

PROSPECTUS

JUNE 12-14, 2025

**86TH ANNUAL
NATIONAL CONVENTION**



EXHIBITOR | SPONSOR | ADVERTISER

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.

Become a sponsor of the CPA's 86th Annual National Convention and put your brand in front of the psychology community. Our sponsorship options offer exceptional value, allowing you to connect with a distinguished group of psychology experts. While delegates explore strategies and tools for thriving in today's evolving landscape, your brand will be prominently featured, highlighting the value you bring to the profession. Don't miss the chance to stand out from your competitors—secure your sponsorship for the CPA's 86th Annual National Convention before it sells out!

CONVENTION DETAILS

Here is what happened at our 85th Annual National Convention

1700	Attendees
182	Snapshot Presentations
706	Poster Presentations
59	Symposia
27	Continuing Professional Development Workshops
4	Keynote Speakers



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2025 EXHIBITOR PACKAGES

We offer three Exhibitor Packages: Exhibitor, Exhibitor-Employer, and Exhibitor-Sponsor, which includes access to the Job Fair.

New this year, exhibitors' hours have been extended! Maximize your presence with 2.5 days of visibility and networking. See below for set-up dates and times.

Why should you choose the Exhibitor-Employer package? If your goal is recruitment and connecting with top talent in psychology, this option guarantees face-to-face time with delegates, helping you find the perfect fit for your organization.

On Thursday, June 12, 2025, you can maximize your impact on the exhibitor floor and at the Job Fair for double the exposure! CPA delegates will have the exclusive chance to meet employers from various sectors, learn about different organizations, and explore current and future job opportunities.

READY TO BOOK?

[Click Here](#)

CPA EXHIBITOR DATES AND TIMES*

Set-up

Wednesday, June 11 4:00 PM–6:00 PM

Exhibit Hours

Thursday, June 12 8:00 AM–4:00 PM

Friday, June 13 8:00 AM–4:00 PM

Saturday, June 14 8:00 AM–1:00 PM

Tear Down

Saturday, June 14 After 1:00 PM

**subject to change*

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

BENEFITS	EXHIBITOR PACKAGE \$2,250	EXHIBITOR – EMPLOYER PACKAGE \$2,525	EXHIBITOR – SPONSOR PACKAGE \$3,500 <small>(available until April 4, 2025)</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. Share a company description and add important files. 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

SPONSORABLE PROPERTIES

JOB FAIR SPONSORSHIP \$9,000

With many new graduates attending the CPA Convention, the Job Fair is the ideal opportunity for them to showcase their talents. In 2024, we had over 25 employers and hundreds of students competing for those sought-after job opportunities. This is a must-attend event! Become the exclusive sponsor of the Job Fair, a signature highlight of the convention, and reap the rewards of increased visibility. Don't hesitate—sponsor today!

Benefits

- 2 full convention registration
(Value \$1350.00)
- 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)

SOLD

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: 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



AWARDS CEREMONY & WELCOME RECEPTION

\$9,000

Seize this high-profile branding opportunity and align your brand with these popular events. CPA participants are invited to celebrate the recipients of prestigious awards, including the Gold Medal Award for Distinguished Lifetime Contributions to Canadian Psychology, the CPA Donald O. Hebb Award for Distinguished Contributions to Psychology as a Science, and the Humanitarian Award. This will be followed by the CPA Welcome Reception, where guests can enjoy hors d'oeuvres while reconnecting with old friends and making new connections.

Benefits

- 2 full convention registration (*Value \$1350.00*)
- Representative invited to deliver greetings (2 minutes) before the start of the Awards Ceremony
- 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*



HEADSHOT BOOTH **SOLD**

\$8,500

In today's digital age, everyone needs a professional headshot. Sponsor one of the most popular booths at the convention and provide the best swag! By offering complimentary headshots, you're giving attendees a valuable takeaway. Don't miss out on this high-traffic opportunity!



Benefits

- 1 full convention 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
- Display of logo on digital picture/supplier website where pictures can be retrieved by participants*
- Display of logo recognition at Photobooth Station
- 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: 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.

**dependent on supplier capabilities*

***to be provided by sponsor*

START YOUR DAY WITH... *(Sponsor Name)*

\$8,000

"Make a lasting impact as the sponsor who brings morning joy to everyone! Our participants have one request: a warm cup of coffee or tea to kickstart their day. With early sessions and long lines, that first cup often gets overlooked. Step up as the hero everyone will remember—be the first cup of coffee/tea for our participants.

As the exclusive sponsor of START YOUR DAY WITH (Sponsor Name), you'll provide up to 300 cups of coffee each morning during the CPA Convention.

