



# 2027 SHOW CONTRACT

## Exhibit Space & Advertising

Presented by: ALL-CANADA, LLC

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

Primary Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### 2027 SHOW MARKETS

#### CHICAGO:

Jan. 7-10: Kane County Fairgrounds - St. Charles, IL

#### MILWAUKEE:

Jan. 15-17: Brookfield Conference Center - Brookfield, WI

#### GREEN BAY:

Jan. 21-24: Oneida Casino Hotel - Green Bay, WI

#### **SIGNED CONTRACT INCLUDES:**

\$75 (half-priced) Home Page Lodge Search Link - Signed contract includes link on allcanada.com at a \$75 rate added to your invoice. Standard Price \$150/vendors, \$300/non-vendors.

#### **SIGN UP PRICING (US FUNDS)**

**SHOW MARKET:** \_\_\_\_\_ **(CHECK BOOTH CHOICES)**

**Chicago - Single Booth** -----  \$1595

**Chicago - Double Booth** -----  \$2795

**Milwaukee - Single Booth** -----  \$1395

**Milwaukee - Double Booth** -----  \$2590

**Green Bay - Single Booth** -----  \$1525

**Green Bay - Double Booth** -----  \$2685

#### **Single booth purchase includes the following:**

- 8' x 10' space with dividers and backdrop drapes
- (1) table - 8'x42" standard skirted table, unless otherwise requested by lodge
- (2) director chairs
- Table will be topped with plastic and cloth skirt (white)

#### **NEED MARKETING HELP?**

Bast-Durbin Advertising, the parent company of ALL-CANADA, LLC. has delivered complete marketing services for over 25 years. Consider us your concierge for "all things" marketing:

- YES - contact me about Design Help! (brochures, booth backdrops, ads, and more)
- YES - contact me about Media Planning! (digital, print, TV, social, and more)
- YES - contact me about Public/Media Relations!

**\*SEE PAYMENT SCHEDULE ON THIS SHEET ----->**

Limitation on Placement: ALL-CANADA LLC will have the right to omit any materials or ads that are not consistent with the content of the ALL-CANADA Show. LATE PAYMENTS: Payments are due on or before scheduled dates. This contract may be cancelled at the discretion of ALL-CANADA LLC. REFUND POLICY: A full refund of deposit will be made if contract is cancelled in writing by September 1, 2026. ALL PAYMENTS WILL BE FORFEITED for cancellations after that date. Outstanding due balances must be paid in FULL for any booths cancelled after September 1, 2026, and any publication advertisements cancelled after October 1, 2026. ALL-CANADA LLC retains the right to send any unpaid balance to collection if not paid in full.

Accepted and agreed: X \_\_\_\_\_ Date: \_\_\_\_\_

This contract is to be signed by an officer of the company or person officially authorized. You are bound by the terms on the reverse side, which encompass terms requiring you to hold ALL-CANADA LLC harmless which may arise from your participation in the show. YOUR SIGNATURE ABOVE SIGNIFIES YOU HAVE AGREED TO ALL THE CONTRACT TERMS. Signed electronic contracts are legally binding.

#### **SHOW REQUESTS:**

##### **Electricity (\$75 per show):**

CHICAGO  MILWAUKEE  GREEN BAY

##### **Additional Table 4' - 6' - 8' (\$75 per table):**

CHICAGO  MILWAUKEE  GREEN BAY

Note: 1st table with booth purchase - no charge.

##### **Carpet (\$75 per single booth space):**

CHICAGO

Note: Milwaukee & Green Bay floors are carpeted.

##### **Corner Booth (\$75 per show):**

CHICAGO  MILWAUKEE  GREEN BAY

Note: Corner booth requests are not guaranteed.

