

2020

FESTIVAL STREET OUTDOOR EXHIBITOR

AUGUST 18 - 22, 2020

EXHIBITIONPARK.CA | WHOOPUPDAYS.CA

LISA LUDWIG | COORDINATOR, EVENTS

LETHBRIDGE & DISTRICT EXHIBITION

P: 403-317-3206 | C: 403-393-5967 | F: 403-320-8139

3401 PARKSIDE DRIVE SOUTH LETHBRIDGE, AB T1J 4R3

FESTIVAL STREET CONTRACT

INFORMATION

Whoop-Up Days Family Festival is an event designed to entertain families in the community and visitors from across the province, country and abroad. Sunny skies, great midway rides, an Indoor Tradeshaw and Festival Street with a variety of food trucks, make this the premiere event in all of Southern Alberta this summer!

Exhibition Park invites you to be a part of the 2020 Whoop-Up Days Family Festival!

Tues, Aug. 18	12:00 p.m.	-	11:00 p.m.	
Wed, Aug. 19	10:00 a.m.	-	11:00 p.m.	Family Day
Thurs, Aug. 20	1:00 p.m.	-	12:00 a.m.	Moonlight Madness
Fri, Aug. 21	1:00 p.m.	-	11:00 p.m.	
Sat, Aug. 22	1:00 p.m.	-	11:00 p.m.	

In order for us to process your application, please complete and sign the attached contract and provide the following information:

- Proof of \$1 million liability and property damage insurance
- A current price list of all products being sold
- A colour photo of your portable food unit(s)
- Please be sure to include your electrical needs and water access requirements on your contract. **If you require specialty hook-ups please provide us with a photograph of your plug**, so arrangements can be made in advance. One 20amp/120V is included. Please bring an extension cord up to 100ft, as you may not be located near the power supply box.
- When making your spacing request, please ensure your request is for the total amount of sq. ft .needed, including hitches, canopies, condiment tables, etc.
- A business card

Be sure to read the contract rules and regulations carefully, complete ALL required information and sign page two **(CONTRACTS WILL NOT BE ACCEPTED WITHOUT A SIGNATURE)**. Confirmation of your acceptance will be emailed to you by June 15 after all applications have been reviewed.

Please feel free to contact me if you have any questions. We look forward to seeing you this summer.

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EXHIBITOR INFORMATION

LEGAL BUSINESS NAME			
NAME FOR SHOW GUIDE LISTING			
CONTACT (FIRST & LAST NAME)			
HOME PHONE		CELL PHONE	
WEBSITE		FACEBOOK	
E-MAIL			
ADDRESS			
PROVINCE		POSTAL CODE	

RATES & EXHIBITOR REQUIREMENTS (BOOTH SPACE INCLUDES 1- 120V POWER OUTLET & 4 EXHIBITOR BADGES)

BOOTH TYPE	PRICE	# REQUIRED	TOTAL
FOOD EXHIBITORS	\$550.00 deposit (15% daily gross revenue) Deposit to be applied to commissionable sales		
PERMANENT BUILDING	\$2,472.00 (No commission applied to sales)		
SPACE LARGER THAN 600 SQ.FT.	\$4.84/sq. ft.		

ADDITIONAL RATES & EXHIBITOR REQUIREMENTS

BOOTH TYPE	PRICE	# REQUIRED	TOTAL
5-DAY EXHIBITOR BADGE (INCLUDES ADMISSION & PARKING)	\$25.00		
DAILY ADMIT 1 PASS	\$4.00		
DAILY PARKING PASS	\$4.75		
1- 20 AMP/120V POWER	\$155.00		
1- 30 AMP/240V POWER	\$299.00		

SUB TOTAL	
ADD 5% GST	
CONTRACT TOTAL	

Payment & Contract Agreement

- Returning Exhibitor applications are due **MAY 15, 2020**; if not received by this date, booth space WILL NOT be held and will be released for resale.
- Contract will not be processed until it is fully completed, including signature, list of ALL products sold (include brand names) and payment

BY SIGNING THE CONTRACT BELOW, I AUTHORIZE LETHBRIDGE & DISTRICT EXHIBITION TO PROCESS THIS APPLICATION AND ALL FORTHCOMING AMOUNTS RELATED TO THIS CONTRACT.

TOTAL SPACE NEEDED	PAYMENT TYPE	CREDIT CARD INFORMATION
Including all hitches, canopies, etc _____ Feet Long X _____ Feet Deep	<input type="checkbox"/> Credit Card <input type="checkbox"/> Cheque Attached <input type="checkbox"/> Cash/Debit Card/Other <input type="checkbox"/> E-Transfer	Credit Card (MC/V)# _____ Expiry _____ CVV _____ Invoice# WUD0820 Ex Park GST #R123172801 PID # AA03FUU41 **E-TRANSFER INFORMATION: EMAIL: payments@exhibitionpark.ca, PASSWORD: Expark, COMMENTS SECTION: List Business name & the event

"THE EXHIBITOR IS SUBJECT & BOUND TO ALL TRADE SHOW POLICIES, RULES & REGULATIONS. THE EXHIBITOR ACKNOWLEDGES HAVING READ THE ATTACHED POLICIES, RULES & REGULATIONS AND UNDERSTANDS THEY FORM PART OF THIS CONTRACT, AS ENTERED INTO WITH EXHIBITION PARK."

