



*Maximize your Exposure ! Reap the Benefits ! BE a PIDC Exhibitor !*

January 15, 2009

Dear Business Owner / Marketing Executive / Groups / Association,

The Philippine Independence Day Council ("PIDC"), *event producer and organizer*, would like to present you with an opportunity to reach and connect with the fourth largest minority group in Canada! Reach an ever-increasing market by participating as an Exhibitor at the **Mabuhay Festival & Trade Show 2009**; the largest celebration of Philippine heritage and culture in the country. We have a venue of over 100,000 sq ft that can accommodate over 250 booths. Booths are available to **groups** who would like to bring their trade show to the festival. Similarly, booths are also available to **individual businesses** and **associations**. Come and join the **PIDC Trade Show**. We promote businesses from and to diverse communities and the Canadian mainstream. Together, we can reach a wider audience and market, where your products and services will have more exposure!

The multi-event celebration held in various venues, begins in April and culminates in a grand festival on July 18th at the Metro Toronto Convention Centre, a venue located in the heart of downtown Toronto. The festival attracts thousands of Filipinos and non-Filipinos looking to experience one of Asia's most beautiful destinations: the Philippines. Exhibitors at the festival may be a group, association or individual. Marketing, visibility, networking opportunity and one-to-one face-to-face selling of your products and services are some of the benefits the festival offers you as a **participating exhibitor**.

In 2009, PIDC will be working with PIDC Sponsors, Philippine Consulate, Imagine Canada, ANCOP International Canada, Festivals and Events Ontario ("FEO"), and numerous businesses and Filipino-Canadian organizations in an effort to provide a platform for the celebration and recognition of the countless contributions of Filipinos to Canada.

Your presence in the PIDC website and festival assures continuous exposure to a market that has a pooled community income of over 3 billion per year. Enclosed is the Exhibitor Contract detailing an opportunity to lease a booth. Please take a moment to review the potential benefits for your company and contact us if you require further details.

PIDC is a non-profit organization that solely depends on fundraising to finance its activities. We look forward to hearing from you soon and thank you for taking the time to examine our offer.

Yours truly,

Minda Neri  
Chair, Mabuhay Festival 2009  
Tel. 416 621-4985

Tobias Enverga  
President, PIDC  
Tel. 416 284-2810



THE PHILIPPINE INDEPENDENCE DAY COUNCIL

31 Heatherbank Trail, Toronto, Ontario M1B 5M6
416) 284-2810 Fax: (416) 621-4985
www.pidctoronto.com



Saturday, July 18, 2009 – 8:00 am – 11:00pm
METRO TORONTO CONVENTION CENTRE
South Building, Hall D, 222 Bremner Blvd. Toronto

CONTRACT FOR EXHIBIT SPACE AND SHOW REGULATIONS

\*Company /Individual Name: \_\_\_\_\_

\*Contact Name : \_\_\_\_\_

\*Address : \_\_\_\_\_

\*Telephone : \_\_\_\_\_ Fax: \_\_\_\_\_ Cell \_\_\_\_\_ Email: \_\_\_\_\_

\*Products : \_\_\_\_\_

\* Mandatory – info will be used for mailing, weblisting, etc.

The Company or Individual named above (hereafter called the 'exhibitor') hereby applies for a booth at the Mabuhay Philippines! Toronto Summer Festival to be held at the Metro Toronto Convention Centre, 222 Bremner Blvd., Toronto, Ontario on Saturday, July 18, 2009. Contract terms and conditions:

Exhibitor Type: [ ] Non-Food [ ] Food Note that Food Vendors will be referred to PCCT, Toronto. Exceptions will apply.

Order for Booth:

Table with 5 columns: DESCRIPTION, QTY or AD SIZE, UNIT PRICE, TOTAL. Rows include Booth (Regular, Prime Corner, 2 or more connected), Parking Pass, Exhibitor Festival Tickets, Additional Table, Additional Chair, Advertisement, SUB-TOTAL, and GRAND TOTAL.

Payment Remittance: Remit full Payment with signed Agreement. Take advantage of a 10% Booth DISCOUNT if paid on or before April 30, 2009.