##### **Same Booth Request:**

CHICAGO  MILWAUKEE  GREEN BAY

Note: Booth request honored based on availability and discretion of ALL-CANADA, LLC

#### **ALL-CANADA GUIDE AD SPACE (CHECK OPTIONS):**

- Repeat ad from previous year
- Repeat ad with ad edits required
- New ad (No charge for design)

##### **Exhibitor Pricing:**

- 1/4 Page \$680
- 1/2 Page \$1095
- Full Page \$1980

##### **Non-Exhibitor Pricing:**

- 1/4 Page \$810
- 1/2 Page \$1350
- Full Page \$2200

\*All-Canada Show program and travel guide. Newspaper format - direct mail to approx. 50,000 past show guests in 2027 markets. Will also be published on-line at AllCanada.com NOTE: Ads cannot be cancelled after Oct. 1, 2026.

#### **METHOD OF PAYMENT:**

Check/Cash  Credit Card

\*Note 3% convenience fee for the use of credit card. For credit card payment complete authorization form.

**50% OF BALANCE PER SHOW:** Due 7/15/26 to affirm current location. If no deposit is received by 7/15/26, current booth location opens up.

**100% OF BALANCE PER SHOW:** Due 10/1/26

##### **COMPLETE AND RETURN WITH PAYMENT:**

CHECKS PAYABLE TO: All-Canada, LLC

EMAIL: allcanada@bastdurbin.com

MAIL: P.O. Box 550, Kewaskum, WI 53040

Jeff Bast: 262-305-1907.

**Local Laws:** Exhibitors must comply with all state and local laws, rules regulations and ordinances in force.

**Liability:** Exhibitors who desire insurance on their material must place same at their own expense. The exhibitor agrees to indemnify and hold harmless Bast-Durbin Inc. and Bast-Durbin Advertising LLC (hereafter called All-Canada LLC) and its employees, against any and all claims of any person whomsoever arising out of acts of omission of exhibitors, its employees and/or guests. Exhibitors shall furnish their own public liability.

**Contract Termination:** This agreement may be terminated by All-Canada LLC at any time on the breach of any of the conditions by the exhibitor, and thereupon all his rights hereunder shall cease and terminate and any such payments by him on account hereof prior to said termination shall be retained by All-Canada LLC as liquidated damages for such breach, and All-Canada LLC may thereupon resell such space. After October 1, 2026, the advertisements in publications cannot be canceled. After September 1, 2026, this contract cannot be cancelled. Full payment is due regardless of whether exhibitor attends show(s) contracted for. ALL-Canada LLC retains the right to send any unpaid balance over to collections if not paid in full.

**ALL-CANADA LLC** shall have the full and final power to interpret and/or revise or amend these rules and regulations which in its discretion shall be in the best interests of the production. The decision of the show director (appointed by ALL-CANADA LLC) must be accepted as final in any dispute between exhibitors or in any situation not covered by these rules and regulations.

**ALL-CANADA LLC** will not allow the presence of any displays not approved by it. Suppliers (exhibitors) are allowed to distribute printed matter only within the space allotted to them. Obnoxious, unwieldy behavior whether human or created by mechanical means to attract attention will not be permitted. No food or beverages will be allowed to be distributed by exhibitors.

**ALL-CANADA LLC** will allow only four people to occupy a single booth at one time. The purpose of the show will make it necessary for each exhibitor to have competent, experienced, and knowledgeable salespersons working the show. Tape, tacks, nails or any other securing devices cannot be driven into building walls or columns. Any defacing of the property in which the exhibit is being held will be billed to the exhibitor who causes such damage to occur. Exhibits must remain intact until after the official closing of the show. Exhibitors are requested at all times to cooperate with ALL-CANADA LLC by maintaining their exhibits throughout the show in an outstanding condition with respect to material and personnel. No exhibitor shall have the right prior to the official closing of the show to vacate his space without the permission and approval in writing from ALL-CANADA LLC. Exhibitors failing to do so will be prohibited from exhibiting at future shows.

**Exhibitor shall not assign or sublet** any part of the space without the written consent of ALL-CANADA LLC. All booth decorations shall be subject to the approval of ALL-CANADA LLC.

