



**EXHIBITION PARK IS PROUD TO PRESENT
AG EXPO & THE NORTH AMERICAN SEED FAIR 2018!
February 28 to March 2, 2018**

Dear Exhibitor,

**AG EXPO AT EXHIBITION PARK IS WESTERN CANADA'S PREMIERE AGRICULTURE SHOW!
OUR COMMITMENT TO AGRICULTURE IS THE FOCUS OF AG EXPO AND THE NORTH AMERICAN SEED FAIR
FEBRUARY 28 TO MARCH 2, 2018 - FROM 9-5 DAILY.**

In this contract package, please find enclosed:

- Ag Expo Trade Show space application**
- Criteria sheet**
- Event Service Form**
- Checklist to be submitted with application**

Please familiarize yourself with the Ag Expo show regulations of the contract and read the enclosed criteria sheet carefully to ensure you fit within the show categories.

Please be sure you attach a business card to your application or a photocopy of one and completely fill out the application to be accepted.

Previous Exhibitor Application Deadline and Spacing

Exhibitors from the 2017 show will receive priority spacing based on the following conditions:

- A) The exhibitor is in good standing with Exhibition Park**
- B) The exhibitor qualifies for Ag Expo based on the show criteria**
- C) The exhibitor application for the 2018 show must be received by October 20, 2017 (if not, your space will be released)**
- D) Please ensure the person at the booth gets a copy of the contract and regulations**

New Exhibitor Application and Spacing

New exhibitors to Ag Expo 2018 will be considered once existing exhibitors that meet the Ag Expo criteria are confirmed. New exhibitors will be considered based on the following conditions:

- A) The exhibitor has provided a letter describing their business or a short description on the contract and how it relates to the agriculture industry
- B) The exhibitor qualifies for Ag Expo based on the show criteria
- C) By date submitted
- D) There is space remaining in the show (please keep in mind there is a large wait list)
- E) The exhibitor is considered to be in good standing with Exhibition Park

Please note: Ag Expo organizers will do their best to accommodate exhibitor requests. However, it should be noted space location(s) will not be guaranteed. We would like to thank you for your interest in Ag Expo 2018 and look forward to seeing you soon.

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 - the second, correct copy will also be required by the deadline to save your booth. To save time and ensure you meet the deadline, please 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 we have all contact information. Including first and last name, phone numbers and e-mail.
- Attach a copy of your business card.
- 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 on the contract it will be adjusted after the additional space is approved. And you will be charged accordingly. Be sure to indicate under the notes or requests section on the contract if you're requesting more space or a move from previous location.
- If you are requesting less space than the previous year please indicate this under the notes or requests section on the contract. In this case, your contract can be filled out according to the decreased space.
- If you require Internet, we do have wireless complimentary Internet. But, it sometimes is not reliable for everyone, as so many people are accessing it and it can be weak in certain areas of our buildings. So if it is something you rely on heavily, please order a hard line for your booth.
- If you are paying by cheque please only send your contract with the cheque through the mail. It is not necessary to also fax or e-mail your contract, as we only want one copy. Please ensure you have enough time to send in by mail to ensure it arrives prior to the deadline date.

- If you are paying by credit card, please be sure to fill out the numbers very clearly and check the box indicating we can process the transaction.
- Contract **MUST** be signed & dated 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. Please give a copy to the person(s) at the booth if it is different than the name on the contract, so they have all the details.

AG EXPO Criteria

The following three criteria are the basis for our selection of exhibitors. We have indicated areas of business and how they may relate to the scope and purpose of the Ag Expo mission statement: *"TO PROMOTE AND OPERATE AN AGRICULTURAL TRADE SHOW FOR THE RURAL AND URBAN COMMUNITIES WITH A FOCUS ON PRODUCTION, EDUCATION AND TECHNOLOGY/SERVICE IN AGRICULTURAL DEVELOPMENT."*

1. PRODUCTION: Seed Fair, Seed Involvement, Crop Dealers, Feed Processing, Grain Handling/ Facilities (structural), Chemical (fertilizers, herbicides, pesticides, animal health, etc.), Irrigation Equipment, Processing and Marketing of Agricultural Crops, Agricultural Machinery, and Pest Control.

2. EDUCATION: Agricultural Education, Environment Canada, P.F.R.A., and Government Agriculture Divisions.

3. TECHNOLOGY/SERVICES: Cellular Communications, Computer Technologies, Communications and Computer Technology, Banks, Financial Consultants, Associations, Commissions (For example: Hail & Crop Insurance, Alberta Barley Commission, etc.), Custom Agricultural Work, Brokerage Firms, Lawyers, Trades, and Agricultural Hardware and Tools, Equipment Parts, Supplies and Tires.

