



Vendor Information Packet

EVENT DETAILS

October 23-25, 2026 | Chelsea Hotel Toronto | 33 Gerrard Street West, Toronto, Ontario M5G 1Z4

Thank you for interest in the second annual Canadian Pawn Exposition!

It only took us 158 years to have our first Canadian Pawn Convention, but good things come to those who wait! It was a smashing success! We had 75 attendees representing dozens of stores. More importantly, almost none of them had ever been to a pawn convention. It was a tremendous learning experience for pawn attendees, and a massive opportunity for our vendor partners.

As a vendor, you'll have access to a new and untapped market: Canadian pawnbrokers. Each of these stores needs gold refiners, diamond buyers, insurance, testing equipment, training, and more. They've never been to a tradeshow, so they don't know what they're missing. It is pure "blue ocean", untapped by competition. This is your chance to showcase what you do and how you'll level up their business!

Canada has nearly 700 pawn shops with thousands of employees. Each of them could benefit from training, technology upgrades, and educational content. The US pawn industry has robust industry partnerships, ongoing training and national representation. This tradeshow is about bringing similar advantages to Canadian pawn shops.

So please, come join us in Toronto at the Chelsea Hotel on the weekend of October 23rd to the 25th. Let's do something new together!

This packet includes

- Vendor booth registration and payment details
- Sponsorship opportunities and recognition benefits
- Shipping and receiving instructions
- The Exhibitor Contract and event rules

Show Details:

This year’s event has improved upon last year in every way. The site is 20% larger, the event now spans the entire weekend, and we have expanded tradeshow hours. The longer format also provides more time for socializing and educational sessions. We expect this year to raise the bar!

Vendor Booth Registration

Industry Partner Booth Registration

All fees are charged in Canadian dollars. USD estimates are provided for convenience only and will be calculated at time of invoice.

USD estimates use the Bank of Canada daily average for July 15, 2026 (US\$1 = CAD \$1.4049), rounded to the nearest US\$5. Actual conversion may vary.

CAD \$1,650
(approx. USD \$1,175)

The standard booth package includes

- One event pass. Additional vendor passes are CAD \$400 each. *(approx. USD \$285 each)*
- One 8 ft. x 8 ft. draped booth space with backdrop.
- One 6 ft. draped table and two chairs.
- Standard electrical power to the booth. Special electrical requirements must be requested in advance and may involve additional charges.
- Company recognition as an exhibitor in event advertising and promotional materials.
- A vendor introduction during the Saturday morning show opening. A PowerPoint projector will be available.
- Post-event contact information for attendees who have consented to share their information with exhibitors.

SPECIAL REQUIREMENTS

Please advise the convention planners of accessibility, electrical, Internet, display or other special requirements when registering. We will make reasonable efforts to accommodate requests, subject to availability and any hotel charges.

Registration and payment

Registration and payment instructions will be emailed when a booth is requested. Unfortunately, we have a limited number of available booths and must prioritize event sponsor applicants. Booths remain available until full payment has been confirmed. Please register and pay early to avoid missing out.

Registration liaison: events@canadianpawnassociation.com

NOTE: Booth sharing is not permitted. All signage, marketing, and promotional material must be related to the registered Exhibitor.

Sponsorship Recognition

We learned the hard way that hotel and event costs are prohibitive. The food, hall and AV costs add up to MORE than the attendance pass. Simply put, we do not recoup enough admission to sustain the convention. We have chosen to keep admission costs low to encourage attendance: something that benefits our vendors. In turn, we request that vendors consider sponsorships to help the event succeed.

We appreciate and recognize each of our vendor sponsors, and here's a few examples of how we show it:

Morning Icebreaker and Mini-Presentations

This is a Canadian Expo exclusive because we invented it! We open the show with vendor introductions and mini presentations! Each vendor gets a few minutes to introduce themselves, talk about their product and service, and otherwise break the ice with the entire convention. We also take this time to personally announce and thank our sponsors. This makes sure that 100% of attendees know who sponsored meals and breaks.

