



Invoice #
AE-0302-0304-11

Lethbridge, Alberta
March 2-4, 2011

*NEW HOURS * 9 AM—5 PM Daily



Trade Show Application

Please complete ENTIRE form (clearly print or type)

Company Name: _____
 Contact: (first and last name) _____
 Email: _____ Fax: _____
 Address: _____ City: _____
 Province/State: _____ Country: _____ Postal/ ZIP Code: _____
 Phone: _____ - _____ EXT: _____ Cell: _____ - _____

Exhibit Rates

10' X 10'.....\$ 550.00 10' X 20'.....\$ 1100.00
 10' X 30'.....\$ 1495.00 20' X 20'.....\$ 2100.00
 10' X 50'.....\$ 2485.00 20' X 30'.....\$ 2975.00
 Exhibit space larger than 600 sq. ft. calculate at \$4.50 per sq. ft.
 Outdoor Lot (30' X 60':.....\$ 285.00

Additional Requirements*

(See Reverse for Contract Provisions Before Ordering Additional Items)

Exhibitor Badges.....\$ 9.52
 (includes admission and parking for both days)
 15 amp/110v Power Receptacle.....\$ 60.00
 30amp/220v Power Receptacle..... \$ 125.00
 Phone, data or fax line:.....\$ 200.00
 Gas Line (limited availability)..... \$130.00
 Client Pass Book.....\$ 95.24

*If not ordered upon application there can be no guarantee of service.
 *Costs in excess of the base rates will be invoiced directly.
 *Materials not included
 *Wireless Internet is included for all indoor space.

Spacing Request

Indoor Exhibit Size (i.e. 10 x 10) _____ Exhibit Rate=\$ _____
 _____ # of Outdoor Lots x \$285 = \$ _____
 _____ Additional Exhibitor Badges @ \$9.52= \$ _____
 _____ # of Books of Client Passes (20 per book) x \$95.24 = \$ _____
 _____ Additional 15amp/110v power @ \$60.00 = \$ _____
 _____ Additional 30amp/ 220v power @ \$125.00 = \$ _____
 _____ Phone, Data, Fax line @ \$200.00 = \$ _____
 _____ Gas line @ \$130.00 = \$ _____

Sub-Total = \$ _____
 Plus 5% GST. = \$ _____

Total = \$ _____

If NOT paid in full by October 30 2010, enclose 50% deposit and post dated cheque for December 17, 2010.

OFFICE USE ONLY—DO NOT WRITE IN THIS SECTION!

Renewal Confirmation Sent Date: _____ RCVD: _____

Booth Space Given: _____

Notes: _____

Application due by October 30, 2010

- No application will be processed without completed contract, exhibitor signature on contract (below) and 50% deposit
 - Balance is due and payable December 17, 2010
- This contract is also your receipt, please keep a copy for your records.

Cheque # _____ VISA/MC/AMEX G.S.T. # R123172801 Expiry Date _____ **Make cheques payable to:** Exhibition Park, 3401 Parkside Dr. South, Lethbridge, AB T1J 4R3 Phone:(403) 328-4491 Fax: (403) 320-8139

I authorize Exhibition Park the use of my credit card number to process this application

Exhibitors (Signature)

Date

"The above "Company" is subject and bound to all Trade Show Policies, rules and Regulations, which I/We acknowledge hereto and form part of this agreement covering the privilege (but not the exclusive privilege) of the aforementioned operations at Ag Expo governing the exhibits at Exhibition Park."
 SEE REVERSE FOR EVENT REGULATIONS

OFFICE USE ONLY—DO NOT WRITE IN THIS SECTION!

Deposit received with contract: _____ Balance Due: _____

Ag Expo Trade Show Application EVENT REGULATIONS

CONTRACT PROVISIONS (unless otherwise specified)

- Exhibitor's admittance badges and power outlets according to chart.
- 8' back drape. 3' side drape (pre-set colors),
- Exhibitors must provide their own extension cord.
- Wireless internet is included.
- Security Services in effect from "Move-In" until conclusion of "Move-Out"
- **All staff members scheduled to staff booth locations are required to present either an Exhibition Badge or daily admission ticket and a parking pass at gate, otherwise they will be charged admission and parking fees which are non-refundable. This applies to everyone entering gates including drop-off / pick-ups**
- Parking is available in designated "Exhibitor Parking" area only on the East/West sides of the building
- If you require booth furnishings (table, chairs, carpet, etc) please contact our Event Services department by calling our main office at (403) 328-4491
Direct billing applies

