

# Exhibit at the Montreal's Christmas Market Terms and conditions

Version: September 13,2020

The purpose of this document is to determine the conditions of occupation of the chalets made available for rent by the Montreal's Christmas Village (hereinafter "the Organizer") during the 1<sup>st</sup> edition of the event "Montreal's Christmas Market". In the appendix, the "COVID-19 KIT" presents the mandatory health measures for exhibitors. Also, in the appendix, an exhibitor's guide provides some practical guidelines to the exhibitors.

Here is the Christmas market's schedule:

- Saturday, November 21<sup>st</sup> through Sunday, November 22<sup>nd</sup>, 2020;
- Thursday, November 26<sup>th</sup> through Sunday, November 29<sup>th</sup>, 2020;
- Thursday, December 3<sup>rd</sup> through Sunday, December 6<sup>th</sup>, 2020;
- Thursday, December 10<sup>th</sup> through Sunday, December 13<sup>th</sup>, 2020;
- Thursday, December 17<sup>th</sup> through Wednesday, December 23<sup>rd</sup>, 2020.

The opening hours during this period are as follows:

- Sundays from 11:00 AM to 5:00 PM;
- All other days from 11:00 AM to 9:00 PM.

The event takes place mainly on Sainte-Catherine Street between Jeanne-Mance and Saint-Urbain, as well as partially on the Esplanade of the Place des Arts and Complexe Desjardins.

The Montreal's Christmas Village is a non-profit organization whose head office is established at 3813 rue Joseph, Montreal, QC H4G 1J3.

For any question or remarks, before, during or after the event, we ask all exhibitors (candidates) to use exclusively the following email address: [artisans@noelmontreal.ca](mailto:artisans@noelmontreal.ca) or, in case of emergency, call us at (514) 550-7646.

## 1. Chalets and Rates

- 1.1. Three sizes of chalets are proposed: approximately 8 x 6 feet (small chalet), approximately 12 x 8 feet (medium chalet) and approximately 20 x 8 feet (large chalet). The chalets are unfurnished, except for a lamp and a display counter.



*Small chalet*

- 1.2. The prices vary depending on the type of exhibitor (artisan or food chalet), the size of the chalet (small, medium or large) and the rental period (decreasing prices).
- 1.3. The food chalet is the one in which the exhibitor offers the public, free of charge or not, food to be consumed on site. The artisan chalet constitutes the residual category. The exhibitor will note that in any event, the sale of beverages to be consumed on site is exclusively reserved to the Organizer.
- 1.4. There are 6 possible occupancy Segments of the chalets: (1) November 21-22; (2) November 26-27-28-29; (3) December 3-4-5-6; (4) December 10-11-12-13; (5) December 17-18-19-20; (6) December 21-22-23. These segments are cumulative but cannot be divided.
- 1.5. The pricing excluding tax for the occupation of an Artisan Chalet is as follows:

	<b>1st Segment</b>	<b>2<sup>nd</sup> Segment</b>	<b>3rd Segment</b>	<b>4th Segment</b>	<b>5th Segment</b>	<b>6th Segment</b>
<b>Small</b>	\$264.60	\$518.40	\$518.40	\$518.40	\$518.40	\$392.85
<b>Medium</b>	\$509.60	\$998.40	\$998.40	\$998.40	\$998.40	\$756.60
<b>Large</b>	\$764.40	\$1,497.60	\$1,497.60	\$1,497.60	\$1,497.60	\$1,134.90

Full occupation of an artisan chalet: \$2,731.05 (Small Chalet), \$5,259.80 (Medium Chalet) and \$7,889.70 (Large Chalet).

