

CheerExpo



Halifax, Nova Scotia (Canada)
April 5-7, 2025 at the Halifax Exhibition Centre (NEW LOCATION)

Join us for our 20th Anniversary!

CheerExpo is an Expo/Trade Show and competition designed specifically for cheerleaders and their coaches. It's an all-in-one event with shopping, classes, performances, and competitions.

On April 5-7th, 2024 (April 5th is set up day) we will be at the Halifax Exhibition Centre. Here your booth is part of the main event. Competitions and classes draw people into your exhibit. Since each performance is only 2.5 minutes, coaches and their teams will have loads of time without distractions to only be concerned with getting information, making deals, purchasing merchandise, booking dates, and ordering stuff.

Vendor booths will be reserved on a first come first served basis. Payment is due upon booking.

Booth Details:

Single booths are 8 x 8. Double booths are 8 x 16. Triple booth spaces are 8 x 24. Quads are 8 x 32 or 16 x 16

Each 8 x 8 booth space includes:

- ~~Pipe and drape side and back walls.~~ **<- NEW:** booth spaces will not include draped sides or back. Vendors are encouraged to bring their own pull up banners / back drop / separators.
- One (1) 6ft table (not draped or topped)
- Two (2) announcements
- Two (2) prize giveaways (mandatory)
- Two (2) chairs

(i.e., A double booth will have 2 tables and 4 chairs, a triple will have 3 tables and 6 chairs, etc).

The competitions days are April 6th-7th and set up day is April 5th from approx. 5pm until 8pm (if you are not already set up). Exact timings will be provided the week of the event.

TWO EVENTS IN ONE? : Note that the Inaugural Cheer Canada National Championships hosted by Cheer Nova Scotia will be held on Friday April 5th at the same location. If you are interested in being a vendor or sponsor, please contact CNS at info@cheerns.com for pricing and details

During CheerExpo, you will be permitted entrance at 7:30am each event day. The doors open to spectators at 8:00am and the event starts at 9am.

Extra Equipment Prices:

You may require some extra equipment during the event. Here are some of the most requested items. If you have a question about the availability of equipment not listed here, please contact us.

- Tables: \$20
- Chairs: \$10
- Power Source/Electricity: \$150. Please note that all electrical hook ups requested after March 1st will cost \$275. Set up day requests will cannot be accommodated.

All fees are subject to local tax (15% HST)

(Exhibitor Contract and Agreement are below)



Exhibitor Contract 2024



The CheerExpo Championships will be held April 5-7th, 2024 at the Halifax Exhibition Centre, in Halifax, Nova Scotia. Scan and email completed form to info@cheerexpo.net. A processing fee of 4% will apply. Processing fee is waived if paying by Email Money Transfer or Cheque. Payment Options:

- Email Money Transfer to info@cheerexpo.net
- Cheque made out to CheerExpo. Mail to: 16 Liberty Crescent, Trenton, ON, Canada, K8V 0G2
- Credit Card Payment through PayPal (www.paypal.com) to info@cheerexpo.net (processing fee applies)

IMPORTANT: Please read the CheerExpo Exhibitor Agreement (attached below) prior to requesting a vendor booth.

Contact Information:

Company: _____

Contact Person/Title: _____ Cell: () _____

Email: _____

Mailing Address: _____

BOOTHS (Subject to availability)

Booth Options	Super Early Rate Until Nov 30 th /23	Early Bird Rate Dec 1 st -Jan 15 th	Regular Jan 15 th - Feb 28	Late After March 1st
Single Booth	\$550	\$650	\$750	\$1000
Double Booth	\$1050	\$1250	\$1450	\$2000
Triple Booth	\$1550	\$1850	\$2150	\$3000
Booth Cost =				

EXTRA EQUIPMENT

	Quantity	Cost	
Tables (not draped or topped)		X \$20 =	
Chairs		X \$10 =	
Electricity		X \$150 =	
Please note that electrical hooks ups that are requested after March 1 st will cost \$275	Extra Equipment Cost =		

(Processing fee is waived if paying with e-transfer or cheque)

Subtotal =	
+ 15% HST =	
+4% Processing Fee =	
TOTAL =	

Conditions of Participation: By submission of this contract and/or payment / request for vendor space, you agree that you have read, understand and agree to abide by ALL stipulations in the CheerExpo Exhibitor Agreement (attached below).

