URBAN

encounters

Alberta’s top interior design tradeshow

September 20, 2017- Edmonton

October 5, 2017 - Calgary

|  |  |
| --- | --- |
| Invitation to Exhibit | 1 |
| Exhibitor Options & Guidelines | 2 |
| Sponsorship | 4 |
| Show Schedule, Deadlines & Timeline | 5 |
| Registration | 6 |



#### Inside

URBAN

encounters

#### table top trade show

“bringing the design and supply communities together”

# INVITATION TO EXHIBIT

The Interior Designers of Alberta (IDA) is pleased to extend this invitation to exhibit at ***Urban Encounters 2017****.*

***Urban Encounters*** is a table top trade show held in two locations (Edmonton and Calgary). The main focus is two-fold. Firstly, it is held to showcase the latest products and services for commercial and residential suppliers to the Alberta Interior Design community. Secondly, it is an opportunity to bring the design and supply community together in an informal, social atmosphere to help in the establishment of mutually beneficial client-vendor relationships.

The ***Urban Encounters 2017*** schedule:

Wednesday, September 20, 2017

Edmonton Expo Centre, Northlands Park, Edmonton

Thursday, October 5, 2017

BMO Centre Stampede Park, Calgary

Over 400 interior designers, architects, industry professionals and students attend ***Urban Encounters*** in each city. These events represent a valuable opportunity to network with industry professionals and showcase your product lines.

The IDA will be providing members with complimentary tickets to attend the event. All non-members will be charged a nominal admittance fee. Trade show exhibitors will also receive invitations to distribute to clients.

A reception will run concurrently with the trade show in the exhibit hall.

We are seeking your participation to make this event a success!

This package contains all the information necessary to help make an informed decision about the merits of exhibiting in ***Urban Encounters 2017***. However, if you require any additional information, do not hesitate to contact the IDA office.

|  |  |
| --- | --- |
| Invitation to Exhibit | 1 |
| Exhibitor Options & Guidelines | 2 |
| Sponsorship | 4 |
| Schedule, Deadlines & Timeline | 5 |
| Registration | 6 |

 **Exhibit space is limited. To avoid disappointment, register early.**

#### Inside

Sincerely,

The IDA Council

Interior Designers of Alberta

 ­

#### Inside

# EXHIBITOR OPTIONS

As an exhibiting company at ***Urban Encounters 2017***, you will receive the following goods and/or services as part of your registration fee:

**Table Top Registration:**

* One 8’ long x 30” wide draped table.

**Full Size Exhibit Booth Space Registration:**

* One 8’ x 10’ draped exhibit space with draped table.
* Access to power.

**Both exhibit types will receive:**

* One 11” x 28” easel backed sign displaying the company name. *(property of the IDA. There will be a $25.00 charge for all signs not returned in original condition)*
* Two exhibitor passes. Additional passes may be available for a nominal fee upon request to the IDA office.
* Two exhibitor luncheon passes. Additional passes are available at a cost of $15 per person.
* One complete hard-copy list per company of all design professionals who attended the show.
* Electronic copies of the attendee list will be available for an additional charge of $50.

Exhibit Package Pricing (\*Add 15% after August 1, 2017)

**Table Top Registration:**

Exhibit in one city

(either Edmonton or Calgary) $700 plus GST**\***

Exhibit in both Edmonton and Calgary $1025 plus GST**\***

**Full Size Exhibit Booth Space Registration:**

Exhibit in one city

(either Edmonton or Calgary) $1,400 plus GST**\***

Exhibit in both Edmonton and Calgary $2,375 plus GST**\***

*Registration forms can be found on Page 6 & 7.*

# EXHIBITOR GUIDELINES

1. **Exhibit Rules**

For all table top registrations, freestanding displays are not allowed. Portable displays that will fit on top of a standard 8 foot long by 30-inch wide table are acceptable. **The maximum height of all displays will be 7 feet from the ground. This policy will be strictly enforced.** This policy does not extend to exhibitors with full size exhibit booth space registrations. One exhibit space per company.