The pricing excluding tax for the occupation of a Food Chalet is as follows:

	<b>1st Segment</b>	<b>2<sup>nd</sup> Segment</b>	<b>3rd Segment</b>	<b>4th Segment</b>	<b>5th Segment</b>	<b>6th Segment</b>
<b>Small</b>	\$441.00	\$864.00	\$864.00	\$864.00	\$864.00	\$654.75
<b>Medium</b>	\$764.40	\$1,497.60	\$1,497.60	\$1,497.60	\$1,497.60	\$1,134.90
<b>Large</b>	\$1,156.40	\$2,265.60	\$2,265.60	\$2,265.60	\$2,265.60	\$1,716.90

Full occupation of a food chalet: \$4,551.75 (Small Chalet), \$7,889.70 (Medium Chalet) and \$11,935.70 (Large Chalet).

- 1.6. Unless the turnover achieved during the event is less than or equal to the price excluding tax for the occupation of the chalet (excluding any heating and insurance options), the food chalet artisan must also pay the Organizer a food concession right. This is set at 10% of the tax-free turnover achieved during the event. To this end, the exhibitor restorer is required, within 24 hours of the end of each occupancy period, to provide the Organizer with a copy of his cash report. If necessary, an invoice will be sent to the artisan by email.
- 1.7. In case of immediate payment, the exhibitor will receive a 10% discount on the rental price before taxes (excluding any heating and insurance options) (see article 2).
- 1.8. It is possible to share a chalet with another exhibitor at no additional cost. A request must be made to this effect to the Organizer, ideally during the application or later, in any case no later than the date of the payment of the balance. In case of acceptance of this request, the "applicant" exhibitor is the only co-contractor of the Organizer and is, as such, solely responsible for the proper performance of these terms and conditions by both himself and the "sharing" exhibitor.
- 1.9. The chalets are equipped with one (1) regular electrical outlet (120 Volts 15 Amps) and one (1) lamp connected to this outlet. If the exhibitor wishes to use one or more electrical devices, he/she must bring his/her own power strip. The electrical power of any additional devices cannot exceed that of the provided plug. To this regard, no additional electrical outlets will be provided, except for the food chalets which will require more power. In this case, the exhibitor is invited to send the Organizer a reasoned request, ideally during the application and no later than the date of the payment of the balance. Depending on the technical possibilities, the Organizer can accept or refuse the request; if accepted, a fee may apply. Please note that the use of personal electric generators is strictly prohibited.
- 1.10. The chalets are offered without heating. The exhibitor has the possibility to request, when sending in his/her application, the installation of a heating system by the Organizer at a rate (excluding taxes) of \$110.00 CAD for one (1) segment, \$160.00 CAD for two (2) segments, \$210.00 CAD for three (3) segments, \$240.00 CAD for four (4) segments, \$260.00 for five (5) segments and \$280.00 for six (6) segments. In this case, the payment will be made at the time of the payment of the balance.

Please note that the use of a personal heating system (propane or electricity) is strictly prohibited. Similarly, in the case where the exhibitor has opted for a heated chalet, it is strictly forbidden to use the electrical outlet dedicated to heating for any other purposes, entirely or partially (via a power strip). Outside public opening hours, the heating system must be switched off at all times.

