



AG • EXPO | **NORTH AMERICAN
SEED FAIR**

FEBRUARY 24 - 26 & MARCH 3 - 5 | 2021

EXHIBITOR CONTRACT

FEBRUARY 24 – 26, 2021

MARCH 3 – 5, 2021

EXHIBITIONPARK.CA

AYLLA BOTT | EVENT SPECIALIST
LETHBRIDGE & DISTRICT EXHIBITION
P: 403-317-3214 | F: 403-320-8139

3401 PARKSIDE DRIVE SOUTH LETHBRIDGE, AB T1J 4R3

AG EXPO EXHIBITOR CONTRACT

INFORMATION

Exhibition Park invites you to be a part of AG EXPO 2021!

Wed - Fri, Feb. 24 - 26 9:00 a.m. - 5:00 p.m. daily

Wed - Fri, Mar. 3 - 5 9:00 a.m. - 5:00 p.m. daily

AG EXPO is Western Canada's Premiere Agricultural Show designed to showcase what is new and innovative in the agricultural world.

COVID-19 has been difficult for everyone and there have been a great deal of adjustments to our shows. This year we are splitting AG EXPO into two events on back to back weeks. This will enable us to comply with all Alberta Health Services protocols and allow all our exhibitors an opportunity to participate. You will be able to choose which show you want you attend with the option to select both shows, space permitting.

AG EXPO Criteria

The following criteria are the basis for the 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. LIVESTOCK PRODUCTION: Feed Processing, Grain Handling/Facilities (structural), Chemical (animal health, etc.), Processing and Marketing of Livestock, Machinery and Transportation Equipment. New technology in livestock equipment. Innovative ideas for the farm/AG related.

2. CROP & CULTIVATION PRODUCTION: Seed Fair, Seed Involvement, Crop Dealers, Grain Handling/Facilities (structural), Chemical (fertilizers, herbicides, pesticides, etc.), Irrigation Equipment, Processing and Marketing of Agricultural Crops, Agricultural Machinery and Pest Control. New technology in equipment. Innovative ideas for the farm/AG related.

3. EDUCATION: Agricultural education, Environment Canada. P.F.R.A., and Government Agriculture Divisions. New innovative ideas & products.

4. INNOVATION TECHNOLOGY/SEVICES: Cellular Communications, Computer Technologies, Communications and drones, 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.

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

Previous Exhibitor Application Deadline and Spacing

Exhibitors for the 2021 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 2021 show must be received by **November 20, 2020**.

New Exhibitor Application Deadline and Spacing

New exhibitors to Ag Expo 2021 will be considered once returning exhibitors deadline date of Nov. 20 has passed. Any spaces that have not been filled by returning exhibitors after this date will be released to sell to waitlist exhibitors that meet the **Ag Expo criteria**.

New exhibitors will be considered by the AG Expo Committee & 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. Exhibitors are strongly encouraged to showcase their newest technology and innovative ideas and products.
- C. The exhibitor qualifies for Ag Expo based on the show criteria.
- D. By date submitted, *first come first served*.
- E. There is space remaining in the show (please keep in mind there is a large waitlist).
- F. 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 **specific and historical booth locations and booth sizes may not be available or guaranteed**. We would like to thank you for your interest in Ag Expo 2021 and look forward to seeing you soon.

All Exhibitor Applications

All Exhibitors, previous and new for the 2021 show must submit with their application:

- A. Proof of \$2 million liability and property damage insurance.
- B. Attach a business card.

Be sure to read the contract rules and regulations carefully, complete ALL required information and sign page three of the contract **CONTRACTS WILL NOT BE ACCEPTED WITHOUT A SIGNATURE**). Confirmation of your acceptance will be emailed to you by November 20, 2020 after all applications have been reviewed.

Please feel free to contact me if you have any questions.

