



2007 SALES KIT

FUELED BY:



Shell
V-Power

**CANADA'S PREMIER PERFORMANCE
AFTERMARKET AUTO SALON**

**OCTOBER
12-13-14 2007
MONTREAL OLYMPIC STADIUM**





OCTOBER 12-13-14 2007 / MONTREAL OLYMPIC STADIUM



“CARWINISM” - ABSORB, ADAPT & EVOLVE

Dear Valued Sponsor,

Being of Chinese heritage, the number “8” holds a special place in our culture as it represents great power and fortune. Following the huge success of last year’s event and looking forward to this year’s showcase, SCP8 will certainly personify the mystique behind the great number “8” to yet another degree. Many skeptics were quick to assume that the tuner culture, more specifically within Canada, would not endure long term growth, nor would it ever surpass the success that hot-rodding culture had enjoyed in its heyday. Well, here we are, some eight years later, ready to produce once again what is arguably the most significant annual event in our industry. How will we ever top what PASMAG has dubbed as, “Canada’s biggest car show” or what HCl Magazine called, “...one of the greatest automotive events ever.”? The answer is quite simple actually and can be summed up in three words. Absorb, adapt and evolve. These three words have been the driving force behind our commitment to our sponsors, spectators and participants since day one. Critics were indeed correct to state that the “tuning” scene would eventually plateau, but it is the passion for car customization that refuses to let up, not even for a bit. The tastes and styles may have undergone significant change over the years, so it is ultimately our responsibility to observe and listen to the marketplace and customize our event to the ever-changing needs of the industry.

Last year, the NCCA(National Custom Car Association) sanctioned SCP as being the only “Quad-Point” event on the continent. This resulted in the single most impressive showcase of top-notch show cars the industry has ever seen under one roof. The Future Shop Installer Challenge revealed to onlooking spectators the dedication and hard work it takes to build a custom sound system in a car, live for all to see. The Rocawear Stage Show rocked the Olympic Stadium with a record breaking 7,000 plus fans at one time. More importantly however, were the 90+ vendors that participated in the event by setting up display booths and educated over 56,000 visitors on the latest products and services available on the market today.

For this year’s event, expect to see even more amazing features that only the SCP Auto Salon can offer. More variety in vehicle types and a special section dedicated to the importance of motorsports that will establish SCP as an important destination for race fans as well. Last year, SCP was privileged to host the unveiling of Castrol’s Top Tuner Solstice, which has made headlines globally since. Perhaps there will be a follow-up to this project with the unveiling of a Top Tuner vehicle part 2? The recent explosion in the Canadian drifting scene has also certainly been making waves and gaining quickly in popularity. Expect to see all the top drivers and their cars meeting and greeting all SCP weekend long.

SCP8 is destined to be the premiere event for 2007 and I sincerely hope that you and your company considers it as a necessary component in your 2007 promotional campaign. The number “8” represents a lucky number for us, and I hope that it will for you as well. “Canada needs SCP to continue...” was the title of RPM Magazine’s coverage of last year’s event, and continue it most definitely will. On behalf of Team SCP, Castrol and all the sponsors who support SCP, I look forward to welcoming you again to Montreal this October for the evolution of Canada’s ultimate automotive showcase.



Regards,

Ben Woo

National Director · Team SCP





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SHOW FEATURES

SHOW 'N' SHINE COMPETITION NCCA SANCTIONED - QUAD (4x) POINT EVENT



With an anticipated competitor count of over 450 vehicles this year, the SCP show'n'shine competition is without question the most prestigious automotive contest in Canada, if not North America. Being the only Canadian event to be sanctioned by the NCCA (National Custom Car Association) as a quad-point event, SCP will draw the top competitor vehicles from all four corners of the continent in search of "Best of Show" honours. Over \$10,000.00 in cash and prizes to be won.

CORPORATE VENDOR BOOTHS MORE CORPORATE PARTICIPATION THAN ANY OTHER EVENT IN CANADA



More so than any other automotive event in Canada, SCP attracts the most manufacturers and distributors to showcase their products and demo-vehicles. SCP provides the ideal environment for buyers and consumers to experience the aftermarket performance industry at its best. Year after year, SCP proves to be a vital tool in penetrating and promoting aftermarket products in the Canadian marketplace. A list of exhibiting vendors is available upon request

PRODUCT & VEHICLE UNVEILINGS WHERE TRENDS ARE CREATED, AND SECRETS REVEALED



If there's anywhere or anyplace that is best suited for a proper product or vehicle unveiling, it's SCP. With the entire automotive media community in attendance, there is simply no better venue than SCP to introduce your latest project. Create an impression that will last through the winter and carry over into both SEMA and CES. SCP is where trends are created and secrets revealed.