NOTE: Any PowerPoint slides for the vendor introduction must be submitted by October 9th, 2026. All slides and marketing materials are subject to Expo approval.

Table Toppers



All tables will have prominent sponsor markers. During general sessions our tote sponsors will have their placards on display.

For each meal and major sponsored segment these will be replaced with prominent “Thank you” details and marketing information for the primary sponsor. For example: if you are the lunch sponsor your materials will be on display at every table and food station during lunch.

Main Sponsor Recognition



Meal sponsors get special permanent signage for the entire event. This is located right next to the event agenda and is on display for the duration of the convention. This is in addition to custom table placards during the sponsor spots.

Each main sponsor will also get acknowledged and thanked by event hosts prior to (or during) their sponsored segment.

Website Credits

Each current (and past) event has a permanent home on the Canadian Pawn Association website. This includes a photo gallery of event pictures AND a showcase of event sponsors! Your sponsorship pays dividends years down the road with a permanent acknowledgement of your support.

Thank you to our Sponsors!





SPONSOR MATERIALS

Final artwork, brochures and promotional materials must be delivered by the deadline communicated by the Expo team. Materials received after the deadline may not be included in printed or on-site displays.

Sponsorship Opportunities

All sponsorship fees are in Canadian dollars. Sponsorship availability is limited where noted and is confirmed only after payment has been received.

Please consider the following sponsorship opportunities as a way for us to offset operating costs.

General Sponsorships

Event Tote Available to all exhibitors; no sponsor limit.	CAD \$400 <i>(approx. USD \$285)</i>
• Your brochures and approved marketing materials will be distributed with the event totes. • Tote-sponsor placards will be displayed on tables during open sessions. • Participation is available to all registered exhibitors.	

MEAL SPONSORSHIPS:

Meals play an important role for tradeshow attendees. Onsite food allows them to focus on the vendors and panels instead of needing to leave. Likewise, for vendors it keeps everyone central, accessible and able to conduct business.

Friday - October 23, 2026

Friday Night Reception Sponsor Single sponsor. Includes sponsor recognition on event materials and during the reception.	CAD \$1,500 <i>(approx. USD \$1,070)</i>
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The Friday evening reception is the Expo's first gathering and gives attendees an informal opportunity to meet as they arrive.

The planned menu is a Pizza and Wings Bonanza featuring meat-lovers, vegetarian and cheese pizzas; Cajun-crusted chicken wings; and assorted dips including hot, barbecue, honey garlic and sweet chilli.

Saturday Sponsorships - October 24, 2026

Breakfast Sponsor

Single sponsor. Includes thank-you signage and recognition on the website, on-site signage and event schedule.

CAD \$2,500
(approx. USD \$1,780)

Breakfast features the “Classic Canadian Buffet”, including:

- Muffins, croissants, pastries, fresh fruit and preserves
- Fresh scrambled eggs, hash browns and sliced bacon
- Whole-grain cereals and milk

Noon Lunch Sponsor

Single sponsor. Includes thank-you signage and recognition on the website, on-site signage and event schedule.

CAD \$2,500
(approx. USD \$1,780)

The lunch plan features the “Chelsea Deli” including:

- Daily soup and assorted salads
- A selection of deluxe deli sandwiches including:
 - Turkey club wrap with bacon and tomato
 - Roasted Sweet potato and chickpeas in spinach wrap
 - Chimichurri carne asada
 - Chicken Salad Sandwich
 - Chipotle tuna salad on multigrain
- Desserts: butter tarts, Nanaimo bars, terra chips

Afternoon Break Sponsor

Single sponsor. Includes thank-you signage and recognition on the website, on-site signage and event schedule.

CAD \$1,500
(approx. USD \$1,070)

Afternoon break will feature the “Perfect Parfait and Fruity Frenzy”:

- Coffee, juice, teas and soda.
- Build your own parfait with mixed berries, granola, almonds, cranberries
- Sliced fruit, melons and berries.

