



Exhibit Space And Sponsorship Allocation Policy

Effective Date: January 2026

Applies To:

All CADSI-managed events, exhibitions, sponsorships, and capacity-limited programs, including CANSEC and international pavilions.

Why This Policy Exists

CADSI events operate in a high-demand environment. This policy ensures that opportunities are allocated fairly, transparently, and in a manner that supports a strong experience for all participants.

1. Purpose

This policy explains how CADSI allocates exhibit space, sponsorships, and other capacity-constrained opportunities across its events and programs.

It is intended to:

- Provide transparency and clarity to participating companies
- Set clear expectations regarding availability, holds, and confirmations
- Support a fair, consistent, and well-balanced event experience

This policy forms part of CADSI's contractual framework and is incorporated by reference into applicable agreements.

2. Scope

This policy applies to:

- Exhibit space (including international and pavilion space)
- Sponsorship opportunities
- Programs or features with limited availability
- Courtesy holds, waitlists, renewals, and approval processes

3. Allocation Principle

Opportunities are allocated primarily based on the order of completed registration, subject to availability, qualification, and overall event balance.

“Completed registration” means that all required documentation, including applicable Terms & Conditions, has been received by CADSI.

4. Availability & Status Overview

Opportunities may move through one or more of the following stages:

- **Available** – Open and actively marketed
- **First Right of Renewal** – Priority renewal window for existing or past

participants

- **Proposal Issued** – Opportunity under discussion and subject to availability
- **On Hold** – Temporarily reserved to allow internal review
- **Confirmed** – Agreement executed and accepted
- **Paid** – Payment received in accordance with contractual terms

Movement between stages does not constitute a guarantee unless explicitly confirmed in writing.

5. Courtesy Holds

CADSI may offer a courtesy hold to allow companies time to complete internal review or approval processes.

Key points:

- Courtesy holds are **non-binding and non-exclusive**
- Holds are **time-limited** and confirmed in writing
- If another qualified party expresses interest during a hold period, CADSI may request a decision within a defined timeframe
- If no confirmation is received by the expiry date, the hold may be released

6. Waitlists

When opportunities are fully allocated, companies may be placed on a waitlist.

Important notes:

- Waitlists are **non-binding**
- Placement does not guarantee availability
- No financial commitment is required while waitlisted

If availability arises, allocation is determined based on:

- Date of completed registration
- Relevance to available inventory
- Requested size versus available space
- Overall event balance

7. Confirmation & Commitment

An opportunity is considered **confirmed only when**:

- A specific space or sponsorship is formally proposed and accepted
- Applicable Terms & Conditions are signed
- The agreement is countersigned by CADSI

Until these steps are completed, no commitment or entitlement is implied.

8. Payment Terms

Payment requirements, including deposits and final balances, are defined in the applicable agreement.

Failure to meet payment deadlines may result in forfeiture of the opportunity in accordance with contractual terms.

9. Changes to Availability and Event Design

CADSI reserves the right to:

- Adjust the availability or status of opportunities
- Reconfigure inventory or floorplans
- Modify allocations to support event design, operational requirements, and overall program integrity. Such changes do not constitute a commitment or guarantee.

10. No Verbal Commitments

Verbal discussions, informal correspondence, or expressions of interest do not constitute a commitment unless confirmed in writing and executed in accordance with this policy.

11. External Constraints

All allocations, confirmations, and event operations remain subject to external factors beyond CADSI's reasonable control, including but not limited to:

- Acts of God, natural disasters, or severe weather
- War, terrorism, civil unrest, or public security threats
- Public health emergencies or pandemics
- Government orders, regulations, or restrictions
- Cyber incidents, infrastructure failures, or utility disruptions
- Supply chain disruptions or labour disputes
- Venue unavailability or operational constraints

In such circumstances, CADSI reserves the right to modify, postpone, relocate, suspend, or cancel an event or reconfigure participation as necessary. Such actions do not constitute a breach of commitment and do not create additional liability beyond what is set out in the applicable agreement.