Your Rights and Obligations:

1. Your space/time is not reserved until you pay the vendor fee. Spaces are subject to availability.
2. You must arrange your own travel and accommodations for the event.
3. A canteen will be set up at the CheerExpo. No outside food is permitted during the CheerExpo.
4. **ALL PRODUCTS / SERVICES MUST BE SUITABLE FOR ALL AGE GROUPS.** This is a family friendly event and a community of inclusivity. Inappropriate or discriminatory language, images, symbols and/or sounds are not permitted.
5. **Food / Drugs / Ingestible Items / Weight Control Items / Health Products:**
 - **NEW - NO FOOD, candy or beverage sales are permitted during the CheerExpo.** Unfortunately, the new venue supplies all consumables and will not permit 3rd party food vendors during the event. Note: you are permitted to take orders for fundraising food products for delivery after the event).
 - Complimentary food or drink samples are not permitted.
 - **NO PEANUT PRODUCTS!**
 - **NO DIET PRODUCTS OR SERVICES ARE PERMITTED! NO EXCEPTIONS!** This includes samples, promotion, supplements, medication, vitamins, energy drinks, herbal, protein shakes/powders, snacks, drinks, non-ingestible items and anything in between. As an event promoting confidence and positive body image to mainly adolescents, "weight control" items have no place at our event.
6. CheerExpo has the exclusive right to use or assign usage for the CheerExpo logo or any items pertaining to the event itself. All items, including wearable items such as (but not limited to): shirts, sweaters, shorts, pants, bras, hats, bows, scrunchies, etc.,) that have CheerExpo or the CheerExpo logo or any other reference to the event itself are not permitted without prior written approval.
7. Door prizes will be given out each day during the Expo. As an exhibitor, you must contribute one item, whatever you choose (as long as it is appropriate for all age groups) for EACH show day for a total of TWO ITEMS. Your contributions may take the form of merchandise, gift certificates, or special deals. These items will be collected on set up day.
8. You must provide your own signage and distribution material for the event.
9. You are responsible to handle all duties, taxes and shipping fees.
10. Exhibitors may make actual sales during the event. You may take orders at the event, distribute literature, souvenirs, samples, etc. You may organize your own prize draw for prizes that you provide.
11. Exhibitors may NOT mass distribute items to the spectators or teams during the competition or awards ceremonies without prior written approval from Laura Mar (i.e., do not interrupt awards ceremony or competition to throw T-Shirts (or other items) to the athletes/fans, etc).
12. CheerExpo, the venue, and/or their representatives will not be held responsible or liable for any incidences of injury, death, lost, stolen, or damaged items pertaining to: the event itself, shipping, parking, accommodations, or travel.
13. Vendors are responsible for any liability resulting from their own products, services or information. Vendors must carry Commercial General Liability insurance coverage for the duration of the event. **Further, vendors are responsible to comply with all laws and obtain any licenses, permits or insurance required for their specific products / services.** CheerExpo, the venue, The City of Halifax, and/or any representatives have no responsibility in the event of any and all injuries, damages or death resulting from your products or services.
14. **Your booth MUST be set up on set up day (April 5th).** No morning set ups on Saturday. You must check in Friday to receive your passes. All passes must be picked up at the same time. Booths not set up on Friday will be released to waiting list companies. There are to be NO EARLY TEAR DOWNS.
15. CheerExpo reserves the right to move booth spaces for the benefit of the event.
16. Exhibitors and their representatives will behave in an appropriate manner during the expo. Anyone causing disruptions or problems, or, obviously under the influence of drugs/alcohol will be removed without refund.
17. Any amounts owing after the event will be subject to 5% per month interest. After 60 days from the set-up day (April 5th), the file will be sent to the collection agency and/or litigation will follow. The vendor is responsible for ALL legal fees in the case of litigation and all recovery fees in the case of collection agency.
18. **Recruitment Booths are not permitted at CheerExpo.** No form of team/gym recruitment is allowed at any booth. This includes flyers, T-shirts, signage, etc. promoting your gym's benefits and or tryouts and/or verbal promotion of the same.

Cancellation

- 1) If the event is cancelled by CheerExpo for any reason other than a force majeure situation, you will receive a full refund for fees paid to CheerExpo. CheerExpo is not responsible for other costs incurred such as travel, hotels, car rentals, etc. If the event must be canceled for reasons outside of CheerExpo control (act of God, severe storm, terrorist attack, extensive venue damage, pandemic or any other force majeure circumstance) refunds will not be issued. Credits or partial credits may be issued towards future events in some cases and will be pro-rated based on when credit is used.
- 2) There are NO REFUNDS of display space and/or any other advertising options if you cancel.
- 3) CheerExpo reserves the right to re-schedule, postpone or make adjustments to events if necessary. Vendors unable to attend a re-scheduled date will not receive a refund.

Any part, provision, representation or warranty of this Agreement which is prohibited or which is held to be void or unenforceable shall be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof.