



Urban ^{FESTIVAL} Farm

Growing | Finding | Connecting

Christina Sturgeon
Agriculture Event Sales and Production Coordinator
P: 403.309.0209
F: 403.341.4699
csturgeon@westernerpark.ca

westernerpark.ca



Westerner Park

Table of Contents

Contract	3 & 4
Workshop Application	5
Floorplan	6
Westerner Park	7
Application Status	8
Payment and Non Payment of Rental Charges	8
Move In & Move Out	9
Move In & Move Out Map	10
Booth Rental Inclusions	11
Show Operation Hours	11
Shipments	11
Insurance Requirements	12
Failure to Appear	12
Cancellation	12
Indemnification	12
Product Regulations	13
Conduct of Show	13
Product Pricing	13
GST	13
Free Draws & Giveaway Requirements	14
Booth Requirements	14
Display Regulations	15
Fire Regulations	15
Security	15
Personal Services	16
Exclusive Supply & Advertising	16
Selling, Handling & Sampling Food	16
Tradeshow Services	17
Telephone & Internet Services	17
Rules, Regulations & Conditions	17
Recommended Accommodations	18
Contact Information	19

2018 Urban Farm Festival

Contract

Agreement between **Westerner Exposition Association** and

Licensee _____ G.S.T. # _____

Principal Owner _____ Contact Person _____

Address _____

City _____ Prov./State _____ Postal Code _____

Phone #(s) _____ Fax _____

Email _____ Website _____

Facebook page _____ Twitter _____

Items to be sold in booth

Please list **ALL** items to be sold in your booth (only items listed will be approved to be sold. If you have multiple booths, you must list what you plan on selling in each booth. Upon arrival, Westerner Park will indicate which items will be sold in each booth to avoid repetition of products. _____

All booths will be sold on a first come, first serve basis.

DESCRIPTION	COST PER BOOTH	QUANTITY REQUIRED	AMOUNT PAYABLE
Cost of Booth	\$100 - 10X10 Booth		
	Total Payable GST Included		

Move in hours:

Friday May 11, 2018 - 4:00pm-8:00pm

Move out hours:

Saturday May 12, 2018 - 4:00pm-6:00pm

Show Hours:

Saturday May 12, 2018: 10:00am-4:00pm

2018 Urban Farm Festival

Items to include with completed contract

- **\$1,000,000 Liability Insurance Certificate** naming Westerner Exposition Association as co-insured.
- **Concession units must enclose Health Department Inspection Certificate.**
- **Full payment– If full payment is not provided with contract, you will not be considered on a first come first serve basis until Westerner Park receives the full payment.**

Booth Standards

All booths should be constructed to be professional in appearance; they should be attractive, colorful, neatly arranged and clean. Please allow for an open concept and able to accommodate customers without blocking the aisle or crowding other vendors. All of your products should fit proportionately into the area and tiered merchandise display units or shelving should be used. Signage shall be professional and clearly indicate the company name, product/ service and pricing.

Booth Request

Space is not guaranteed until confirmed contract has been duly executed by Westerner Exposition Association and confirmation email has been received. All booths will be assigned on a first come, first serve basis.

Westerner Exposition Association reserves the right to assign booth placement until Event Day All booths are subject to change.

Westerner Park does not release booth numbers until arrival.

Contracts will not be accepted without payment (Deadline May 10, 2018)

Credit Card # _____ CVV # _____ Expiry Date _____

Name on Credit Card _____ Signature _____

I hereby authorize Westerner Exposition Association to process payments based on the 2018 rates and additional services by VISA or Mastercard. Westerner Park is not able to accept American Express credit cards. If remitting cheque, please make payable to Westerner Park. No cheques will be accepted after May 10, 2018. Receipts will be included in exhibitor package given out at move in.

THE LICENSEE HEREBY AGREES TO ABIDE BY THE TERMS AND CONDITIONS OF THE CONTRACT AND RULES & REGULATIONS IN THE APPLICATION GUIDE, WHICH FORM PART OF THIS AGREEMENT

Licensee Name: (please print)

Licensee: (please sign)

For Westerner Exposition Association

Please send all completed forms and payment to:
Christina Sturgeon
Agriculture Event Sales and Production Coordinator
P:403.309.0209
F: 403.341.4699
csturgeon@westernerpark.ca

2018 Urban Farm Festival

Workshop Application

Westerner Park invites exhibitors to apply to provide a workshop or demonstration. Workshop/demonstration host's will be compensated with a complimentary 10x 10 booth space during the show. We appreciate all who apply but not all applications will be accepted. If you are not sure if your idea is what we are looking for give Christina a call 403-309-0209 or email csturgeon@wetsrenerpark.ca

Host Name/Business _____

Approximate Duration of Presentation _____

Workshop/Demonstration Title _____

Workshop Summary

Please write a summary of your workshop, be clear & descriptive with your description .