STAGE SHOW PRESENTED BY ROCAWEAR & MUSIQUEPLUS



The Rocawear Stage Show at SCP is a major attraction every year. Now partnered with MusiquePlus (French version of Much Music), showcasing Canada's urban and musical talent will be a priority. From hip hop acts to breakdancing, these high octane performances have traditionally left spectators with that extra added value that is often overlooked. Furthermore, the Ms.SCP bikini pageant will continue to be the crowd favourite with over 30 contestants this year.

VIP EXECUTIVE LOUNGE A SCP EXCLUSIVE



Team SCP realizes that an event of this magnitude is both exhilarating and exhausting at the same time. Take a break from the traffic and the noise in our VIP Executive Lounge, accessible to corporate sponsors only. A quiet café and bar located behind the home plate allows for a relaxing getaway or a perfect spot to sit down for a business meeting.

JUMBOTRON SCREEN LARGER THAN LIFE



As a unique show feature, SCP utilizes the "Jumbotron" of the Montreal Olympic Stadium to broadcast video images to the spectators of the show. Major sponsors of the event have the opportunity to air commercials on the biggest screen in the city! Over 350 spots on rotation through this mega advertising tool.



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ADVERTISING STRATEGY

NATIONAL MAGAZINE PARTNERS



MAJOR LOCAL NEWS PAPERS



The Gazette



MAJOR LOCAL TELEVISION STATIONS



MAJOR LOCAL RADIO STATIONS



LARGE FORMAT MOBILE BILLBOARDS



PROMOTIONAL MATERIALS

POSTERS: 3000x / 24" x 36" (Full Colour)

PAMPHLETS: 100,000x / variable sizes

T-SHIRTS: 300x

BANNERS: Full Colour 4' x 10'

PAST POSTER GALLERY



SCP 2000



SCP 2: 2001



SCP 3: 2002



SCP 4: 2003



SCP 5: 2004



SCP 6: 2005



SCP 7: 2006



SCP 8

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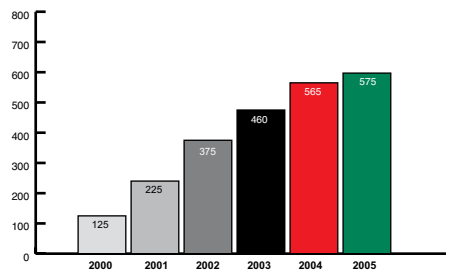
OCTOBER 12-13-14 2007 / MONTREAL OLYMPIC STADIUM



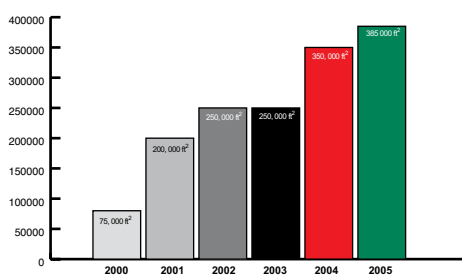
SHOW GROWTH

SPORT COMPACT PERFORMANCE SINCE 2000

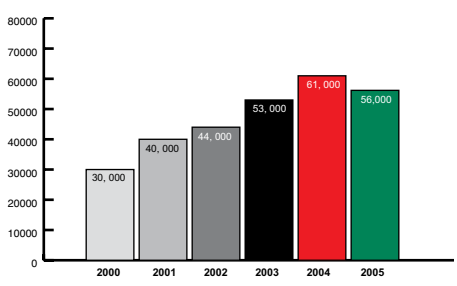
SHOW CARS



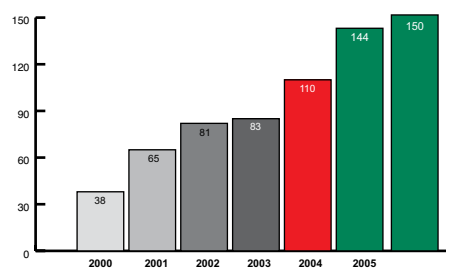
SHOW SPACE (SQUARE FEET)



