



**EXHIBITOR PACKAGE**

# INTRODUCTION

## ABOUT CREB®

The Calgary Real Estate Board (CREB®) is a non-profit professional association of over 5,300 licensed REALTORS® representing over 240 offices across the Calgary region. As one of the largest real estate boards in Canada, CREB® offers a full range of services to support the growth and development of our REALTOR® members.

CREB®'s member services include the management of the Multiple Listing Service® (MLS®) System, market statistics and economic reports, innovative real estate-based technology tools, real estate news and philanthropic giving — all powered by the support of our REALTOR® members.



## CREB® FORECAST

- Date: **January 26, 2021**
- Location: **Virtual (Powered by vFairs)**
- Estimated audience: **~500**

CREB® Forecast is the largest annual gathering of Calgary and area real estate professionals and one of the most anticipated real estate events in Western Canada. The event features an economic forecast, keynote influencers, tradeshow and professional development and networking opportunities.

This year we are excited to be hosting the first ever Virtual CREB® Forecast. Forecast virtual exhibitors will have the opportunity to showcase their products and services to attendees throughout event day.





Exhibitors Index	
Booth A	
Booth B	
Booth C	
Booth D	

How It Works
1. Scroll the exhibitor booths above from left to right, or top to bottom in the Exhibitor's Index to the left.
2. Click on the pictures to learn more about each exhibitor.
3. Click "Chat" to join a group discussion and click on a user name for individual chat or to schedule a video meeting.

## VIRTUAL BOOTHS

The virtual booth will facilitate you meeting and greeting attendees, talking about your brand, and capturing leads. You can display your brand logo, product/service videos, and digital collateral and connect live with attendees. With the help of these virtual tools, you can effectively connect with the attendees in a visually appealing environment and build long-lasting connections by using audio/video/text chat.

## EXHIBITOR PACKAGE

\$350 EARLY BIRD / \$400 REGULAR

- Customizable booth with 9 different templates to choose - with easy set up and configuration including:
  - Company logo
  - Videos/advertising
  - Documents/handouts/text
  - Company overview
  - Link to website
  - Promotions
- Booth set up support, including training videos and help from CREB® staff
- Full suite of interactions to maximize connections with attendees
  - Monitor your booth and regulate available content in real-time
  - Real-time chat to educate and engage prospects at your booth
  - Live video chat to provide individual assistance to attendees
  - Provide attendees with the option to download content in the form of documents, presentations and videos.
  - Use an online shop to make 'on-the-spot' sales
- Day of Tech support
- Evaluate booth performance with detailed reports consisting of data such as the number of booth visits

**ADDITIONAL OPPORTUNITY:**  
**WELCOME BOX GIFT - \$100**

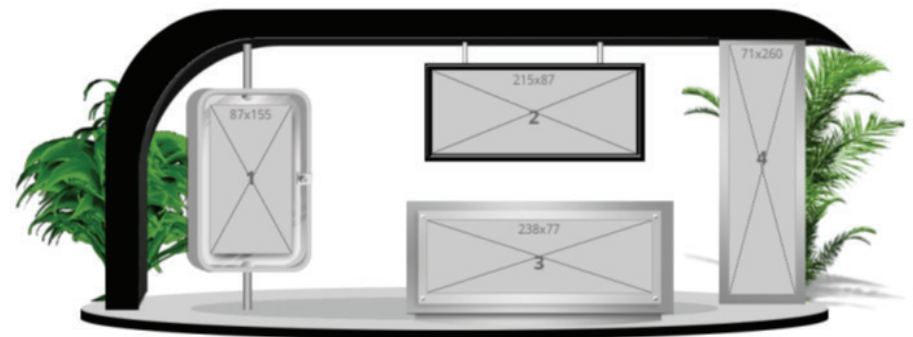
Option to include 1 swag item in the "Welcome Box" that will be sent out to the first 250 registered attendees (item to be provided by the exhibitor)



# BOOTH TEMPLATES



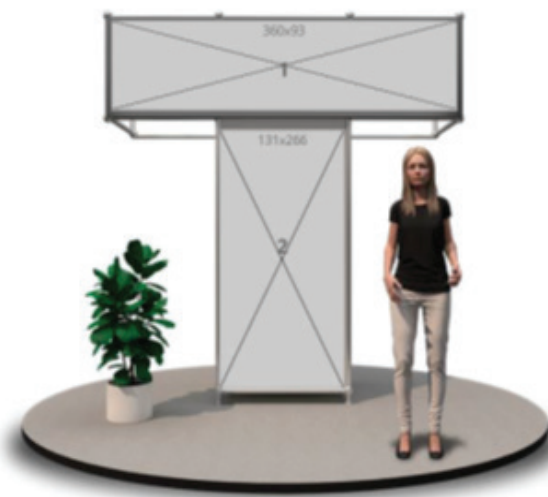
**SAMPLE 1**



**SAMPLE 2**



**SAMPLE 3**



**SAMPLE 4**



Meet The Experts

[View Bios](#)