AYLLA BOTT | EVENT SPECIALIST

LETHBRIDGE & DISTRICT EXHIBITION

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Completing Your Contract

Please check to be sure your contract is filled out properly. If it is not filled in completely, the contract will be sent back to you. 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 your booth space according to your needs. Keep in mind that is very unlikely you will get the space or location you have had previously. The show map has changed to accommodate current Alberta Health Services COVID-19 protocols.
- If you are requesting more space than is available in the choices make a note in the comments and it will be reviewed, approved if possible and charged accordingly.
- All booth spaces are based on 10'x10' units. The maximum width is 20' but the length is only restricted by availability. We will only allow an initial maximum booth size request of 20'x30'. This can be expanded if the space is available after Nov. 20, 2020.
- You can request a specific pavilion and we will try to accommodate.
- If you are booking for BOTH shows, if the space is available, you will receive a 15% discount on the total booth and event services charges.
- Outdoor booth spaces closest to the building will be held for vendors requesting both shows.
- We do have wireless complimentary Internet but it sometimes is not reliable for everyone. If there are a significant number of people accessing it and it can be weak in certain areas of our building. If it is something you rely on heavily and require dedicated Internet, please order a hard line for your booth on the contract page 2.
- 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.
- Contracts must be signed and dated or they 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) looking after your booth if it is different than the name on the contract, so they have all the details & understand the rules and regulations.



Exhibitor Contract

EXHIBITOR INFORMATION			
ARE YOU A RETURNING EXHIBITOR FROM 2020? Y/N:			
LEGAL BUSINESS NAME			
NAME FOR SOCIAL MEDIA LISTING			
CONTACT (FIRST & LAST NAME)			
HOME PHONE			
CELL PHONE			
WEBSITE			
FABEBOOK			
E-MAIL			
ADDRESS			
PROVINCE		POSTAL CODE	
DATES			
<p>When selecting dates, please first select which show you prefer or if you want to attend both shows. For the alternate selection, if the first show is not available and you are able to attend the other show please select that date. If you are only able to attend one of the dates leave the alternate choice blank. If you selected both, select the preferred alternate show date if both dates are not available.</p> <p><i>**Exhibitors selecting both shows that are only able to be fit into one date will get preference on date.</i></p>			
	Preferred	Alternate	
Feb. 24 - 26, 2021			
Mar. 3 - 5, 2021			
Both Feb. 24 - 26 & Mar. 3 - 5, 2021			

15% discount on booth and event services if attending both shows



Exhibitor Contract

RATES & EXHIBITOR REQUIREMENTS			
BOOTH TYPE	PRICE	# REQUIRED	TOTAL PRICE
10 x 10	\$693.00		
10 x 20	\$1,385.00		
10 x 30	\$1,861.00		
20 x 20	\$2,472.00		
20 x 30	\$3,708.00		
Outdoor Lot 30 x 60, <i>no power available outside</i>	\$400.00		
Additional Exhibitor Badges	\$24.00		
20 Client Passes, includes parking	\$170.00		
Heritage Hall Lunch Buffet	\$20.00		
20AMP / 120V Power	\$81.00		
30AMP / 240V Power	\$156.00		
Hardline Internet	\$155.00		
Gas Line	\$171.00		
		SUB TOTAL	
		ADD 5% GST	
		TOTAL	



Exhibitor Contract

Important!! I have large equipment that requires early move-in. Yes _____ No _____

Please provide a brief description of the product you are showcasing"

Notes or requests, Indicate here any additional space requests or changes for returning exhibitors:

Returning Exhibitor applications are due NOVEMBER 20, 2020

Contract will not be processed until it is fully completed, including signature.

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

PAYMENT TYPE	CREDIT CARD INFORMATION		
<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
	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: _____	
Invoice# _____	Second Payment: _____ Final Payment: _____

CONTRACT INCLUSIONS

BOOTH TYPE	EXHIBITOR BADGES	110V POWER OUTLETS
10 x 10	2	1
10 x 20	2	1
10 x 30	4	2
20 x 20	4	2
20 x 30	6	3
Booths larger than 600 square feet	8	4
Outdoor Lot 30 x 60	2	N/A

IMPORTANT INFORMATION

- All AHS and City of Lethbridge bylaws, regulations and protocols regarding the COVID-19 pandemic are to be adhered to. The current protocols will be communicated to all exhibitors in advance of show and any changes will be updated as they occur.
- 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 reserves the right to make changes as necessary. Exhibitors in good standing have first right of refusal, not location.
- Any returning exhibitor contracts not received by the application deadline will be processed in conjunction with submissions of new applicants.
- All booths must be checked in & set-up by the Tuesday at 6:00 p.m, the day prior to the show, or booth space will be considered a "no show". No refunds will be issued, and the space will be re-sold to avoid empty space in the show.
- Exhibitor rates apply to booths checked 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 within booth space. Printed material for the purpose of solicitations outside booth areas is not allowed to be distributed during events unless authorized my Management. All sales MUST take place within your allocated booth space
- 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 must have a regulation fire extinguisher in their booth and can only be an outside exhibitor. Heating devices and any burning candles are not allowed inside, as this is against regulations.
- Exhibitor's admittance badges & power outlets according to chart above.
- All booths will have 8' back drape and 8' side drape.
- Security Services in effect from move-in until conclusion of move-out.
- All staff members scheduled to work booth locations are required to present either an Exhibitor Badge or daily admission ticket & parking pass at gate, otherwise they will be charged admission & 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 west & east sides of the building.