1. **Display of Actual Product**

Many exhibiting companies choose to replace the display table provided with standalone products such as a desk, chair etc. This is allowed providing the replacement fixtures do not exceed the space allocation. Approval will be required from the IDA office prior to show opening to make the replacement. Please note, the furniture, fixtures or product displays that do not comply with space allocation rules will be removed from the show floor with no compensation given to the exhibitor for exhibit costs.

1. **Furnishing Provided**

Each table top exhibitor will be provided with a draped 8 foot by 30-inch wide table and an 11-inch by 28-inch sign (easel backed) showing exhibiting company’s name. *(property of the IDA. There will be a $25.00 charge for all signs not returned in original condition)*

Each full size exhibit booth space exhibitor will be provided with an 8’ x 10’ draped space with a draped table and an 11-inch by 28-inch sign (easel backed) showing the company name.

1. **Move-in and Move-out**

Move-in (set-up) will run from 12:00 p.m. – 3:30 p.m. in each location.

Move-out (tear-down) will run from 8:05 p.m. – 9:30 p.m. in each location.

Exhibitors are responsible for removing any storage crates and/or boxes from the exhibit area prior to show opening. Boxes and crates may not be stored under tables. Storage space under tables is to be confined to literature, samples etc.

1. **Electrical Services**

Electrical services for table top spaces are not supplied in either location.

Note: Extra charges apply for services not included payable directly to the service provider.

Calgary Stampede (Calgary)

[www.calgarystampede.com](http://www.calgarystampede.com/)

Phone: (403) 261-0377

eventservices@calgarystampede.com

Showtech Power Lighting Forms (Edmonton)

[www.showtech.ca](http://www.showtech.ca/) / <e.showtechordering.com>

Phone: (780) 429-1162

*Showtech will contact exhibitors prior to ordering deadline.*

1. **Hospitality**

A cocktail reception with a cash bar will be located within the trade show exhibit area in each location. Continuous food service featuring a selection of hot and cold hors d’oeuvres will run from 4:00 p.m. to 7:30 p.m.

1. **Special Requirements**

If you have any special requirements or would like to arrange for special services, i.e. slide projection screen, ability to use computer terminals etc. please contact the IDA office **prior to making** concrete arrangements with service providers. Space for these shows is limited and is based on a first-come, first-serve basis. It may be necessary to assign specific space in order to accommodate your special needs.

1. **Show Service Contractors**

Both Edmonton and Calgary’s show services will be provided by **GES Canada.** Contact GES for any special furniture, materials handling or signage requirements. **GES Canada** ([www.gesexpo.ca](http://www.gesexpo.ca/))

7730 – 34 Street

Edmonton, AB T6B 3J6

Phone: (780) 469-7767

#3030, 2600 Portland St. SE

Calgary, AB T2G 4M6

Phone: (403) 243-2212

# SPONSORSHIP

The Interior Designers of Alberta proudly offers several opportunities at ***Urban Encounters*** through a small, but significant corporate sponsorship program. All sponsorship funds are allocated to improving the Interior Designers of Alberta’s continuing education program and other member services.

|  |  |
| --- | --- |
| **LEVELS OF SPONSORSHIP**  | **RECOGNITION RECEIVED** |
| **Bronze**$400 - $749 | Company name listed in the program as a sponsor.Company name listed on the website.Company name listed in the next newsletter issued following the show.  |
| **Silver**$750 - $999 | Same as Bronze.*PLUS****:*** Company listed on the event sponsorship sign.  |
| **Gold**$1000- $1499 | Same as Silver.*PLUS****:*** Company name announced during trade show.  |
| **Platinum**$1,500 plus  | Same as Gold.*PLUS****:*** Company name posted as the sponsor of the complimentary meal.*PLUS****:*** Company will be permitted to display a promotional sign at entrance to trade show.  |

If you would like to participate in the Sponsorship Program, please complete and return the Sponsorship Application by August 15, 2017.

If you wish additional information on the Sponsorship Program, please contact the IDA office:

 Phone: (780) 413-0013

 Fax: (780) 413-0076

 E-mail: info@idalberta.ca

**Door Prizes:**

A series of door prizes are being offered as part of our attendance promotion campaign. If you would like to make a donation in the form of product or gift certificates for a door prize, we suggest it have a minimum $250 retail value. Please indicate this door prize on your Sponsorship Application form.