[Launch Chat](#)



Meet the Community



[@MyVMUG](#)



[Facebook.com/VMwareUserGroup](#)



[VMware User Group](#)



CREB® Forecast EXHIBITOR PACKAGE | 403.781.1334 | [tradeshow@creb.ca](mailto:tradeshow@creb.ca)

# EXHIBITOR APPLICATION

## PLEASE READ CAREFULLY

1. Exhibitor opportunities will be applied on a first-come first-served commitment basis.
2. CREB® reserves the right and has final acceptance of all exhibitor arrangements.
3. Exhibitors must review and sign the Exhibitor Terms and Conditions.
4. Applications must be signed, submitted to CREB® immediately and payment must be received within 30 days of application acceptance.

## EXHIBITOR DETAILS

I, the undersigned, understand and agree to the terms and conditions of this sponsorship application.

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

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

Name of signing authority (please print clearly): \_\_\_\_\_

Signature of signing authority: \_\_\_\_\_

Date: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal/ZIP code: \_\_\_\_\_

Email: \_\_\_\_\_ Contact Number: \_\_\_\_\_

Payment options: Visa ☐ Master Card ☐ Company Cheque ☐

Credit card number \_\_\_\_\_ Expiry date: \_\_\_\_\_

**CREB® Brokers** Charge my CREB® member account (signature) \_\_\_\_\_

Please fax or email the completed application to CREB® with attention to:

**Carrie Thiessen, CREB® member event coordinator. Email: [carrie.thiessen@creb.ca](mailto:carrie.thiessen@creb.ca).**

**For all other inquiries please contact Carrie Thiesen at 403.781.1334 or [tradeshow@creb.ca](mailto:tradeshow@creb.ca)**

## SELECT YOUR EXHIBITOR PACKAGE

☐ \$350+GST **TRADESHOW BOOTH  
EARLY BIRD PRICE**  
(EFFECTIVE TO NOVEMBER 13, 2020)

☐ \$400+GST **TRADESHOW BOOTH  
REGULAR PRICE**  
(EFFECTIVE NOVEMBER 14, 2020  
TO JANUARY 12, 2021)

☐ \$100+GST **ADDITIONAL PROMOTIONAL  
OPPORTUNITY: WELCOME BOX GIFT**  
(ITEM PROVIDED BY THE EXHIBITOR)

Please note, this application can also be completed online through **[www.crebforecast.com/Exhibitors/Exhibitor\\_Opportunities/](http://www.crebforecast.com/Exhibitors/Exhibitor_Opportunities/)**



# TERMS & CONDITIONS

**1. DEFINED TERMS.** In this agreement: (a) “Agreement” means the contract between exhibitor and CREB® comprised of the exhibitor’s application offer, these terms and conditions and CREB®’s acceptance; (b) “Application” means the application form constituting an offer made by an exhibitor to CREB® and forming a part of this agreement; (c) “CREB®” means Calgary Real Estate Board Co-operative Limited; (d) “Booth” means a virtual exhibitor booth at the virtual trade show; (e) “Payment” means the total amount paid online by exhibitor as part of the application process; (f) “Exhibit Hall” means the area within which the virtual trade show will take place; (g) “Exhibitor” means the person, corporation or other entity described as “exhibitor” in the application and entering into this agreement with CREB®; (h) “Show” means the 2021 Forecast hosted by CREB®; (j) “vFairs” means the virtual platform which will be the online venue for the trade show.

**2. CREATION OF CONTRACT.** Your application to be an exhibitor is an offer by you, the exhibitor, to CREB® to enter into a contract on the terms and conditions set out below and otherwise forming a part of this agreement, as may be amended by CREB® from time to time. The person making the offer on behalf of the exhibitor represents and warrants to CREB® that he or she has the authority to make this offer. Your offer is irrevocably open for acceptance by CREB® until January 12, 2021 at 5 pm. If CREB® accepts your offer, a contract between the exhibitor and CREB® with the terms and conditions set out below is created and you shall be notified of CREB®’s acceptance. CREB® has no obligation to accept your offer. CREB® may decline to accept any offer for any reason in its sole discretion, including but not limited to, if in the judgment of CREB®, (a) the products or services to be shown or demonstrated are not applicable to the real estate business, (b) are inconsistent with the stated purposes of CREB® and the interests and welfare of its members, (c) are unreasonably duplicative of services or products offered by or available from CREB® or any of its affiliated entities, or (d) the resulting mix of products or services to be exhibited is not acceptable to CREB®.

**3. BOOTH LICENSE AND SETUP.** CREB® grants you a revocable license to occupy a virtual booth during the hours of the trade show. This license grants the exhibitor 1 virtual booth, to be chosen from the provided templates offered through vFairs. The exhibitor is responsible for populating their virtual booth space, no later than January 19, 2021.