SPECTATOR ATTENDANCE



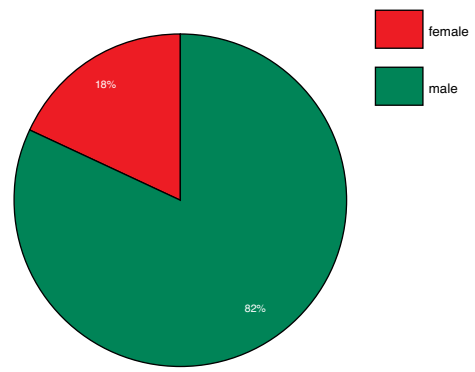
VENDORS



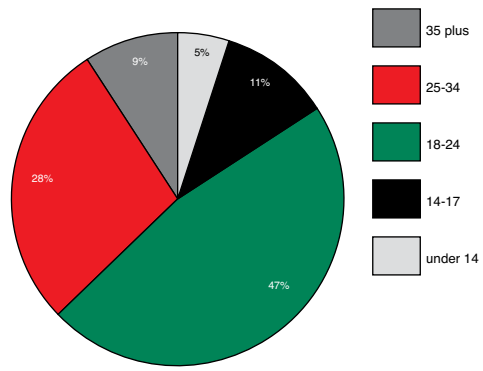
DEMOGRAPHIC STATS

AVERAGE OVER LAST 7 YEARS

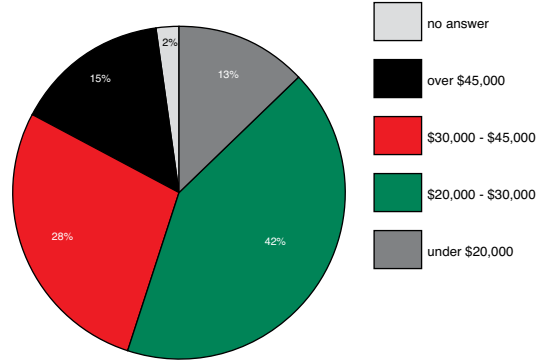
GENDER



AGE



ANNUAL INCOME





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SCP 2007 SPONSORSHIP LEVELS PRICING & DETAILS FOR TITLE & PRESENTING SPONSORSHIPS

TITLE SPONSORSHIP



Title Sponsorship is reserved for one company exclusively. Company logo will be attached to the name of the event for ALL advertising purposes. Logo size shall be 60% of the event logo. Sponsor must provide ample product for giveaways as well as ample signage and banners (max of 20) for event decoration.

Booth space max of 40'x80'
Logo placement in all advertising campaigns
Exclusivity to sponsorship of similar or competitive type products
First right of refusal for contract renewal
Animated banner ad on www.SportCompactPerformance.com

Includes:
LOGO ON FLYERS
LOGO ON POSTERS
LOGO ON MAGAZINE ADS
ANIMATED WEB BANNER
LOGO ON T-SHIRTS
RADIO / TELEVISION / NEWSPAPERS
50x BANNERS LOCATIONS
UP TO 2x BANNERS ON STAGE
30 SEC. SPOT ROTATION "JUMBOTRON"

PRICE: N/A

PRESENTING SPONSORSHIP



Presenting Sponsorship: Company logo will be attached to the name of the event for ALL advertising purposes. Logo size shall be 33% of the event logo. Sponsor must provide ample product for giveaways as well as signage and banners for event decoration.

Booth space max of 40'x60'
Logo placement in all advertising campaigns
First right of refusal for contract renewal
Animated banner ad on www.SportCompactPerformance.com

Includes:
LOGO ON FLYERS
LOGO ON POSTERS
LOGO ON MAGAZINE ADS
ANIMATED WEB BANNER
LOGO ON T-SHIRTS
RADIO / TELEVISION / NEWSPAPERS
30x BANNERS LOCATIONS
UP TO 2x BANNERS ON MAIN STAGE
30 SEC. SPOT ROTATION "JUMBOTRON"

PRICE: N/A

SCP 2007 SPONSORSHIP LEVELS PRICING & DETAILS FOR TITLE & PRESENTING SPONSORSHIPS

DIAMOND SPONSORSHIP
(MAXIMUM OF 8)

CUSTOM BOOTH SPACE
MAXIMUM 2,000ft²

Includes:
LOGO ON FLYERS
LOGO ON POSTER
LOGO ON MAGAZINE ADS
LOGO ON RADIO
LOGO ON TELEVISION
LOGO ON NEWSPAPERS
LOGO ON WEBSITE
30 SEC. SPOT ROTATION "JUMBOTRON"
18x STAFF PASSES
20x COMPLIMENTARY PASSES
PRICE: \$15,000