# SHOW SCHEDULE, DEADLINES & TIMELINE

# SHOW SCHEDULE

# EDMONTON SHOW SCHEDULE

Wednesday, September 20, 2017

12:00 p.m. – 3:30 p.m. Exhibitor Move-in

12:00 p.m. – 1:00 p.m. Exhibitor Luncheon

4:00 p.m. – 8:00 p.m. ***Urban Encounters*** Trade Show

8:05 p.m. – 9:30 p.m. Exhibitor Move-out

# CALGARY SHOW SCHEDULE

Thursday, October 5, 2017

12:00 p.m. – 3:30 p.m. Exhibitor Move-in

12:00 p.m. – 1:00 p.m. Exhibitor Luncheon

4:00 p.m. – 8:00 p.m. ***Urban Encounters*** Trade Show

8:05 p.m. – 9:30 p.m. Exhibitor Move-out

## *Please note that exhibitor move-out will not be permitted prior to 8:05 p.m.*

# DEADLINES & TIMELINE

August 1, 2017: Creation of preliminary floor plan

August 1, 2017: Exhibitor Registration Forms due (Registration is on a first come first served basis \* (registration may close early if sold out.)

 Sponsorship & Door Prize Forms due

August 31, 2017: Power/Electrical & Additional Services Forms due

 **Cancellation & refund deadline**

September 1, 2017: Booth assignment and floor plan finalized

 Exhibitors provided with show details

# 2017 URBAN ENCOUNTERS REGISTRATION

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name:** | Enter company name | **Contact Name:** | Enter contact name |
| **Email:** | Enter email address | **Website:** | Enter website |
| **Address:** | Enter address | **City:** | Enter city |
| **Province/state:** | Enter province/state | **Postal/zip Code:** | Enter postal/zip code |
| **Phone:** | ### ### #### | **Fax:** | ### ### #### |

**TABLE TOP REGISTRATION**

|  |  |
| --- | --- |
| **Edmonton Trade Show Registration** |[ ]  **$700\*** |
| **Calgary Trade Show Registration** |[ ]  **$700\*** |
| **Edmonton & Calgary Trade Shows Registration**  |[ ]  **$1025\*** |

**FULL SIZE EXHIBIT SPACE REGISTRATION** *(limited spots per location)*

|  |  |
| --- | --- |
| **Edmonton Trade Show Registration** |[ ]  **$1,400\*** |
| **Calgary Trade Show Registration** |[ ]  **$1,400\*** |
| **Edmonton & Calgary Trade Shows Registration**  |[ ]  **$2,375\*** |

**OTHER**

|  |  |
| --- | --- |
| **Electronic copy of Attendee List** |[ ]  **$50** |
| **Additional lunch tickets** |[ ]  **$15** |

|  |  |  |
| --- | --- | --- |
| **SUBTOTAL** | **$** | ####.## |
| **Late fee** (15% after August 1, 2017) | **$** | ####.## |
| **GST (5%)** *GST # 121388946 RT0001* | **$** | ####.## |
| **TOTAL** | **$** | ####.## |

# PROMOTIONAL MATERIAL

As part of your registration, the IDA will provide you with complimentary promotional postcards advertising ***Urban Encounters*** to give to your clients. *(maximum 25 per city, electronic format also available)*

*Please send*

|  |  |
| --- | --- |
| **Number of postcard invitations:** | ## |
| **Electronic postcard invitation:** | Enter email address to send digital postcard |
| **Send to** *(if different from above address):* | Enter mailing address, if different from above |

# 2017 URBAN ENCOUNTERS REGISTRATION

PRODUCTS & SERVICES

Please indicate the primary product/service you will be showcasing (*Please be specific (countertops, flooring, wall coverings, etc*).

|  |
| --- |
| Click or tap here to enter text. |

# EXHIBIT PLACEMENT

Do not place me by my primary competition (indicate names).

|  |
| --- |
| Click or tap here to enter text. |

I would like to be placed close to (if possible)

|  |
| --- |
| Click or tap here to enter text. |

*NOTE: All attempts will be made to provide your preferred placement, however, it is not always possible.*

Placement on the floor is based on a first come, first serve basis. Every effort will be made to accommodate special needs. Please indicate any special needs that may apply below:

|  |
| --- |
| Click or tap here to enter text. |

I would like to replace the standard table with specific product as follows:

|  |
| --- |
| Click or tap here to enter text. |

Please give a complete description of the product including number of pieces and dimension of each piece.

