

DATE: MARCH 2, 2017

#2017-03

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ECONOMIC DEVELOPMENT
Our Location. Your Advantage.**2017 ANNUAL CONFERENCE & EXHIBITION**

June 14, 2017

*Exhibitors Move In June 13th / Move Out June 15th***Exhibitor Registration Form***“Appetite for Disruption”***Caesars Windsor, 377 Riverside Drive East
Windsor, Ontario**

The APMA 2017 Annual Conference & Exhibition, taking place **June 14th, 2017 in Windsor, Ontario**, is Canada's premier automotive OE supplier manufacturing event. The **“one day only”** 2017 Conference now provides exhibitors access to keynote presentations and meals in an open format room layout. This format provides access to key presentations, creating more value and networking opportunities for all exhibitors.

Exhibiting at this event provides a great opportunity to showcase your company capabilities, innovations and **“disruptive technologies”** to a senior automotive target audience. Whether your company offers new manufacturing processes or technologies, light-weighting technologies, new product applications and innovations, “Autonomous/Connected Vehicle” technologies, EV/Hybrid and Alternate Powertrain technologies, research capacity or other products/services, exhibiting at this event is for you. Limited space is available. **Book your booth now!**

Why Should You Exhibit?

- *Over 600 industry professionals will attend.*
- *OEMs and key Tier I Purchasers/Engineers are there to see your company!*
- *A cost effective way to increase corporate exposure, showcase your leading edge technologies and capabilities, and support your industry.*
- *Exhibiting companies are entitled to receive “Guest” invitations for clients to see their booth.*
- *Exhibitors receive limited COMPLIMENTARY access to keynote presentations.*

Why Exhibit? A cost-effective way to promote your products, services and technologies to OE visitors, international delegates, OE suppliers, industry executives, government, academia, and the industry at large. As the industry rapidly evolves, new disruptive technologies, capabilities and innovations are in great demand by customers. As the signature event of the year for the automotive sector in Canada, booth space will sell out quickly. **Secure your booth today!**

APMA will invite key manufacturers and purchasing executives to the conference to come meet Canadian supplier companies and to learn about their technologies, seek collaborative opportunities, and to network. APMA will also host various foreign delegations at the event, providing additional opportunities for exhibitors.

Please review the attached floor plan layout and exhibitor registration form. Booths are available on a first come – first served basis. If you have any questions, please contact Vincent Guglielmo or Nadia Nincevic at APMA, 416-620-4220 Ext. 233 or 224.

APMA 2017 ANNUAL CONFERENCE & EXHIBITION

EXHIBITOR BENEFITS

*New Floor Plan
provides visibility to
keynote presentations*

As an Exhibitor, you will enjoy the following benefits:

- Opportunity to meet 600+ CEO's, senior executives, key purchasers of vehicle manufacturing companies, leading OE automotive component suppliers, international visitors, key industry researchers and industry suppliers.
- Conference breakfast, refreshment breaks and receptions take place on the exhibition floor providing added exposure and networking opportunities.
- A final copy of registered conference delegates (*excluding emails*).
- **Open concept floor plan provides visibility to keynote presentations**, representing a savings of over \$600.00 per person. *Additional Booth Staff Registrations available at significant discounts.*
- **Upgrade to Premium or Superior** booth locations. APMA offers upgraded booth categories. Selecting booths in these categories entitles you to preferred locations on the show floor offering greater visibility, better access to presentations (see floor plan) and greater networking opportunities.
- Discounted **Exhibitor FULL Conference Registration (SAVE \$175.00)** rates are available providing access to all Conference activities and discounted hotel room rates.

Promotional Opportunities:

- Opportunity to advertise in APMA's semi-annual industry magazine, **Lead, Reach, and Connect**, which is distributed to all delegates at the Conference and through APMA's normal distribution channels.
- Listing of confirmed exhibitors to be posted on APMA's website Conference web page.
- A special promotional email highlighting conference exhibitors will be sent to APMA's distribution list and posted on APMA's LinkedIn Group page.
- As an exhibitor, you'll be able to promote your company through APMA's social media channels.