Size of Rental Space	Admittance Badges Included	110 V Power Outlets Included
10' X 10' (100 sq. ft.)	2	1
10' X 20' (200 sq. ft.)	2	1
10' X 30' (300 sq. ft.)	4	2
10' X 40' / 20' X 20' (400 sq. ft.)	4	2
10' X 50' / 20' X 25' (500 sq. ft.)	4	3
20' X 30' (600 sq. ft.)	6	3
Booths Larger than 600 sq. ft. calculate at \$4.50 per sq. ft.	8	4
Outdoor Space Rates		
1 -30' x 60' Outdoor Lots	2	N/A
2- 30' X 60' Outdoor Lots	2	N/A
3- 30' X 60' Outdoor Lots	4	N/A
4 or more -30' X 60' Outdoor Lots	6	N/A

APPLICATION

- 50% of TOTAL due upon application deadline date of **October 30, 2010**
- All cancellations prior to **December 17, 2010** are subject to a 25% Administration Services Charge.
- Exhibitors canceling participation in the Ag Expo after **December 17, 2010**, will forfeit all monies. Cancellations must be made in writing.
- Exhibitors in violation of Event Regulations, following written notice, shall be excused from the show for one year and subsequently must request future participation as a "new" exhibitor.
- Show management reserves the right to terminate or limit any demonstrations or displays, which in its opinion, are objectionable or inappropriate due to noise, toxic fumes, exhaust or smoke, or are detrimental to the character and nature of the **Ag Expo 2011**.
- Printed material for the purpose of solicitations outside of booth areas is not allowed to be distributed during events unless authorized by Management.

UTILITIES & INSURANCE:

- Under no circumstances can anyone other than electricians contracted by Exhibition Park make electrical service connections or repairs.
- All exhibitors are required to have their own liability insurance.
- The exhibitor is responsible for obtaining any/ all insurance related to participation and requirements of the exhibit in the show. Neither show management, its officers nor agents will be held responsible or liable for any manner of loss or damage that may occur to property or persons during times of move-in and or move-out. Exhibitors are responsible for all their materials and should take adequate security measures at all times.

SPACE ALLOCATION:

- Event administration will attempt to accommodate all applications for space, but due to limited availability and selection procedures, Event Administration will not guarantee space allocations and we reserve the right to make changes as necessary. Exhibitors in good standing have first right of refusal on space not location. **Acceptance of payment at time of application does not guarantee location at Ag Expo 2011.**
- Any contracts not received by the application deadline date will be processed in conjunction with submissions of new applicants.
- Transference of application to a company other than to whom it has been addressed is not permitted.
- Sub-letting and sharing of exhibit space to persons or companies not indicated as Exhibitor is not permitted.
- Exhibit rates apply to booths booked as a **single connected unit** solely by the Exhibition.
- Exhibitors must contain all materials, demonstrations, and promotional giveaways within the boundaries of their exhibit space; stickers, windshield flyers, etc. are prohibited.
- Direct selling is allowed however, your entire display must remain intact throughout **Ag Expo 2011**.
- Policy of the Lethbridge Fire Prevention Bureau governing displays and exhibits under the Alberta Fire Code will be adhered to.
- Exhibitors using any type of heating device (frying pan, candles, etc.) must have a regulation fire extinguisher in their booth and can only be an Outside Vendor. Heating devices and any burning devices are not allowed inside as this is against fire regulations.

FOOD SERVICES:

- All Food and Liquor service at the Ag Expo 2011 are controlled by Exhibition Park.
- The following are approved for all events in which our concessions are open: food exhibitors be limited to sell items not sold by Exhibition Park's concessions.
- No alcoholic beverages are permitted to be consumed at any exhibit site or display area without permission from event administration.
- The Public Health Act Food Regulations will be adhered to.

ADDENDUM:

- Raffle draws are not permitted—unless proper gaming license is provided to Exhibition
- No exhibitors will have exclusive rights to products
- Show management reserves the right to make changes, additions, or deletions to event regulations at any time considered necessary.
- It is understood that by exhibiting in a show, Exhibition Park does not relinquish the right to control the management of the show and the enforcement of Event Regulations.
- No smoking within the facilities.
- Propane cylinders are not permitted within the building.
- No signage representing Exhibition Park or any Exhibition Park sponsors can be covered or removed at any time.
- By registering for Ag Expo 2011, your contact information will appear on our exhibitor lists. By signing this contract you give Exhibition Park permission to include your contact information on the exhibitor lists and to distribute these lists as Exhibition Park deems appropriate. (For example, this information may be provided to, but not limited to, the show guide (if applicable), the list of exhibitors may be provided to various media, or may be published on Exhibition Park's website. In addition, your name as well as any pictures of your booth or pictures of company representatives may be used in public relations, marketing and other media correspondence.)



General Show Information

Ag Expo is presented by Farm Credit Canada and is Western Canada's Premier Ag Show.

Visitors to the show can expect to find exhibitors whose product can directly affect, and improve, agricultural production. With a 2010 attendance of 17,805 there is no question that this show is popular!