Benefits

- 1 full convention registrations (*Value \$650.00*)
- Recognition on all promotional elements using 'Start Your Day With' terminology and logo*
- Display of logo recognition at coffee station
- 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: 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
- *opportunities for the sponsor to send branded coffee sleeves or branded napkins (*provided by sponsor*)

***to be provided by sponsor*

****subject to approval by the CPA*



CONVENTION TOTE BAG SPONSORSHIP

\$7,000

Show your support by sponsoring the official Convention Tote Bag! Each attendee will receive this item at registration and carry it throughout the event. Many bags will continue to be used at home, keeping your brand top of mind as attendees use them for groceries, running errands, and more

Benefits

- 1 full convention registration (*Value \$650.00*)
- 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 11" (*Value: \$1,500.00*)
- 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 SPONSOR

\$6,500

SOLD

Reap the rewards of being the exclusive sponsor of the Poster Sessions! With 100 posters displayed each hour, three times a day, you'll maximize your exposure to over 600 attendees daily. This is one of our most popular programs, so show our participants your support. Don't wait—this opportunity will sell out quickly!

Benefits

- 1 full convention registration (*Value \$650.00*)
- 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 11" (*Value: \$1,500.00*)
- 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 **SOLD**

\$6,000

Keep our delegates connected and productive while ensuring your brand remains top of mind by sponsoring the convention Wi-Fi. With free access for all attendees, branding our Wi-Fi network will enhance awareness and actively engage delegates with your brand.

Benefits

- 1 full convention registration (*Value \$650.00*)
- Custom Wi-Fi 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 11" (*Value: \$1,500.00*)
- 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*

SNAPSHOT SESSIONS SPONSOR

\$5,500

Experience the benefits of being the exclusive sponsor of one of our most popular presentation formats. With up to 200 presenters exposed to your logo each day, this is a fantastic opportunity to showcase your support. Don't miss out on this exclusive sponsorship!

Benefits

- Logo recognition at the CPA Convention included in the meeting 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
- 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*

FIRST TIME ATTENDEES RECEPTION

\$5,000

SOLD

Did you know that 35% of convention delegates are first-time attendees? Make a lasting impression by sponsoring our annual First Time Attendees Reception—creating great first impressions encourages return visits! Show them your support from the very start!

Benefits

- 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: 3.5" x 7.25"* (Value: \$1250.00)
- 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*

AFFINITY SPACE

SOLD

The Affinity Space is a dedicated, culturally safe space for people of colour. It fosters community support and creates an inclusive and welcoming convention experience.

Support Communities of Colour

An Affinity Space at the CPA2025 Convention in St. John's, NL, will foster attendees of colour to feel more connected. An Affinity Space enhances well-being, renews energy, and ultimately increases the number of racialized professionals in the field of psychology, who become mentors and leaders supporting more racialized young adults, to enter and stay in the profession.

Key highlights from CPA 2024 Convention

Attendees from 23 diverse ethnic backgrounds.

3 Days open and welcoming space for people of colour

A space for meaningful dialogue and support.



What Your Sponsorship Will Support

- Cultural celebrations, networking, and well-being of racialized mental health practitioners.
- Snacks, beverages, and an open Affinity Space Welcoming Brunch
- People of colour feeling valued and appreciated.

Benefits

- Logo recognition on the CPA Convention website, convention app, in the convention program, and onsite during convention.
- Ad in the Convention Program— size 3.5'x3x5' (value of \$1000)
- Pre-event Marketing, including logo, company name and 100 blurb (provided by sponsor) included in the pre-event email to registered delegates.
- One mobile application push notification (announcement) to announce sponsorship of the Affinity Space.
- Public acknowledgment – Verbal recognition during Affinity Space events.
- On-Site branding, opportunity to display your banners, flyers, or promotional materials in the Affinity Space.
- Networking, connect with psychologists, researchers, and professionals who represent people of colour at exclusive Affinity Space events.
- Corporate Social Responsibility (CSR) Impact – Demonstrate your organization's commitment to Diversity, Equity, and Inclusion (DEI).



AGM

\$3,000

Seize this high-profile branding opportunity and connect with members at CPA annual general meeting.

Benefits

- Display of banner at selected event*
- Company logo will be prominently displayed
- 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: 3.5" x 3.5"* (Value: \$1000.00)
- 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*

DELEGATE BAG INSERT

\$1,500

Include a lightweight (up to 4-page) brochure or a branded corporate gift in the delegate bag, which will be distributed to all attendees (over 1,500) upon check-in for the convention.*

Benefits

- Unique branded item inserted in delegate bag*

**To be provided by sponsor*

READY TO BOOK?

[Click Here](#)



