

Treating Yourself



Greetings from Canada's 2nd Annual Treating Yourself Expo!

Treating Yourself magazine is excited to host the upcoming 2nd annual Treating Yourself Expo in June of 2011 at the Metro Toronto Convention Centre. We are currently seeking vendors, exhibitors, and sponsors for this very high-profile event and we want you to be a part of it. Mark June 3rd - 5th, 2011 on your calendar and join patients, their friends and loved ones, professionals, distributors, manufacturers from the Alternative Medicine, Hemp, and the Medical Cannabis industries from across North America and Europe. Showcase, demonstrate, educate about, and sell your products to a wide range of attendees. Your product or service has the potential to reach thousands at the Expo!

From your product's name on our event website, full page ads in Treating Yourself magazine issues #27 and #28, exposure of your product and/or services to not only the public in attendance and also our professional national media and public relations team; these are just a handful of the benefits our vendors will enjoy. Counting patients, vendors, medical and professionals from the alternative medicine and hemp industries among its expected attendance of 20,000+. Treating Yourself Magazine's 2nd annual Expo promises to be a world stage like no other seen before in Canada, offering three days of networking, learning, advertising, and vending in an interactive, inclusive environment.

Don't miss your chance to be a part of this extraordinary event!

Treating Yourself .Com was founded in May 2002 by Marco Renda. In 2005 we started our publication and is now distributed in countries world-wide, Treating Yourself is a journal written for patients, by patients. Our mission is to build awareness, generate interest, educate and provide our readers (which include medical cannabis, alternative medicine users, members of the hemp community, their caregivers, professionals in this and related industries) with conscientious, ethical, and reliable information to assist them with the management of their wide and varied health needs and provide them with access to safe and reliable products.

To help us achieve this goal, the 2011 Expo will be hosting a series of workshops, seminars, documentaries and short films on subjects like alternative medicine, medical cannabis, activism, security and safety, nutrition, hemp, cooking, and more.

This one-of-a-kind event will also have a government-approved 4000 square foot vapor lounge to accommodate medical cannabis patients who can feel comfortable and relaxed medicating. While there is absolutely no selling or distributing of cannabis permitted at the Expo, we encourage patients to bring their own medicine along with them, as vaporizers of all makes and models will be available for use. These include, but are not limited to the HerbalAire, and the De-Verdamper. Our hope is to give patients an opportunity to determine which type is most suitable for their individual needs.

By joining us as a vendor and saying yes to the exhibit opportunities of Canada's 2nd Annual Treating Yourself Expo in 2011, you're saying yes to the growth of your brand's visibility among the consumers and decision-makers of your target market. This year will offer our vendors unique opportunities to exhibit their merchandise. You will also be extending your reach to a national and world-wide audience. With representatives, sponsors, vendors, and professionals from across Canada and around the world, there's no better place for you to showcase your products and information.

Check out our event website here for all the information - <http://www.treatingyourselfexpo.com/> - and register early for your best chance at securing your first-choice location on our expansive floor plan. I am also pleased to answer any questions you may have about the event at the email address listed below.

You can also reach me at 416 620 1951

I look forward to seeing you in Toronto in 2011!

Take Care and Peace,

Marco Renda

Federal Exemptee

Publisher

Treating Yourself

The Alternative Medicine Journal

Treating Yourself

Treating Yourself Expo

June 3 – 5, 2011

Metro Toronto Convention Centre North Building Hall C

255 Front Street West, Toronto, Ontario M5V 2W6

Exhibitor Application & Agreement

Name/Title: _____

Company Name: _____

Address: _____

City: _____ *Country:* _____

Prov/State: _____ *Postal Code:* _____

Phone: _____ *Fax:* _____

Website: _____ *E-mail:* _____

Booth Number : 1st Choice: _____ **2nd Choice:** _____ **3rd Choice:** _____

Includes 8ft High Back Hard Wall & 8ft High Side Hard Walls Plus Carpet & Facia Signage