NOTE: ***Products cannot exceed 20 sq. ft. There is a choice between a 6’ or 8’ table. If additional stands or***

***products will be placed beside the table, a 6’ table is required.***

|  |  |  |
| --- | --- | --- |
| ***Please select table size:***  |[ ]  ***6’***  |[ ]  ***8’***  |

**SPONSORSHIP**

|  |  |
| --- | --- |
| **Bronze**  |[ ]  **$400—749** |
| **Silver**  |[ ]  **$750—999** |
| **Gold**  |[ ]  **$1000—1499** |
| **Platinum**  |[ ]  **$1,500+** |

|  |  |  |
| --- | --- | --- |
| **TOTAL MONETARY SPONSORSHIP** | **$** | ####.## |

**DOOR PRIZES**

Product or gift certificate to be used in the Door Prize Draw **(suggested minimum $250)**

|  |  |  |
| --- | --- | --- |
|  | **Description of Product** | **Retail Value (CAD $)** |
| **Calgary Show** | Click or tap here to enter text. | ####.## |
| **Edmonton Show** | Click or tap here to enter text. | ####.## |

# 2017 URBAN ENCOUNTERS REGISTRATION

**SUMMARY**

|  |  |  |
| --- | --- | --- |
| **TOTAL URBAN ENCOUNTERS REGISTRATION (PG 7)** | **$** | ####.## |
| **TOTAL MONETARY SPONSORSHIP (PG 8)** | **$** | ####.## |
| **TOTAL REGISTRATION + SPONSORSHIP** | **$** | ####.## |

**PAYMENT METHOD** *Please check*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|[ ]  **Cheque** | **Number** | Enter cheque number |  |  |
|[ ]  **Visa** | **Number** | Enter CC number | **Expiry Date** | MM/YY |
|[ ]  **MasterCard** | **Cardholder Name** | Enter cardholder name | **CSV #** | ### |
|[ ]  **Please invoice me** (*Invoice must be paid in full prior to the shows)* |

**Cheque**

Payable to IDA, 202, 5405 – 99 St, Edmonton, AB T6E 3N8

**Signature authorizing above charges:**

*No cancellations or refunds will be processed following August 31, 2017*

**PROGRAM LISTING & NAME TAG ORDER**

**CALGARY PROGRAM**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name:** | Enter company name | **Contact Name:** | Enter contact name |
| **Email:** | Enter email address | **Website:** | Enter website |
| **Address:** | Enter address | **City:** | Enter city |
| **Province/state:** | Enter province/state | **Postal/zip Code:** | Enter postal/zip code |
| **Phone:** | ### ### #### | **Fax:** | ### ### #### |
| **Name Tag 1:** | Enter attendee name 1 | **Name Tag 2:** | Enter attendee name 2 |

**EDMONTON PROGRAM**

|  |  |  |  |
| --- | --- | --- | --- |
| **Company Name:** | Enter company name | **Contact Name:** | Enter contact name |
| **Email:** | Enter email address | **Website:** | Enter website |
| **Address:** | Enter address | **City:** | Enter city |
| **Province/state:** | Enter province/state | **Postal/zip Code:** | Enter postal/zip code |
| **Phone:** | ### ### #### | **Fax:** | ### ### #### |
| **Name Tag 1:** | Enter attendee name 1 | **Name Tag 2:** | Enter attendee name 2 |

**PLEASE PROVIDE INFORMATION EXACTLY AS YOU WOULD LIKE PUBLISHED IN THE PROGRAM**