## 2. Application and Payment

- 2.1. The candidate's application file includes:
  - (1) the application form duly completed in electronic version via the Organizer's website;
  - (2) his/her adherence to these terms and conditions by ticking the checkbox dedicated on the application form;
  - (3) a down payment of 30% plus taxes of the rental amount requested (excluding any heating and insurance options) by credit card through PayPal or by PayPal directly, at the address : [artisans@noelmontreal.ca](mailto:artisans@noelmontreal.ca). Incomplete applications will be automatically discarded.
- 2.2. Given the Organizer's desire to create a genuine and a quality Christmas Market, a selection committee is responsible for examining the applications. The Organizer reserves the right to limit the number of exhibitors per specialty, as well as the number of participations of each exhibitor. Participation in previous editions does not create any non-compete rights for the exhibitor. Similarly, admission to an edition of the event does not imply participation in subsequent editions.
- 2.3. The acceptance or rejection of the application is notified to the exhibiting candidate by e-mail at the address provided in the application form.
- 2.4. In case of acceptance of the application, the invoice will be sent to the exhibitor. The payment of the balance by the exhibitor constitutes the confirmation of his/her participation in the event. This payment must be made by October 9<sup>th</sup>, 2020 at the latest, otherwise the participation is automatically cancelled without any refund of the deposit amount.
- 2.5. The exhibitor has the possibility to confirm his/her participation immediately, by paying the balance within 7 calendar days the moment the invoice was sent. In this case, the exhibitor benefits from a discount of 10% on the price of the rental requested before taxes (excluding possible heating and insurance options).
- 2.6. Payment of the balance can be done in several ways: (1) by credit card through PayPal or via PayPal directly, at the address: [artisans@noelmontreal.ca](mailto:artisans@noelmontreal.ca); (2) by check, payable to the *Village de Noël de Montréal*, 3813 Joseph Street, Montreal QC H4G 1J3 (with indication on the back of the check of the name of the company or project as stated in the application form); (3) by Interac transfer, at the address [prod@noelmontreal.ca](mailto:prod@noelmontreal.ca).

- 2.7. The rejection of an application is not subject to any appeal and does not give rise to any compensation for any reasons whatsoever. In the case of the rejection of the application for an artisan chalet, the deposit amount is refunded within 7 calendar days of the notification of the rejection.

### **3. Cancellation**

- 3.1. In the event of cancellation by the exhibitor, at all times and in all cases, all funds will not be refunded.
- 3.2. In the event of cancellation by the exhibitor of his/her participation, communicated to the Organizer on November 20<sup>th</sup> or later, a penalty of \$500.00 is deducted from the deposit (see article 4). The Organizer may, at its discretion, equate to such cancellation by the exhibitor the situation of the chalet being closed during the opening hours of the event and immediately expel the defaulting exhibitor. Lack of stock of products, delay due to road traffic embarrassment, illness and any other situation independent of the Organizer, whether or not the fault of the exhibitor, do not constitute a cause of exemption for the latter from its obligation to respect opening hours (see article 6).
- 3.3. In the event of cancellation by the Organizer, under any circumstances, of the participation of the exhibiting artisan who had not yet paid the balance at the time of notification of the cancellation decision, the deposit will be refunded. The reimbursement is made no later than April 30, 2021.
  - 3.3.1. In the event of cancellation by the Organizer, except for force majeure or COVID-19 health reasons, the participation of the exhibitor who had paid the balance at the time of notification of the cancellation decision, the amounts paid are refunded in proportion to the canceled days of participation, considering that a day started is a day that has not been canceled. The reimbursement is made no later than April 30, 2021.
- 3.4. In the event of cancellation by the Organizer, for force majeure, of the participation of the exhibitor who had paid the balance at the time of notification of the decision to cancellation, the amounts paid are not refunded.
- 3.5. In the event of cancellation by the Organizer, for COVID-19 health reasons, of the participation of the exhibitor who had paid the balance at the time of notification of the cancellation decision, the canceled days of participation are not refunded but are automatically postponed to the 2021 edition of the event, considering that a day started is a day not canceled. The 2021 edition takes place at the same location as in 2020, at the same hours as in 2020 and on the following dates (to be confirmed): November 20, 21, 25, 26, 27, 28 and December 2, 3, 4, 5, 9, 10, 11, 12, 16, 17, 18, 19, 20, 21 and 22. The exhibitor nevertheless has the possibility of obtaining reimbursement, up to 80%, of the canceled days of participation, considering that a day started is a day not canceled, instead of a postponement of these days canceled for the 2021 edition of the event, if he/she makes a specific

request to the Organizer by emailing to [artisans@noelmontreal.ca](mailto:artisans@noelmontreal.ca) by January 31, 2021 at the latest. In this case, the reimbursement will take place no later than April 30, 2021.

- 3.6. In the event of cancellation by the Organizer, in any event, of the exhibitor's participation, the latter cannot claim the award of damages for any reason whatsoever.