Mailing Address Info: Contract / Cheque - Please mail to: Minda Neri, 14 Neilson Drive Apt. 1505, Toronto, ON, Canada M9C 1V6 or Email Contract to: vox999@gmail.com

Payment Method: (1) Direct Deposit: TD Account No. 5200934 Transit no. 1080; ask bank teller to add identifier (company or depositor name) via Memo, and notify by email or phone : vox999@gmail.com or call Minda –tel. 416 621-4985.

(2) Cheque: Please write cheque to PIDC and mail with contract to Mailing Address Info

(3) Order Online and pay through PayPal: Please visit website: www.pidctoronto.com

By signing and submitting this application, the Exhibitor acknowledges that he/she has read and agrees to comply with all terms of the Contract for Exhibit Space and Show Regulations. The exhibitor's signature on this Contract shall constitute acceptance of, and will abide by all the provisions set forth herein (pages 1 to 4 inclusive).

For PIDC

Authorized Signatures:

For Exhibitor

(Print Name)

(Print Name)

(Signature)

(Signature)

(Date)

(Date)

Contacts: For further inquiries, please call : Bing Marasigan Tel. 905-472-3194, Minda Neri Tel. 416 621-4985 or Tobias Enverga Tel. 416 284-2810



**CONTRACT FOR EXHIBIT SPACE AND SHOW REGULATIONS (continued)**

1. Booth: 1 unit consist of 10x10ft frame with 8ft back and 3 ft side drapes, 1 8ft skirted table 2 chairs, 4 Exhibitor badges.
2. Booth Assignment :  
**Festival organizers have pre-assigned Booths for its sponsors and reserves the right to assign the vendor/exhibitor booths as it best determines for the Festival. Festival organizers reserve the right to decline an application in their sole and unfettered determination of what is best for the Festival. Booths will be assigned on a first pay first assigned basis. Should multiple clients request to reserve the same booth, the first pay first assign policy will be applied without further notice.**
3. Booth Fee:

1 Regular Booth	\$ 300.00
1 Prime Corner Booth	\$ 350.00
2 or more connected Booths	\$ 275.00 per booth, non-prime

**Take advantage of the 10% Booth DISCOUNT if paid on or before June 30, 2009 only.**  
As soon as payment is cleared by the bank, the Treasurer will send an electronic / paper receipt as confirmation.

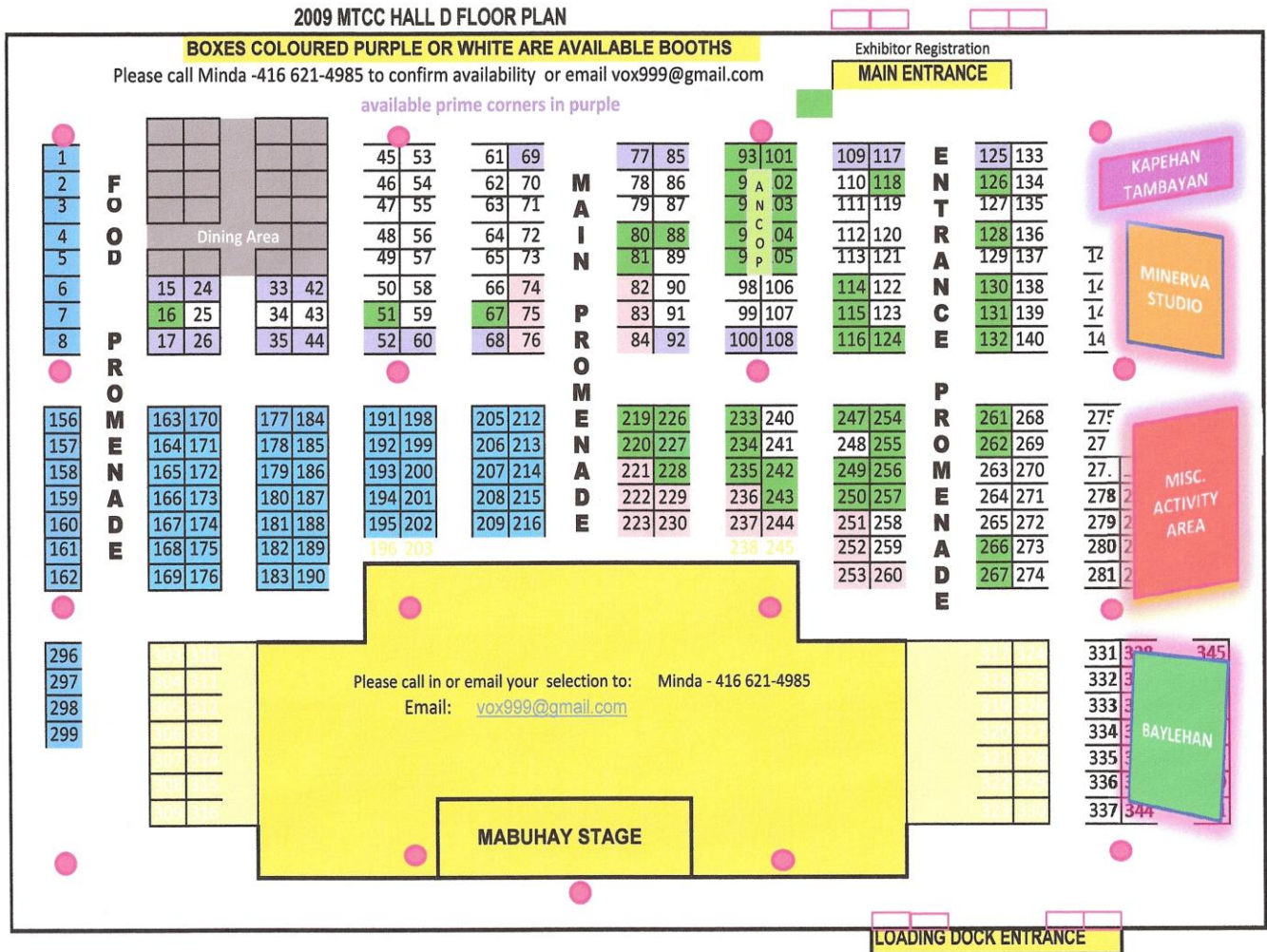
**Fee Includes:** 1 Booth unit  
Allows Exhibitor to display all advertising materials within its booth perimeters  
Allows Exhibitor to sell its product(s) within the booth parameters

