

# Vivacity Sponsorship & Exhibitor Agreement



## Contact Information

COMPANY	ADDRESS		
CONTACT NAME & TITLE	CITY	PROV/STATE	
EMAIL	POSTAL/ZIP	TELEPHONE	

## Sponsorship Options

Sponsorship Options					EVENT YEAR	2025	2026		2027
	STAFF BADGES	CONSUMER TICKETS	BOOTH SIZE	ALL ITEMS + TAX		STAFF BADGES	CONSUMER TICKETS	BOOTH SIZE	ALL ITEMS + TAX
TITLE/PRESENTING	20	50	600sqft	\$50,000	RADIATE	8	25	200sqft	\$20,000
ILLUMINATE	16	35	400sqft	\$35,000	GLOW	4	15	100sqft	\$10,000

## Exhibition Space - Spring Pricing

	SPRING RATE	STANDARD RATE	CORNER CHARGE*	STAFF BADGES	CONSUMER TICKETS		SPRING RATE	STANDARD RATE	CORNER CHARGE*	STAFF BADGES	CONSUMER TICKETS
10x10 (100sqft)	\$2,995	<del>\$3,400</del>	\$300	4	12	20x20 (400sqft)	\$10,595	<del>\$11,500</del>	NO CHARGE	10	35
10x20 (200sqft)	\$5,595	<del>\$6,000</del>	NO CHARGE	6	20	20x40 (800sqft)	\$20,095	<del>\$22,000</del>	NO CHARGE	16	60

\*Open Corner

## Additional Comments

Vivacity is a consumer show held at the Vancouver Convention and Exhibition Centre, September 19-21, 2025. Vivacity is owned and operated by Cube Business Media Inc. (hereby referred to as the "Organizer"). Whereas the Company listed in the Contact Information Above (hereby referred to as the "Sponsor" or "Exhibitor") wishes to enter an agreement to become an official Sponsor or Exhibitor of Vivacity 2025.

By completing and submitting this sponsorship form, the Sponsor or Exhibitor acknowledges that they have read, understood, and agreed to the terms and conditions outlined herein and below. Upon acceptance of the Sponsor or Exhibitor's application by Cube Business Media Inc., this form and the accompanying Terms and Conditions constitute a legally binding agreement between the Sponsor or Exhibitor and Cube Business Media Inc., the owners and organizers of Vivacity. Both parties agree to uphold their respective obligations as set forth in this Agreement.

All Sponsors and Exhibitors agree to abide by all rules, regulations, and policies set forth by the Organizer, as well as any additional requirements that may be imposed prior to or during the event, including (but not limited to) rules and regulations of the venue where the event is held.

## Total

PRINT NAME
DATE
MULTI-YEAR DISCOUNT
SUBTOTAL BEFORE TAX (TAX WILL BE ADDED TO YOUR TOTAL)

## Payment Information

VISA	MASTERCARD	EFT/CHEQUE
CARD NUMBER		
EXPIRY DATE	CVV	
SIGNATURE		
DATE SIGNED		

## Payment Terms & Cancellations

- A non-refundable deposit of 50% is required to secure the Sponsorship or Exhibitor position. An invoice will be sent upon execution of this agreement.
- Final payments: For Sponsors, final payment is due 90 days after the first invoice date. For Exhibitors, final payment is due 90 days before the event on June 23, 2025.
- Late payments may result in forfeiture of the Sponsor's position or Exhibitor's space.
- This agreement may be cancelled, in writing, within 10 business days of submittal. After 10 business days, monies are due as per above payment terms.
- Organizer shall in no event be required to make any rebate or refund due to cancellation of this Agreement by the Sponsor or Exhibitor.

Check this box if you would prefer to have your order charged in full now.

SPONSOR SIGNATURE

CUBE APPROVAL SIGNATURE

DATE

DATE

By signing above I am committing to sponsor and/or exhibit at this event, as such, I authorize Cube Business Media Inc. to correspond with me or others responsible for the execution of this contract, for the purposes of delivering information related to this event, within my organization. I authorize Cube Business Media Inc. to communicate with me or others within my organization by fax, regular mail, email, and phone.

