

February 3, 2009

MILITARY TEXTILES AND PERSONAL EQUIPMENT TRADE SHOW
2009 CTI-DND Conference
Wednesday, APRIL 15 to Thursday, APRIL 16, 2009
Fairmont Château Laurier Hotel, Ottawa, Ontario

This event, held in conjunction with the **2009 CTI-DND Conference**, will be attended by the key decision makers in the Department of National Defence and the major suppliers of textiles, clothing and other textile products to the Canadian military -- navy, army and air force. Buyers of goods for other government departments will also attend.

An **EXHIBITOR INFORMATION SHEET** and an **EXHIBIT BOOTH APPLICATION FORM** are attached. For details and forms regarding conference registrations and hotel reservations see the **CONFERENCE NOTICE** which was sent out separately along with this **TRADE SHOW NOTICE**.

Exhibitors must complete the **EXHIBIT BOOTH APPLICATION FORM** and return it with payment. **Full payment is required to secure the booth space requested**. Booths will be allocated on a first-come, first-served basis. *Trade Show management reserves the right to change assigned spaces if required.*

All booth application forms and payments should be sent as soon as possible, and no later than MARCH 17, 2009.

NOTE: *Please refer to the attached EXHIBITOR INFORMATION SHEET for contact information.*

PRELIMINARY TIMETABLE <i>(subject to adjustment)</i>	
Tuesday, APRIL 14	14:00 - 19:00 <i>Booths available for set-up</i>
Wednesday, APRIL 15	08:00 - 11:00 <i>Booths open</i>
	12:30 - 15:15 <i>Booths open</i>
	17:00 - 19:00 <i>Booths open</i>
Thursday, APRIL 16	12:00 - 15:30 <i>Booths open</i>
	15:30 - 18:00 <i>Booths dismantled</i>

Solicitation at the Trade Show by Non-Exhibitors is Strictly Prohibited!

MILITARY TEXTILES AND PERSONAL EQUIPMENT TRADE SHOW

2009 CTI-DND Conference
Wednesday, APRIL 15 to Thursday, APRIL 16, 2009
 Fairmont Château Laurier Hotel, Ottawa, Ontario

The Trade Show is being held in conjunction with the 2009 CTI-DND Conference. Trade Show booths will be located in the Laurier Room/Ballroom of the Fairmont Château Laurier.

Please note: If you have any questions, please refer to the contact information at the bottom of this page.

How to Reserve Your Booth Space

Exhibitors must complete the attached **EXHIBIT BOOTH APPLICATION FORM** and return it with payment. See the application form for payment instructions.

Full payment is required to secure the booth space requested.

Booths will be allocated on a first-come, first-served basis. Show management reserves the right to change assigned spaces if required.

All booth application forms and payments should be sent as soon as possible, and no later than MARCH 17, 2009.

BOOTH COSTS

The fee* for a booth for the 2 days is:

Government Departments..... CDN \$ **2,999**
 plus 5% GST

All Others..... CDN \$ **4,999**
 plus 5% GST

* Booth fee also includes two Conference Registrations. See below for details.

WHAT'S INCLUDED WITH YOUR BOOTH & WHAT ELSE DO YOU NEED TO DO?

The **BOOTHS** are of rigid wall construction, with an 8ft high by 10ft wide back wall. The walls are covered with a grey Velcro friendly fabric. Please refer to the attached BOOTH DIMENSIONS diagram for additional measurements.