PLATINUM SPONSORSHIP
(MANUFACTURERS & DISTRIBUTORS ONLY)

20'x20' BOOTH SPACE
MINIMUM

Includes:
LOGO ON FLYERS
LOGO ON POSTER
LOGO ON MAGAZINE ADS
LOGO ON WEBSITE
2x STAFF PASSES PER 10'x10'
PRICE: \$8/ ft²

BASIC BOOTH
(MAXIMUM OF 8)

10'x10' BOOTH SPACE
10' LINEAR BOOTH ONLY

Includes:
2x STAFF PASSES PER 10'x10'
PRICE: \$6/ ft²

PRICES SUBJECT TO CHANGE WITHOUT NOTICE · FIRST COME FIRST SERVE BASIS



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DON'T JUST TAKE OUR WORD FOR IT...

READ WHAT THE TOP INDUSTRY PROFESSIONALS HAD TO SAY ABOUT SCP



"This show speaks for itself and delivers incredible return on our investment, but its the people who manage the relationships that have absolutely won us over... they're second to none!"

Anthony Stadelman
Marketing Manager
Wakelief Canada



"Shell is proud to be part of SCP once again. It is the perfect venue to inform and educate car enthusiasts about our world-class fuels, particularly New and Improved Shell V-Power™ premium-grade gasoline."

Louis-Philippe Gariépy
Public Affairs Manager
Québec & Atlantic, Shell Canada



"BFGoodrich proudly sponsors the SCP event which reunites the latest industry trends, powerful cars and the passion for the ultimate ride."

Silvia Mammone
Ultra High Performance
Product Manager
BFGoodrich Tires



"SCP is where tradition and excellence meet – the epicenter of the Canadian Sport Compact Scene."

Frank Spezzano
Editor-in-Chief
Performance Auto & Sound



"Since 2000, SCP has played a critical role as being a launch pad for our newest products and is the ideal event to promote brand awareness."

Colin Chung
President
Ikon Wheels



"SCP in Montreal has truly become a mecca for the sport compact enthusiast."

Andrew Murphy
Director of Marketing
Pioneer Electronics Canada



"The magnitude and success of this show speaks for itself!"

Mark Arcaro
President
Rocawear Clothing Canada



"A great event to meet car enthusiasts of all ages."

Emile Provencher
Marketing Manager Quebec
GM Canada



"SCP's incredible attendance and popularity make it one of the few shows that we attend. Team SCP creates an excellent atmosphere for their vendors that is enjoyable, yet productive."

Steven Stavrianos
General Sales Manager
Johnston Research & Performance



"Mazda is proud to be a strong supporter of SCP due largely to its overwhelming draw of the youth demographic. Our newest lineup of products such as the Mazda3, Mazda6, Miata, RX8 and especially our Mazdaspeed vehicles are directly marketed towards this show's clientele."

Rania Guirguis
Specialist, Vehicle Distribution
Mazda Canada



"Team SCP provides us with the best marketing concepts well adapted to our needs and second-to-none turn key concepts which make them one of our most valued marketing partners."

Alex Rinaldoni
Vice President
Directed Electronics Canada



"SCP has become the class event for car shows in Canada and Future Shop is excited to be a part of it."

Tim Baly
Manager - Mobile Audio
Future Shop



"For the last six years, Meguiar's has and will continue to be a strong supporter of SCP which we consider to be one of the best car shows in North America."

Greg Morton
General Manager
Meguiar's Canada



"SCP has become the biggest, the brightest & the best & we feel it is an event we must attend."

Glenn Chaplin
President
Fast Wheels



"Trends has been involved with SCP for 5 years now. During that time we have been happy to watch it grow into the premiere Canadian automotive lifestyle event. This is a show that cannot be missed."

Grant Daoust
Vice President
Trends Electronics





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READ WHAT THE TOP INDUSTRY PROFESSIONALS HAD TO SAY ABOUT SCP



"SCP has grown and improved over the years, bringing enthusiasts the very best in this hot marketplace. SCP leads the way in Canada"

Anthony Paulozza
Marketing Manager
Pirelli Tires Canada



"SCP is a great show for us to showcase Mopar parts and vehicle accessories."

