



Winter Marketplace & Industry Showcase Exhibitor and Concessionaire Handbook

November 6 - 10, 2019

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ABOUT US

Northlands' Vision

At Northlands, delivering exceptional experiences and creating memorable moments is what we do. We aspire to be known as the industry leader in providing world-class entertainment, business development, and agricultural programming in Northern Alberta. Northlands will be synonymous with “best in class” for delivering entertainment experiences and business opportunities as a producer, corporate partner, facilitator, and host. As a community service based organization, all of our efforts and strategic planning is built around enriching the quality of life for our community and building prosperity for our city and region.

Farmfair International

For over 40 years, Northlands has hosted Farmfair International, one of Canada's top agricultural shows, where over 40,000 guests come to the Edmonton EXPO Centre to show and sell top quality livestock. Visitors are entertained, educated, and engaged with beefed-up purebred and commercial cattle shows, world class equine sales, competitions, and clinics. Guests can enjoy a wide variety of western excitement, including stock dog trials, team penning competitions, the Heritage Ranch Rodeo and more.

Northland is dedicated to enhancing the growth of the agriculture industry. By providing interactive educational programming for elementary aged students, Northlands supports Alberta's farming future and the agricultural industry at large.

Purpose

This guidebook is created to help make the application process easier and smoother by providing the most up-to-date information regarding Farmfair International – Winter Market Place and Industry Hall.

Every effort is made to ensure all the information is accurate upon publication. However, the information is subject to change without notice.



IMPORTANT DATES AND CONTACT INFORMATION

Farmfair International Dates and Times – November 6 - 10, 2019

Winter Marketplace - Hall F/G
Industry Showcase - Hall E

November 6 - 9	10 a.m. to 7 p.m.
November 10	10 a.m. to 5 p.m.

Exhibitor Show Office – Hall F1 Show Office

November 4 and 5	9 a.m. to 9 p.m.
November 6 - 9	9 a.m. to 7:30 p.m.
November 10	9 a.m. to 5:30 p.m.

Exhibitor/Concessionaire Application Deadline – September 20, 2019

The completed Exhibitor/Concessionaire Applications, with full booth payment, must be received by Northlands by October 18, 2019 Exhibitor/Concessionaire Applications received without the full payment attached will not be considered. Late Exhibitor/Concessionaire Applications will automatically be put on a wait-list and will only be reviewed if exhibit or concession space becomes available.

Insurance Deadline – October 18, 2019

Certificates of insurance confirming the required insurance coverage is in place must be provided to Northlands on or before October 18, 2019 Licensees who have not complied with the insurance requirements will not be permitted to set-up their exhibit or concession.

Move-In

All Exhibitors/Concessionaires MUST check in prior to set up at the EXPO Centre Hall F Show Office. If you are unable to move in on the specified dates and times allotted, please call the Northlands Exhibits @ 780.491.3440 and/or advise your show manager. Exhibitors/Concessionaires who have NOT paid in full or provided insurance will not be permitted to set up or receive the Exhibitors/Concessionaires move in package, so please insure all documentation is submitted on or prior to October 18, 2019

Move-In for the Winter Marketplace and Industry Hall November 4 and 5, 2019

The move-in for the Winter Marketplace and Industry Showcase begins on Monday, November 4 from 9 a.m. to 10 p.m. Move in will continue on Tuesday, November 5 from 9 a.m. - 10 p.m. The schedule of move-in will be based on location and provided at a later date.



Move-In continued

The Licensee's specific move-in and move-out times will be indicated at a later date. The Licensee must set up the exhibit or concession during their scheduled move-in dates and times. The Licensee's exhibit or concession must be in good order and ready (including any carpentry work or painting) prior to the conclusion of the move-in. Please note that no vehicles will be allowed in any Northlands building or on the roadways of Northlands' grounds after move-in.

Move Out

All Exhibitors - Sunday November 10, 2019

Move-out will commence at 5:15 p.m. on November 10 for all Exhibitors/Concessionaires, and will continue until 1 p.m. on November 11.

Any items left within the halls after November 11 at 1 p.m. must have arrangements made with GES for storage. Additional fees may be applicable. Contact GES for further details.

Exhibits or concessions must not be taken down or removed until the conclusion of Farmfair International. The Licensee must remove its exhibit or concession during the move-out times and vacate Northlands' grounds prior to the conclusion of the move-out. Any items, equipment or property of the Licensee left on Northlands' grounds after move-out is not permitted and may be removed and disposed of at the Licensee's expense.