- ✓ Freeman Decorating Ltd. has been retained for the Trade Show. Freeman provides a full range of services to meet your needs, including booth furnishings, lighting, graphics, shipping and storage etc. Shortly after Unconventional Planning receives your booth application form and payment, Freeman will advise you how to access an on-line Exhibitor's kit spelling out their services, their charges and all the necessary order forms to place your order.
- ✓ A **SIGN** with your company name on the fascia of the booth is included, plus lighting and power supply. Please indicate on your EXHIBIT BOOTH APPLICATION FORM exactly how you would like your company name to appear on the fascia of your booth. *Any mistakes resulting from illegible handwriting or incorrect information supplied will be at your expense.*
- ✓ Publication of a **HALF-PAGE COMPANY PROFILE** in the **SHOW GUIDE** is also included in the fee. Exhibitors with more than one booth are entitled to a full-page profile in the Show Guide. See the attached SHOW GUIDE PROFILE ENTRY sheet for instructions regarding formatting and instructions on where to send your entry. Show Guide entries should be submitted before MARCH 17, 2009.
- ✓ Booth costs also include **TWO CONFERENCE REGISTRATIONS** at "no extra cost" (2 per booth). Please indicate the names of your company delegates to which the "no extra cost" conference registrations should be applied (2 per booth) on your EXHIBIT BOOTH APPLICATION FORM. Any additional participants as well as staff manning your booth must register using the CONFERENCE REGISTRATION FORM included with the CONFERENCE NOTICE which was sent out along with this TRADE SHOW NOTICE.

In order to maintain the integrity of this event, exhibitors are not permitted to begin dismantling booths/exhibits until after the close of the show (3:30 p.m. on Thursday, April 16). Failure to comply with this policy will affect future booth space selection.



re **BOOTH REGISTRATIONS, PAYMENTS, or ALLOCATION?**
 Contact: Unconventional Planning at 613-721-7061

re **BOOTH FURNISHINGS, LIGHTING, GRAPHICS, SHIPPING, STORAGE or FREEMAN'S ON-LINE EXHIBITOR'S KIT?**
 Contact: Freeman Decorating at 613-748-7180

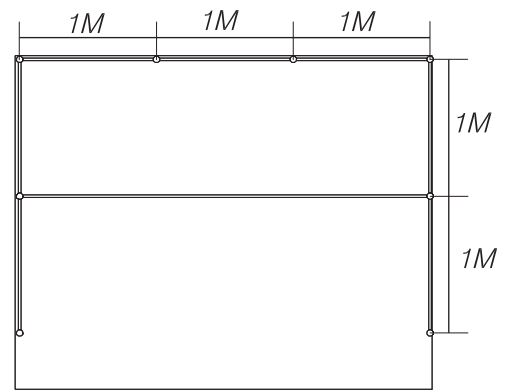
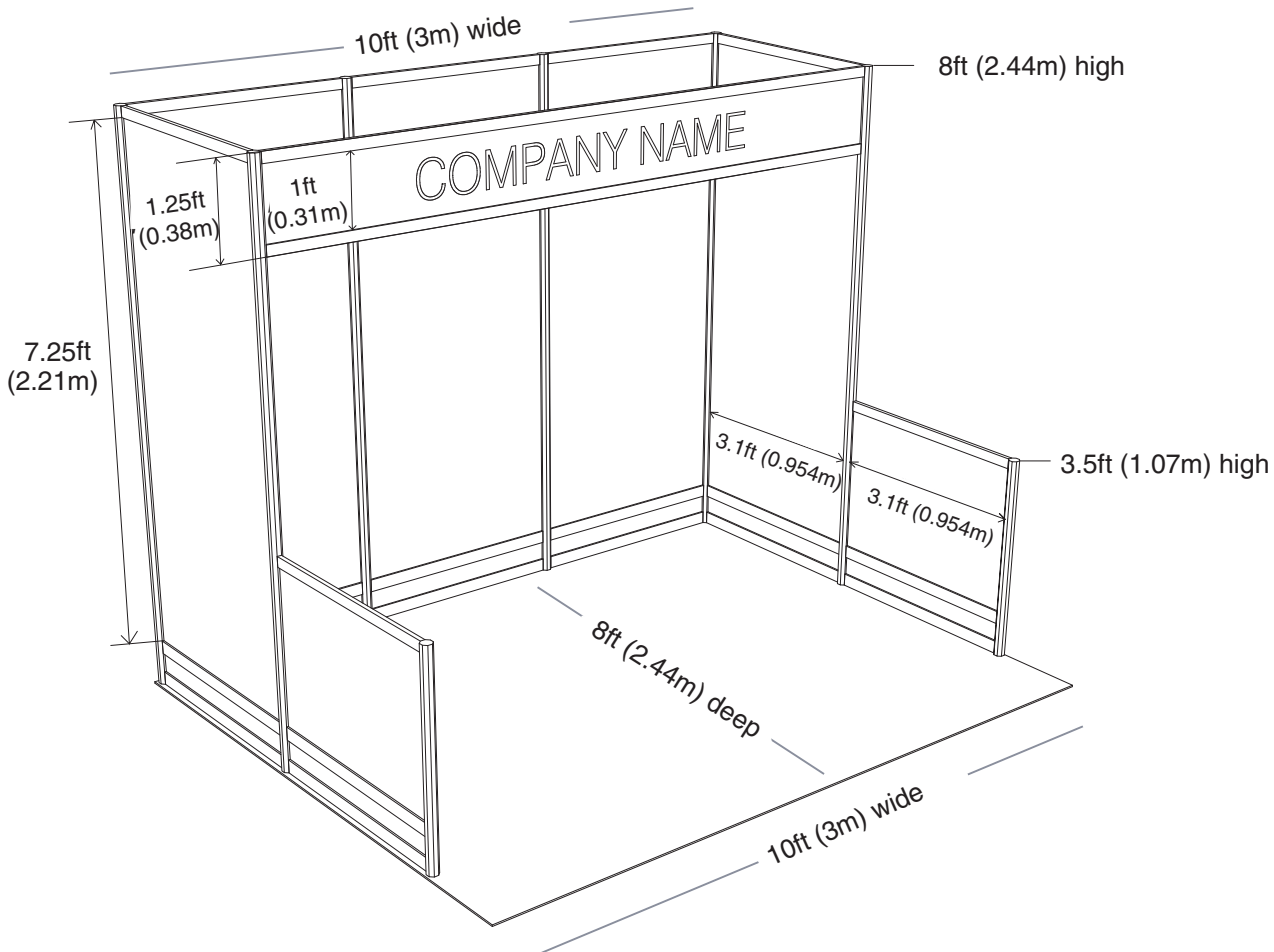
re **SHOW GUIDE PROFILE ENTRIES?**
 Contact: Unconventional Planning at 613-721-7061