Roy Westlake
Mopar Shows & Events Marketing Manager
Mopar Canada



"The SCP show is a key part of our Quebec marketing program for Ultra High Performance Tires. Well organized, well promoted and very well attended, SCP is a place we feel Hankook must have a major presence every year."

Kerry-Anne Arrowsmith
Marketing Coordinator
Hankook Tires Canada



"Le salon SCP engendre à lui seul plus d'abonnements chez Quebec Tuning que l'ensemble des événements tuning de la province du Québec réunit."

Alex Crepault
Managing Editor
Quebec Tuning Magazine



"Working with Team SCP provides Clarion with a cost-effective way of reaching our target audience all over the country."

Brad Wisnoski
Manager Marketing & Product OEM Sales Manager
Clarion Canada



"SCP est la plateforme idéale pour aller rejoindre le marché des jeunes et le taux d'assistance élevé ne peut que garantir un investissement sûr."

Jocelyn Fecteau
Sales Manager Quebec
Toyota Canada



"SCP Montreal est un échantillonnage de notre clientele tuning des plus représentatif..."

Steve Fortier
Vice President
Docteur du Pare-Brise



"The Team SCP show held each year in Montreal is the highlight of the Import/Tuner event schedule. Without a doubt, it's the biggest and the best show of its kind in Canada!"

David Symons
Associate Publisher
RPM Magazine



"This ultimate 3 day car culture event is complete with the hottest models, an outrageous amount of vendors and the most unbelievable quality show cars all under one roof at one time."

Andy Goodman
Director of Operations
National Custom Car Association



"Working with Team SCP was flawless. The show was a great eye opener for the public being introduced to Best Buy and the fact that we are in the Car Audio, Mobile Video, Satellite Radio and Installation business in a big way."

Robert Daniels
National Merchandise Manager - Car Audio & Video
Best Buy Canada



"A world class event showcasing the best of the best. SCP delivers year after year and Continental Tire is proud to be a part of this event. A great investment and an attractive target market makes this event a must attend."

Guy D. Hardiman
Sales & Marketing
Continental Tires Canada Inc.



"SCP is THE car show in Canada. Nothing else even comes close."

Dino Rossi Jr.
Product Manager
Vibrant Performance



"Words can't describe the experience of attending the SCP show in Montreal. BELIEVE THE HYPE!"

Neil Tjin
Editor-in-Chief
HCI Magazine



"Combining all facets of the tuner and car audio market, SCP is undeniably the premier event for the car enthusiast in Canada."

Karem Banna
Product Manager - Mobile Entertainment
Panasonic Canada Inc.



"The SCP show has become an industry staple in event marketing and Erikson Consumer is proud to have taken part in what was once a regional event and has since grown into one of the premiere automotive aftermarket events on the continent."

Sanjay Sharma
Canadian Market Manager
Erikson Consumer





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PRODUCTION SCHEDULE

BOOTH SET-UP

Thursday October 11: 9am - 6pm
(No trucks permitted after 6pm)

CAR ROLL-IN

Thursday October 11: 6pm - 10pm
(No show vehicles permitted before 6pm)

SHOW HOURS

Friday October 12: 2pm - 11pm
Saturday October 13: 10am - 11pm
Sunday October 14: 10am - 6pm

CAR ROLL-OUT

Sunday October 14: 7pm - 8pm

BOOTH TAKE-DOWN

Sunday October 14: 7pm - 10pm
Large cargo vehicles will be allowed in for pick-up starting at 10:30pm

EXCLUSIVE SHOW SERVICE PROVIDERS

DISPLAY SERVICES

Decor Expert Expo
778 Place Trans-Canada
Longueuil, QC J4G 1P1
Tel. 450.646.2251 / Fax. 450.646.6342



SOUND & LIGHTING / TRUSSING

Kostar
7345 St-Hubert
Montreal, QC H2R 2N4
Tel. 514.948.4811 / Fax. 514.948.4885



SOUND & LIGHTING / TRUSSING

Unity Productions
7961 rue des Pme
La Plaine, QC. J7M 1Z9
Tel: 450.478.0505 / Fax.: 450.478.0304
Toll Free: 1.877.478.6489



OFFICIAL SHOW SERVICE SUPPLIERS

OFFICIAL HOTEL

Hotel Auberge Universel (Within walking distance)
778 Place Trans-Canada
Longueuil, QC J4G 1P1
Tel. 450.646.2251 / Fax. 450.646.6342



