



PROSPECTUS

JUNE 21-23, 2024

TRADESHOW

JUNE 21-22, 2024

85TH CPA ANNUAL
NATIONAL
CONVENTION

EXHIBITOR | SPONSOR | ADVERTISER

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JUNE 21-23, 2024
TRADESHOW
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Sponsor the CPA's 85th National Annual Convention and showcase your brand to the psychology community.

Sponsorship delivers your organization an unsurpassed return on investment via a variety of cost-effective options that meaningfully showcase your brand to this coveted group psychology experts. While delegates are examining tactics and tools for their practice to thrive and survive in this changing environment, your sponsorship will be front and centre on the value you add to the profession. Get ahead of your competitors and sponsor the CPA's 85th National Annual Convention before sponsorship sells out!

ABOUT THE CPA

The Canadian Psychological Association (CPA) is the national association for the science, practice, and education of psychology in Canada. With over 7,000 members and affiliates, the CPA is Canada's largest national association for psychology.

Vision: A society where understanding of diverse human needs, behaviours, and aspirations drive legislation, policies and programs for individuals, organizations, and communities.

Mission: Advancing research, knowledge, and the application of psychology in the service of society through advocacy, support, and collaboration.



CONVENTION DETAILS

Here is what happened at our 84th National Annual Convention

1,685
Attendees

181
Snapshot Presentations

689
Poster Presentations

98
Symposia

26
Continuing Professional Development Workshops

4
Keynote Speakers

2024 Exhibitor Packages

BENEFITS	EXHIBITOR PACKAGE \$2,195	EXHIBITOR- EMPLOYER PACKAGE \$2,495	EXHIBITOR- SPONSOR PACKAGE \$3,500 <small>(available until April 5, 2024)</small>
Exhibit Space 8' x 10' Exhibit Space, 6' table, 2 chairs	✓	✓	✓
Virtual Presence on CPA's Mobile Event App and Interface Connect with delegates through CPA's mobile app through direct messaging and video calls. Share a company description, add important files and showcase your brand through a video. You will be featured on the interactive floorplan so our delegates can find you easily.	✓	✓	✓
Exhibitor Staff Badges Two badges per organization, which provide access only to the exhibit hall	✓	✓	✓
Logo Recognition On the CPA Convention website, the virtual platform, the convention mobile app, in the convention program, and on-site at the convention.	✓	✓	✓
Pre-Event Marketing Logo, company name, and exhibit space number included in pre-event email to registered delegates	✓	✓	✓
Additional Exhibitor Staff Badges Opportunity to purchase additional exhibitor staff badges, which allow access to the exhibitor hall, for \$50/badge	✓	✓	✓
Delegate Bag Insert Option to include one lightweight (up to 4-page) brochure OR branded corporate gift in the delegate bag**	✓	✓	✓
Delegate Scavenger Hunt Have your company featured in the on-site delegate scavenger hunt, and consider providing a prize for delegates!	✓	✓	✓
Logo in Convention Mobile App and Virtual Platform Capture delegate attention with a hyperlinked logo on the rotating sponsor banner, featured on the homepage of the Convention Mobile App and Virtual Platform		✓	✓
Job Fair Table One table at the Job Fair – Your chance to meet with delegates seeking employment opportunities		✓	✓
Ad in the Convention Program Size: 3.5" x 3.5". Valued at \$1000.00**			✓
Custom Powerpoint Slide Add a custom slide to our digital signage reel to highlight your brand, or direct traffic to your exhibit space!**			✓
Discounted Delegate Registration Opportunity to purchase additional delegate registrations at the discounted rate of \$450.00 Max 2 per organization.			✓
Pre-Event Email Marketing 100 word blurb** included in an email to all registered delegates.		✓	✓
Delegate Registration Email List Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.			✓

**To be provided by Exhibitor



Why join as an Exhibitor-Employer?

Is recruitment your goal? Do you want to meet top talent in the field of psychology? Participate in the CPA Convention as an Exhibitor-Employer and get guaranteed face to face time with our delegates so you can find the right fit for your organization.

On Friday, June 21, 2024, maximize your impact on the exhibitor floor and at the Job Fair, you'll get double the exposure! CPA delegates will have the exclusive opportunity to meet employers from multiple sectors, learn about various organizations, and both hear about and apply for current and future job opportunities.