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8' x 10' SHOW SPECIAL

(2.44m x 3m)

BOOTH DIMENSIONS



File Name: Show Special 8x10.dwg

F R E E M A N

ALL IDEAS, DESIGNS AND ARRANGEMENTS REPRESENTED BY THIS DRAWING ARE CONSIDERED WORKS OF AUTHORSHIP AND ARE OWNED BY FREEMAN OR ONE OF ITS AFFILIATES, AND MAY NOT BE COPIED, REPRODUCED, TRANSMITTED, DISPLAYED, PERFORMED, DISTRIBUTED, RENTED, SUBLICENSED, ALTERED, OR OTHERWISE USED IN WHOLE OR IN PART IN ANY MANNER WITHOUT THE PRIOR WRITTEN CONSENT OF FREEMAN.

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COMPANY/CONTACT INFORMATION

CONTACT PERSON: _____

Contact's E-mail: _____

Phone: _____ Ext : _____

Fax: _____

Please check this box if the Contact Person is **only organizing** the booth and is **not setting up the booth and not attending the conference/trade show.**

COMPANY NAME: _____

Billing Address: _____

E-mail for Billing Purposes: _____

BOOTH SELECTION

Show Management reserves the right to change assigned spaces if required.

1. Company Name to Appear on the Booth Fascia: **(*Required)**

Please type or print clearly. Any mistakes resulting from illegible handwriting or incorrect information will be at your expense.

2. Number of Booths Required: _____

3. Booth(s) Location: (please refer to attached TRADE SHOW FLOOR PLAN)

1st choice - # _____ 2nd choice - # _____ 3rd choice - # _____

If none of the above booths is available, please assign / please do not assign best available.

4. If possible we wish to be grouped with: _____

5. We do not wish to be located next to: _____

PLEASE SUBMIT FORM NO LATER THAN MARCH 17, 2009.

