3. **DD Expo Magazine:**

Your free full page business AD will be in the Dulahin Bridal Magazine which will be sold for \$5 at the door to comps and given out free to fully paid attendees at the door. Extra copies will be sold at local West Indian retailers listed on the website.

Magazine specs: 3,000 copies, 8.5" x 11", full colour, upto 80 pages

Full Page AD is FREE for all exhibitors: (8.75" W x 11.25" H, keep content within 8.25" W x 10.75" H)

Get a relevant article written on your products/services referenced on the cover and index: \$100

Magazine AD Submission Deadline: Monday, October 17, 2011

IMPORTANT NOTICE: If exhibitors do not submit their ADs on or before the deadline stated above, they will miss the print deadline and their AD will not be printed in the magazine however, it will be included in the online magazine.

4. **DD Expo Award for Best Booth:**

Your booth will be examined for a chance to win the **DD Expo "Best Booth"** Award because setting the tone for an entire exhibit is one of the most important design aspects. This gives the buyer an immediate feel for your company's image and reputation. Booths are evaluated on **Overall Presentation, Sales Rep Interaction** and **Attention Grabbers**. The winner will receive the following if participating the next year:

1. \$100 credit on next year's DD Expo Exhibitor Booth Space Fee.
2. AD plug in all email blasts for the following year.
3. 1 extra full page AD in the Dulahin Bridal Magazine for the following year.
4. Plaque of Recognition

IMPORTANT NOTICE: All online contracts and obligations end March 31 of every year unless renewed. This includes online directory listing, banners, sponsors, and online magazine ads.



WI Canadian Presents

DULAHIN • DULAHA

West Indian Bridal Expo & Pageants

Tel: 416-840-3209
Fax: 1-866-282-6813
Website: www.ddexpo.com

30024-2141 Kipling Ave., Unit 8
Toronto, Ontario, M9W 4K8

What the Annual DD Expo Can Do For Your Business:

- Position your business where it needs to be - in front of hundreds of engaged couples.
- Give you a solid return on investment.
- 1 or 2 bookings made during the DD Expo can instantly recuperate the vendor fee, making additional bookings even more profitable.
- Secure bookings by distributing your business packages (pamphlets about your business).
- Sign-up prospects using registration forms by offering a ballot for a special prize (**iPod, iPad, Wii Console/Games, Cell Phone, Stereo Set, Television, DVD Player, etc**).
- Create a unique business-to-business networking opportunity with other exhibitors, which can help you to establish new and beneficial alliances.

We're living in a technology-ruled world of advertising and promotion. The DD Expo will receive maximum exposure through all mediums of the internet including email blasts to over 6,500+ DD Expo subscribers, to over 250,000 promotional emails from advertisers, and traditional advertising including print, radio, and television.

Pre-Expo Promotion For Your Business

While the DD Expo management is responsible for bringing in the people, you can help make sure they come to your booth! Connect with your target audience before the show, to increase your chance of being on their "must see" list.

Here are some effective ways to build traffic to your booth by pre-expo promotion.

- Invite all your Facebook friends and fans to the DD Expo.
- Put the DD Expo on your web site with an invitation to attend your booth.
- Put a message on your voice-mail to attend the show and visit your booth at the DD Expo.
- Mail your own printed invitations or post cards inviting existing customers and prospects to a special demonstration at the DD Expo.
- Give your prospects a phone call and invite them to visit your booth.
- Make sure your sales staff is talking about the DD Expo.
- Post DD Expo posters or flyers in your store.

There's no better way to raise awareness for your product or service. Use our expert and inside knowledge of this intricate community to help boost your profile and business. Advertising sets you apart from the competition and allows you to reach a large and affluent target audience.



WI Canadian Presents

DULAHIN • DULAHA

West Indian Bridal Expo & Pageants

Tel: 416-840-3209
Fax: 1-866-282-6813
Website: www.ddexpo.com

30024-2141 Kipling Ave., Unit 8
Toronto, Ontario, M9W 4K8

EXHIBITOR APPLICATION FORM

Company Name: _____

Contact Person: _____

Full name

Address: _____

Street Address

Apt./Unit/Suite #

City

Province

Postal Code

Business Tel: () _____ Ext: _____ Mobile: () _____

Email: _____ Website: _____

PLEASE DESCRIBE THE PRODUCTS/SERVICES YOUR COMPANY PROVIDES:

Magazine AD Artwork: _____
Provided or designed by DD Expo

Booth space size: _____

Booth space fee: \$ _____

Power supply: \$ _____

Magazine AD Artwork: \$ _____

Total: \$ _____

50% Deposit: \$ _____

Balance: \$ _____

Where did you hear about **The Dulahin Dulaha West Indian Bridal Expo?**

Newspaper Flyer / Poster Email Radio TV Facebook/YouTube Other _____

Signature: _____ Date: _____

Please fill out the above Exhibitor Application completely and mail it to the following address along with your exhibitor fee. Please make cheques or money orders payable to "WI Canadian".