CPA Exhibitor Dates and Times*

Set-up

Thursday, June 20: 4:00 PM – 6:00 PM

Exhibit Hours

Friday, June 21: 8:00 AM – 4:00 PM

Saturday, June 22: 8:00 AM – 4:00 PM

Tear Down

June 22, 2024 after 4:00 pm

*subject to change

Please note that Exhibit spaces must always be staffed during the above noted exhibiting hours. Tables cannot be left unattended.

PLATINUM SPONSORSHIP INCLUDES:

STEADFAST: THE STORY OF JEAN AUGUSTINE MOVIE SCREENING

FIRESIDE CHAT WITH THE HONOURABLE DR. JEAN AUGUSTINE

PRESIDENT'S RECEPTION

Join delegates as we learn the Story of learn the Story of Jean Augustine's journey from Happy Hill, Grenada to being the first Black woman elected to Canada's House of Commons and the first Black woman to serve in Canada's federal Cabinet. This 55 minute screening will then be followed by a Fireside Chat, led by the Honourable Dr. Jean Augustine and CPA President, Dr. Eleanor Gittens.

All work and no fun make for a lackluster event – good thing it's not the case for this convention! Following the movie screening and Fireside Chat, all convention registrants, and guests are invited to attend the President's Reception. This reception allows convention-goers the opportunity to network with familiar faces and make new connections over some appetizers and beverages.

Benefits

- 3 full conference registrations
(Value \$1050.00)
- Representative invited to deliver greetings**
(2 minutes) at selected event
- Recognition on all promotional elements using 'presented by' terminology and logo
- Display of banner in gala room

- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag*
- Pre-Event Marketing including logo, company name, and 100 word blurb* included in pre-event email to registered delegates
- Banner advertisement* on the Mobile App
(Value: \$700.00)
- Ad in the Convention Program –
Size: 11" x 5.5"* (Value: \$2000.00)
- Custom Powerpoint Slide on our digital signage reel*
- Delegate Registration Email List –
Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada

**to be provided by sponsor*

***subject to approval by the CPA*



JOB FAIR SPONSORSHIP

With many new graduates attending the CPA Convention, a Job Fair is the perfect place for them to showcase their talents. In 2023 we had more than 25 employers and in 2024 we expect even more. This is a highly attended and anticipated event, don't delay, sponsor today and enjoy the benefits of being featured as the exclusive sponsor of the Job Fair, a signature event during the convention.

Benefits

- 1 full conference registration (*Value \$650.00*)
- Representative invited to deliver greetings** (2 minutes) at selected event
- Display of banner at selected event*
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- Job Fair Sponsorship includes a complimentary table at the event (*Value \$495.00*)
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag*
- Pre-Event Marketing including logo, company name, and 100 word blurb* included in pre-event email to registered delegates
- Banner advertisement* on the Mobile App (*Value: \$700.00*)
- Ad in the Convention Program – Size: 11" x 5.5"* (*Value: \$2000.00*)
- Custom Powerpoint Slide on our digital signage reel*
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada

**to be provided by sponsor*

***subject to approval by the CPA*



HEADSHOT BOOTH

SOLD

In today's online world everyone needs a professional headshot - sponsor one of the most popular booths at the convention and give away the coolest swag. By offering a complimentary headshot you are providing a take-away of real value. In 2023 more than 1,150 headshots were taken, don't miss the chance to snap up this sought-after attraction. Take advantage of this high traffic opportunity.

Benefits

- 1 full conference registration (*Value \$650.00*)
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Promotional video featured on the convention mobile app*
- Unique branded item inserted in delegate bag*

- Banner advertisement* on the Mobile App (*Value: \$700.00*)
- Pre-Event Marketing including logo, company name, and 100-word blurb* included in pre-event email to registered delegates
- Ad in the Convention Program* – Size: 11" x 5.5" (*Value: \$2,000.00*)
- Custom Powerpoint Slide on our digital signage reel*
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.

**to be provided by sponsor*



AWARDS CEREMONY LUNCHEON

Take advantage of this high profile branding opportunity and be associated with this highly attended event.

CPA participants are invited to come and celebrate the achievements of the 2024 award recipients and fellows.

Benefits

- 1 full conference registration (*Value \$650.00*)
- Display of banner at selected event*
- Company logo will be prominently displayed on the tables where refreshments are served
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) to announce the reception date, time, location, and sponsorship
- Unique branded item inserted in delegate bag*
- Pre-Event Marketing including logo, company name, and 100 word blurb* included in pre-event email to registered delegates
- Ad in the Convention Program – Size: 11" x 5.5"* (*Value: \$2000.00*)
- Custom Powerpoint Slide on our digital signage reel*
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada

**to be provided by sponsor*



FIRST TIME ATTENDEES RECEPTION

Did you know that in 2023, 35% of convention delegates were first time attendees?