Dinner Gala Sponsor

Single sponsor. Includes thank-you signage and recognition on the website, on-site signage and event schedule.

CAD \$3,500
(approx. USD \$2,500)

Dinner will feature the “Ruby Buffet”, including:

- Appetizers: assorted salads, dinner rolls, flatbreads, cured and smoked meats, chilled Malpeque oysters, chilled poached black tiger shrimp, and steamed dim sum dumplings
- Main courses: chef-carved beef tenderloin with thyme jus and horseradish; veal scallopini with lemon and capers; and breaded Great Lakes pickerel
- Desserts: mini verrines, brownies, pastries, tarts, cheesecakes, cookies, sliced fruit and berries

Sunday Sponsorships – October 25, 2026

Breakfast Sponsor

Single sponsor. Includes thank-you signage and recognition on the website, on-site signage and event schedule.

CAD \$1,500
(approx. USD \$1,070)

Breakfast will feature the “Grab and Go Buffet”, including:

- Bacon, sausage and vegetarian breakfast muffin sandwiches
- Individual Greek-style yogurts
- Cereal bars
- Whole apples and bananas
- Bottled juices

MENU NOTE

All menus are representative and remain subject to substitution or change based on hotel availability, seasonality, market conditions, dietary requirements and final event planning.

Shipping and Receiving

Ship items to the following address using the format shown below.

Chelsea Hotel
22 Elm Street
Toronto, ON M5G 1G7
416-595-1975

Attention: Justine Davidson

Re: Canadian Pawn Convention
Room: Mountbatten
Hold For: VENDOR NAME
Date: October 23 - 25
Box ## of ##

NOTE: This is the address for the loading dock, not the front entry of the hotel. If you require assistance call the hotel at 416-595-1975 and ask for the event contact: **Justine Davidson**.

Please note: the event does not provide insurance for your inventory or assets. You should arrange independent coverage if you are shipping items.

Shipping Instructions

- We accept packages 3 business days prior to arrival
- All items must be removed after the event has concluded
- The hotel is not responsible for shipping/handling of return items
- Retain tracking numbers and bring copies of shipping documents to the event.
- Prepare prepaid return labels and arrange outbound pickup before leaving the hotel.
- Do not ship high-value inventory without appropriate transit and event coverage.
- Label every carton with the exhibitor's company name and box count (for example, Box 1 of 4).

Loading Dock Instructions

- The loading dock is located at 22 Elm Street
- Our receiving hours are from 8AM – 4:30PM
- If you have deliveries outside of this timeframe, you must call Security at 416-580-4079
- If you need assistance navigating the loading dock to the event spaces, please call Banquets at 647-924-9120

PLEASE CONFIRM BEFORE SHIPPING

Hotel procedures and event-contact details can change. Confirm the delivery window, address format and any handling fees with the Expo team before sending freight or valuable inventory.

Exhibitor Contract

EVENT

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This Exhibitor Contract is between the Canadian Pawn Association, operating the Canadian Pawn Expo (the "Expo"), and the registered exhibitor (the "Exhibitor"). The Chelsea Hotel Toronto is referred to as the "Facility." By signing this Contract or completing an electronic registration that expressly incorporates it, the Exhibitor agrees to the following terms and conditions.

1. EXHIBIT SPACE AND STANDARD INCLUSIONS

The standard booth package includes one 8 ft. x 8 ft. draped exhibit space with backdrop, one 6 ft. draped table, two chairs, standard electrical power and one event pass.

- a. Additional event passes are CAD \$400 per person. (*approx. USD \$285 per person; the CAD amount governs*)
- b. Special electrical, Internet, telephone, audiovisual, furnishing or display requirements must be requested when registering. Additional charges may apply and must be prepaid.
- c. Additional tables, chairs, fixtures or displays that increase or materially alter the standard booth footprint require advance written approval and may be subject to additional charges.

2. BOOTH ASSIGNMENT

The Expo will provide the anticipated exhibit-hall layout before the event. Booth assignments will be prioritized by sponsorship level and then by the date full payment was received. The Expo may adjust booth locations where reasonably necessary for safety, accessibility, hotel requirements or event operations.