WI Canadian
30024 - 2141 Kipling Avenue, Unit 8
Toronto, Ontario, M9W 4K8



WI Canadian Presents

DULAHIN • DULAHA

West Indian Bridal Expo & Pageants

Tel: 416-840-3209
Fax: 1-866-282-6813
Website: www.ddexpo.com

30024-2141 Kipling Ave., Unit 8
Toronto, Ontario, M9W 4K8

CONDITIONS OF CONTRACT

1. The Exhibitor agrees to confine his/her presentation to within the contracted space only and within the maximum height set by the expo rules and regulations and to maintain a staff in his/her booth space during expo hours.
2. The expo purchases event liability insurance for the public and not exhibitors and/or participants.
3. The Exhibitor may choose to purchase his/her own event liability insurance.
4. Management reserves the right to alter or change the space assigned to the Exhibitor at anytime.
5. Management reserves the right at anytime to 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 Management's opinion, their conduct or presentation is objectionable to other expo participants and or attendees.
6. Management agrees to provide the Exhibitor with a draped backdrop, side railings, 1 skirted table and 2 chairs.
7. Management agrees to provide Internet access and power supply at an extra charge 3 days prior to expo date.
8. Space contracted by the Exhibitor may not be sublet without the prior written permission of Management. The Exhibitor may not distribute literature or promotional material from a third party without the prior written consent of Management.
9. The Exhibitor agrees to abide by all regulations and rules adopted by Management in the best interest of the Expo, and agrees that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.
10. The Exhibitor will be liable for and will indemnify and hold harmless Management from any loss or damages whatsoever suffered by Management as a result of any loss or damages whatsoever occurring to or suffering by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors, Management, the owner of the building and their respective agents, servants, and employees and members of the public attending the Expo, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with the Exhibitor's occupancy of said space.
11. The Exhibitor may use the Dulahin Dulaha West Indian Bridal Expo & Pageants logo to promote only his/her participation at the show. It cannot be used in any way that perceives as an endorsement by the Dulahin Dulaha West Indian Bridal Expo & Pageants of the Exhibitor's company, product and or service.
12. Goods must not be shipped to the Expo for shipping charges to be paid on arrival as these will not be accepted by Management. Management assumes no responsibility for loss or damages to goods before or during the period of the Show, or after its closing. All goods shipped to the Expo must be clearly marked with the name of the Exhibitor and the number of his/her space.
13. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Expo but must remain intact until after the closing hour of the last day of the Show. The Exhibitor also agrees to remove his/her exhibit, equipment, and appurtenances from the Expo building by the final move-out time, or in the event of failure to do so, the Exhibitor agrees to pay for such additional cost as may be incurred.
14. Management reserves the right at its sole discretion to change the date or dates upon which the Expo is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management 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, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatever beyond the control of Management 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 Management. A refund of all monies paid by the Exhibitor to Management will be made by Management in the event that the Show is not held proposed by Management.
15. Management reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide the Expo rules and regulations, in which case the Exhibitor shall forfeit as liquidation damages all space rental payments made by him/her and any further occupancy of such space.
16. The Exhibitor agrees to observe all union contracts and labour relations in force, and agreements between Management, official contractors servicing companies and the building in which the Expo will take place and do so according to the labour laws of the jurisdiction in which the building is located.

CANCELLATION POLICY

This contract may be cancelled by way of notice, either via email admin@ddexpo.com or fax **1-866-282-6813**.

Cancellation is subject to an administration fee of \$75.00, prior to 30 days of the Expo. Any cancellations received within 30 days of the Expo, the Exhibitor forfeits half their deposit and a \$75.00 administration fee. The forfeited amount is not a penalty.

By canceling the contract, the Exhibitor forfeits all rights or claims to the allocated space and Management is free to re-rent it to another exhibitor and collect the cancellation charge as liquidation damages.

We agree to abide by all rules and regulations adopted by Show Management (WI Canadian) and have read the Conditions of Contract as shown above. If this contract is sent to WI Canadian by fax, we authorize WI Canadian to take any and all steps as through the fax.

The person signing this Agreement warrants that they have authority to enter into this contract of agreement and that if such authority is later denied then the person signing will be held personally responsible for all money owing.