This includes farm equipment, livestock supplies, chemicals, seeds, irrigation, producers and marketers of crops and livestock, and much more. In addition, guests can meet with exhibitors who offer new technology, brokerage services, communications, banking, and other "Tools of the Trade" exhibitors.

Ag Expo is also host to the North American Seed Fair. There are over 53 classes in Pedigreed Seed Classes, Open Classes, and Junior Classes at the Seed Fair. Displayed on the Seed Floor of the South Pavilion, the North American Seed Fair is one of the oldest Seed Fair's in Western Canada.

Show Dates & Hours

Wednesday, March 2 to Friday, March 4, 2011

9:00AM—5:00PM Daily

Contact info:

Jen George
Event Coordinator
3401 Parkside Drive S
Lethbridge, AB
T1J 4R3

PH:(403) 317-3206
FAX:(403) 320-8139
jen@exhibitionpark.ca



Rental Rates

Size of Rental Space	Admittance Badges Included	110 V Power Outlets Included	Cost
10' X 10' (100 sq. ft.)	2	1	\$550.00
10' X 20' (200 sq. ft.)	2	1	\$1100.00
10' X 30' (300 sq. ft.)	4	2	\$1495.00
10' X 40' / 20' X 20' (400 sq. ft.)	4	2	\$1995.00
10' X 50' / 20' X 25' (500 sq. ft.)	4	3	\$2485.00
20' X 30' (600 sq.ft.)	6	3	\$2975.00
Booths Larger than 600 sq. ft. calculate at \$4.50 per sq. ft.	8	4	\$4.50/ sq. ft.
Outdoor Space Rates			
1 -30' x 60' Outdoor Lots	2	N/A	\$285.00
2- 30' X 60' Outdoor Lots	2	N/A	\$565.00
3- 30' X 60' Outdoor Lots	4	N/A	\$85000
4 or more -30' X 60' Outdoor Lots	6	N/A	\$1130.00 & up

All indoor booth space rentals (regardless of size) include

- Black draping 8' back wall and 3' side walls (this may vary for booths 20' X 20' and larger)
- Wireless internet
- Listing in show guide (provided contract is submitted and paid prior to print deadline)

Booth Furnishings

Tables, chairs, carpeting and other booth furnishings are not included in the booth rental; these items may be rented through Exhibition Park Event Services.

A form will be sent with your confirmation package outlining the details. For further information regarding booth furnishings please contact Shawn Anderson at 403-317-3207

Security

Security Services will be in effect from the beginning of move-in.
Friday, February 25, 2011- Saturday March 5, 2011 at 5:00PM.

Though there is security in the buildings each exhibitor is responsible for the contents of their booth; Exhibition Park will not be held responsibility for any lost or stolen items.

Previous Exhibitor Application Details

Exhibitors from the 2011 show will receive priority spacing based on the following conditions:

- The exhibitor is in good standing with Exhibition Park
- The exhibitor qualifies for Ag Expo based on the show criteria
- The exhibitor application for the 2011 show must be received by **October 30, 2010**.
- **If your contract is not received with deposit by this date the space will be allocated to another exhibitor.**

Though we do make every effort to keep exhibitors in the spots they had previously, in some cases we must make some changes. If this occurs we will call and discuss the move with you but in some instances due to lack of space we have no other option but to move some exhibitors.

Request for Additional/ Different Space

If you are seeking more space or different space it is imperative that a separate letter be included with your contract and also be received at Exhibition Park by October 30, 2010. Ag Expo organizers will do their best to accommodate exhibitor requests. However, it should be noted that space location(s) will not be guaranteed. **NO REQUESTS WILL BE ACKNOWLEDGED WITHOUT A SEPARATE LETTER.**

Completing Your Contract

Checking to be sure your contract is filled out properly is very important. If it is not filled in completely, the contract will be faxed back to you with a new copy of the contract to fill out. If it is necessary for you to fill out a new contract this second, correct copy will also be required by the deadline to save your booth. So, to save time and ensure that you meet the deadline, use the following checklist to review your contract before sending it in.

- Fill out the entire top (information) portion clearly by printing or typing. It is imperative that we have all contact information. Including first and last name and email.
- Fill out the booth space according to what you had last year unless you want to decrease your space. (see below)
 - If you are requesting **more** space the contract will be adjusted **after** the additional space is approved. And you will be charged accordingly. Be sure to also include your letter requesting the additional space.
 - If you are requesting **less** space than the previous (2010) show please indicate this in a separate letter as well. In this case your contract can be filled out according to the decreased space.
- If you require phone/data or fax line please indicate which and for what purpose so the correct line is hooked up.
- If you are paying by **cheque** please only send your contract with cheque through the mail. If it is mailed in time to arrive by the deadline it is not necessary to also fax your contract in. If you feel it may not arrive by the deadline please contact me to make arrangements.
- If you are paying by **credit card**, please be sure to fill out the numbers very clearly and check the box indicating that we can process the transaction.
- Contract **MUST be signed** or it will not be accepted.
- The signature must be of the contact person listed on the contract. This will be the person that will be contacted with any information regarding the show.