# Terms & Conditions

## Term

- This Agreement comes into effect on acceptance by the Organizer and shall expire September 30, 2025.
- Sponsor's or Exhibitor's remaining in good standing will have first right of refusal for the same position at Vivacity 2026 to be held in Vancouver in Fall of 2026. The right will expire as of October 31, 2026.

## Booth Space Allocation

- Booth space location is allocated by the Organizer, following approval of the application and receipt of payment.
- The Organizer reserves the right to adjust booth locations if necessary due to logistical considerations or space constraints.
- The use of the exhibit space is restricted to the Sponsor or Exhibitor who may not assign, either in part or in whole, otherwise permit the participation of any third party in any of the activities, displays or promotions, without prior consent from the Organizer.

## Sponsor or Exhibitor Obligations

- The Sponsor or Exhibitor must follow Booth Setup Guidelines for the Sponsor's or Exhibitor's exhibit that will be published in the Exhibit Show Guide (available Spring 2025).
- Exhibit removal or dismantling prior to the official show close on the final day is strictly prohibited. Sponsors or Exhibitors who do not comply with this will be fined \$500 and may be prohibited from future Vivacity events.
- Sponsors or Exhibitors must only display and promote the products or services they listed/included in their accepted application. All activities, displays, and interactions must stay within the Sponsors or Exhibitor's assigned space. Sponsors or Exhibitors are not allowed to distribute materials, samples, or promote third-party products or services.
- The Sponsor or Exhibitor is liable for any damage caused to the venue by their staff, equipment, or materials. Any costs incurred for damages will be the responsibility of the Sponsor or Exhibitor.

## Trademarks & Logo Usage

- Sponsor or Exhibitor grants Organizer the right to use Sponsor's or Exhibitor's logo, name, and branding materials in promotional and marketing efforts for the Vivacity event. This may include, but is not limited to, use in event programs, websites, social media platforms, email campaigns, pr campaigns, signage, and other marketing collateral.
- All logos must be submitted in high-resolution format and comply with any technical specifications provided by Organizer. Any materials that feature the Sponsor's or Exhibitor's logo will be shared with the Sponsor or Exhibitor for approval prior to final production or distribution. The Sponsor or Exhibitor agrees to review and approve such materials in a timely manner (within three business days of receipt). Failure to respond within this timeframe will be deemed as approval of the use of the logo and associated materials.
- Cube Business Media Inc. will ensure that all usage of Sponsor or Exhibitor logos aligns with the Sponsor's or Exhibitor's brand guidelines to maintain brand integrity.
- Sponsor or Exhibitor agrees to comply with all brand guidelines and marketing requirements set forth by the Organizer. These include, but are not limited to, the proper usage of the Vivacity logo, brand colors, fonts, and any other marketing assets provided. Any promotional materials, including advertisements, flyers, and digital content, that reference Vivacity must be submitted to Cube Business Media Inc. for review and approval prior to distribution to ensure consistency with our brand image.
- Failure to comply with these guidelines may result in the removal of non-compliant materials and, if necessary, suspension of sponsorship or exhibition privileges.

## Health Canada – Products, Demonstrations & Procedures

- The Sponsor or Exhibitor agrees to comply with all relevant local, Provincial, and Federal laws, including Health Canada regulations and the Food and Drugs Act (Canada). Any products or services promoted, demonstrated, or sold at Vivacity must meet all required standards and have the proper approvals and certifications from Health Canada.
- The Sponsor or Exhibitor takes full responsibility for any claims, damages, or injuries that may result from procedures or treatments performed at Vivacity. All procedures must be conducted by qualified staff, following local health and safety regulations.
- The Organizer, Cube Business Media Inc., and PavCo will not be liable for any issues arising from the Sponsor's or Exhibitor's products, services, or procedures. The Sponsor or Exhibitor agrees to indemnify and protect Vivacity, Cube Business Media Inc., and PavCo from any legal claims or damages related to non-compliance with regulations or incidents that occur as a result of onsite treatments and/or procedures.