**Fee Excludes:** Power source outlet for additional lighting & equipment, telecommunication connection, haulage or transport equipment, insurance, parking and any other additional material requirements.
4. MTCC exclusive services and contractors: : Please contact the following directly:  
**Electricity :** 416 585-8109 -SHOWTECH POWER & LIGHTING-form will sent if required.  
**Telephone & Internet :** 416 585-3596 -TECHNOLOGY & TELECOMMUNICATION  
**Forms** can be downloaded from [www.mtccc.com](http://www.mtccc.com) .  
For any other service requirements, please call Contacts.
5. Exhibitor MOVE-IN DOCUMENT – will be mailed one month prior to event date. If you bought Festival Tickets, it will be mailed with the Document.
6. Exhibitor Registration: **Present MOVE-IN DOCUMENT at Registration.**  
**ALL EXHIBITORS must register at the REGISTRATION DESK located either at the LOADING DOCK ENTRANCE or MAIN ENTRANCE to HALL D. Badges and Parking tickets will be issued and signed out by Registrant at the time of registration.**
7. Exhibitor's Set-up: July 18, 2009 Time – 4:00am – 8:00am Exit Time - 11:00pm – 12:00am
8. Cancellation Policy: Cancellation must be done in writing and mailed to Contract Mailing Address (see page 1) or email to vox999@gmail.com.  
Cancellation on or before April 30, 2009 – 50% of payment will be refunded.  
Cancellation after April 30, 2009 – No refund.
9. The Exhibitor is entitled to 4 Exhibitor badges per booth unit. All badges are the property of the festival organizer (PIDC) and are for the use of authorized personnel only. Badges are NON-TRANSFERABLE. If you require additional personnel to man your booth, you can order Festival tickets with this application only, to a maximum of four (4) at a discounted price of \$10.00.
10. Exhibitor is responsible to maintain cleanliness within its booth parameters.
11. The Philippine Independence Day Council is not responsible for the loss of or damage to any of the goods brought to the Show by the Exhibitor.
12. The exhibitor will use exclusively the contracted space and will not sublet, resell, or permit the use of any part to any individual, business or organization.
13. Exhibitor may not use his designated space to promote products or events other than those sold or organized by their company without prior approval from festival organizers.