100% OF THE ITEMS IN YOUR BOOTH MUST DIRECTLY RELATE TO THE DESCRIBED CRITERIA.

Should you have any questions, please contact Event Coordinator Stan Ashbee at 403-317-3214 or e-mail stan@exhibitionpark.ca.

Kind regards,

Stan Ashbee

Event Coordinator, Exhibition Park





2018 Ag Expo Show Contract

Please complete *ENTIRE* form (clearly print or type), *Please attach a business card* or a photocopy of one. Please note the contact you state below is the person that will receive all correspondence for the show. Please ensure a copy of this information is also passed onto the person(s) who will be attending the show.

Business Name/Or conducting business as:	
Contact Individual:	
Address (include city, province, & postal code):	
Main Phone & Cellphone	
E-mail	

Booth Size	Price	# Required	Total
10 x 10	\$ 693.00		
10 x 15	\$ 1039.00		
10 x 20	\$ 1385.00		
10 x 25	\$ 1731.00		
10 x 30	\$ 1861.00		
10 x 50	\$ 3094.00		
20 x 20	\$ 2618.00		
20 x 25	\$ 3094.00		
20 x 30	\$ 3626.00		
25 x 25	\$ 3863.00		
20 x 40	\$ 4944.00		
25 x 40	\$ 6180.00		
30 x 50	\$ 9270.00		
Outdoor Lot (30 x 60)	\$ 356.00		
Exhibit space larger than 600 Sq. Ft.	\$ 6.20 per Sq. Ft.		
Additional Exhibitor Badges	\$ 24.00 Includes admission and parking		

***If you are a returning vendor please put size of previous year's booth & additional space requests under Notes or Requests**

***Additional Requirements :** See additional forms or contract inclusions before ordering additional items.

***Extension cords not included. Power, gas, and most items through Event Services are not available outside.**

_____ # of Books of Client Passes (20 per book) x \$170.00
= \$ _____

_____ Hot Lunch Voucher \$17 Each = \$ _____

_____ Additional 15amp/110v power @ \$81.00 = \$ _____

_____ Additional 30amp/ 220v power @ \$156.00 = \$ _____

_____ Hardline Internet @ \$155.00 = \$ _____

_____ Gas line @ \$171.00 = \$ _____

Sub-Total including booth space and badges=
\$ _____

Plus 5% G.S.T. = \$ _____

Total = \$ _____

For **new applicants** payment will not be processed until after Oct. 20, 2017 — only if accepted. For **returning exhibitors** 50% deposit is required on contract submission — the remainder is due by Dec. 11, 2017.

Were you in the show in 2017? Yes_____ No_____

I have large equipment that requires early move in? Yes_____ No_____

Provide a brief description of the product you are showcasing:

Notes or requests, additional space requests for returning vendors:

If you are a **RETURNING EXHIBITOR**, your contract is **due OCTOBER 20, 2017**.

If your contract is not received by this date, your booth space **will not be held for Ag Expo 2018**.

(NO EXCEPTIONS) Please scan and e-mail back to stan@exhibitionpark.ca.

No contract will be processed without completed contract, exhibitor signature on contract (below) and 50% deposit. Balance is due and payable December 11, 2017. This is your invoice. Please ensure you keep a copy for your records.

Process Full Amount Process Deposit Only

Make cheques payable to:

Exhibition Park, 3401 Parkside Dr. South, Lethbridge, AB
T1J 4R3

Phone: (403) 328-4491 Fax: (403) 320-8139

Cheque # VISA/MC G.S.T. # R123172801 Expiry Date CVC #

I authorize Exhibition Park the use of my credit card number to process this contract and all forthcoming amounts related to this contract (Please check box to agree). ***This contract is your invoice, please keep a copy for your records.***

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 ADDITIONAL FORMS FOR EVENT REGULATIONS

Office Use: Booth # _____

Badges _____ E.P. _____ D.B. _____ Finance _____ Mapped _____ C.P. Sent _____



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.	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

Ag Expo Trade Show Application EVENT REGULATIONS

CONTRACT PROVISIONS (unless otherwise specified)

- Exhibitor's admittance badges & power outlets according to chart.
- 8' back drape and 3' side drape (pre-set colours).
- Exhibitors must provide their own extension cord.
- 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 Exhibitor 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" areas only on the east/west sides of the building.
- If you require booth furnishings (table, chairs, carpet, etc.) please fill out the Event Services form (included in this package).