**4. FAILURE TO SET UP OR OCCUPY SPACE.** No refund will be provided if the exhibitor fails to populate their virtual exhibitor booth before January 19, 2021 or if the exhibitor fails to occupy the virtual booth during the day of the event.

**5. VIRTUAL TRADE SHOW HOURS.** These are accepted to be between 8:30 a.m. and 4:30 p.m., January 26, 2021. However, CREB® may set and modify the trade show hours in its sole discretion.



**6. BOOTH STAFFING.** It is strongly recommended that exhibitors have at least one representative staffing its booth during the tradeshow hours. There are no maximum representatives in the virtual booth.

**7. BOOTH SHARING/TRANSFER.** The license granted in this agreement is personal to the exhibitor and the exhibitor shall not transfer the license nor permit any other person, corporation, or other entity to share or use any part of, or the entire booth.

**8. ADVERTISING MATERIALS.** Exhibitors may distribute advertising materials and other virtual collateral through their booth. Exhibitors shall cease the display and distribution of all advertising material and other virtual collateral during the virtual trade show if CREB®, in its sole discretion, determines that they are inappropriate for any reason whatsoever. Exhibitors shall not state, imply, hold out or represent in any way, to any person, corporation or other entity, that CREB® endorses or supports any product or service advertised by exhibitors at or from their booth or any other location.

**9 LIABILITY.** In no circumstance shall CREB® be liable to an exhibitor and the exhibitor agrees to indemnify and hold harmless CREB® and its members, officers, directors and employees (“the Indemnities”) from any and all liability, loss, damage or expense, including any and all legal costs, by reason of any injury to or death of any person or any damage or destruction to or any loss of any property, no matter by whom, including the Indemnities, or howsoever caused.

**10. BREACH.** If the exhibitor breaches any provision of this agreement, CREB® may immediately terminate the booth license, remove its booth materials from the virtual platform and take such other steps as CREB® considers appropriate to remove the exhibitor. Exhibitors are liable to CREB® for all costs, expenses, loss and damage resulting from such termination and CREB®’s enforcement of its rights, including any and all legal expenses.

**11. CONTRACT TERMINATION BY EXHIBITOR.** Exhibitors may cancel this agreement by giving written notice to CREB® of cancellation. CREB® is entitled to retain 50 per cent of the payment, as liquidated damages and not as a penalty, if it receives notice of cancellation on or before December 4,, 2020, and to retain the full payment, as liquidated damages and not as a penalty, if it receives notice of cancellation after December 4, 2020.

**12. CONTRACT TERMINATION BY CREB®.** If the trade show does not take place for any cause reasonably beyond the control of CREB®, including but not limited to the destruction of the exhibit facilities by an act of god, a public enemy, authority of law, fire or other force milieu, or boycotts, strikes or other labour disputes, then CREB® may terminate this agreement on notice to exhibitors, and CREB® shall refund to the exhibitor the payment paid by the exhibitor, less exhibitor’s proportionate share of expenses incurred by CREB® to the date of the termination. The exhibitor’s proportionate share shall be determined by CREB® based on total amounts paid by all exhibitors.

**13. RESERVATION OF RIGHT TO MAKE CHANGES.** CREB® may make rules and regulations from time to time respecting the operation of the trade show. Such rules and regulations and any amendments thereto form part of this agreement and the exhibitor shall comply with all such rules and regulations that are brought to its attention. CREB® may amend these terms and conditions from time to time in its sole discretion and provided that such amendments apply to all exhibitors, the exhibitor shall be bound by such amendment upon being notified of them, regardless of the time or form of the notification.

**14. BROKERAGES.** Broker sponsorship is permitted, however, pursuant to CREB® Rule 28.00 (1) which states, "There shall be no solicitation of sales personnel by Members during CREB® organized real estate meetings, education courses, seminars and/or open house showings of listed properties". No brokerage can operate an exhibit booth at the CREB® Forecast.

**15. GENERAL.** Unless otherwise mutually agreed upon by CREB® and the exhibitor, any notice to be given pursuant to this agreement must be in writing (including electronic mail and facsimile telecopy transmissions), but is only effective upon delivery to the recipient's notice address, which for CREB® is 300 Manning Road N.E., Calgary, Alberta T2E 8K4 and for the exhibitor is the address, primary contact, email address or fax number set out in the application. These terms and conditions, together with the application and CREB®'s acceptance of it, are the entire agreement between the exhibitor and CREB® respecting the subject matter of this agreement.

I understand and agree to the terms and conditions of this sponsor contract and have the authority to enter into this agreement or on behalf of the sponsor.

Signature of signing authority: \_\_\_\_\_ Date: \_\_\_\_\_