14. Give-Aways – Inflatable balls made of rubber, other materials that may be used to play in corridors and aisles and prone to cause injuries, are prohibited. Helium balloons will be allowed only on signing the MTCC Helium Balloon Form.
15. Each exhibitor and each of its authorized contractors shall carry insurance in connection with his individual booth area covering liability for personal injury, property damage, fire, theft and worker's compensation, and shall protect, indemnify and hold harmless the Philippine Independence Day Council, the Metro Toronto Convention Centre and their subcontractors, their officers, agents and employees against all claims, losses, suits, damages, costs and expenses of every kind, including attorneys' fees, resulting from or arising in connection with exhibitor's use or occupancy of the exhibit space, its products or actions of its agents or employees. The Philippine Independence Day Council carries public liability insurance for liabilities arising from common areas of the exhibits including installation, dismantling and general operation of the show. Common areas include entrances, aisles and restrooms.
16. Any exhibitor will be held liable for any infraction that may cause closure of the festival.
17. The Philippine Independence Day Council reserves the right to refuse any exhibitor if its presence contravenes PIDC's other contractual commitments with its sponsors and other business entities.
18. The exhibitor agrees to comply with the rules and regulations set forth by MTCC in the use of its facilities including the requirements from the Ontario Department of Health with regards to food vendors. Exhibitors are solely responsible for complying with all laws, ordinances and regulations pertaining to customs, health, fire prevention, public safety and all applicable laws of the province of Ontario and Canada while participating in the festival.

**FLOOR PLAN – call for available location**



PIDC USE ONLY: Date Received: \_\_\_\_\_ Amount Received \$ \_\_\_\_\_

PIDC Signature: \_\_\_\_\_



# MABUHAY DIGEST & SOUVENIR PROGRAM

May 11, 2009

Business Owner/Association President  
Ontario, Canada

**Dear Sir / Madam:**

The Philippine Independence Day Council (PIDC), the producer / organizer of the Biggest Event of its kind in Canada, is again promoting the best of Philippine Arts, Culture, Charity and Trade Show! It is the much awaited “**Mabuhay Festival and Trade Show 2009**”, to be held on Saturday, July 18, 2009 at the Metro Toronto Convention Centre.

To commemorate this event, we will be publishing a **Souvenir Program** which will be distributed **FREE** to attendees and supporters prior to and at the Festival. The digest is sure to be a permanent guide and source of information for the Filipino-Canadian community.

We would like to invite you to place an advertisement in our **Souvenir Program** to showcase your services, products and/or organization. Below are our advertising rates and ADS Sizes:

ITEM#	DESCRIPTION	UNIT PRICE	ORDER	AD SIZE In inches
	<b>Front Page – Digest Cover Page</b>			8.25w x 5.25h
<b>1</b>	<b>Inside front page</b>	\$500 -sold		7.25w x 4.50h
<b>2</b>	<b>Inside back page coloured</b>	<b>\$400</b>		7.25w x 4.50h
<b>3</b>	<b>Outside back page</b>	\$500 -sold		7.25w x 4.50h
<b>4</b>	<b>Full page coloured</b>	<b>\$300</b>	\$	7.25w x 4.50h
<b>5</b>	<b>Half page coloured</b>	<b>\$200</b>	\$	3.625w x 4.5h
<b>6</b>	<b>Business Card – coloured</b>	<b>\$70</b>	\$	3.625w x2.25h
	<b>TOTAL</b>		\$	

Please reserve your ad early. Make your selection and send your message with camera-ready ad, logo and/or photo (if applicable) on or before **June 18, 2009, make cheque payable to PIDC.**

**CONTACT ANY OF THE FOLLOWING PIDC OFFICER :**

Bing Marasigan  
Co-Chair, Exhibitor  
Tel. 905-472-3194  
[jmarasigan@sympatico.ca](mailto:jmarasigan@sympatico.ca)

Minda Neri  
Chair, Mabuhay Festival  
Tel. 416 621-4985  
[vox999@gmail.com](mailto:vox999@gmail.com)

Lorenzo (Jun) Villaruz  
Chair, Mabuhay Digest & Souvenir Program  
Tel. 416-293-6793 Cell: 416-826-6077  
[Junvillaruz@yahoo.ca](mailto:Junvillaruz@yahoo.ca)

**CLIENT INFO:**

Name/Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Send Order and Payment to: **Lorenzo Villaruz, 64 Knockbolt Cres., Toronto, Ontario, M1S 2P6**

**Seller Info:**

Solicited by: \_\_\_\_\_