Standard 5 x 10 Booth - \$1,250.00 X _____ = \$ _____

Standard 10 x 10 Booth - \$2,500.00 X _____ = \$ _____

Standard 10 x 20 Booth - \$5,000.00 X _____ = \$ _____

Standard 20 x 20 Island - \$10,000.00 X _____ = \$ _____

Bulk Rate (400sq feet +) - \$2,250.00 per 10x10 X _____ = \$ _____

Corner Booth Premium - \$250.00 per corner X _____ = \$ _____

Sponsorship: Bronze _____ Silver _____ Gold _____ Platinum _____ = \$ _____

Sub Total: \$ _____

Plus 13% HST: \$ _____

Total : \$ _____

50% Deposit due with Agreement Total Due with Contract: \$ _____

Deposits are non-refundable and non-transferable Final Payment: \$ _____

Due: April 1, 2011 Payment Details: Company Cheque, Bank Draft, Wire Transfer

Deposits are non-refundable and non-transferable Schedule

Products to be exhibited:

Exhibitor Agreement:

I have read and agree to the attached Terms of Agreement

(Application by: Print Name)

Signature

Date

PLEASE FAX TO: 416-620-0698 or Email to: weedmaster@treatingyourself.com

Treating Yourself.Com Inc. 250 The East Mall P.O.Box 36531 Etobicoke, Ontario M9B 3Y8 Canada

Conditions of Agreement

1. The Exhibitor agrees to abide by all rules and regulations adopted by Treating Yourself.Com Inc. and Show Management and that Treating Yourself.Com Inc. and Show Management will have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.
2. The exhibitor agrees to use the space(s) provided only for the display of the products or services specified in this agreement and agrees not to sublet the space(s) unless written authorization is provided by Treating Yourself.Com Inc. and Show Management
3. All electrical equipment or apparatus used must be approved by the appropriate Hydro authorities prior to the Show unless such equipment or apparatus has been given C.S.A. certification. The exhibitor agrees to abide by any decision made by the Hydro authority in the event of any dispute. Equipment not approved may be required to be removed from the Show.
4. The Exhibitor will hold Treating Yourself.Com Inc. Show Management, it's Suppliers, and the Metro Toronto Convention Centre, harmless from any damage or liability arising from any injury or damage to said Exhibitor, his agents, servants or employees, or to the property of the said Exhibitor occurring in the buildings or grounds or the approaches and entrances thereto, except by negligence of Treating Yourself.Com Inc.
5. The Exhibitor will have the right to cancel his/her reservation for space up to 60 days before the opening of the show in which case he/she will forfeit the deposit payment. Should the Exhibitor cancel his reservation for space within 60 days of the Show, he will be liable for the total amount of the payment. All cancellations must be confirmed to Treating Yourself.Com Inc. in writing, and the effective date will be the date the notification is received. On notification of cancellation, Treating Yourself.Com Inc. will be free to relet the space(s).
6. In the event the exhibitor fails to remit the outstanding balance due to Treating Yourself.Com Inc. for receipt 60 days prior to the opening of the Show, he/she will forfeit the deposit payment and Treating Yourself.Com Inc. will be free to relet the space(s).
7. In the event the Exhibitor fails to register by the deadline established for the Show without prior written authorization, Treating Yourself.Com Inc. reserves the right to relet such space(s) and any payments received will be deemed as liquidated damages and retained.
8. In the event the Exhibitor fails to comply in any respect with the terms of this agreement, all rights of the Exhibitor hereunder will cease and terminate. Any payment made by the Exhibitor on account hereof will be retained by Treating Yourself.Com Inc. as liquidated damages for breach of this contract and Treating Yourself.Com Inc. may thereupon relet the space.
9. Treating Yourself.Com Inc. reserves the right to reject or prohibit exhibits or Exhibitors or to relocate exhibits or Exhibitors when in Treating Yourself.Com Inc. opinion such moves are necessary to maintain the character and/or good order of the Show. No monies will be returned to Exhibitors under these conditions.
10. The Exhibitor's property will be placed on display and exhibited at his/her risk and Treating Yourself.Com Inc. assumes no responsibility for loss and damage thereto. The Exhibitor will assume all responsibility for loss of damage to his property due to fire, theft, flood, lightning, earthquake, explosion, or any other cause beyond the control of Treating Yourself.Com Inc.
11. The exhibitor agrees to have liability and property damage and insurance to limits satisfactory to Treating Yourself.Com Inc., and the Metro Toronto Convention Centre.
12. The exhibitor agrees that no display will be dismantled or goods removed during the entire run of the Show and the display will remain intact until the closing hour of the last day of the Show.
13. In the event the building should be destroyed by fire or the elements or if any circumstances whatsoever should occur which might make it impossible for Treating Yourself.Com Inc. to permit Exhibitors to occupy the premises or if the Show is cancelled, the Exhibitor will pay for space only for the period the space was or could have been occupied by the Exhibitor, and Treating Yourself.Com Inc. in no way, will be responsible for claims or damage which might arise in consequences thereof. A refund of all monies received from the Exhibitor will be made by Treating Yourself.Com Inc. in the event of the Show not being held and Treating Yourself.Com Inc. will be released from any and all claims for damages or otherwise.
14. The Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other Exhibitor's property. The exhibitor may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard booth equipment.
15. The Exhibitor agrees to observe all union contracts and labour relation's agreements in force, agreements between Treating Yourself.Com Inc. and official contractors serving the building and/or companies operating on the grounds in which the building is located.
16. The Exhibitor agrees to maintain qualified personnel in the display at all times during the Show hours.