#### **4. Provision of the chalets, Deposit and Exit**

- 4.1. The chalets are made available to the exhibitors on November 20<sup>th</sup>, 2020 at 10:00 AM for the 1<sup>st</sup> segment, on November 26<sup>th</sup>, December 3<sup>rd</sup>, December 10<sup>th</sup> and December 17<sup>th</sup>, 2020 at 8:00 AM respectively for the 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> segments and, finally, on December 21<sup>st</sup>, 2020 at 8:00 AM for the 6<sup>th</sup> segment.
- 4.2. An entry inventory will be made by the Organizer in the presence of the exhibitor. The exhibitor is required to have a keyed padlock (no code padlock allowed) and give a double key to the Organizer on the day of his/her arrival, which will allow the latter anytime access to the chalet in case of emergency. It should be noted that it is the exhibitor's responsibility to have the key to open their chalet each day; the duplicate key given to the Organizer may in no case be used to open the chalet for the exhibitor.
- 4.3. A deposit of \$800.00 CAD is required. This must be remitted in cash when the chalet is made available, after the entry inventory. It will be returned the last day after the exit inventory, however deductions will be made for damages/cleaning fees or for any conduct that goes against the rules and regulations provided in this document if any.
- 4.4. On the last day of the rental at 8:00 PM, if it's on a Sunday, or at midnight, if it's on Wednesday, December 23<sup>rd</sup>, 2020, at the latest, exhibitors must have completely emptied and cleaned the chalets. An exit inventory will be made by the Organizer in the presence of the exhibitor.

#### **5. Location, Chalet Access and Security**

- 5.1. The Christmas Market's plan is to be established by the Organizer who distributes the location of each exhibitor. These are granted on a precarious and revocable basis. The site positioning will be communicated to the exhibitors when the chalets become available. If, for imperative reasons, the Organizer is obliged to modify the locations or installations, no protest will be admissible, and the exhibitors undertake to comply with the decisions taken without being able to claim any compensation.
- 5.2. The exhibitors will have access to the chalets every day the Market is open 2 hours before the opening to the public. It is possible to park their car near the perimeter of the Christmas Market only for a limited time, for loading/unloading their goods. In this respect, each exhibitor undertakes to comply with the Highway Safety Code

and any other applicable laws or regulations; under no circumstances can the Organizer be hold responsible for an infraction of these rules by an exhibitor. The exhibitor further understands that the delivery of merchandising or other goods by car is prohibited during the public opening hours.

- 5.3. The exhibitors must lock their chalets and leave the premises no later than 1 hour after the closing to the public. They will make sure to put out all the lights, decorations and other electrical appliances, including the possible heating system; also, no valuables can be left in the chalets – money or objects. Outside the public opening hours, the Christmas Market will be equipped with on-site security, although the Organizer can not be hold liable for theft or damage caused by a third party. The exhibitors will be also responsible for damage to property caused by frost.
- 5.4. Exhibitors are required to take and observe at all times any precautionary and safety measures to avoid all hazards and accidents. If the Organizer considers that there is a risk to the safety of the public or exhibitors (weather conditions for example), the Organizer may order the closure of the site and its evacuation. This closure will not give any right to any compensation. Exhibitors must comply with the evacuation and safety plan that will be served to them.

