



# FORECAST

YOUR REAL ESTATE CONFERENCE **2025**

**EXHIBITOR PACKAGE**





 creb®  
**FORECAST**  
YOUR REAL ESTATE CONFERENCE 2024

# INTRODUCTION

## ABOUT CREB®

The Calgary Real Estate Board (CREB®) is a non-profit professional association of over 8,300 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. Among the many member tools offered, CREB® is a founding partner of Pillar 9™ Technologies, providing REALTORS® access to a province-wide Multiple Listing Service® (MLS®) System. Through the MLS® System, members and their clients can access the most comprehensive database of property listings and sales history in the region. Additional services include 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® 2025 FORECAST CONFERENCE & TRADESHOW

### DATE

Tuesday, January 21, 2025

### LOCATION

BMO Centre, 20 Round Up Way SE,  
Champions Ballroom

### ESTIMATED AUDIENCE

750 - 1,000 REALTORS® and  
real estate industry professionals

CREB® Forecast is the largest annual gathering of real estate professionals from Calgary and the surrounding area, and one of the most highly anticipated real estate events in Western Canada. The event includes an economic forecast, keynote presentations, professional development opportunities for REALTORS®, networking sessions, and a dynamic exhibitor tradeshow.

As a Forecast exhibitor, you'll have the chance to showcase your products and services to attendees throughout the day, including during the networking reception in the tradeshow area. Your company logo will also be featured on the Forecast website, event show guide, and event app.







# EXHIBITOR PACKAGE

## EXHIBITOR PACKAGE INCLUDES

- Company name listed in the conference show guide and app
- Booth rental
- Exhibitor name badges (up to two per exhibitor)
- Black draping for booth back wall (8 feet high) and side walls (3 feet high)
- One rectangular table (6 feet in length) with black fabric skirting
- Two lunch tickets for booth staff
- Two chairs
- Access to the networking reception in the exhibitor area

### Please Note

- Draping height may vary for booths adjacent to or backing sponsor booths
- All logos, ads, and exhibitor information must be submitted by December 31, 2024, to guarantee inclusion in the show guide
- Booth spaces are limited and sold on a first-come, first-served basis; booths cannot be reserved without payment
- Floor plans and booth options will be provided upon confirmation of participation

## NOT-FOR-PROFIT PRICING

- A limited number of booth spaces are available at a discounted rate for not-for-profit organizations
- \$10 per square foot (must be registered by December 15, 2024)

## BOOTH RENTAL FEES - EARLY BIRD PRICE

(ENDS OCTOBER 18, 2024, \$12/sq. ft.)

- Small booth (6 feet deep by 10 feet wide): \$720 + GST
- Large booth (10 feet deep by 10 feet wide): \$1,200 + GST
- Premium corner booths are available for an additional \$150 surcharge

## BOOTH RENTAL FEES - REGULAR PRICE

(ENDS DECEMBER 15, 2024, \$14/sq. ft.)

- Small booth (6 feet deep by 10 feet wide): \$840 + GST
- Large booth (10 feet deep by 10 feet wide): \$1,400 + GST
- Booth rentals after December 15, 2024, are subject to an additional \$250 administration fee
- Premium corner booths are available for an additional \$150 surcharge

## ADDITIONAL LUNCH TICKETS - \$35 PER TICKET

- \$35 per ticket
- Additional lunch tickets must be ordered at the time of registration; purchased lunch tickets will be included with your name badge in the Exhibitor Package, which will be distributed on the morning of the event





## LIVE COMPANY PRESENTATION (SPONSORS ONLY)

Take advantage of this new opportunity to be the center of attention as attendees walk through the exhibit floor. Sponsors will have access to a small stage, podium, projector, and microphone to present on behalf of their company.

A schedule for the Showcase Stage will be posted, allowing you to select your preferred time slot. Time slots will be assigned on a first-come, first-served basis.

This exclusive opportunity is available to sponsors only.

For more information on becoming a sponsor, please email [tradeshow@creb.ca](mailto:tradeshow@creb.ca).

## ADDITIONAL ADVERTISING & PROMOTIONAL OPPORTUNITIES

These additional opportunities must be selected at time of registration.

### PREMIUM CORNER BOOTH \$150

Increase your visibility on the trade show floor with a higher-traffic enhanced space.

### ENHANCED COMPANY PROFILE \$150

Feature your logo and company profile in the conference show guide. Your corporate logo, 50-word company profile, and a live website link will also be included on the CREB® Forecast website and conference app.