- Show management reserves the right to terminate or limit any demonstration or displays, which in its opinion are objectionable or inappropriate due to noise, toxic fumes, exhaust or smoke or are determined to be detrimental to the character & nature of the show.
- 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.
- 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.
- 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.
- Camping on Exhibition Park grounds is NOT permitted. If you require camping please contact Bridgeview RV Park 403- 381-2357.
- 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.
- Raffle draws are NOT permitted without a valid AGLC gaming license and the express written consent of Exhibition Park.
- No smoking of cigarettes, vaping or marijuana is permitted other than in designated smoking areas outside of the pavilions.
- 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.
- Business signage must be FREE standing no higher than 12 feet and must remain within your booth space.
- 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 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.
- No helium or propane cylinders are allowed in the buildings.
- **No animals are allowed in the booths, or left in vehicles.**

Application

- 50% of TOTAL is due upon application deadline of November 20th, 2020 for returning exhibitors.
- All cancellations prior to December 15th, 2020 are subject to a 25% Administration Services Charge.
- Exhibitors cancelling participation in Ag Expo after December 15th, 2020, will forfeit all monies.
- All cancellations must be made in writing to the coordinator.
- If you require booth furnishings (tables, chairs, carpet, etc...) please fill out the Event Services Form (included in this package).

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 general liability insurance.
- The exhibitor is responsible for obtaining insurance related to participation & requirements for the exhibit in the show.
- The Certificate of Insurance must name Lethbridge & District Exhibition as an additional insured.
- 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.

Shipping

- 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 move-out. They may be requested at the info booth. There are forklifts available to lift from 3,500lbs to 8,500lbs. Exhibitors requiring forklifts for longer than one hour and excessive

usage will be required to pay additional costs and should book ahead for early move-in and later move-outs. The forklifts are extremely busy during these times so please be respectful of usage time and ensure your placement is correct the first time. Additional move requests may require additional costs and will be moved to the end of the list.

- Please note that there is no loading dock on site.

Additions

- Admission to the show for visitors is \$7.00 and parking is \$5.00. All visitors to the first show will be given a complimentary ticket for the second show.
- 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, made specific paid sponsorship or other arrangements. Utility trailers can be parked and stored during the show in the parking area at the end of the track off the backstretch. A map will be provided from the info booth during registration.
- All equipment dropped off on Machinery Row prior to the show must be labelled with a sign or other company name and contact information in the case we need to reach you. All equipment space is to be manned during the show on Machinery Row due to safety concerns of children climbing on equipment.

New & Important

- A \$250 charge will be implemented to any company that packs up and leaves earlier than 5pm on the last day of the show, this fee will be required to be paid in full prior to being allowed in the show for the following year. No exhibitor is permitted to move out before 5:00 p.m. Friday, the last day of the show as it is unfair to the exhibitors who are still set up and trying to do business and to the customers that have paid to attend the show and expect the booths to be set up until 5:00 p.m.
- **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.**

Food Service

- All food and liquor service at the show is controlled by Exhibition Park.
- No alcoholic beverages are permitted to be consumed at any exhibit site or display (indoor or outdoor), without permission from Event Administration and Exhibition Park's Food Services Department. If caught with alcohol, this would be ground for automatic removal of your exhibit & no refund will be given.
- The Public Health Act Food Regulations will be adhered to.

By signing this contract you give Exhibition Park permission to include your contract information on the exhibitor lists and 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), various media or 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).

Contract Submission

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

AYLLA BOTT | EVENT SPECIALIST
LETHBRIDGE & DISTRICT EXHIBITION
P: 403-317-3214 | F: 403-320-8139
3401 PARKSIDE DRIVE SOUTH LETHBRIDGE, AB T1J 4R3
aylla@exhibitionpark.ca

For sponsorship opportunities please contact Dave Little at dlittle@exhibitionpark.ca

CHECKLIST FOR AG EXPO APPLICATION

Use this checklist to ensure your application is completed and to review information needed.

Please read, check off, sign, date, and return a copy with the contract.