## **6. Course of the Event**

- 6.1. The exhibitor agrees to meticulously comply with all the mandatory health measures described in the appendix in the "COVID-19 Kit", which are an integral part of these general conditions. The offending exhibitor is liable to a penalty of \$ 200.00 per violation, taken from the deposit (see article 4), and to immediate eviction without refund or compensation for any reason whatsoever.
- 6.2. The exhibitor undertakes to present only the products and services for which he/she has been admitted to the event. In case of introduction of a new product, the exhibitor must inform the Organizer beforehand who reserves the right to accept or refuse.
- 6.3. The exhibitor is required to provide sufficient stock to ensure the continuity of their sales.
- 6.4. The exhibitor is required to comply with the legislation, including hygiene, safety and sanitation, and, where appropriate, to have the required permits. Exhibitors are not allowed to smoke in the chalets (electronic cigarettes and cannabis included) or in the 30 feet radius of a food chalet.
- 6.5. The exhibitor is committing to respect the obligatory time slots, meaning that the chalets must be fully open and welcoming at the opening time to the public until closure. Offenders can incur a penalty of \$200.00 CAD per day of violation and systematic rejection of a subsequent application. It is his/her responsibility to make the appropriate arrangements so that his/her chalet is open in the event of traffic

embarrassment, illness or any other situation independent of the Organizer, whether or not it is caused by the exhibitor.

- 6.6. In case of bad weather conditions, specific COVID-19 health constraints or any other situation, the Organizer reserves the possibility of modifying the opening hours without the prior agreement of the exhibitors and without any compensation.
- 6.7. The chalets come with a basic exterior decoration, which exhibitors are invited to enrich. The decorations, interior and exterior, must conform to the colors and the spirit of Christmas to ensure a certain visual harmony of the place. Exhibitors may be asked to make certain decorative adaptations if the Organizer deems it necessary.
- 6.8. The aspect of the chalets must be impeccable. All packages or objects that have no connection with the decoration of the chalet must be protected from visitors' eyes. It is strictly forbidden to use the spaces between and behind the chalets to collect rubbish or any other objects. Exhibitors must dispose of their waste directly in the Organizer's dumpster. It is strictly forbidden to use the various bins available to the public. It is also strictly forbidden to dump water or other liquids on the site event.
- 6.9. All disposable products offered or sold to the public must be biodegradable. In particular, non-reusable plastic bags and all plastic utensils such as forks, straws and cups are strictly forbidden.
- 6.10. Ambulant sales in the aisles and auction sale are prohibited. The streaming of music is forbidden, the whole market being immersed in a musical atmosphere by the Organizer. It is strictly forbidden to display advertising on behalf of third parties who are not exhibitors or sponsors other than those of the Organizer.
- 6.11. The exhibitor must remain within the limits of its location and may not in any way interfere with the public or other exhibitors. Signs, objects and other larger outdoor decorations are permitted provided they do not interfere with traffic in the aisles, the visibility of neighboring chalets nor an impediment to the aesthetic harmony of the Christmas Market. If the Organizer requests so, the exhibitor is obliged to remove any decoration, or any object deemed inappropriate.
- 6.12. The exhibitor is expected to act as a courteous, professional and as a responsible professional towards the public, other exhibitors and the Organizer's staff. It will avoid behaviors that affect the image, the good behavior and the atmosphere of the event. In case of problematic situation, the Organizer can take all the appropriate measures and punish the offenders, via a penalty levied on the guarantee or an immediate end of contract.



## **7. Insurance and Liability**

- 7.1. The Organizer provides the exhibitor with a chalet ready to be used by the latter as part of the animation of the Christmas market, namely for the sale or distribution of products. The chalet is under the Organizer's responsibility and it is covered by its own insurance.
- 7.2. For the entire duration of the rental, the exhibitor must be covered by a third-party liability insurance policy to cover damage caused to third parties as a result of his/her activities and property. If the candidate is already insured, he/she must be in possession of a certificate of insurance for the duration of the event. If the candidate doesn't already have his/her own insurance, he/she can request, when sending in the application, to benefit from the Organizer's insurance policy. In this case, he/she will subsequently receive the related information and may at this time confirm or cancel their subscription.
- 7.3. The exhibitor undertakes to assume and accept the normal risks inherent in the activities in which he/she voluntarily participates and of which he/she is aware.
- 7.4. The exhibitor declares that he/she releases the Organizer, its administrators, its subcontractors, its agents and all voluntary persons contributing to the holding of the event from all responsibilities concerning injuries, material damage and/or bodily injury caused or suffered during of the event. The exhibitor also waives any claim of any kind, and in particular in the event of accident, injury, theft, damage to personal or other property, occurring during or outside the opening hours of the event.