## General Compliance With Laws & Regulations

- Sponsors or Exhibitors are responsible for complying with all local laws, including fire, safety, and health regulations in place by the Province of British Columbia, as well as the rules and regulations of the Vancouver Convention Centre, including complying with the Workers' Compensation Act and all regulatory requirements of the Workers' Compensation Board of British Columbia.

## Insurance & Liability

- The Sponsor or Exhibitor agrees to indemnify, defend, and hold harmless Organizer, Cube Business Media Inc., PavCo (The Vancouver Convention Centre), and their respective officers, directors, employees, agents, contractors, and affiliates (collectively, the "Indemnified Parties") from and against any and all claims, damages, losses, liabilities, costs, and expenses, including reasonable legal fees and expenses, arising out of or related to:
  - **Sponsor's or Exhibitor's Participation** – Any claim related to the Sponsor's or Exhibitor's participation in the Vivacity event, including but not limited to claims of personal injury, property damage, or infringement of intellectual property rights.
  - **Sponsor's or Exhibitor's Booth or Conduct** – Any damage, loss, or injury caused by the Sponsor's or Exhibitor's products, services, materials, or by the operation, construction, design, or dismantling of the Sponsor's or Exhibitor's booth.
  - **Violations of Law or Regulations** – Any violation of applicable laws, regulations, or event rules by the Sponsor or Exhibitor, its employees, contractors, or agents.
- The indemnity obligation includes any claims brought by third parties, attendees, vendors, or other Sponsors or Exhibitors arising out of the Sponsor's or Exhibitor's actions or failure to comply with these Terms and Conditions. This indemnity obligation shall survive the termination or expiration of the Sponsor's or Exhibitor's participation in the event.
- The Sponsor or Exhibitor must maintain, at its sole cost and expense, adequate general liability insurance (including product and professional liability coverage) to cover any claims, damages, or liabilities arising from the Sponsor's or Exhibitor's participation in the Vivacity event, including but not limited to procedures, demonstrations, and the use of products or equipment onsite.
- The Sponsor or Exhibitor is required to provide the Organizer with a certificate of insurance at least 30 days prior to the event, naming Vivacity, Cube Business Media Inc., and PavCo (The Vancouver Convention Centre) as additional insureds. The insurance coverage must be in an amount sufficient to cover any liabilities arising from the Sponsor's or Exhibitor's activities, with minimum coverage of CAD \$2,000,000 per occurrence.

## Force Majeure

- The Organizer shall not be held liable for any delay, interruption, or cancellation of the event due to causes beyond their reasonable control, including but not limited to acts of God, war, terrorism, civil unrest, strikes, labor disputes, government regulations or restrictions, pandemics, natural disasters, or any other emergency making it inadvisable, illegal, or impossible to hold the event as planned. In such circumstances, the Organizer shall not be liable for any damages or costs incurred by the Sponsor or Exhibitor. In the event of force majeure, the Organizer will make every reasonable effort to reschedule the event. In addition, the event date and venue may be altered at the sole discretion of the Organizer should conditions arise that may impact the viability and success of the event for Sponsor or Exhibitor or Exhibitor. If the date or venue is expected to be altered, the Organizer will make every effort to provide advanced notice to the Sponsor or Exhibitor.
- If such events prevent participation by the Sponsor or Exhibitor, the Organizer shall transfer Sponsor's or Exhibitor's participation to the following, or subsequent, year's event.

## Independent Parties

- Sponsor or Exhibitor and Organizer agree that they are each independent contractors, that neither is the agent, servant or employee of the other, and that neither has the authority, express or implied, to bind the other to any obligations whatsoever.
- Neither Party shall assign its rights and/or obligations under this Agreement without the prior written approval of the other Party. This Agreement and all of the terms and provisions hereof will be binding upon and will inure to the benefit of the Parties hereof, and their respective successors and approved assigns.

## Dispute Resolution

- Any disputes arising from these terms and conditions will be governed by the laws of British Columbia. Both parties agree to attempt to resolve any disputes through mediation or arbitration before seeking litigation.

## Amendments

- The Organizer reserves the right to amend these terms and conditions at any time. The Sponsor or Exhibitor will be notified of any changes and are expected to comply.