### PARTNER PASSPORT \$200

The Partner Passport is a fantastic opportunity to increase traffic to your booth. Similar to a bingo card, each delegate will receive a passport featuring participating exhibitors at registration. These exhibitor booths will also be highlighted on the floor plan displayed on our conference website and app, helping direct delegates to your booth.

Attendees are encouraged to visit participating exhibitors and will receive a sticker for their card. Each participating exhibitor will be provided with 700 stickers featuring their company logo to hand out to attendees. Once attendees have completed their passports, they can enter a draw for a prize valued at \$1,000.

Please note: Partner Passport spaces are limited and sold on a first-come, first-served basis.

### CONFERENCE SWAG BAG \$75

Exhibitors have the option to include one (1) PDF brochure, pamphlet, or branded gift in the conference swag bags, which will be distributed to attendees at the door.

All items for the swag bags must be delivered to the CREB® Campus by January 5, 2025.







# 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 exhibitor 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  EFT

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

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

**Please email your completed application (along with signature on page 14) to [tradeshow@creb.ca](mailto:tradeshow@creb.ca).**

## SELECT YOUR EXHIBITOR PACKAGE

### NOT-FOR-PROFIT PRICE

(REGISTER BY DECEMBER 15, 2024)

**SMALL BOOTH (6'x10')** | \$600 + GST

**LARGE BOOTH (10'x10')** | \$1,000 + GST

### EARLY BIRD PRICE

(ENDS OCTOBER 18, 2024)

**SMALL BOOTH (6'x10')** | \$720 + GST

**LARGE BOOTH (10'x10')** | \$1,200 + GST

### REGULAR PRICE

(ENDS DECEMBER 15, 2024)

**SMALL BOOTH (6'x10')** | \$840 + GST

**LARGE BOOTH (10'x10')** | \$1,400 + GST

### ADDITIONAL ADVERTISING AND PROMOTIONAL OPPORTUNITIES

**CONFERENCE SWAG BAG** | \$75

**ENHANCED COMPANY PROFILE** | \$150

**PREMIUM CORNER BOOTH** | \$150

**PARTNER PASSPORT** | \$200

**LUNCH FOR ADDITIONAL BOOTH STAFF**

Quantity \_\_\_\_\_ x \$35 each



# 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 an exhibitor booth at the trade show, of the size selected by an exhibitor in the application; (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 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 2025 Forecast hosted by CREB®; (i) "GES" means official display contractor and materials handler for the trade show; (j) "BMO" means BMO Centre located at 20 Roundup Way SE Calgary, AB T2G 2W1, which will be the 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 20, 2025 at 6 p.m. 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®. Only those applications for which CREB® has given confirmation of acceptance by December 15, 2024 will be listed in the show guide.

**3. BOOTH LICENSE.** CREB® grants you a revocable license to occupy a booth during the hours of the trade show, and before and after the trade show for set up and dismantling purposes as set out below. Exhibitors may choose their preferred booth location at the time of registration, subject to availability. CREB® may change that location before the trade show using its absolute discretion. CREB® may choose to offer booth location selection first to returning exhibitors, and then to new exhibitors in the order in which their applications are received.

**4. EXHIBIT SPACE FLOOR PLAN.** CREB® will make reasonable efforts to maintain the general configuration of the floor plan for the trade show, as shown on CREB®'s website, but CREB® may modify this floor plan from time to time as appropriate for the optimal operation of the trade show. This may include instances where the trade show is larger or smaller than anticipated, or in order to separate booths of a similar nature. The Exhibitor is responsible for reviewing the trade show floor plan to see if any direct competitors are located directly beside or across from their booth. CREB® may choose to relocate one or both of the affected exhibitors if a more appropriate location is available. No relocations will be made after December 15, 2024.



## TERMS & CONDITIONS (continued)

**5. BOOTH SETUP.** The exhibition hall will be available for booth set up on Monday, January 20, 2025 (exact times will be emailed to the exhibitors closer to the day of the event). Exhibitors must complete set up of their booth on Monday, January 20, 2025. Set up is not permitted on the day of the trade show day unless specific arrangements have been made and approved in advance with CREB®. GES will be on site providing courtesy pushcarts for move-in and move-out. Additional services available from GES are at the exhibitor's expense and shall be independently arranged by the exhibitor prior to Monday, January 20, 2025.