Schedule of Acceptance/Confirmation

- **October 30, 2010:** Deadline for all renewals of space for returning exhibitors
- **November 1– November 5, 2010:** Confirmation packages sent to all renewed exhibitors
- **November 8–12, 2010:** Application packages sent to accepted new exhibitors
- **December 3, 2010:** Deadline for new exhibitors
- **December 13– 17, 2010:** New exhibitor confirmation packages sent out
- **December 17, 2010:** Balance due for all booth rental fees
- **January 17-21, 2011:** Exhibitor spacing sent out

Payment Information

- No contract will be accepted without a minimum 50% payment.
- The remaining payment is due by December 17th.
- All exhibitors registering after December 5th must include full payment for their booth space.
- Exhibitors will not be permitted to set-up their booths if the rental cost has not been paid in full. No Exceptions.

New Exhibitor Application and Spacing

New Exhibitors to the 2011 show will be considered once existing exhibitors that meet the Ag Expo Criteria are confirmed. New exhibitors will be considered based on the following conditions:

- The exhibitor has provided a letter describing their business and how it relates to the agriculture industry
- The exhibitor qualifies for Ag Expo based on the show criteria
- The exhibitor is considered to be in good standing with Exhibition Park
- The Ag Expo committee has agreed to accept the new exhibitor into Ag Expo

After the deadline the committee will begin looking at the potential new exhibitors. It is at this point when we will fill any booths that were not renewed.

Upon being accepted you will be sent a copy of the contract with a deadline date. The contract must be returned by this date in order to secure your booth.

Please follow the instructions below for filling out your contract.

Checking to be sure your contract is filled out properly is very important. If it is not filled in completely, the contract will be faxed back to you with a new copy of the contract to fill out. If it is necessary for you to fill out a new contract this second, correct copy will also be required by the deadline to save your booth. So, to save time and ensure that you meet the deadline, use the following checklist to review your contract before sending it in.

- Fill out the entire top (information) portion clearly by printing or typing. It is imperative that we have all contact information. Including first and last name and email.
- If you require phone/data or fax line please indicate which and for what purpose so the correct line is hooked up.
- If you are paying by **cheque** please only send your contract with cheque through the mail. If it is mailed in time to arrive by the deadline it is not necessary to also fax your contract in. If you feel it may not arrive by the deadline please contact me to make arrangements.
- If you are paying by **credit card**, please be sure to fill out the numbers very clearly and check the box indicating that we can process the transaction.
- Contract **MUST be signed** or it will not be accepted.
- The signature must be of the contact person listed on the contract. This will be the person that will be contacted with any information regarding the show.

Booth Display Guidelines

Booth Height

All booths are permitted to be a maximum of 12' high along the back wall of your space. All booths in excess of this restriction please contact the event coordinator at least 6 weeks in advance of the show for approval of excess height.

The back drape wall of the booth space is 8' high and side dividers between booths are 3' high. Please use consideration when creating your booth so as not to block the neighboring booth with an excessive side wall of any kind.

Booth Space Details

Please note that your booth space does not include carpeting, or booth furnishings. It is the responsibility of the exhibitor to supply their own booth furnishings or to order from Exhibition Park Event Services. There is a limited number of items available so be sure to submit your order early.

There is at least one outlet with every booth and more than one in larger booth spaces so it is recommended that if possible you add additional lighting to your booth to enhance your display.

Move-In

Booths **larger than 400 square feet** will be assigned a move-in time February 25th or 26th. These move-in times will be scheduled with the exhibitor on an individual appointment basis. You will be contacted after spacing is completed to discuss an appropriate move in date and time dependant on the size and location of your booth.

If your booth is **smaller than 10' X 40'** the move-in dates and times are as follows:

Monday February 28, 2011: 8:00AM—9:00PM

Tuesday March 1, 2011 8:00AM– 9:00PM

All booths must be completely moved in and set up before 9:00PM on Tuesday, March 1, 2011 all booths that have not been claimed by this time will be forfeited by the exhibitor and given to exhibitors on the waiting list.

Exhibitor packages will be available to be picked up during move-in at the information booth. The information booth is located in the centre of the main pavilion and all exhibitors are required to check-in prior to setting up their booth to ensure that they are moving into the correct location. A representative from each company will be required to sign for the exhibitor's package which will also include your admission badges for the show.

Forklift Requests

Your confirmation package will include a forklift request form which can be filled out and faxed back if you will require the use of a forklift for either move-in or move-out.