



Farmfair International Commercial Vendor Handbook

November 8 - 11, 2023

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About Farmfair International

For over 49 years, Farmfair International has been one of Canada's top agricultural shows and Alberta's largest beef cattle show. Livestock Exhibitors from across western Canada gather in Edmonton each November to showcase their top livestock genetics to purebred producers, local ranchers, and international buyers.

Exhibits Contact Information:

Steve Reddick: sreddick@ExploreEdmonton.com
Tammy Noonan: tnoonan@ExploreEdmonton.com
General: Exhibits@ExploreEdmonton.com

Farmfair International Tradeshow Dates and Times

Farmfair International Dates: November 8 – 11, 2023
Tradeshow Dates: November 9 - 11, 2023
Tradeshow Hours: 10 a.m. - 6 p.m.

Tradeshow Location

Hall E will serve as the main tradeshow hall this year and will have a combination of retail booths as well as some display and educational booths. We are promoting the tradeshow as an opportunity for country Christmas shopping and a petting zoo will be located at the back of the hall. There will again be a couple of cattle specific supply booths located in Hall B and sponsorship booths located in the concourse.



Exhibitor Show Office

Location: Hall E Show Office

Show Office Hours:

- Move-In (Nov 7, 8): 9:00 am – 5:00 pm
- Tradeshow (Nov 9, 10, 11): 9:30 am – 6:30 pm
- Move-Out hours: Nov 11: 6:30 am – 10:00 pm; Nov 12: 9:00 am – 5:00 pm

Move-In and Move-Out

Prior to move-in, vendors must be in good standing by:

- All invoices are paid
- Vendor Agreement is signed
- Proof of insurance has been submitted

Show Office Check-In

- All Vendors are to check-in at the Show Office prior to moving in
- At check-in you will receive:
 - One parking pass
 - Two accreditation passes
 - Passes must be worn by vendors at all times to identify themselves to customers and security.

Move-In

- Hall E
 - November 7, 8: 9:00 am – 5:00 pm
 - Commercial vendors selling from their trailers please contact the Exhibits Team for move-in options based on venue set up and commercial vendor schedule
- Hall B
 - Please contact the Exhibits Team to plan move-in based on venue set up, commercial vendor schedules and when services are needed by Livestock Exhibitors
 - No vehicles will be allowed in the Hall B once rolled roofing has been placed



Move-Out

Hall E

- Saturday, November 11
 - 6:15 pm – 10:00 pm
 - No take-down or moving out of product is allowed prior to 6:15pm. All booths must be manned until closing.
 - Commercial vendors selling from their trailers will need to wait until there is venue capacity to bring vehicles in to remove trailers
- Sunday, November 12
 - 9:00 am – 5:00 pm
 - If vendors plan to leave items past 5:00 pm move-out, they will need to make arrangements with GES for storage – additional fees will be applicable. Any items left on the grounds after move-out may be removed and disposed of at the vendor's expense.

Hall B

- Saturday, November 11
 - Move-out can only begin AFTER the Supreme show has been completed
- Sunday, November 12
 - 9:00 am – 5:00 pm

Vendor Insurance

Deadline: October 31, 2023

All vendors must acquire insurance for this event. Appropriate insurance is required to ensure the protection of all parties involved – safety is Explore Edmonton's number one priority.

- Insurance documents can be sent to exhibits@exploreedmonton.com
- Insurance documents to be sent is as early as possible, but must be submitted before vendors can move in Licensees must have in force a minimum of:

Commercial General Liability (CGL) insurance with limits of not less than two million dollars (\$2,000,000.00) per occurrence, covering liabilities for bodily injury, personal injury, death, and property damage including products and completed operations liability. Explore Edmonton may, in its sole discretion, request that you have in force CGL in excess of \$2,000,000,



ranging from \$5,000,000, \$10,000,000 or other depending on the risk of your operations. This insurance shall name “Explore Edmonton” and the “City of Edmonton” as additional insureds.

Addresses for the two additional insureds should be as follows:

Explore Edmonton Corporation Expo Centre 7515 118 Ave NE Edmonton, AB T5B 0J2	City of Edmonton 3rd Floor, City Hall Sir Winston Churchill Square Edmonton, AB T5J 2R7
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Any other form of insurance which Explore Edmonton may reasonably require from time to time in the form, for the amount, and for the insurance risk against which, a prudent party under similar circumstances would insure.

Explore Edmonton is not affiliated with any insurance companies. If you do not currently have insurance, two common companies used by other vendors for short term insurance are: PAL

Insurance: [Home PAL](#)

DUUO Insurance: [Home DUUO](#)

General Vendor Information

Booth Cost	\$5/sq foot
Tradeshow Location	Hall E
Tradeshow Dates	November 9 - 11
Tradeshow Hours	10:00 am – 6:00 pm
Included in Fees	<ul style="list-style-type: none"> • 1 * 6 foot table with 2 chairs • Pipe and drape • 1 * 4-day parking pass • 2 accreditation passes • Basic electrical (15 amp)



Additional Accreditation and Parking Passes:

Additional Accreditation

- Please email the Exhibits Team to request more complimentary accreditation passes

Additional Parking Passes

- Additional 4-day parking passes can be purchased at the show office
- Fees can be paid online or at the show office by credit or debit

Aesthetics and Expectations

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. All signage must be contained within the exhibit designated area and will be prohibited from being on the midway line.
- Be respectful of the other vendors by not encroaching on their space or blocking their sightlines.
- Keep the exhibit clean and free from packing boxes and papers, any storage of excess product should not be visible to the public.
- 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.
- 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 unless prior approval of Farmfair International has been obtained at the time parties enter into this Agreement.
- Each exhibitor is solely responsible for ensuring their exhibit material against loss or damage during the show. The Edmonton Expo Centre is not responsible for the loss of, or damage to, personal property brought onto its premises.



- For all thefts contact Edmonton EXPO Centre security at 780-471-7222. Security guards will obtain any pertinent information as required for the file, but the loss should be reported by you to the Edmonton Police Service for insurance and investigation follow-up. Edmonton EXPO Centre security will assist you with this process.

Show Services

GES Canada

- Services: Display and Show Services
- Please use this team to order any needs for your booth, including table skirting
- Website: ges.com/ca/
- Show contact: Balinda at BHolyk@ges.com

ShowTech

- Services: Power and Lighting
- Each booth will receive basic electrical. Any additional power and/or lighting required for indoor exhibits is ordered directly through Showtech Power & Lighting.
- P. 780.429.1162
- Website: showtech.ca/