3. SETUP, ACCESS AND MOVE-OUT

Exhibitor setup begins at 7:00 p.m. on Friday, October 23, 2026, during the Friday reception, and resumes at 7:00 a.m. on Saturday, October 24, 2026. Only individuals wearing approved event identification may enter the exhibit area during controlled setup, exhibit and dismantling periods. Final exhibit hours and move-out instructions will be provided before the event.

4. EXHIBITOR RESPONSIBILITIES

The Exhibitor is responsible for its employees, contractors, representatives, guests, displays, products and activities. The Exhibitor must comply with applicable laws, hotel rules, fire and safety requirements, and all reasonable instructions issued by the Expo or Facility.

5. PAYMENT AND RESERVATION

Full payment must accompany registration. Exhibit space and attendance are not reserved until payment has been received and confirmed by the Expo. Unless expressly stated otherwise in writing, all exhibit, sponsorship and attendance fees are non-refundable, subject to clause 6.

6. CANCELLATION, WITHDRAWAL OR DOWNSIZING

The Exhibitor may cancel, withdraw or request a reduction in exhibit space only by written notice sent to events@canadianpawnassociation.com. The effective date is the date the notice is received.

- a. If notice is received within 30 days of the event, all exhibit, sponsorship and attendance fees are forfeited as liquidated damages and not as a penalty.
- b. If notice is received more than 30 days before the event, the Expo may, in its sole discretion, provide a partial refund if the vacated space was resold, less administrative costs and any non-recoverable expenses.
- c. A request to reduce booth size or included services is subject to availability and written approval. No credit is due unless approved in writing by the Expo.

7. USE OF SPACE AND BOOTH SHARING

The Expo may decline or remove an exhibit that, in its reasonable opinion, is unsuitable or not in keeping with the character, safety or professional standards of the event.

- a. Subleasing or booth sharing is prohibited unless the Expo grants advance written approval.
- b. Exhibit space may be used only to promote the Exhibitor's approved products or services. The Expo's reasonable decisions regarding use of exhibit space are final.

8. CONDUCT

Exhibitors and their personnel must behave professionally and respectfully. The Expo may require the immediate removal of any person whose conduct is unsafe, unlawful, disruptive, discriminatory, harassing or otherwise unacceptable.

- a. Removal for misconduct does not entitle the Exhibitor to a refund.
- b. The Expo may prohibit the Exhibitor or individual from participating in future events unless written permission is later granted.

9. COMPLIANCE WITH LAWS

The Exhibitor must comply with all applicable federal, provincial and municipal laws, regulations, licensing requirements and industry obligations, including requirements relating to consumer protection, privacy, marketing, employment, accessibility, health and safety, and the sale or display of regulated goods.

10. LIABILITY AND ASSUMPTION OF RISK

To the fullest extent permitted by law, the Expo, the Canadian Pawn Association, the Facility and their respective owners, operators, officers, directors, employees and agents are not responsible for loss, theft, damage or injury affecting the Exhibitor, its personnel, guests or property before, during or after the event, except to the extent caused by that party's gross negligence or wilful misconduct.

11. INDEMNIFICATION

The Exhibitor will indemnify and hold harmless the Expo, the Canadian Pawn Association, the Facility and their respective owners, operators, officers, directors, employees and agents from claims, losses, liabilities, damages and reasonable costs arising from the Exhibitor's display, products, services, personnel, guests, acts or omissions, except to the extent caused by the indemnified party's gross negligence or wilful misconduct.

12. SECURITY

The Expo provides exhibit space but does not provide dedicated booth security. The Exhibitor is solely responsible for safeguarding its inventory, equipment, records, displays and other property. Booths should not be left unattended while valuable property is present.

13. INSURANCE

The Exhibitor must maintain commercial general liability insurance with limits of at least CAD \$1,000,000 per occurrence, together with workers' compensation and employers' liability coverage where required by applicable law. Coverage must remain in force during transport, setup, the event and move-out.