APPLICATION

- 50% of TOTAL due upon application deadline date of October 20, 2017.
- All cancellations prior to December 11, 2017 are subject to a 25% Administration Services Charge.
- Exhibitors cancelling participation in Ag Expo 2018 after December 11, 2017, 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 Ag Expo 2018.**
- **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 \$2 million dollar general 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 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 2018.**
- **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 the Exhibitor is not permitted.**
- **All Booths must be checked in & set up by Tuesday, the day prior to the show, by 6 p.m. or booth space will be considered a "no show" with no refund and re-sold, as we do not want any empty booth spaces in the show.**
- **Exhibit rates apply to booths booked as a single connected unit solely by the Exhibition.**
- **Exhibitors must contain promoting, selling & 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 2018.**
- **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 Ag Expo 2018 controlled by Exhibition Park.**
- **No alcoholic beverages are permitted to be consumed at any exhibit site or display area indoor or outdoor, without permission from Event Administration and Exhibition Park's Food Services Department. If caught with alcohol, it would be grounds for automatic removal of your exhibit & no refund will be given.**
- **The Public Health Act food regulations will be adhered to.**

ADDENDUM:

- **The selling of raffle ticket draws are not permitted — unless a proper gaming licence is provided to Exhibition Park.**
- **No exhibitors will have exclusive rights to products.**
- **No helium is allowed in the buildings.**
- **No Animals are allowed in the booths, on the grounds, or in vehicles.**
- **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 cigarettes or vaping within the facilities or outside Main Entrance doors.**
- **Propane cylinders are not permitted within the building.**
- **Business signage must be within booth allotted space, no higher than 12 feet and must remain within your booth space. Signage representing Exhibition Park or any Exhibition Park sponsors can not be covered or removed at any time.**
- **By registering for Ag Expo 2018, 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.)

ADDITIONS:

- Admission to the show for visitors is \$7 and parking is \$5.
- Trailers or decaled vehicles of any kind for the purpose of advertising are not permitted to park in the lot or along the fence line during the show unless you have rented space in Machinery Row or made specific paid sponsorship or other arrangements. Utility trailers can be parked & stored during the show in the old campground on the north west side of the lot.
- All equipment dropped off on Machinery Row must be labelled with a sign or other company name and contact information in the case we need to reach you.
- Any products shipped in or out for the show must be labelled with your booth number, company name and contact information with all documents prepared for shipping. Products are not to be shipped any earlier than one week before the show due to minimal storage.
- Forklifts are available for move-in and may be requested at the information booth. There are forklifts available to lift from 3,500 to 8,500 lbs.
- No threatening or aggressive behaviour to staff, security or other vendors will be tolerated. Immediate removals of exhibit and no refund will be given. Any complaints must be given in writing.
- Exhibition Park reserves the right to move/remove and refuse any exhibitor for reasons determined by the staff & management at Exhibition Park.

For more information about Ag Expo 2018 contact:

Stan Ashbee, Event Coordinator

403-317-3214 or text 403-915-6902

For information on sponsorship opportunities at Ag Expo and the North American Seed Fair or other events at Exhibition Park please contact Doug at (403) 317-3213 or (403) 894-0525 or by e-mail at doug@exhibitionpark.ca.

Exhibition Park Event Services



Ag Expo 2018 Event Services Contract

Booth Number	
Business Name	
Contact Individual	
Main Phone	
Cellphone	
E-mail	
Complete Address	

CHAIRS			
QTY	DESCRIPTION	PRICE	TOTAL
	Tan Folding Chairs	\$28	
	Black Fibreglass Chairs	\$22	
	Padded Drafting Chairs	\$44	

TABLES			
QTY	DESCRIPTION	PRICE	TOTAL
	4' Table with cover	\$56	
	36' Round Pedestal - 40' H	\$84	
	6' Table with cover	\$71	
	8' Table with cover	\$71	

Colours for Table cover (please check one):

___ BLACK ___ BLUE ___ RED

BOOTH CARPET* - STANDARD SIZES			
Colour Selection: ___ GREY			
QTY	DESCRIPTION	PRICE	TOTAL
	10 Ft. X 10 Ft.	\$155	
	10 Ft. X 20 Ft.	\$310	
	10 Ft. X 30 Ft.	\$465	
	Price per Ft.	\$1.55	

DAILY CLEANING SERVICES
Performed prior to show opening and every night at show close for duration of show.
<input type="checkbox"/> Carpets Vacuumed <input type="checkbox"/> Wastebaskets Emptied <input type="checkbox"/> General Housekeeping

BOOTH	PRICE	TOTAL
10 X 10	\$65	
10 X 20	\$130	
10 X 30	\$195	
Price per Sq. Ft	\$0.65	

BOOTH CARPET* - Underlay			
QTY	DESCRIPTION	PRICE	TOTAL
	10 Ft. X 10 Ft.	\$90	
	10 Ft. X 20 Ft.	\$180	
	10 Ft. X 30 Ft.	\$270	
	Price per Ft.	\$0.90	