Make an impression right from the get-go by sponsoring our annual First Time Attendees Reception. The best first time impressions leads to return visits! Let them see how you support them!

Benefits

- 1 full conference registration (*Value \$650.00*)
- Representative invited to deliver greetings (2 minutes) at selected event
- Display of banner at selected event*
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) to announce the reception date, time, location, and sponsorship

- Unique branded item inserted in delegate bag*
- Pre-Event Marketing including logo, company name, and 100 word blurb* included in pre-event email to registered delegates
- Ad in the Convention Program – Size: 11" x 5.5"* (*Value: \$2000.00*)
- Custom Powerpoint Slide on our digital signage reel*
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada

**to be provided by sponsor*

CONVENTION TOTE SPONSORSHIP

\$6,500

Show your support by sponsoring the official Convention Tote Bag! Each attendee will receive this item during registration and will carry it around throughout the event. Most bags will then continue on home with our attendees, keeping you top of mind as they use them for groceries, running errands and more.

Benefits

- Company name and logo will be featured on CPA co-branded tote bags
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag*
- Pre-Event Marketing including logo, company name, and 100-word blurb* included in pre-event email to registered delegates
- Ad in the Convention Program* – Size: 3.5" x 7.25". (Value: \$1,250.00)
- Custom Powerpoint Slide on our digital signage reel*
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.

**to be provided by sponsor*

POSTER PRESENTATION AREA

\$6,000

Enjoy the benefits of being featured as the exclusive sponsor of the Poster Sessions, with 100 Posters being displayed per hour, maximize your exposure, reaching over 600 people per day. This is one of our most popular programs. Let our participants know you support them, don't delay, this will sell out quickly!

Benefits

- Display of banner in Poster Hall for all 3 days of the convention
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag*
- Pre-Event Marketing including logo, company name, and 100-word blurb* included in pre-event email to registered delegates
- Ad in the Convention Program – Size: 3.5" x 3.5" (Value: \$1,000.00)
- Custom Powerpoint Slide on our digital signage reel*
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.

SNAPSHOT SESSIONS

\$5,000

Enjoy the benefits of being featured as the exclusive sponsor at one of our most popular presentation types. Up to 200 delegates a day will be exposed to your logo. Show your support take advantage of this exclusive sponsorship.

Benefits

- Custom branded Logo with text (fits on 8x11 page) to be displayed in snapshot room for all 3 days of the Convention.
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag*
- Pre-Event Marketing including logo, company name, and 100-word blurb* included in pre-event email to registered delegates
- Ad in the Convention Program – Size: 3.5" x 3.5" (Value: \$1,000.00)
- Custom Powerpoint Slide on our digital signage reel*
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.

**to be provided by sponsor*

WI-FI SPONSOR

\$5,000

SOLD

Help our delegates stay connected and productive, and ensure your brand is on everyone's mind, by sponsoring the Wi-Fi at convention. Wi-Fi will be free to access for all Convention attendees. Branding our Wi-Fi network will create awareness and actively engage our delegates with your brand.

Benefits

- Custom Wi-Fi network name and password
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag*
- Pre-Event Marketing including logo, company name, and 100-word blurb* included in pre-event email to registered delegates
- Ad in the Convention Program* – Size: 3.5" x 7.25" (Value: \$1,250.00)
- Custom Powerpoint Slide on our digital signage reel*
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada..

MOBILE APP SPONSOR

\$5,000

Put your company's brand and message right in delegate's hands with a Mobile App Sponsorship! Delegates will have the ability to access a schedule of events, exhibitor listings, and all general event information using their mobile devices. Mobile app sponsorship packages include branding opportunities for your company within the app, providing you guaranteed impressions from all delegates using the mobile app! The App is available on iOS and Android.

Benefits

- Banner advertisement* on the Mobile App (Value: \$700.00)
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) during CPA Convention
- Unique branded item inserted in delegate bag*
- Pre-Event Marketing including logo, company name, and 100-word blurb* included in pre-event email to registered delegates
- Ad in the Convention Program* – Size: 3.5" x 7.25" (Value: \$1,250.00)
- Custom Powerpoint Slide on our digital signage reel*
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd

**to be provided by sponsor*



parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada.