## **8. Image Rights**

- 8.1. The exhibitor authorizes the Organization to use his/her name, image and/or voice for any purpose other than legitimate public information.
- 8.2. Particularly, the exhibitor authorizes the Organizer's accredited photographers and videographers to take pictures and/or film him/her during the event and authorizes the Organizer to use this material for promotional purposes, which may include posting such material on its website and social media as well as in the press and at public events.

# Appendix 1: COVID-19 KIT

Version: September 3, 2020

## 1. What sanitary measures must I strictly and meticulously observe at all times?

The Montreal's Christmas Market will put in place a number of reinforced health measures which are strictly mandatory for exhibitors, in accordance with the "COVID-19 health security plan for the tourism industry - Festivals and events sector", dated August 28 2020, from the Alliance de l'industrie touristique du Québec. The measures described in this document are progressive and will adjust according to the regulations issued. Exhibitors are required to comply with any new instructions given by the Organizer.

### Outside the chalet

Several general measures at the event site will be put in place. These apply to everyone, including exhibitors when they are not at their chalet.

It is mandatory:

- to respect the physical distancing measure of 2 meters;
- to wear a face mask at all times;
- to use, where applicable, the safe eating areas in place;
- to use, if necessary, the toilets strictly reserved to exhibitors.

### Inside the chalet

The specific measures for the selling process in the chalet are as follows.

It is highly recommended:

- to stop visitors from touching the displayed products when it is not necessary;
- to not offer a gift wrapping service;
- to assign, when possible, a person specifically for payments;
- to favor electronic contactless payment;
- to offer visitors reusable bags in order to reduce contact.

It is mandatory:

- to wear a face mask at all times;
- to disinfect their hands regularly with hydroalcoholic gel;
- to regularly disinfect surfaces touched by visitors;

- to ask visitors to disinfect their hands with hydroalcoholic gel when they wish to touch the products on display (the hydroalcoholic gel must be provided to them by the exhibitor);
- to ensure that the food products sold, if any, have been prepared in accordance with the health rules related to COVID-19.

The entire compulsory health equipment, including masks as well as the alcohol gel and disinfection products, is not provided by the Organizer. The exhibitor has an obligation to obtain them by their own means and must ensure that they always have enough stock. He/she must also ensure the quality and performance of the equipment he uses.

### **Other actions requested**

More generally, it is the individual responsibility of each exhibitor:

- to ensure compliance with the instructions and sanitary measures proposed by the Organizer;
- to help maintain a compliant level of sanitary hygiene for all common areas and all equipment used;
- to inform the Organizer in the event of the appearance or suspicion of symptoms related to COVID-19 and refer to the recommendations of the Public Health;
- to notify the Organizer of any doubts, concerns or questions regarding a potential risk at the site of the event.

## **2. What should I do if I experience symptoms associated with COVID-19?**

Common symptoms associated with COVID-19 are fever, dry cough, difficulty breathing, body aches, and loss of smell or taste.

If you or any of the staff working on the event's site with you experience one or more of these symptoms, you or the person in question are obliged to stay at home, to notify the Organizer and perform a COVID test. In accordance with the terms and conditions, you must also take all necessary measures to keep your chalet open as per the regular schedule, if necessary, by having a replacement or by bringing in additional staff, at your expense.

If the test is negative, you or the person in question can return. You must provide the Organizer with the results of the test.

If the test is positive, you should stay at home as long as necessary. If you feel better and wish to come back, you must perform a new COVID test and, prior to returning, provide the Organizer the negative test result.

### 3. What if the event is canceled, in whole or in part, due to COVID-19?

There are two possible scenarios:

- **If you have just been accepted as an exhibitor and have not yet paid the full amount, any deposit you have paid will be fully refunded.**

You won't need to take any actions: the reimbursement is automatic. The amount will be returned to you no later than April 30, 2021.