EXHIBITION FLOOR – June 14, 2017
(Move in June 13 and Move out June 15)

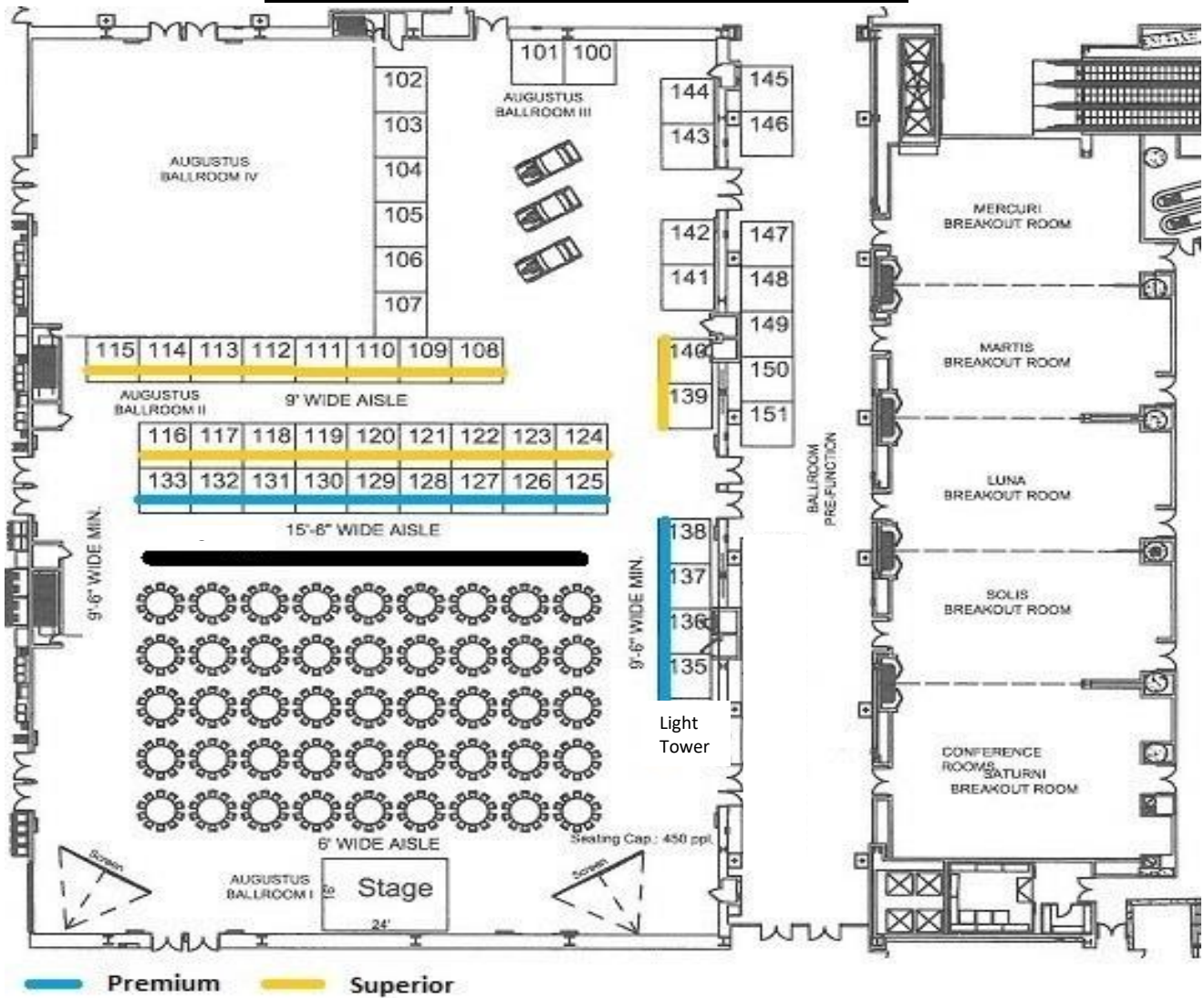


Exhibit Booth Operational Details

- **PLEASE NOTE:** All booth staff at Booths 134 – 138 must be registered as FULL Conference Delegates.
- Electrical, A/V, booth accessories, etc. are additional and the responsibility of the Exhibitor. Order Forms for booth items are included in the Exhibitor Manual in addition to conference and booth staff registration information and detailed rules and regulations. Exhibitor Manual will be available in April 2016.
- Booth particulars: 10 ft. Wide, 10ft. Deep – 8 ft. High backdrop*, 3 ft. Side rails.
- Exposition Contractor service desk available during Move-In (June 13) and Move-Out (June 15).
- Services of a fully qualified exposition contractor to assist during move-in and move-out.

APMA 2017 ANNUAL CONFERENCE & EXHIBITION
Caesars Windsor, June 14, 2017

Booth Category	APMA/CAMM Member Rate:	Non Member Rate:
Regular	<input type="checkbox"/> 10' x 10' Booth \$2,220 + 13% HST = \$2,508.60	<input type="checkbox"/> 10' x 10' Booth \$3,425 + 13% HST = \$3,870.25
	<input type="checkbox"/> 10' x 20' Booth \$3,420 + 13% HST = \$3,864.60	<input type="checkbox"/> 10' x 20' Booth \$4,625 + 13% HST = \$5,226.25
Superior	<input type="checkbox"/> 10' x 10' Booth \$2,520 + 13% HST = \$2,847.60	<input type="checkbox"/> 10' x 10' Booth \$3,720 + 13% HST = \$4,203.60
	<input type="checkbox"/> 10' x 20' Booth \$3,720 + 13% HST = \$4,203.60	<input type="checkbox"/> 10' x 20' Booth \$4,920 + 13% HST = \$5,559.60
Premium	<input type="checkbox"/> 10' x 10' Booth \$2,820 + 13% HST = \$3,186.60	<input type="checkbox"/> 10' x 10' Booth \$4,050 + 13% HST = \$4,576.50
	<input type="checkbox"/> 10' x 20' Booth \$4,020 + 13% HST = \$4,542.60	<input type="checkbox"/> 10' x 20' Booth \$5,300 + 13% HST = \$5,989.00

Corner Booth locations in Premium ■ and Superior ■ Categories (must be booked as a minimum of 2 booths) and are subject to a \$100.00 plus 13% HST Charge