PRINTING / DESIGN

Sizons Graphic Design
1011 Ontario East
Montreal, QC H2L 1P8
Tel: 514.525.7936 / Fax: 514.598.8601



ELECTRICAL SERVICES

Electro Performance
2711 Boul. Industriel
Chambly, QC J3L 4W3
Tel. 450.447.4721 / Fax. 450.447.4722



SHOW MANAGEMENT

BEN WOO

National Sales Director
ben@sportcompact.ca

MINH VUONG

Marketing Director
minh@sportcompact.ca

KIM QUACH

Productions Manager
kim@sportcompact.ca

JASON WONG

Entertainment Director
jason@sportcompact.ca

1011 Ontario Est. · Montreal, Quebec · H2L 1P8
Tel: 514.525.8818 · Fax: 514.598.8601
info@sportcompactperformance.com · www.sportcompactperformance.com



FUELED BY:



FOR SHOW MANAGEMENT USE ONLY

Date: _____

Agreement No.: _____

Company Name: _____

Booth No.: _____

Booth Size: _____

Accepted by: _____

SCP 2007 EXHIBIT SPACE RENTAL AGREEMENT

Instructions: Complete each section of this agreement. Remember to keep a copy for your records. Return all other copies with your cheque made payable to TEAM SCP.

Please mail to: TEAM SCP
1011 Ontario Est., Montreal, Quebec, Canada H2L 1P8
IMPORTANT: PLEASE TYPE OR PRINT THIS AGREEMENT



1. COMPANY INFORMATION (SPONSOR)

Corporate name: _____ Exhibiting as: _____

Address: _____ City: _____

Province/State: _____ Postal Code: _____ Country: _____

Tel: () _____ Fax: () _____ Cell: () _____

Website address: _____

Contact Person: _____ E-mail: _____

2. EXHIBITING STATUS

Manufacturer Exclusive Distributor or Importer Retailer Media Other: _____

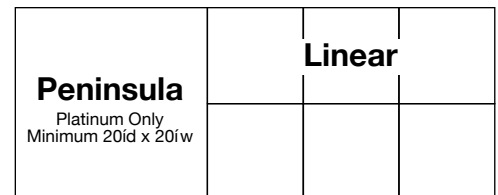
If you prefer to have your company located away from the Stage Show, please indicate preference below. (Note: Show Management will make every effort to accommodate your request, but cannot guarantee compliance)

3. SPACE REQUEST

Basic Booths begin at a minimum of 10'd x 10'w and are available in 10'd linear booth configurations only. Platinum Booths require a minimum space of 400 ft2 and are available in both linear and peninsula booth configurations. Island booth configuration require a minimum space of 30'd x 40'w at the Platinum level.

Basic: For each 10'd x 10'w space: \$600.00

Platinum: For each 20'd x 20'd space: \$3,200.00
Additional space: \$8.00/ft2



Check one: Basic (\$6.00/ft2) Platinum (\$8.00/ft2)

Linear Booth: 10'd x _____'w (i.e., 10'd x 10'w, 10'd x 20'w, etc.)

Peninsula Booth: _____'d x _____'w (minimum 20'd x 20'w)

Island Booth: _____'d x _____'w (minimum 30'd x 40'w)

*Reminder: If you plan on including demo vehicles in your booth display, please take note that vehicles require a minimum space of 10'd x 20'w

SCP 2007 EXHIBIT SPACE RENTAL AGREEMENT

4. PRODUCTS AND/OR SERVICES YOUR COMPANY PLANS TO EXHIBIT

Please describe the product lines your company will exhibit. This information will be made available online and in the official SCP showguide.

5. TERMS AND CONDITIONS

Advertising. With respect to the foregoing, the parties agree to grant to each other (as applicable) for the Term, the non-exclusive right to display certain trade marks (as agreed to by the parties, acting reasonably). The parties further acknowledge that the trade marks are the property of each respective party and it is agreed that neither party will directly or indirectly do or cause to be done any act which may in any way jeopardize or adversely affect the validity of the trade marks of the other party, or the title thereto. The parties also agree that neither party shall have the right to transfer, assign or sub-license the rights provided for under this section. The parties shall have the right to pre-approve any use of their respective trade marks by the other party in connection with any of the obligations set out herein. In addition, the parties agree to indemnify and hold each other harmless from and against all claims, fines, losses, actions, damages, expenses, legal fees and all other liabilities, arising out of any patent, trademark or copyright infringement for which either party may become liable for in connection with the other party's obligations related to the establishment of the Tour by SCP or the sponsorship thereof by SPONSOR.