Contact Information: Winter Market Place

T. 780.471.7118

E. Exhibits@northlands.com

Courier/In-Person and Mailing Address:

Northlands

2693 Broadmoor Boulevard

Suite 132

Sherwood Park, Alberta, Canada T8H 0G1



WINTER MARKETPLACE

Location

Edmonton EXPO Centre
 Industry Hall - Hall E
 Winter Market Place - Halls F/G

Winter Market Place- Hall F/G

A premier shopping experience that features over 200 exhibits and concessions and spreads across 86,000 square feet in the Edmonton EXPO Centre. The program focus is to provide a dynamic array of exhibits that feature items that appeal to our Farmfair International shoppers. The product line will consist of Western Apparel and Tack, Saddles, Home Décor, Fashion Accessories, Livestock Equipment, Trailers, quality displays, and one-of-a kind art presented by original artists which will make great unique gifts just in time for The Holidays.

Industry Showcase

Top quality agriculture equipment, trailers, up to date technology, service and product demonstrations.

Exhibit or Concession Space Allocation

Licensees may request a specific exhibit or concession location. Northlands will attempt to accommodate the request (but cannot guarantee a requested location will be assigned to any Licensee). Should adjustments to a floor plan be necessary, Northlands reserves the right to relocate exhibits and concessions as required.

Apply today and be a part of the show!

APPLICATION OPPORTUNITIES

Winter Marketplace - Halls F and G	Booth	Rate
The Winter Marketplace is a shopping experience at Farmfair International that features over 200 exhibits and concessions and spreads across 86,000 square feet in the Edmonton EXPO Centre.	Corner/Premium	\$13/sq. ft
	Inline/Premium	\$12/sq. ft
	Corner regular	\$11/sq. ft
	Inline/regular	\$10/sq. ft
Industry Showcase - Hall E	Greater than 400 Sq. Ft.	\$8/Sq. Ft. plus GST
Livestock Equipment is the place to find trailers, horse stalls, animal bedding and much more.	Less than 400 Sq. Ft.	\$12/Sq. Ft. plus GST



APPLICATION FORM

To apply to be an exhibitor, please refer to: farmfairinternational.com/events-exhibitors/exhibitors/exhibitor-application/

Booth Allocation

Every effort will be made to accommodate requests for specific booth spaces; however final allocation will be made by the Commercial Exhibits Management. Should adjustments to the floor plan be necessary, Northlands reserves the right to relocate as required.

BOOTH AESTHETICS

- Display the booth or concession in a professional manner and in good structural condition.
- Keep exhibit or concession fully stocked and staffed at all times during the hours of operation.
- Everyone is entitled to a reasonable sightline; be respectful of the other vendors by not encroaching their space and blocking their sightlines.
- Be creative and think out-of-the-box; your booth should reflect your product and brand image.
- Storage of material is permitted for designated booths, but must not be visible to the public.
- The product within your booth must be presentable, clean, and free of damage.
- Hand-written signs will not be permitted. Booth signage must be clear and designed in a professional manner.
- The Commercial Exhibits team has the right to adjust any aspect of the booth display which does not adhere to regulations.
- Open concept booths are encouraged.
- Certain locations will allow for greater flexibility. However, in some cases, it may be necessary to adjust your exhibit and its contents, so that they do not impede with the rights of the other vendors. This will be at the discretion of the Northlands Team.
- Vendor staff are not permitted to work outside of their allocated booth space.
- Have staff that is alert and professional, and that maintain a professional appearance and attitude with guests at all times.
- Conspicuously display the permits required by any government agency.



EXHIBITOR BENEFITS

Winter Marketplace - Hall F/G

The following may be included with every 100 square feet of Exhibit space purchased:

- Two (2) folding chairs
- One (1) 8' skirted table (black)
- 800 watt electrical outlet
- Storage space (available behind Hall F and G - located on the map "storage").
- One (5) day accreditation pass per Exhibitor/Concessionaire for every 100 sq.ft. purchased within the Winter Market place and Industry hall. These passes will be issued in your exhibitor's package at move-in. Passes must be worn at all times when on Northlands property. This pass will grant you access into the EXPO Centre with access to halls as identified on the given badge.
- Complementary parking.

APPLICATION STATUS

Accepted	Waitlisted	Not Accepted
<p>Congratulations!</p> <ul style="list-style-type: none"> <input type="checkbox"/> You have been formally offered a letter indicating your acceptance <input type="checkbox"/> A deposit has been received. <input type="checkbox"/> Your License Agreement Contract has been signed by the authorized representatives of both parties (the Vendor and Northlands.) 	<p>Your application has been waitlisted. Some reasons may include, but not limited to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Duplication of the same or similar product. <input type="checkbox"/> Applications received after the deadline of September 20, 2019 	<p>Your application has been not considered acceptable for a number of reasons, including but not limited to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Pyramid sales, jam auctions or card table exhibits. <input type="checkbox"/> Products not meeting Canada's Office of Consumer Affairs Codes and Regulations. <input type="checkbox"/> Obscene or offensive products. <input type="checkbox"/> Display, sales, advocacy, products or paraphernalia that promote illegal substances. <input type="checkbox"/> Knives of any kind, swords, guns or weapons, offensive symbols.