DAILY SNACK BREAK SPONSORSHIP

\$3,500 4 Available (Friday to Sunday)

Delegates always appreciate their coffee and snack breaks in between sessions. Let them know that your company supports them by sponsoring one of our many daily breaks on your selected day.

Benefits

- Company logo will be prominently displayed on the tables where refreshments are served
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) announcing the snack break location and sponsorship
- Unique branded item inserted in delegate bag*
- Custom Powerpoint Slide on our digital signage reel* association or organization in Canada.



ANNUAL GENERAL MEETING

\$3,000

Take advantage of this high profile branding opportunity and be associated with our members in this highly attended and engaging annual general meeting.

Benefits

- Display of banner at selected event*
- Company logo will be prominently displayed on the tables where refreshments are served
- Logo recognition on the CPA Convention website, the convention mobile app, in the convention program, and on-site at the convention
- One mobile application push notification (announcement) to announce the meeting date, time, location, and sponsorship
- Unique branded item inserted in delegate bag*
- Pre-Event Marketing including logo, company name, and 100 word blurb* included in pre-event email to registered delegates

- Ad in the Convention Program – Size: 11" x 5.5" * (Value: \$2000.00)
- Custom Powerpoint Slide on our digital signage reel*
- Delegate Registration Email List – Receive a contact list of delegates who opt in to share their names and email address with 3rd parties. Please note that the delegate list cannot be used to offer or solicit membership in a national or provincial/territorial association or organization in Canada

DELEGATE BAG INSERT

\$1,000

Place a lightweight (up to 4-page) brochure or branded corporate gift in the delegate bag, given to all delegates when they check in for convention.*

Benefits

- Unique branded item inserted in delegate bag*

**to be provided by sponsor*



À la carte Advertising Opportunities

Reach all the delegates who attend the CPA's annual national convention! Advertise in the convention program, included in every delegate's registration package. Easily the most read and referred to document at the convention, the program is a unique opportunity to promote your brand. This program includes a list of all programming (speakers, meetings, receptions), events and exhibitors/sponsors at the convention.

Or capture delegate attention with hyperlinked banner advertisements in the mobile app.

ADVERTISE IN THE CONVENTION PROGRAMME!	COST
11" x 5.5"	\$2,000
3.5" x 11"	\$1,500
3.5" x 7.25"	\$1,250
3.5" x 3.5"	\$1,000
PLACE A BANNER AD ON THE CONVENTION MOBILE APP!	
600 x 100 px	\$700

CONVENTION PROGRAMME ARTWORK REQUIREMENTS

- Programme Artwork Requirements
- Accepted File Formats: High-res PDF or EPS
- Images/files must be 300 ppi to ensure quality reproduction
- All fonts must be embedded or converted to outlines
- Any transparency must be flattened
- CMYK only colour – do not include spot/special colours or RGB

BANNER AD REQUIREMENTS ON THE CONVENTION MOBILE APP

- 600px wide by 100px high
- Accepted File Formats: .jpg, .png, or .gif

DEADLINE FOR CONTENT
MARCH 22, 2024

Advertise in the Convention Handbook

Created by the CPA's Convention Staff in consultation with the CPA's Section for Students, our annual CPA Convention Handbook is provided to all our delegates as a FREE Digital Download.

This guide:

- Provides helpful tips on preparing for the Convention
- Highlights student-specific programs, events, and resources available at the Convention
- Offers a tool to help delegates plan their personal Convention schedule
- Informs delegates of local sights and attractions not to be missed during their stay in Toronto.

Ensure your advertisement is right in their pocket, so you can be sure to be on their minds.

Full Page Back Outside Cover	7.5" x 9.5"	\$950
Full Page	7.5" x 9.5"	\$800
Half Page Tall	3.5" x 9.5"	\$650
Half Page Wide	7.5" x 4.5"	\$650
Quarter Page Tall	3.5" x 4.5"	\$400
Quarter Page Wide	7.5" x 2.25"	\$400

Available for a limited time only! Contact sponsorship@cpa.ca to book your spot.