Image. The parties agree that they shall at all times conduct their activities set out hereunder in a manner which will enhance the public image of the other and their respective products and services. If at any time during the Term hereof, a party is charged with any act of or thing which, is an offense involving moral turpitude under applicable law or is otherwise involved in any activity or conduct which may bring the other party's reputation, image, products and/or services into disrepute, contempt, scandal or ridicule, then such party shall have the right to immediately terminate this agreement and seek all available remedies.

Other Termination. If either party is in breach of any of its obligations under this agreement, and such breach continues for 30 days after written notice from the other party, the other party shall be entitled to terminate this agreement and the breaching party's rights by written notice to the breaching party, effective upon delivery to the breaching party. Furthermore, such breaching party shall be liable for any damages that may occur as a result of a breach of this agreement.

Compliance with Laws. In performing its obligations hereunder, SCP shall comply with all laws, regulations and orders of any authority acting or purporting to act with jurisdiction over the subject matter of this agreement.

Insurance. SCP agrees to obtain and keep in full force and effect during the Term, liability insurance related to the obligations set out herein in a form and with terms, conditions and policy limits acceptable to SPONSOR, all as set forth in the certificate of insurance attached hereto as Schedule A, as applicable.

Other Costs. Except as expressly set out herein, SPONSOR shall not be responsible for any other fees payable to SCP or the reimbursement of any other expenses incurred by SCP in connection with its obligations hereunder.

Independent Contractor. The parties agree that in the performance of their obligations hereunder, the parties shall, at all times, act as independent contractors, and nothing contained herein shall be construed to create the relationship of principal and agent, joint venturers, partners, fiduciaries or employer and employee. The parties acknowledge and agree that this agreement does not obligate SPONSOR or SCP to enter into any further agreements relating to the Tour or otherwise.

Installation Exclusions. All exhibits must be free standing. No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibits areas. No part of the display may be attached to, or otherwise secured to, the drapery backdrop or side dividers. In addition, no decals or other adhesive materials shall be applied or fixed to the walls, pillars or floors of the exhibit areas. Exhibitor shall not post any signs of any description except within the confines of the exhibit spaces assigned, unless otherwise authorized by SCP with written consent.

Structural Integrity. Drawings must be available for on-site inspection of all multi-story exhibits (regardless of whether or not people will occupy the upper area), exhibits with hanging signs, and all exhibit fixtures and components exceeding 12'(3.66m) in height. Drawings must include a signature or stamp of the reviewing structural engineer, indicating that the structural design is properly engineered for its proposed use. A signature is required of an authorized official of the venue indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must be posted indicating the maximum number of people the structure will accommodate.

Unfinished Areas. All open or unfinished sides of the exhibit which may appear unsightly must be covered or SCP will have them covered at SPONSOR'S sole expense. Any portion of the exhibit bordering another exhibitor's space must have the backside of that portion finished and not have any identification signs, lettering or graphics that would detract from the adjoining exhibit.

Soliciting, Samples and Souvenirs. Distribution of samples, souvenirs and promotion material and soliciting of business MUST be confined to SPONSOR'S booth space. Such activities are not permitted in the aisles, restaurants, registration areas, hallways or other exhibits. No exceptions will be permitted.

Indemnity. The parties agree to indemnify and hold each other harmless from and against all claims, fines, losses, actions, damages, expenses, legal fees and all other liabilities, arising out of or resulting from their negligent performance of or failure to perform the subject matter of this agreement to the extent any such liabilities are attributed to bodily injury, death or damage or destruction of any property, except to the extent any such liabilities are caused by the negligent or unlawful acts or omissions of the party seeking indemnification.

Confidentiality. The parties agree that the terms of this agreement are confidential and each shall undertake whatever measures are reasonably necessary to preserve that confidentiality. Any release of information concerning this agreement shall be approved by both parties prior to being released or published, provided that neither party shall unreasonably withhold its approval of such an announcement. Notwithstanding the foregoing, either party shall be entitled to make such disclosure as may be required by law.

Further Assurances. The parties shall execute and deliver all other appropriate supplemental agreements and other instruments, and take any other action necessary, to give full effect to this agreement and to make this agreement legally effective, binding and enforceable as between them and as against third parties.