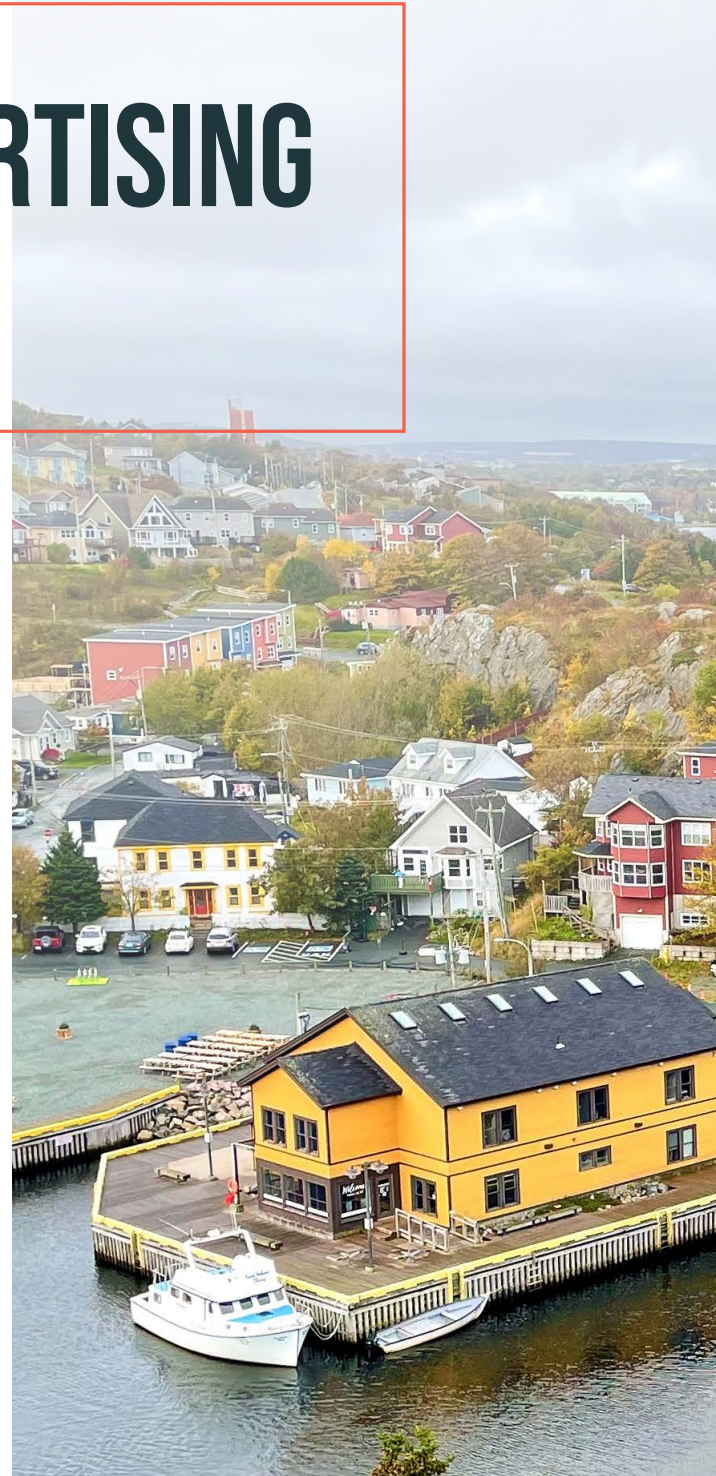
À LA CARTE ADVERTISING OPPORTUNITIES

Connect with all delegates attending the CPA's annual national convention! Advertise in the convention program, which is included in every delegate's registration package. As the most read and referenced document at the event, the program offers a prime opportunity to showcase your brand. It features a comprehensive list of programming, including speakers, meetings, receptions, and exhibitors/sponsors. Don't miss out on this chance to make a lasting impression!

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

Convention 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**



**DEADLINE FOR CONTENT:
MARCH 14, 2025**

ADVERTISE IN THE CONVENTION STUDENT HANDBOOK

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

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 St. John's.

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

The CPA will only accept all institutions that are accredited or eligible for accreditation.

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

14-Mar-25

• 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

Custom Powerpoint Slide

25-Apr-25

One PPT slide – 16:9

Delegate Bag Insert

**09-May-25
to 02-Jun-25**

One lightweight (up to 4-page) brochure or branded corporate gift in the delegate bag. To be mailed directly to St. John's Convention Centre

Push Notification (Announcement) Wording

09-May-25

100 words maximum

Pre-Convention Email to Registered Delegates who opt in to share their names and email address with 3rd parties

09-May-25

100 words maximum

Exhibitor Staff Badge

12-May-25

Name, Email, Title

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 2025 CPA Annual National Convention.

Sponsor Agreement

Submitting the agreement form does not guarantee acceptance of your offer. The Conference Organizers reserve the right to decide which applications are approved. All sponsorships and exhibits will be confirmed in writing. Please note that confirmation of any sponsorship or exhibit does not imply endorsement by the Conference Organizers.

Payment

Sponsors and exhibitors will be invoiced, with all fees due upon receipt. Failure to meet payment terms may result in a loss of the full benefits outlined in the prospectus. All sponsor benefits are contingent upon timely payment, submission of artwork, video content, and other materials, and must adhere to publication deadlines.

Location of Exhibits

The exhibit space will be situated in an open area surrounding the foyer. Based on the venue layout, the CPA will do its best to place



exhibitors directly next to the main plenary rooms, registration desk, and other meeting rooms, maximizing delegate traffic throughout 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 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 the onsite 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 *1:00 PM on Saturday June 14th (*exceptions can be made in advance with approval from the CPA) . 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 Delta St. John's 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.

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 Conference Organizers that results in the conference not taking place, the organizers accept no responsibility for losses incurred by conference 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 XX Hotel as additional insured and shall contain a cross-liability clause.

Cancellation

Once signed, this contract may be cancelled by the Exhibitor no later than April 28, and the Exhibitor will receive 25% of their fee as a refund. After April 28, 2025, 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.