**Advertisements must be created by sponsor and approved by the CPA*

Deadlines

Logo Recognition

High resolution EPS or PDF logo

ASAP

Ad in the Convention Program

29-MAR-24

Accepted File Formats: High-res PDF or EPS

- Images/files must be 300 ppi to ensure quality reproduction
- All fonts must be embedded or converted to outlines
- Any transparency must be flattened
- CMYK only colour – do not include spot/special colours or RGB

Banner Advertisement in the Convention Mobile App

21-APR-24

Accepted File Formats: .jpg, .png, or .gif
700px X 400px

Exhibitor Staff Badges

12-MAY-24

Name, Email, Title

Delegate Bag Insert

12-MAY-24

One lightweight (up to 4-page) brochure or branded corporate gift in the delegate bag.
To be mailed to: 207 Bank Street, Suite 469, Ottawa, ON K2P 2N2

Custom Powerpoint Slide

12-MAY-24

One PPT slide - 16:9

Push Notification (Announcement) Wording

12-MAY-24

100 words maximum

Pre-Convention Email to Registered Delegates

12-MAY-24

100 words maximum



Conditions

It is understood that the following points will be accepted as part of the formal contract between the Canadian Psychological Association and those who purchase exhibit space or sponsorship at the 2024 CPA Annual National Convention.

Sponsor Agreement

Completion of the agreement form does not confirm acceptance of offer. The Convention Organizers reserve the right to determine which applications are accepted. All sponsorships/exhibits will be confirmed in writing. Confirmation of any/all sponsorships or exhibitors does not represent an endorsement by the Convention Organizers.

Payment

Sponsors and/or exhibitors will be invoiced, and all fees are due upon receipt of invoice. Failure to comply with payment terms may result in the sponsor not receiving full benefits as outlined in the prospectus. All sponsor benefits are conditional on receiving payment, artwork, video content, goods etcetera in a timely manner and are subject to meeting publication deadlines.

Location of Exhibits

The exhibit space will be located on the 4th floor, foyer surrounding area, directly adjacent to the main plenary rooms, registration desk and other meeting rooms to encourage high delegate traffic each day of the exhibit days.

Exhibit Space Allocation

The Conference Organizers have the exclusive right to allocate exhibitor space and may alter the floor plan if necessary.

Each exhibitor space is 8'd x 10'w and includes one (1) 6' table and two (2) chairs. Exhibitors may handle their own hand-carried materials, or they may arrange for this to be done by show services. Please refer to the exhibitor manual for complete shipping/receiving details.

Exhibitors (or their agents) are NOT permitted to disturb, dismantle, or remove their exhibit before 4:00 PM on Saturday June 22nd. Violations of this regulation may result in a fine and the offending exhibitor not being welcome to participate at future CPA Annual National Conventions.

Hotel Accommodations

The CPA has secured a room block with the Westin Hotel

Please make your reservation directly with the hotel by visiting the following link:

[Accommodations – CPA Convention](#)

Please ensure that you indicate you are attending the “CPA Convention”.

Exhibitors Liability

The Exhibitor will be liable for and will indemnify and hold harmless the CPA from any loss or damages whatsoever suffered by the CPA as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, Exhibitor, or other Exhibitors, the CPA, the owner of the building and their respective agents, servants and employees and members of the public attending the exhibition, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space.

No outside food or drink is permitted in the tradeshow. Additional fees for advance freight, material handling, A/V, specialized furniture, and/or power requirements (etc.) are the responsibility of the exhibitor.

Liability Waiver

In the event of any disruption outside the control of the Convention Organizers that results in the Convention not taking place, the organizers accept no responsibility for losses incurred by Convention participants, sponsors, and exhibitors.



Each Exhibitor has the responsibility of maintaining adequate insurance coverage against injury to persons, damage to or loss of property, products, equipment or decoration and inability to meet its obligations outlined in this Application & Contract for Exhibit Space, Terms of Agreement – Rules and Regulations. The following insurance coverage will be mandatory:

1. Comprehensive General Liability insurance with a minimum limit of \$2,000,000 CDN.
2. The Policy shall include the CPA, and the Westin Ottawa Hotel as additional insured and shall contain a cross-liability clause.

Cancellation

Once signed, this contract may be cancelled by the Exhibitor up until May 1st, and the Exhibitor will receive 25% of their fee as a refund. After May 1st, 2024, there will be no refunds offered if the Exhibitor cancels the contract. By canceling a contract after this date, the Exhibitor forfeits all rights or claims to the allocated space and the CPA is free to rent it to others and collect the cancellation charge as liquidated damages. If the CPA is required to cancel the contract, the Exhibitor will be offered a full refund, unless the cancellation is due to the misconduct or other action of the Exhibitor.