Assignment. The rights and obligations of the parties hereunder shall not be assigned without the prior written consent of the non-assigning party.

SCP 2007 EXHIBIT SPACE RENTAL AGREEMENT

TERMS AND CONDITIONS (cont'd)

Amendment. This agreement, and the provisions hereof, may be altered, amended, modified or superseded only by a written document executed by a duly authorized representative of each of the parties hereto.

Subletting. SPONSOR shall not assign, sublet, share or apportion the whole or any part of the space allocated, or have representatives, products, equipment, signs or printed materials from other than its own firm in the said exhibit space without the written consent of SCP. This is not intended to preclude a manufacturer's representative from apportioning exhibit space to the manufacturers represented by said representative.

Signage. The presentation of signage, displays, banners and any other form of promotional and advertising materials that portray the images, names, logos or product of any other oil manufacturer other than that of CASTROL brand motor oils is strictly forbidden. Such materials will be removed from the SPONSOR'S dedicated display area by SCP and all incurred costs of such a removal including storage shall be at the sole expense of the SPONSOR.

Non-Participating Sponsors. SCP reserves the right to remove and/or confiscate any signage or promotional materials that portray the logo(s) and/or images of any non-participating organizations that are considered a competitive brand to participating sponsors. Any and all incurred costs of such a removal including storage shall be at the sole expense of the SPONSOR.

Character of Exhibits. Sponsors and competitors using sound presentations, slides and/or movies is permitted. However, demonstrations exceeding an acceptable level of sound (no more than 70db) for prolonged periods of time (no more than 2 minute presentations at hourly intervals) WILL NOT BE TOLERATED. SCP reserves the right to restrict the use of glaring light or objectionable lighting effects. No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Booth personnel, including demonstrators, receptionists and models are required to confine their sales activities within the exhibitor's designated booth space.

Exhibit Removal. No removal or dismantling of exhibit or material is permitted before closing of the show on the final day.

Invalidity. If any provision of this agreement is determined to be invalid or unenforceable in whole or in part, such invalidity or unenforceability shall attach only to such provision or part thereof and the remaining part thereof and all other provisions shall continue in full force and effect.

Waiver. No waiver of or failure to exercise any option, right or privilege under the terms of this agreement by either of the parties hereto on any occasion or occasions shall be construed to be a waiver of the same or of any other option, right or privilege on any other occasion.

Governing Law. This agreement shall be construed in accordance with the laws of the Province of Quebec and the federal laws of Canada applicable therein and shall be treated in all respects as a Quebec contract.

Entire Agreement. This agreement shall constitute the entire understanding and agreement of and between the parties with respect to the subject matter hereof and supersedes all previous representations, warranties and agreements. Neither party shall be bound by any representation, warranty or agreement not included herein and no representation or warranty of a party not expressed herein is to be implied.

Language. The parties have agreed that the present agreement be drawn in English. Les parties ont convenu que le present contrat soit rédigé en anglais.

5. READ AND SIGN HERE

Check appropriate box and submit required payment.

**Agreement returned after August 15th, 2007:
Full payment required.**

SUBTOTAL : \$ _____

GST : \$ _____

PST : \$ _____

TOTAL : \$ _____

Cheque enclosed (all payments in CDN funds only, payable to Team SCP).

Credit Card: Master Card Visa

Charge card automatically when any balances become due.

Credit Card #:

Expiration Date: _____ / _____ * MasterCard / Visa: The last 3 digits of the card number printed in the signature space on the back of the card.

CW # (required)*: _____

Cardholder Name: _____

Cardholder Billing Address: _____

City: _____ Province: _____ Postal Code: _____ Country: _____

Signature: **X**

*Price excludes all applicable taxes.
All prices in Canadian (CDN) funds.

We, the undersigned, do hereby apply for the reservation of exhibit space in the SCP Auto Salon, October 12th through October 14th, 2007. When executed by both parties to this agreement, this shall constitute a binding agreement between the parties wherein SCP agrees to rent to the undersigned SPONSOR and the undersigned SPONSOR agrees to rent from SCP the exhibit space in the Montreal Olympic Stadium as more fully described in Sections 1 through 5 of this Agreement. We have read and agree to abide by the "Terms and Conditions". We understand that this agreement shall be legally binding between SCP and the SPONSOR upon acceptance in writing by SCP. We understand that any change in the information on this agree.

Authorized Signature: **X**

Date: _____ / _____ / _____

Name (type or print): _____

Title: _____