WIRE TRANSFER DETAILS

Beneficiary:

**TREATING YOURSELF.COM
250 THE EAST MALL
PO BOX 36531
ETOBICOKE ON M9B 3Y8**

Beneficiary's Bank:

**BMO Bank of Montreal
2194 LAKESHORE BLVD. W.
ETOBICOKE ON M8V 1A2**

Bank ID:

**INSTITUTION#: 001
TRANSIT#: 04192
ACCT#: CAD 1043-473
 USD 4510-347
SWIFT CODE: BOFMCAM2**



EXPO SPONSORSHIP LEVELS

Vapor Lounge – Expo Theatre

Bronze: \$ 5,000.00

- 5' x 10' Hard Walled booth with carpeting and signage.
- Publicity in specialized magazines (hemp industry)
- Special mention, including Company information and its products, on the show website.
- Company logo on all large-run publicity elements: posters
- 1/4 Page Ad in show guide
- 15 Guest Tickets for Expo

Silver: \$ 10,000.00

- 10' x 10' Hard Walled booth with carpeting and signage.
- Publicity in specialized magazines (hemp industry)
- Special mention, including Company information and its products, on the show website.
- Company logo on all large-run publicity elements: posters
- 1/2 Page Ad in show guide
- 25 Guest Tickets for Expo

Gold: \$ 15,000.00

- 10' x 20' Hard Walled booth with carpeting and signage.
- Publicity in specialized magazines (hemp industry)
- Special mention, including Company information and its products, on the show website.
- Company logo on all large-run publicity elements: posters
- Full Page Ad in show guide
- 50 Guest Tickets for Expo

Platinum: \$25,000.00

- 20' x 20' Island booth with carpeting and signage
- Publicity in specialized magazines (hemp industry)
- Special mention, including Company information and its products, on the show website.
- Company logo on all large-run publicity elements: posters
- Full Page Ad in show guide
- 75 Guest Tickets for Expo



TREATING YOURSELF EXPO SHOW GUIDE AD RATES

Over 100,000 Show Guides to be printed & Distributed

1/4 PAGE : \$630.00

1/2 PAGE: \$1050.00

FULL PAGE: \$1,680.00

INSIDE COVER: \$2,100.00

BACK COVER: \$2,520.00

January 15, 2011 is the deadline for all ad artwork.

The Show Guide will contain a discount coupon for \$5.00 off the regular 3 day event admission price.

The Show Guide/Passport will be distributed at the 2011 Global Marijuana March in Toronto and will also be distributed at retail outlets and compassion clubs across North America to pass out to their clients.

Our Show Guide will be included in issues # 27 & # 28 of Treating Yourself magazine Show Guides / Passport will be handed out to all attendee's at the Event Entrance.

The Show Guide/Passport will also contain discount coupons for various goods and services by local businesses.