- I have completed and signed the entire Ag Expo Trade show space application.
- I have included a business card.
- I have read the enclosed cover letter and the contract Rules & Regulations.
- If you have any special requests such as booth location, or you would like to increase your booth space amount, please indicate under **notes and requests** on page 3 of the contract.
- I have included 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 Services Form and will **return with the contract**.
- I have included a 50% deposit with my 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 their contracts on or before **November 20th, 2020**
- Please keep a copy of the contract application for your files (**This is also your invoice**).
- I have informed all employees working during the show the criteria, rules & regulations of the show.
- I understand that I must have the booth staffed at all times during the show and I understand that I will be charged a \$250.00 fee for packing up before 5pm on the last day of the show.
- I have passed all this information to be reviewed to the person(s) that will be working the show booth(s)
- Please note that depending on your size of booth & equipment you may be required to move-in early at specific scheduled times as well as for move-out and must be diligent with those times as others will be scheduled around you.

Business Name	
Contact Individual	
Main Phone	
Cell Phone	
E-mail	
Address	

Prices are based on 3 days, most items are not available for outside lots.

Limited quantities available on certain items so please

RETURN THIS FORM WITH YOUR CONTRACT

Pre Order Deadline: January 8th, 2021

CHAIRS & TABLES			
QTY	DESCRIPTION	PRICE	TOTAL
	Black Fiberglass Chairs	\$ 25.00	
	Tan Folding Chairs	\$ 22.00	
	Padded Drafting Chairs	\$ 44.00	
	4' Table with Cover	\$ 56.00	
	6' Table with Cover	\$ 71.00	
	8' Table with Cover	\$ 71.00	
	Round Tall Pedestal Table	\$ 84.00	
Table cover colors, check one: <input type="checkbox"/> black <input type="checkbox"/> blue <input type="checkbox"/> red			

GREY BOOTH CARPET - STANDARD SIZES				BOOTH UNDERLAY - PREORDER ONLY			
QTY	DESCRIPTION	PRICE	TOTAL	QTY	DESCRIPTION	PRICE	TOTAL
	10 Ft. X 10 Ft.	\$ 155.00			10 Ft. X 10 Ft.	\$ 90.00	
	10 Ft. X 20 Ft.	\$ 310.00			10 Ft. X 20 Ft.	\$ 180.00	
	10 Ft. X 30 Ft.	\$ 465.00			10 Ft. X 30 Ft.	\$ 270.00	
	Price per Ft.	\$ 1.55			Price per Ft.	\$ 0.90	

DAILY CLEANING SERVICES					
Performed prior to show opening and every night at show close for duration of show: carpets vacuumed, wastebaskets emptied, housekeeping					
BOOTH	PRICE	TOTAL	BOOTH	PRICE	TOTAL
10X10	\$ 65.00		10X30	\$ 195.00	
10X20	\$ 130.00		Price per Sq. Ft.	\$ 0.65	

EXTRAS			
QTY	DESCRIPTION	PRICE	TOTAL
	Easels - Metal	\$ 28.00	
	Twin Display Booth Lights	\$ 31.00	
	Trees	\$ 47.00	
	Draw Barrel - Gold	\$ 16.00	
	Wastebasket	\$ 20.00	
	8' Table with Cover	\$ 71.00	
	TV/DVD Combo	\$ 77.00	
	Concrete Out-Door Blocks	\$ 50.00	
	Table Covers (client supplying table)	\$ 31.00	
Table cover colors, check one: <input type="checkbox"/> black <input type="checkbox"/> blue <input type="checkbox"/> red			

SIGN HANGING - must preorder				FORKLIFT			
QTY	DESCRIPTION	PRICE	TOTAL	QTY	DESCRIPTION	PRICE	TOTAL
	Up to 1 hour	\$ 155.00			Forklift up to 1 hour	\$ 150.00	
	Additional hours	\$ 62.00			Additional hours	\$ 150.00	

Signs must be hung inside your booth space, cannot cover or block sponsor signage or be larger than your booth

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

TERMS & 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 table cover color is not chosen Exhibition Park will default to black.
- 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 the Exhibition Park.
- All claims or discrepancies must be settled at the Exhibition Park Event Services prior to show closing.

PAYMENT TYPE	CREDIT CARD INFORMATION		
<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
	Ex Park GST #R123172801 PID # AA03FUU41		
	**E-TRANSFER INFORMATION: EMAIL: payments@exhibitionpark.ca , PASSWORD: Expark		
	COMMENTS SECTION: List Business name & the event		
DATE:	NAME:	SIGNATURE:	