****EARLY BIRD SPECIAL: Secure your booth by March 31, 2017 and deduct \$100.00 from your total booth order****

PLEASE PRINT CLEARLY:

BOOTH CONTACT NAME: _____ E-MAIL: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

TEL: _____ FAX: _____

Signature: _____ This document will form part of the Exhibitor Agreement.

Company Profile: Once your booth space is confirmed by APMA, an email to your company's exhibitor contact on this page will be sent to solicit company profile information for publication in the Conference Delegate Program and for other promotional purposes.

Booth Number(s) (Preferred): 1st Choice(s) _____ 2nd Choice(s) _____ 3rd Choice(s) _____

APMA will attempt to honour all booth requests, however due to the high demand for exhibit space, APMA reserves the right to allocate booths as required to best accommodate APMA's mandate, prior year exhibitors and facility regulations.

APMA will confirm what space is being held for you based on availability, however, final confirmation of booth space(s) will be based solely on receipt of full payment made to APMA. To reserve space, please complete and fax this form to (416) 620-9730.

NOTE: Full and final payment must be received within 30 days of confirmed reservation and/or prior to the event to confirm the space unless other arrangements have been made.

MEMBERS ONLY: Cheque Enclosed (Bulletin 2017-03) Total Booth Cost Amount: \$ _____ HST# 122758741

If paying by VISA, MasterCard or American Express, please complete the following:

Cardholder's Name: _____ Signature: _____

Card Number: _____ Expiry Date: _____ / _____

Cancellations after formal acceptance is subject to a 15% administrative charge of confirmed booth costs. Refunds will only be provided if cancelled space can be re-sold. Refunds cannot be provided after May 6, 2017. Confirmation of acceptance and booth locations will be provided by APMA and formal exhibitor manuals will be distributed at that time.