- **If, on the other hand, you had paid the full amount and your participation was therefore confirmed, your participation will automatically be postponed to the 2021 edition of the event.**

This postponement will be made in proportion to the days of participation that you were supposed to participate in during the 2020 edition: the postponement may therefore be full or partial. In this case, it should be noted that for the calculation of the canceled participation days, a partially canceled day is considered as not canceled.

This postponement is an advantage since you are guaranteed a place for the 2021 edition. In addition, you will not have to take any steps to benefit from it: it is automatic.

*Example: at the beginning of October 2020, Céline's participation as an exhibitor is confirmed for the 5<sup>th</sup> segment, i.e. December 17, 18, 19 and 20, 2020. On November 25, 2020, the Organizer is forced to cancel the event for reasons related to COVID-19. Céline's participation is automatically confirmed for the 5<sup>th</sup> segment of the 2021 edition, i.e. December 16, 17, 18 and 19, 2021. Céline does not have to make any approach to the Organizer: this postponement is done automatically.*

Note that if you do not want your participation to be postponed to the 2021 edition of the event, you must notify the Organizer by email no later than January 31, 2021. Your participation will be canceled, and you will be reimbursed on a pro rata basis. participation days that you could not have in 2020. Here too, for the calculation of the canceled participation days, a partially canceled day is considered as not canceled. However, the refund will not be complete: it will be limited to 80% of the amount. In addition, the refund will be made no later than April 30, 2021.

*Example: Nicolas' participation as an exhibitor is confirmed for the 2nd and 3rd segments, i.e. November 26, 27, 28 and 29, 2020 and December 3, 4, 5 and 6, 2020. He paid \$920.00 excluding taxes for his chalet for these two segments. Nicolas begins his participation on Thursday November 26<sup>th</sup> as planned. On Friday, December 4 at 3 p.m., the Organizer was forced to close the site immediately and cancel the rest of the event for COVID-19 related reasons. Nicolas automatically benefits from the postponement of the 2 canceled days of participation (Friday is considered as not canceled). Nicolas can, if he wishes, ask the Organizer to cancel his participation in 2021. In this case, he will be reimbursed up to 80% for the 2 days canceled and not postponed, i.e. \$184.00 excluding taxes. He must make this request by email to the organizer (artisans@noelmontreal.ca) no later than January 31<sup>st</sup>, 2021. After this date, it*

*is no longer possible to refuse the postponement to the 2021 edition. In case of reimbursement request, \$184.00 excluding taxes will be refunded no later than April 30, 2021.*

#### **4. What if the event's opening hours are changed due to COVID-19?**

Imagine the government decides to institute a curfew at 8 P.M. to fight a second wave of COVID-19. As is expected in the event of bad weather conditions or any situation that requires it, the Organizer has the option of changing the opening hours of the event. In this case, the latest closing time will likely be reduced from 9 p.m. to 7 p.m. Exhibitors will of course be notified as quickly as possible, by email or directly on site if the change is urgently applicable during the event. This decision is binding, and exhibitors cannot object to it. Moreover, they cannot claim any reimbursement or compensation for the loss of customers that this hourly reduction is likely to cause.