DATE:	NAME:	SIGNATURE:
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OFFICE USE ONLY:
 Amount received with Contract: _____ Balance Due: _____
 Booth# _____ EP: _____ DB: _____ Finance: _____ Mapped: _____ CP: _____

FOOD EXHIBITORS

Please provide us with a complete listing of your menu items and corresponding pricing below.

EXHIBITING EXHIBITORS

Please provide us with a complete list of products being sold. With full product description and brand names. You will be asked to remove items not listed.

NOTE: APPLICATIONS CANNOT BE ACCEPTED WITHOUT THIS INFORMATION.

CONTRACT POLICIES, RULES & REGULATIONS

COMMISSIONABLE FOOD EXHIBITORS

- \$550.00 deposit by May 15, 2020 (to reserve space). Payment will be processed at the time of acceptance.
- Deposit will be applied to commissionable sales.
- 4 X (5 day) Exhibitor Badges (which permit admission & parking) are included.
- 1 – 20amp/120V power receptacle is included
- 15% gross daily revenue **MUST BE PAID** by 12:00 a.m. August 22, 2020 at the end of the festival.
- Fire regulations require that there must be 10 feet between each food truck

EXHIBITING EXHIBITORS

- Cost per square foot is \$4.84 and minimum 10x10 square foot space.
- 4 X (5 day) Exhibitor Badges (which permit admission & parking) are included.
- 15 amp/120V power receptacle included.

IMPORTANT INFORMATION

1. All **additional Exhibitor requirements** not included in this contract must be ordered **10 days** prior to the event. Exhibition Park cannot guarantee any additional requirements.
2. Contracts are due **May 15, 2020** with 100% of the total contract price due.
3. If space is available and assigned, you will be charged and sent a confirmation package.
4. Any contract received from returning exhibitors after the deadline date, will be processed with the submissions of the new exhibitors, and no preferential treatment will be given.
5. Event Administration will make every effort to accommodate all Exhibitors and the space requested. Due to limited availability and selection, Event Management cannot guarantee space allocations and we reserve the right to make changes as necessary. Exhibitors in good standing from previous events (Returning Exhibitors) will have the first right of refusal on space, not location.
6. A 25% Administration Fee will be charged for cancellations by Exhibitors 30 days prior to the event.
7. All monies will be forfeited for cancellations by Exhibitors less than 30 days before the start of the event.
8. All cancellations must be received by Exhibition Park in writing.
- 9. Exhibition Park reserves the right to refuse space in the show to any Exhibitor.**
10. Exhibitor packages and badges can ONLY be picked up during scheduled "move-in" times.
11. Security Services are in effect from "move-in" until the conclusion of "move-out."
12. Exhibitor parking is available in designated "Exhibitor Parking" ONLY located on the west side of the building.
13. Exhibition Park will do their best to direct the public through the festival street and promote Festival Street, however we cannot guarantee the trade show will be busy at all times.
14. Under no circumstances can anyone other than electricians from Exhibition Park make electrical service connections or repairs. The same applies for water service connections.
- 15. Extension cords will NOT be provided by Exhibition Park. Exhibitors must provide their own extension cords, as the power may not be located directly in reach of your booth.**
16. No Exhibitor will have exclusive rights to products. Other Exhibitors will be allowed to sell similar products. However, Event Management will do its best to ensure there is not an abundance of similar items.
17. The Exhibitor must clearly identify on the contract form their PRODUCT DESCRIPTION and BRAND NAMES they are selling. The Exhibitor is limited to the sale of the items listed on the initial contract. All