**In the case the space shall not be available** for the users herein specified due to war, government action or order, act of God, fires, strikes, pandemic, acts of terrorism, labor disputes or any other causes beyond the control of ALL-CANADA LLC, this agreement shall immediately terminate and in such an event exhibitor shall and does hereby waive any claims to damages or any other recovery therefore except the return of the amounts paid as rental for the space in the form of a credit for the next year, less the pro-rated share allocable to the space of the actual expenses, including lost ticket revenue, facility fees, and marketing expenses incurred by ALL-CANADA LLC in connection with the show. Should ALL-CANADA LLC, in its sole discretion, consider it inadvisable to hold the show at the time and place herein provided, ALL-CANADA LLC may, at its option, terminate this agreement, return the sums paid by exhibitor for the space and there shall be no further liability on the part of either party to the other. Upon notice to the exhibitor, ALL-CANADA LLC shall also have the right to change the date, time, and/or place where the show is to be held.

**Exhibitors:** ALL-CANADA LLC reserves the right to decline or prohibit any exhibitor or portions thereof it deems in direct conflict with the total theme of the show, and to permit only such matters as shall be approved by ALL-CANADA LLC. Because of direct and indirect support of the All-Canada Show by Tourism Canada and by the various provincial/territorial marketing departments and because ALL-CANADA LLC does not want to become a general sport show, the All-Canada Show will not allow non-Canadian based lodges, resorts and/or outfitters in the show. Non-Canadian based signage or literature distribution is also prohibited.

**Conduct:** The use of alcohol or non-prescription drugs at the exhibitor's booth is prohibited. Abuse of the provision could lead to expulsion from the show without a refund.

**No Smoking:** Smoking is not allowed in any of the exhibit facilities. ALL-CANADA LLC will notify exhibitors of designated areas if they are available.

**Booth Equipment** shall consist of a minimum 10' wide by 7' deep booth (depth may vary per show) erected by show management at no cost to exhibitor in the space ordered.

**Booth Space Charge** includes the following: backdrop and side rails, drapes, high skirted table and two stools. Exhibitor may provide own tables and stools but no refunds for booth accessories will be allowed. Tables must be skirted to conform to color scheme selected by management. **Decoration of Booth** is limited to a height of 96 inches and **must not extend more than 3 ft. from the booth background**. Exceptions may be made for exhibitors purchasing 20 & 30 continuous feet or more. Contact show management for details and approval. Use of crepe paper is not permitted and all decorative material must be fireproof. Exhibitors' decorations should not obstruct neighboring displays nor project into aisles. Screws, nails, tacks, or tape are not permitted on booth background or side drapes. Tabletop displays are limited to not more than 16 inches in height.

**Music Licensing:** Exhibitors are responsible for music licensing on videos played in their booth.

**Demonstrating** and distribution of advertising material must be confined to the limits of occupied space.

**Limitation on Placement:** ALL-CANADA LLC will have the right to omit any materials or ads that are not consistent with the content of the show.

**Loss or damage:** ALL-CANADA LLC will not be responsible for any loss or damage suffered by any exhibitor, or its employees or guest, from any act of theft, vandalism, or accidental injury.

**Prize Drawings** by individual exhibitors must comply with all state and federal laws (exhibitor's responsibility).

**Guaranteed Corner Booths** are available to any exhibitor at an extra cost of \$75 per booth. Checking "same booth as last year" does not necessarily guarantee a corner booth, unless the "guaranteed corner booth" box is checked. In the event a currently-occupied (although not guaranteed) corner booth is requested with payment by another exhibitor, every effort will be made to place the original occupant in a nearby location.

**Same Booth as Last Year Policy:** Deadline for renewal is July 15, 2026. If exhibitor sign contract after July 15, 2026, then the same booth as last year is not honored. Due to frequent facility floor plan changes, same booth can never be totally guaranteed. Electronic files: All contracts received via email (electronic scans) will be considered legally binding by both parties at the time it is received. Contracts will be subject to payment schedule with 100% balance due on October 1, 2026. ALL PAYMENTS WILL BE FORFEITED for cancellations after that date. Outstanding due balances must be paid in FULL for any booths cancelled after October 1, 2026 and any publication advertisements cancelled after October 1, 2026.

#### ALL-CANADA LLC

PO Box 550, Kewaskum, WI 53040 • 262-305-1907 (Jeff Bast)  
AllCanada.com • allcanada@bastdurbin.com • jbast@bastdurbin.com