## Appendix 2 : Exhibitor's Guide

Version: September 03, 2020

### Important reminders

- **Padlocks expected.** – You must bring a keyed padlock (NO CODE PADLOCK) to secure your chalet. You must give us a duplicate key.
- **Deposit to provide.** – A deposit of \$800.00 CAD is required at the time of the entry in the chalet. This deposit must be provided in cash (not by check). This deposit guarantees not only the non-deterioration of the chalet but also the respect of the general conditions. Penalties may be imposed on negligent exhibitors, who are to be charged directly from the deposit.
- **Necessary documents.** – Always have with you during the event (1) a copy of the general conditions, (2) the various permits you may need to sell your products (this is your responsibility), as well as (3) the certificate of insurance if you have not chosen the Organizer's insurance.
- **Furniture and decorations.** – Bring items to furnish your chalet. We provide only one lamp, besides the display counter of the chalet. There is no table, chair, or shelf. Do not forget to make your chalet consistent with the spirit of the event by installing Christmas decorations. Bring a power strip because there is only one electrical outlet provided.
- **Hours of operation.** – Pay scrupulous attention to the schedule: opening Sunday from 11:00 AM to 5:00 PM and the other days from 11:00 AM to 9:00 PM. When the public is on site, all chalets without exception must be open. It is not permissible to complete the installation of the cottage when the site opens or to close and store the counter prior to the official closure. Unless otherwise stated, this rule applies even if it is raining and/ or if there are few visitors. We will be very strict in this regard. A \$200.00 CAD penalty per day of infraction will be deducted from the deposit.
- **Heating.** – The chalets are rented without heating. You can request the installation of a heater by the Organizer. For technical and safety reasons, you can not bring your own heating system (whether electric or gas). At closing time, be sure to turn off the heat (as well as all other electrical appliances) and pay attention to the damage that can be caused by frost. Do not leave anything fragile in the chalet.

- **Electricity.** – For technical reasons and besides the possible heating system, we must limit the electrical power offered to the exhibitors to a 15 Amp outlet at 120 Volts, which equals to 1800 Watts. It is important to calculate the total power of the devices and lights that you intend to connect in order not to exceed this limit. If the limit is exceeded, it is not only your chalet but all those connected to the same power grid as you that will be affected and left without electricity. If this happens, we will check the facilities and sanction the neglecting exhibitor a penalty of \$200.00 CAD. It is therefore important to be very attentive to this matter. If you are a food (restaurant) exhibitor and you think you need more power, please contact us as soon as possible and no later than the date of the payment of the balance. Non-restorative exhibitors can not ask for more power. Lastly, it is forbidden to disconnect the heater installed and use the plug for other purposes. It is also forbidden to use generators, for space and noise pollution reasons.
- **Waste Management.** – We have developed an eco-responsible policy that is very important to us: disposable products (such as bags, forks, etc.) must be compostable. In addition, your own garbage must be disposed of only in the Organizer's dumpster and not in the visitors' trash cans (which fill up quickly enough). Keep the area around the chalets clean and clear of all rubbish and objects. Do not dispose of any liquid on the site for both environmental and safety (freezing) purposes.
- **Security.** – Security is everyone's business. The site is to be guarded but we are not responsible for any theft or damage caused by a third party. So take caution into not leaving valuables in your chalet after closing time.

## Summary

- To preview **before** the event
  - [Only for the food (restaurant) chalets]  
As of now and no later than the date of the payment of the balance, assess the need to request the installation of a second regular electrical outlet.
  - [All]  
For the event: keyed padlock, \$800 CAD cash deposit, documents, furniture, Christmas decorations, power strip (with special attention to the maximum power allowed), compostable disposable bags and utensils.
  
- To think of **during** the event
  - We request that you respect strictly the event's opening hours
  - Attention to the power consumption
  - Waste in the designated dumpster only and no liquid spills
  - Security: shut down all appliances and lights, leave nothing in the chalet that is sensitive to frost



## Selling Tips

- Pay attention to the way you decorate your chalet: a beautifully decorated chalet will attract the eye.



- Remember to create impulse purchases from the public: generally, it is better to offer a range of low-cost products that can be bought without much thought.
- Systematically display your prices: the public is sometimes reluctant to ask prices, it will be more inclined to buy if it has all the information displayed directly.
- Display tax-inclusive prices, even rounding up: the public will have no calculation to make and the deal will seem easier.
- Make sure to always have change.
- Offer your clients the payment by card. There are easy and convenient solutions for smart phones like Square or SumUp.
- Indicate on a board the allergens present in your products (for sale or tasting).