Terms/Conditions

WE UNDERSTAND that the cost per booth is:

- Government Departments CDN \$ 2,999 *plus 5% GST**
- All Others CDN \$ 4,999 *plus 5% GST**

WE UNDERSTAND that payment in full is due by **MARCH 17, 2009**. Full payment is required to secure the booth space requested.

WE UNDERSTAND that booth fees will only be refunded if cancellations are received in writing on or before **MARCH 17, 2009**.

WE UNDERSTAND that acceptance of this application by CTI constitutes a contract.

Signature of Authorization: _____

Name & Title: _____

Date: _____, 2009 Purchase Order # _____

Method of Payment

CREDIT CARD

Please enter your credit card information below and send your completed EXHIBIT BOOTH APPLICATION FORM as soon as possible, and **no later than MARCH 17, 2009** to Unconventional Planning **by FAX**.

UNCONVENTIONAL PLANNING
Attention: 2009 CTI-DND
FAX: 613-721-3581

\$ _____ to be billed to:  **MASTERCARD**  **V ISA**

Credit Card # _____ Expiry Date: _____

Name as it appears on the card: _____

Cardholder Signature: _____

CHEQUE

Please send your completed EXHIBIT BOOTH APPLICATION FORM **and cheque** (payable to *Unconventional Planning (in trust)*, Canadian funds only) as soon as possible, and **no later than MARCH 17, 2009** by **COURIER** to:

UNCONVENTIONAL PLANNING
 32 Colonnade Road, Unit 100, Ottawa, ON K2E 7J6

CONFERENCE REGISTRATIONS AT "NO EXTRA COST" (2 per booth)

Please indicate whether or not each person will be attending the Reception/Dinner on Wednesday night.

Will attend
Wednesday
Reception/Dinner

1. NAME: _____

E-mail: _____

YES NO

2. NAME: _____

E-mail: _____

YES NO

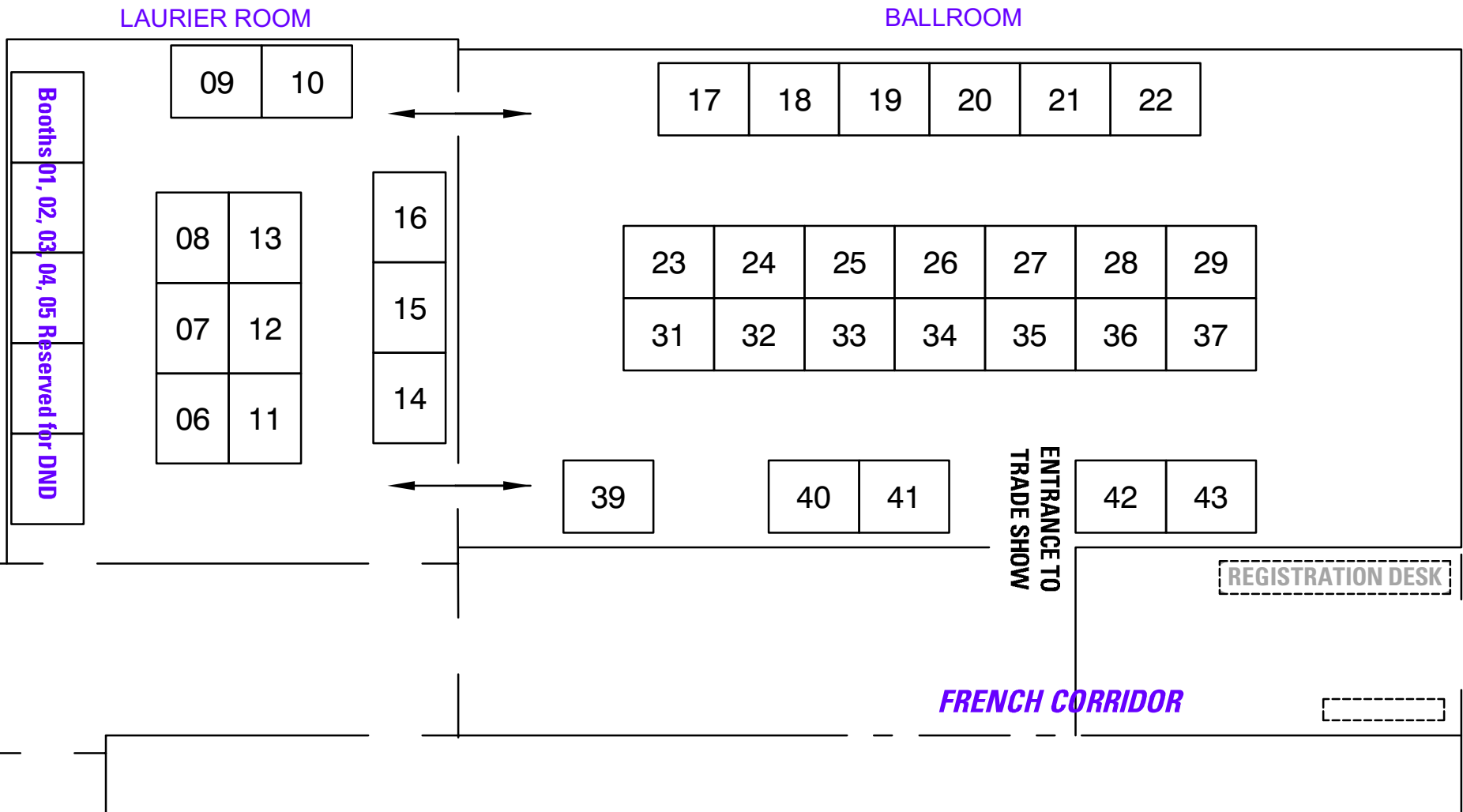
Note: Please use a separate sheet for additional names when more than one booth is reserved.