12. Questions & Further Information

Companies with questions regarding availability, process, or participation options are encouraged to contact the CADSI team directly. CADSI is committed to working collaboratively with participants to deliver high-quality, well-balanced events.

Frequently Asked Questions (FAQ)

1. How is exhibit space or sponsorship allocated?

Exhibit space and sponsorship opportunities are allocated primarily based on the order of completed registration, subject to:

- Availability
- Qualification
- Overall event balance

Completed registration means all required documentation, including applicable Terms & Conditions, has been received.

2. Does “first come, first served” apply?

CADSI does not operate on a strict “first come, first served” basis.

Timing is an important factor, but allocation decisions also consider:

- Fit with available inventory
- Requested size or configuration
- Event design and balance

No opportunity is guaranteed until it is formally confirmed in writing.

3. What is a courtesy hold?

A courtesy hold is a temporary, non-binding, and non-exclusive reservation offered to allow a company time for internal review or approvals.

Courtesy holds:

- Are time-limited
- Do not guarantee exclusivity
- Are confirmed in writing with an expiry date

4. What happens if another company is interested while I have a hold?

Courtesy holds are non-exclusive.

If another qualified party expresses interest in the same opportunity during a hold period, CADSI may request a decision within a defined timeframe to ensure fair and timely allocation.

If no decision is received, the opportunity may be released.

5. What happens if I don't respond before my hold expires?

If CADSI does not receive confirmation by the stated expiry date, the courtesy hold may lapse and the opportunity may be released without further notice.

6. What is a waitlist?

When opportunities are fully allocated, companies may be placed on a non-binding waitlist.

Being on a waitlist:

- Does not guarantee availability
- Does not require payment
- Does not constitute a confirmed booking

If availability arises, allocation is assessed based on registration date, fit, and overall event balance.

7. When is my participation officially confirmed?

Participation is considered confirmed only when:

- A specific space or sponsorship is formally proposed and accepted
- Applicable Terms & Conditions are signed
- The agreement is countersigned by CADSI

Verbal discussions or informal emails do not constitute confirmation.

8. Do I need to pay immediately to secure space?

Payment timelines (including deposits and final balances) are defined in the applicable agreement.

Failure to meet payment deadlines may result in forfeiture of the opportunity in accordance with contractual terms.

9. What if my company needs head-office or global approval?

CADSI understands that some organizations require additional internal approvals.

In such cases:

- An extended review period may be granted
- Written intent to proceed and defined timelines may be required
- Extended holds remain non-exclusive

Competing interest may still trigger a request for a final decision.

10. Can CADSI change space assignments or availability?

Yes. CADSI reserves the right to:

- Adjust availability
- Reconfigure inventory or floorplans
- Relocate exhibit space
- Modify allocations

These changes may be required to support event design, operational requirements, or overall program integrity.

11. Can CADSI cancel, postpone, or modify an event?

All events remain subject to external factors beyond CADSI's reasonable control, including but not limited to:

- Government regulations
- Public health or security considerations
- Venue or infrastructure issues
- Force majeure events

In such circumstances, CADSI may modify, postpone, relocate, or cancel an event in accordance with the applicable agreement.

12. Do verbal commitments or emails guarantee space?

No.

Verbal discussions, informal correspondence, or expressions of interest do not constitute a commitment unless confirmed in writing and executed in accordance with CADSI policy and contract terms.

13. Where can I find the full policy?

The full CADSI Exhibit Space & Sponsorship Allocation Policy is available on the CADSI website and is incorporated by reference into applicable agreements.

14. Who should I contact if I have questions?

If you have questions regarding availability, process, or participation options, please contact the CADSI team. We are committed to working collaboratively with exhibitors and sponsors to deliver high-quality, well-balanced events.

Final Note

CADSI events operate in a high-demand environment. These policies and processes are designed to ensure:

- Fair access
- Clear expectations
- A strong experience for all participants



CADSI

Canadian Association of Defence and Security Industries

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