To book your show guide ad space contact sales@treatingyourself.com

250 The East Mall P.O.Box 36531 Etobicoke, Ontario M9B 3Y8

Phone: 416-620-1951 • Fax: 416-620-0698

Treating Yourself

ADVERTISERS: _____

CONTACT: _____

ADDRESS: _____

CITY: _____ PROV/STATE: _____

POSTAL CODE: _____ COUNTRY: _____

WEB SITE _____

PHONE: _____ FAX: _____

EMAIL: _____

Ad Size: Full Page ____ 1/2 Page ____ 1/4 Page ____ Other ____

Location: Inside Front Cover ____ Inside Back Cover ____ Back Cover ____ Other _____

Ad Rate: _____ TERMS: Check ____ Money Order ____ WireTransfer ____

Please make all cheques payable to TREATING YOURSELF.COM INC.

Ad artwork is due no later than January 15,2011

COMPLETE CONTRACT: Advertiser hereby applies for the advertising to be inserted in the Publisher's next issue and in each subsequent issue until this agreement has been cancelled in full or until this agreement is suspended by a subsequent written contract. This agreement is between named firm (Advertiser) and Publisher, and the change in ownership name, management or operation of advertisers shall not dissolve contract obligations under Agreement. **DISCLAIMER OF WARRANTIES AND LIMITATIONS OF PUBLISHERS' LIABILITY:** (a) While publisher at the time of entering this contract proposes and intends to its best efforts to insure that all advertising is carried out in accordance with this agreement, it is possible for many reasons that mistakes, errors, omissions, delays or other mishaps may occur. The publisher sets rates and and accepts business only upon the basis that the publisher is under no liability in such a case. (b) Accordingly, it is a fundamental term of the contract that the Publisher will not be liable for any loss or damage claimed or suffered by any person in relation to the advertising, the subject of the agreement whether by reason of delay,error or admission or for any other causes or for any other causes and whether inadvertent,negligent,deliberate or otherwise .(c) The publisher of the magazine shall not be liable to the advertiser in delays in the publication, damages resulting from failure to include all or any said of advertising in the publications or from errors in the advertising printed in the publication, in excess of the moneys paid for the relevant part of such advertising for the issue in which the error or omission occurs. Publisher shall not be required to correct any error or omission in the advertising, nor give any notice to users of any error or omission. (d) Furthermore, the Publisher reserves the right at any time, without prior notice to the customer, to cancel or reject all or any of the advertising for late payment or non-payment by the advertiser under any agreement with the Publisher. (e) It is Advertiser's responsibility to notify Publisher in writing of any changes in address, telephone number or otherwise, not less than five (5) business days before the close date of the next issue and for each subsequent issue. **CANCELLATION BY ADVERTISER:**Advertiser may cancel this agreement without penalty no later than five days after signing it by giving written notice via certified mail to Publisher of his/her intent to cancel.If no such notice is given within the time permitted, advertiser shall pay to Publisher a sum of money equal to 50% of the advertising ordered (the total amount of this contract) or shall forfeit in the down payment made, whichever is less. **PAYMENT OF CHARGES:** (a) Advertisers shall pay to Publisher the total charges when shown the advertising copy sheet. (b) Except for any payments in advance of all or part of the total charges are required by the Publisher by the close date.Advertiser shall pay the balance of total charges as specified on the face of the document (c) If any payment due under this contract is not made on or before the due date specified in the Publisher's invoices,the Advertiser agrees to pay a late charge at the rate of 1.5% per month (or the highest lawful rate) on the entire delinquent amount. (d) Should any payments due remain delinquent for more than thirty (30) days the Publisher may at its option declare Advertiser in default and declare the total contract charges to be immediately due and payable.(e) If Advertiser does not make payment as provided by this Agreement he/she shall be responsible for all reasonable costs of collections and attorney fees 50% of the amount due and payable.(f) Publisher is not obligated to make a proof copy of the advertising available to Advertiser.Advertiser's obligation to pay is not contingent upon Advertiser's receipt and/or approval of a proof copy. **PUBLISHER'S RIGHTS:** The publisher may from time to time make changes in the classified headings that in its judgment will best serve the purpose of the magazine, and further reserves the right to place advertising on any page and in any position on a page within the magazine and no specific position for the advertising is guaranteed. Further, a delay in enforcement of any of the Publisher's rights shall not de deemed a waiver of such rights.

TY REP: _____ DATE: _____

CLIENT: _____ DATE: _____