**Limited quantities available on certain items.
Please order before the advance price
deadline to guarantee your items.**

PRE-ORDER DEADLINE: Jan. 26, 2018

EXTRAS			
QTY	DESCRIPTION	PRICE	TOTAL
	Easels – Metal	\$ 28	
	Table covers	\$ 31	
	Twin display booth lights	\$ 31	
	Trees – 6’- 7’ -8’	\$ 47	
	Draw Barrel – Gold	\$ 16	
	Wastebasket	\$ 37	

More Extras			
QTY	DESCRIPTION	PRICE	TOTAL
	TV/DVD Combo	\$77	

OTHER SERVICES: SIGNS/PLANTS/FORKLIFTS/CONCRETE BLOCKS/TENTS

SIGN HANGING* - Must Pre-Order			
QTY	DESCRIPTION	PRICE	TOTAL
	Sign Hanging (up to 1 hour)	\$155	
	Sign Hanging (additional staff, equipment or over 1 hour)	\$62	

SIGNS NOT TO COVER OR BLOCK SPONSOR SIGNAGE OR BE LARGER THAN BOOTH. MUST BE HUNG WITHIN BOOTH SPACE.

TOTALS	
SHOW TOTAL	
PENALTY AFTER DEADLINE 25%	
SUBTOTAL	
G.S.T.	
TOTAL OWING	

TERMS AND CONDITIONS

- **All booth carpet & underlay must be pre-ordered by the advance price deadline date or may not be available**
- Exhibitor is responsible for all items for the duration of the show
- If a colour is not chosen Exhibition Park will choose one for you
- No refunds on cancelled draped tables or custom booth draping
- 25% will be refunded on all cancelled furnishings
- Charges are for rental of equipment only. All items remain property of Exhibition Park
- All claims or discrepancies must be settled with Exhibition Park Event Services prior to show closing

PLEASE ATTACH PAYMENT WITH ORDER (ORDERS CAN NOT BE PROCESSED UNTIL PAYMENT IS RECEIVED)

GST#R123172801

Cheque # _____ VISA/MC _____ Expiry Date _____ CVC # _____

Exhibitor 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 2018 governing the exhibits at Exhibition Park."



3401 Parkside Drive South, Lethbridge, AB T1J 4R3
Phone: 403-328-4491 | Fax: 403-320-8139
exhibitionpark.ca





Checklist for Ag Expo Trade Show Space

Please use this checklist to ensure your application is completed

It is not necessary to return this form, for your reference only.

- HAVE YOU COMPLETED AND SIGNED THE ENTIRE AG EXPO TRADE SHOW SPACE APPLICATION?**
- I HAVE INCLUDED A BUSINESS CARD.**
- READ THE ENCLOSED COVER LETTER AND THE CONTRACT RULES AND REGULATIONS?**
- IF YOU HAVE ANY SPECIAL REQUESTS SUCH AS BOOTH LOCATION, OR YOU WOULD LIKE TO INCREASE OR DECREASE YOUR SPACE AMOUNT PLEASE INDICATE ON NOTES AND REQUEST SECTION ON CONTRACT. ALL REQUESTS WILL BE CONSIDERED AND WE WILL DO OUR BEST TO ACCOMMODATE THEM. HOWEVER, WE CANNOT GUARANTEE ANY REQUEST.**
- HAVE YOU INCLUDED YOUR REQUESTS FOR ADDITIONAL POWER REQUIREMENTS, INTERNET, PHONE LINE, GAS LINE, CLIENT PASSES, EXTRA BADGES, EQUIPMENT USE, ETC. ON THE CONTRACT?**
- I HAVE FILLED OUT THE EVENT SERVICE FORM AND WILL RETURN WITH THE CONTRACT.**
- HAVE YOU INCLUDED A 50% DEPOSIT WITH YOUR APPLICATION (IF PAYMENT IS COMING FROM HEAD OFFICE OR UNDER A DIFFERENT COMPANY NAME, PLEASE INDICATE ON THE CHEQUE WHICH BUSINESS THE PAYMENT IS TO BE DIRECTED TO)?**
- RETURNING EXHIBITORS MUST SUBMIT CONTRACTS ON OR BEFORE OCTOBER 20, 2017.**
- PLEASE KEEP A COPY OF THE APPLICATION FOR YOUR FILES (THIS IS ALSO YOUR INVOICE).**
- HAVE INFORMED ALL EMPLOYEES WORKING DURING THE SHOW OF THE CRITERIA, RULES AND REGULATIONS OF THE SHOW?**
- HAVE PLANNED TO HAVE THE BOOTH STAFFED AT ALL TIMES?**

I HAVE COMPLETED & FULFILLED THE ENTIRE CHECKLIST:

SIGNATURE: _____

DATE: _____