



# 2019 **Prairie Pine Emporium**

## 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 30,000 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 Marketplace.

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

#### Hall H- Prairie Pine Emporium

November 6 - 9	10 a.m. to 7 p.m.
November 10	10 a.m. to 5:00 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 Prairie Pine Emporium November 4 and 5, 2019

The move-in for the **Prairie Pine Emporium** 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.

\* 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: Prairie Pine Emporium

P. 780.491.3440

E. [ppeexhibits@northlands.com](mailto:ppeexhibits@northlands.com)

#### Courier/In-Person

Northlands  
2693 Broadmoor Boulevard  
Suite 132  
Sherwood Park, Alberta, Canada T8H 0G1

#### Mailing

Northlands  
2693 Broadmoor Boulevard  
Suite 132  
Sherwood Park, Alberta, Canada T8H 0G1

## Prairie Pine Emporium

**Location:** Edmonton EXPO Centre - Hall H

### 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

### 1. The Prairie Pine Emporium (Hall H)

Location	Booth Price	Commission
Indoor Hall 10 x 10	\$500	n/a
Indoor Hall 20 x 10	\$1,000	n/a



[farmfairinternational.com](http://farmfairinternational.com)



## Application Form

To apply to be an exhibitor, please refer to:

[farmfairinternational.com/events-exhibitors/winter-marketplace/](http://farmfairinternational.com/events-exhibitors/winter-marketplace/)

### 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.

## The Prairie Pine Emporium

A collection of creativity made right here in Alberta. Find makers, artists, vintage sellers, local producers and service providers who showcase some of the best Alberta creates.

### Requirements

- You must make or create your product or service in Alberta.
- You may be asked to show proof that the design or production is based in Alberta.
- Products may be produced outside the province, but you must have designed the item yourself.

### Aesthetics and Requirements

#### We require that you:

- Display the exhibit in a professional manner and in good structural condition.
- Maintain the products presentable, clean and free of damage.
- Have professionally created and clear signage (hand-written signs will not be permitted).
- Prominently display signs showing the products and the price of the products.
- Be respectful of the other licensees by not encroaching on their space or blocking their sightlines.
- Keep the exhibit clean and free from packing boxes and papers. Storage is permitted for certain exhibits but must not be visible to the public. Northlands will ensure that the aisles are kept clean.
- Keep the exhibit fully stocked and staffed at all times during the hours of operation.
- Have staff that is alert and professional, and that maintain a professional appearance and attitude with guests at all times. Your staff is not permitted to work outside of their allocated exhibit space.
- Conspicuously display the permits required by any government agency.





- **Important Note:** All concessionaires need a working grease trap.

**We encourage open concept exhibits.**

***Note: Additional décor to fit the theme of The Prairie Pine Emporium may be added in or around your booth in order to create a cohesive theme. Suggested décor or display will be provided.***

We may adjust any aspect of your exhibit which does not comply with our requirements or regulations, or which encroaches on the rights or other licensees. We may also require that certain materials be used in the construction of your exhibit, signs, show cards or tabloids of your exhibit, and may regulate the dimensions and positions of your exhibit.

### **Indoor Display Dimensions**

Spaces are either 10' x 10' or 20' x 10'

No pipe and drape will be provided. Please be prepared to bring necessary signage or structural walls as needed to create your display.

### **Additional Services Provided**

***We want to support you before, during and after the show!***

**After acceptance and payment of the deposit or full price, you will be sent a login to an online training centre in May 2019 which will:**

- Show suggested décor, fixtures and provide training on how to set up an engaging and inviting display
- How to market your business and products prior, during and after the show as well as insight into hiring for the event
- Product and service pricing for the event
- Effective selling strategies at the event

### **Exhibitor Benefits Prairie Pine Emporium**

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
- One (5) day accreditation pass per Exhibitor/Concessionaire for every 100sq.ft.purchased within the Prairie Pine Emporium. 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

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

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





## Signage/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: [www.showtech.ca](http://www.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: [www.gesexpo.ca](http://www.gesexpo.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/](http://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.

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)