- a. Upon request, the Exhibitor must provide a certificate of insurance to the Expo no later than September 23, 2026.
- b. The Expo, the Canadian Pawn Association or the Facility may require evidence of additional coverage or additional-insured status where reasonably necessary because of the Exhibitor's activities.

14. FIRE AND SAFETY

All decorations, draping and display materials must satisfy applicable fire regulations and Facility requirements. Open flames, hazardous materials, overloaded electrical circuits and unsafe displays are prohibited. The Expo or Facility may require immediate correction or removal of a safety hazard.

15. MEETINGS AND CONFLICTING EVENTS

The Exhibitor must not schedule a meeting, presentation, hospitality event or sales activity that materially conflicts with official Expo programming or exhibit hours without advance written approval.

16. GOVERNING LAW AND VENUE

This Contract is governed by the laws of Ontario and the federal laws of Canada applicable in Ontario. The parties submit to the courts of Ontario for disputes arising from this Contract, subject to any written dispute-resolution agreement between them.

17. FORCE MAJEURE

The Expo may cancel, postpone, relocate, shorten or otherwise modify the event where circumstances beyond its reasonable control make performance impossible, unsafe, unlawful or commercially impracticable. Such circumstances may include fire, flood, severe weather, public-health emergency, government action, labour dispute, civil disorder, war, terrorism, utility failure or Facility unavailability.

- a. The Expo is not liable for indirect, consequential or travel-related losses arising from a force-majeure event.
- b. If the event is cancelled and not rescheduled, the Expo may provide a credit or partial refund after deducting non-recoverable event costs. Any such credit or refund will be determined reasonably and communicated in writing.

18. ADMISSION AND IDENTIFICATION

Admission to setup, exhibit and dismantling areas is controlled. Event staff may admit only registered individuals wearing approved badges or identification. Badges are personal, non-transferable and may be revoked for misuse.

19. EVENT MANAGEMENT AND AMENDMENTS

Matters not specifically covered by this Contract are subject to the Expo's full and sole discretion. The Expo may issue operational rules or amendments where necessary, provided material changes are communicated to Exhibitors. Each Exhibitor is responsible for ensuring that its personnel comply.

20. HOTEL SUITES AND OFF-SITE SELLING

The operation of hotel suites, guest rooms or other unapproved spaces for sales, demonstrations or entertainment that compete with or disrupt the Expo is prohibited during event days.

21. SOUND LEVEL

Mechanical, audiovisual or electrical devices must be operated at a volume that does not disturb other exhibitors, attendees, hotel guests or event programming. The Expo may determine acceptable sound levels and equipment placement.

22. RECEIPT OF GOODS AND EXHIBITS

All incoming goods must be plainly marked, shipped prepaid and delivered to receiving areas designated by the Facility. The Exhibitor is responsible for confirming shipping instructions, receiving windows, handling fees, return arrangements and insurance before dispatch.

23. PHOTOGRAPHY AND PUBLICITY

The Expo may photograph or record the exhibit floor, programming, booths and displays for event documentation and promotional purposes. The Exhibitor acknowledges and consents to this.

- a. An Exhibitor may photograph or record its own booth and display, provided it does not interfere with event operations or capture confidential information.
- b. Before publishing an image or recording in which another individual is clearly identifiable, the Exhibitor is responsible for obtaining any consent required by law.
- c. An Exhibitor may not photograph or record another exhibitor's booth, proprietary display or restricted event area without permission.

24. FAILURE TO COMPLY

Failure to comply with this Contract or reasonable Expo and Facility instructions may result in correction requirements, closure or removal of the exhibit, removal of personnel, forfeiture of fees and exclusion from future events, as appropriate to the circumstances.

Acceptance

By signing below, the Exhibitor confirms that the authorized representative has read, understood and agreed to this Contract.

Exhibitor company

Authorized representative

Signature

Date

Email

Telephone

Expo acceptance / notes