COMMERCIAL GENERAL LIABILITY INSURANCE

(a) Generally, Licensees must have in force: \$2,000,000, \$5,000,000, or \$10,000,000 (depending on risk, as determined by Northlands) in Commercial General Liability Insurance (per occurrence) covering liabilities for bodily injury, personal injury, death and property damage including products and completed operator's liability. This insurance shall name "Edmonton Northlands", the "City of Edmonton" and "Edmonton Economic Development Corp." as additional insureds. A minimum of \$2,000,000 Standard Automobile Insurance providing third party liability coverage for bodily injury and property damage insurance.

The particular insurance coverage requirements specific to each Licensee will be indicated in the License Agreement. The insurance coverage described above is Northlands' general insurance coverage requirement only and is subject to the insurance requirements outlined in the License Agreement.

Licensees must provide to Northlands a certificate of insurance confirming the required insurance coverage is in place on or before October 18, 2019. Licensees who have not complied with the insurance requirements will not be permitted to set-up their exhibits or concessions.

Northlands' number one priority is safety. Appropriate insurance is required to ensure the protection of all parties involved.

MANDATORY CASH REGISTERS

Food and Beverage concessionaires ONLY

All concessionaires are required to process every sale through a till meeting the following requirements. Periodic auditing may occur at any time during the event. Receipts must be made available to customers.

- Non Resettable Z totals and Z counter
- Consecutive transaction numbers
- Detail tape with time, date and till I.D.
- Pricing screen for customers
- Preset pricing keys
- After transaction receipt
- Cash drawer must be closed after totaled

If your existing cash register does not meet these requirements or you do not currently operate a till, please contact:

Edmonton Cash Registers Co. Ltd, 10330-95 Street, Edmonton, AB T5H 2B5
P. 780.424.1957 F. 780.429.3468 edmcash@telus.net

Periodic auditing may occur at any time during the event. Receipts must be made available to customers.



SIGNAGE AND PRINTING

All exhibit and concession signage must be professionally created (**hand-written signs will not be permitted**). Exhibit and concession signage must be clear and designed in a professional manner. Licensees must prominently display signs showing the products and the price of the products.

DISPLAY DIMENSIONS

No part of an exhibit may exceed the height of 8' for the back of a booth or 3' high for sides of booths supplied by NORTHLANDS' unless prior approval of NORTHLANDS has been obtained at the time parties enter into this Agreement. Please note: Any booth behind an end cap booth will have one 8ft high side wall.

SHOW SERVICES

ShowTech Power and Lighting

All power and lighting required for indoor exhibits located within the Edmonton EXPO Centre must be ordered directly through Showtech Power & Lighting.

P. 780.429.1162

F. 780.424.4715

Website: showtech.ca/

GES Canada – Display and Show Services

Licensees may order booth display and exhibit decor directly through GES Canada.

P. 877.505.7767

F. 877.469.1619

Website: ges.com/ca/

To order, Licensees should contact GES Canada and Showtech Show Services directly.



OFFICIAL FOOD AND BEVERAGE SUPPLIERS

General Information

All food and beverage products must be ordered through the mandatory suppliers identified below. Licensees operating concessions shall not bring any food or beverage products on Northlands' grounds before, during, or after Farmfair unless written approval is provided by Northlands.

Sysco

Sysco Food Service Inc. will continue to be the exclusive food service distributor of all food and beverage products including produce meats, frozen foods, dry line, grocery, paper supplies, dairy products and related items (with the exception of ice, soft drinks, bottled water, fruit juices and ice tea, Harlan Fairbank's products, and bread) for Licensees operating concessions.

Coca-Cola

Any soft drinks, juices, juice drinks, energy drinks, and bottled water must be Coca-Cola brands.

FREQUENTLY ASKED QUESTIONS

Q: Where is Edmonton EXPO Centre located?

A: 7515 118 Ave NW, Edmonton, Alberta, Canada

Q: How do I get to Edmonton EXPO Centre and is there public transportation available?

A: Please refer to edmontonexpocentre.com/attend/getting-here/

Q: How do I apply for an exhibit or concessionaire space?

A: The Exhibitor/Concessionaire Application form can be found on our website. farmfairinternational.com/events-exhibitors/exhibitors/exhibitor-application/

Q: How much will my booth cost?

A: Please refer to the Exhibit and Concession Locations and Rates page of this Exhibitor and Concessionaire Handbook or on the map.

Q: Can I choose my own exhibit or concessionaire space location?

A: You may request a specific exhibit or concession location and Northlands will attempt to accommodate the request (but we cannot guarantee a requested location will be assigned to you).