**6. FAILURE TO SET UP OR OCCUPY SPACE.** If an exhibitor has not completed booth set up on January 20, 2025 or having completed Booth set up, fails to occupy the booth on the trade show date then, unless the exhibitor has requested in writing to CREB® and CREB® has consented in writing that delayed set up or occupancy (or both) is permitted on such terms as CREB® specifies in its consent, this agreement is terminated as of 8 a.m., January 21, 2025.

**7. TRADE SHOW HOURS.** These are accepted to be between 9:00 a.m. and 6:00 p.m. however, CREB® may set and modify the trade show hours and set up and tear down hours, in its sole discretion.

**8. BOOTH STAFFING.** Exhibitors will have at least one representative staffing its booth at all times and no booth shall be left unattended during trade show hours. Exhibitors will not have more than four representatives in the exhibit hall (including the booth) at any one time. Exhibitors representatives must wear exhibitor badges supplied by CREB® at all times while in the exhibit hall during set up, trade show hours and tear down. These badges permit access to the exhibit hall only.

**9. BOOTH OPERATION.** Exhibitors will use their best efforts to “be a good neighbour” to other exhibitors. Exhibits which interfere with the use of other exhibits, impede access to them, or impede the free access to the aisles will not be permitted. Exhibitor representatives are required to confine their activities to within their own booth.

**10. SOUND/MUSIC.** Exhibitors may use sound equipment in their booth as long as the noise level does not disrupt the activities of neighbouring exhibitors. Exhibitors shall modify or terminate any sound-generating activities as CREB® directs from time to time in its sole discretion.

**11. 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.

**12. ADVERTISING MATERIALS.** Exhibitors may distribute advertising materials, souvenirs and samples only from their booth. Exhibitors shall cease the display and distribution of all advertising material, souvenirs and samples during the 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.

## TERMS & CONDITIONS (continued)

**13. PHOTOGRAPHY.** Exhibitors for themselves and on behalf of its employees and agents (a) grant to CREB® the unconditional right to film, photograph and record the likeness, appearance, voice, photos and video of the exhibit and each of its employees and representatives at the booth and the trade show, and (b) unconditionally consent to CREB®'s use, alteration and reproduction of all such filmed, photographed and recorded items for publicity purposes in all media including, without limitation, to all forms of: animation and film; electronic digitization; telecommunication systems now known or created in the future; digital photography; two and three dimensional reproductions; sounds and electronically generated voice likenesses; and the right to license third parties to exercise such rights on behalf of CREB®, as CREB® considers appropriate in its sole discretion.

**14. TEAR DOWN.** Exhibitors will not begin to dismantle booths before 4:30 p.m. January 21, 2025, and must complete dismantling and removal no later than 7:00 p.m. on the same day. CREB® reserves the right to move, store, discard or otherwise dispose of any property or materials left by the exhibitor after 7:00 p.m. on January 21, 2025, at the expense of the exhibitor.

**15. SECURITY.** The BMO Centre may provide certain security services during set up, the trade show and tear down hours. However, neither the BMO Centre nor CREB® is liable to the exhibitor or any third party for any damage to or loss of any property of the exhibitor or in the exhibitor's possession at such times, no matter how or by whom said loss or damage is caused.

**16. 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.

**17. BREACH.** If the exhibitor breaches any provision of this agreement, CREB® may immediately terminate the booth license, require the exhibitor to remove its booth materials and take such other steps as CREB® considers appropriate to remove the exhibitor, its employees and representatives and its property from the Exhibit Hall. 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.

**18. 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 November 15, 2024, and to retain the full payment, as liquidated damages and not as a penalty, if it receives notice of cancellation after November 15, 2024.



## TERMS & CONDITIONS (continued)

**19. 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.

**20. 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.

**21. REGULATIONS.** The exhibitor agrees to abide by the building and fire regulations set out by the BMO Centre and the Alberta Occupational Health and Safety Act, both of which can be requested by the exhibitor from CREB® at any time.

**22. BROKERAGES.** Broker sponsorship is permitted 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.

**23. 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: \_\_\_\_\_






# FORECAST

YOUR REAL ESTATE CONFERENCE **2025**

 Tuesday, January 21, 2025

 9:00 a.m. to 6:00 p.m.

 BMO Centre, Champions Ballroom

**TO DISCUSS SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT US**

**PHONE:** 403.781.1363 | **EMAIL:** [tradeshows@creb.ca](mailto:tradeshows@creb.ca)