تذکرہ: جب سے زیادہ ایک کھیمے کے لیے نام لکھنا ہو تو ایک الگ سے پتہ لکھیں۔

**2009 CTI-DND CONFERENCE &
MILITARY TEXTILES AND PERSONAL EQUIPMENT TRADE SHOW**

Wednesday, April 15 & Thursday, April 16 2009

Fairmont Château Laurier, Ottawa, Ontario



TRADE SHOW FLOOR PLAN

Please note that the floor plan may be modified to provide the best arrangement of the booths actually sold. In doing so we will try to respect the booth parameters requested.

COMPANY NAME

Address
Phone/FAX numbers
e-mail Address
Website
Contact Information

Logo

Company Profile

Sample Layout

When producing your entry for the 2009 Show Guide please follow these requirements:

Half Page Entry Criteria*:

- Program: Microsoft Word
- Page Size: (Half Page) 7.5" x 4.24"

Header Information:

All contact information should be completed as follows:

- Company Name (all in CAPITALS) **Font Size: 12 Type: Arial Style: Bold Justification: Left**
- Address | Phone / Fax Numbers | E-mail Address | Website | Contact Information - All on separate lines **Font Size: 9 Type: Arial Style: Regular Justification: Left**

Logos:

- Please send your black and white logo as a separate JPEG file.
- Please make sure the logo's quality is acceptable (minimum 300 dpi)

Body:

- Include a profile of the Company ****NO MORE THAN 240 WORDS****
- **Font Size: 10 Type: Arial Style: Regular Justification: Left**

(*) **Note:** Exhibitors with more than one booth are entitled to a full-page profile in the Show Guide. Full page entries are as follows: 7.5" x 8.5" and ****NO MORE THAN 480 WORDS****. The rest of the requirements are the same.

Once your company profile has been completed following the above requirements, please send your entry (and logo) **by e-mail** to:

registration@unconventionalplanning.com

Please call **613-721-7061** with any questions regarding Show Guide entries.

Subject bar in your e-mail message should read as follows:
"COMPANY NAME" - CTI-DND 2009 SHOW GUIDE

Please submit your Show Guide entries **BEFORE MARCH 17, 2009.**