- additions to the Exhibitor product list must be provided and approved by Exhibition Park in writing prior to the event set-up. You will be asked to remove any items not previously approved by Exhibition Park.
18. Any products shipped in or out for the event must be clearly 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 prior to the event.
 19. Exhibitors are required to keep their exhibit space and surrounding aisle ways free and clear of obstructions. Exhibitors shall not operate equipment, so as to interfere with adjoining space and will conduct business in a quiet and orderly manner.
 20. No threatening or aggressive behavior to Exhibition Park staff/volunteers, security, members of the public, or other Exhibitors will be tolerated. Event Management may at any time in its discretion, remove the Exhibitor, and/or its employees/workers from Exhibition Park for any violation of this contract.
 21. Following written notice, Exhibitors in violation of the Event Regulations shall be excused from the show for one year and subsequently must request future participation as a new Exhibitor.
 22. Event Management reserves the right to terminate or limit any demonstrations, which is objectionable or inappropriate due to noise, toxic fumes, exhaust or smoke, detrimental to the character and nature of the event.
 23. All individuals scheduled to work the Exhibitors booth are required to present an Exhibitors badge at the admission gate, or daily admission/parking will be charged (which is non-refundable).
 24. Trailers or decaled vehicles of any kind for the purposes of advertising, are not permitted to park in Exhibition Park's parking lot or along the fence line during the event, unless an outdoor booth has been rented, you are a paid sponsor, or other arrangements have been made with Exhibition Park. Utility trailers can be parked and stored during the event in designated spots provided by Exhibition Park.
 25. Camping on Exhibition Park grounds is NOT permitted. If you require camping please contact Bridgeview RV Park 403- 381-2357.
 26. Sub-letting and sharing of exhibit space or transfer of application to persons or companies not indicated as an Exhibitor is NOT permitted. A contract MUST be completed for EVERY Exhibitor.
 27. All sales MUST take place within your allocated booth space. You are NOT permitted to leave your booth and solicit business from aisles or adjacent booths.
 28. Direct selling is allowed, however your display must remain intact throughout the event and within your booth space.
 29. Raffle draws are NOT allowed unless a gaming license is provided to Exhibition Park. Free draws are permitted.
 30. No smoking of cigarettes, vaping or marijuana is permitted on Festival Street.
 31. No animals are allowed in the booths, on the grounds, or in vehicles at the time of the event.
 32. Exhibition Park and Event Management reserve the right to make changes, additions or deletions to Event hours, set-up and regulations at any time considered necessary.
 33. Business signage must be FREE standing no higher than 12 feet and must remain within your booth space.
 34. Printed material for the purpose of solicitation outside the boundaries of your allotted area is NOT allowed to be distributed during events unless authorized by Management. Stickers, windshield flyers, etc. are prohibited.
 35. Your Exhibitor information will appear on our Exhibitor list (please note the name listed on your contract will be the name that appears in all advertising lists and government reports). By signing this contract you give Exhibition Park permission to include your information on the Exhibitor list 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), and various media outlets such as Facebook, Twitter, Instagram, and 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.
 36. Exhibitors using any type of heating/burning device must have a regulation fire extinguisher in their booth. The policy of the Lethbridge Fire Prevention Bureau governing displays and exhibits under the Alberta Fire Code MUST be adhered to.

INSURANCE

37. All Exhibitors listing food items as being sold must provide proof of insurance "Certificate of Insurance", as evidence insurance is maintained for your booth, including Comprehensive General Liability Insurance with a minimum limit of \$1,000,000.00. For non-edible products it is encouraged you have liability insurance in place to protect your safety and the safety of your customers and fellow exhibitors.
38. The Certificate of Insurance must name **Lethbridge & District Exhibition** as an additional insured.
39. Exhibition Park 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, event and move-out. Exhibitors are responsible for all their material and should take adequate security measures at all times.

FOOD SERVICES

40. All food exhibitor outlets agree all beverages are to be purchased through Exhibition Park.
41. All beverages served or offered for sale through all food outlets are to be exclusively Pepsi Brands, including all sparkling and still, natural and artificial-flavoured non-alcoholic beverages such as fruit juices, fruit drinks containing juice, fruit-flavoured drinks, fruit punches and sport drinks, frozen sparkling beverages, bottled sparkling and still water, ready to drink iced teas, and coffees, vegetable and (vegetable-based) juice drinks, energy and vitamin enhanced natural and simulate drinks.
42. All beverages served or sold through food outlets are to be in plastic bottles ONLY. Cans or glass containers are NOT allowed.
43. The within policies exclude outlets that solely or exclusively provide special drinks i.e. lemonade, pineapple, orange (fresh-squeezed) juices etc. including jet spray dispensers.
44. A list of beverage product and prices for sale to food outlets will be sent with confirmation of acceptance into the event.
45. All food and liquor service at the event are controlled by Exhibition Park.
46. The following are approved for all events in which our concessions are open: food exhibitors will be limited to sell items not sold by Exhibition Park's concessions. Exhibition Park reserves the right to limit the number of food and/or beverage exhibitors in the event.
47. No outside food is allowed to be brought onto the grounds, into the buildings during an event where Exhibition Park is providing food service from any concession.
48. No alcoholic beverages are permitted to be consumed at any exhibit site or display area.
49. The Public Health Act Food Regulations will be adhered to.
50. All food exhibitors must provide their own drainage tank (i.e. Blue Boy) and are responsible for emptying at the designated area on a daily basis.
51. Each food exhibitor must comply with the Alberta Health Food Safety Regulations, which includes applying for a Special Market Food Vendor Notification. You may download an application at <https://www.albertahealthservices.ca/assets/wf/eph/wf-eh-special-events-temporary-food-establishment-vendor-package.pdf>

For further information please contact the Lethbridge office directly at 403-388-6690.

CONTRACT SUBMISSION

Please return COMPLETED contracts along with all requirements listed on page one to:

LISA LUDWIG | COORDINATOR, EVENTS

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