Please note: not all workshops, seminars or demos that are proposed will be accepted.

Host's Biography

Workshop host's biography (Approx. 50 words) _____

Westerner Park

Welcome to Westerner Park

Westerner Park provides premier trade, agriculture, sports, entertainment, and conference and meeting facilities in Western Canada, driving economic and community benefits for Red Deer and Central Alberta. Westerner Park is a not-for-profit organization which demonstrates its' vital role in the community through our annual Westerner Days Fair & Exposition, year-round facilities, products and services and agricultural programs that foster understanding of the agricultural industry. All revenues generated are re-invested into our various programs and facilities.

Urban Farm Festival

People getting involved with their food is the most powerful way for them to connect with their health and community. Westerner Park Urban Farm Festival's goal is to connect them with their food, and educate on how it is grown & raised. Through an interactive and experiential environment we will create a farm fresh experience right in the heart of Red Deer.

How to Get Involved

Westerner Park is calling all local businesses who want to showcase their unique products at the Urban Farm Festival. We are looking for exhibitors with local food, products, and services related to sustainable living & urban agriculture. Products that include but are not limited to, farm fresh produce, growing supplies, home made & hand made products. We encourage vendors to be creative in their space and recommend sampling where possible. Please indicate to the show coordinator if food and beverage samples are being offered. We encourage all vendors to apply to present a workshop or demonstration during the festival in exchange for their booth rental fee.

Application Status & Payment Information

Application Status Notification & Licensing Process

Applications are initially reviewed upon receipt. Full payment of booth is to be sent with the completed Application Form. **Incomplete applications, applications that conflict with existing sponsorship contracts, or applications that fall into the 'Not Acceptable' category as defined below will be returned immediately with deposit.** All applicants who submit an application will be notified of their status either by a confirmation package or a letter of explanation. No exhibitors are guaranteed space. It is at the discretion of the show manager who is accepted into the show. This process will continue until all available space has been allocated, however, we encourage individuals to continue to submit applications up to August 19, in the event we receive last minute cancellations.

Payment of Rental Charges

Signed Exhibitor Applications with a full payment (including selling privileges) is due no later than **May 10, 2018. Non payment of booth rental will result in immediate cancellation of space allocation.**

Non Payment of Charges

Should any charges remain unpaid at the close of the Urban Farm Festival, any articles, goods and equipment in the said exhibitor's booth may be held by Westerner Park until payment in full is made for which Westerner Park shall be deemed to have a lien on the said good and chattels.

Move In & Move Out

Move In

Friday May 11: 4:00pm-8:00pm

Saturday May 12: 7:00am-9:30am

Vendor packages will be available for pick up on Saturday, August 19 at 4:00pm. Prior to setting up your exhibit, you are required to pick up your move in package in the Parkland Pavilion. Please allow sufficient time when picking up your package, to review that all passes that were pre-ordered are included in your package. A designated representative will be required to sign for these.

If packages are not picked up by Sunday, August 20 at 9:00am, your space may be released and resold. If you are unable to pick up your package prior to this time, please notify the Show Coordinator of your anticipated arrival time.

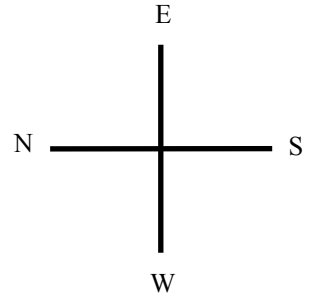
Move Out

Saturday May 12, 2018 : 4:00pm-6:00pm

Exhibitors must remove their exhibit or concession from Westerner Park at show closing 4:00pm Saturday (no sooner), leaving the booth location clear and free of any debris or garbage, by 8:00pm Saturday. Any exhibit or concession not removed by that time will be removed and stored at exhibitor(s) expense. Exhibitor absolves Westerner Park from any liability or claim with respect to such action taken after move out date.

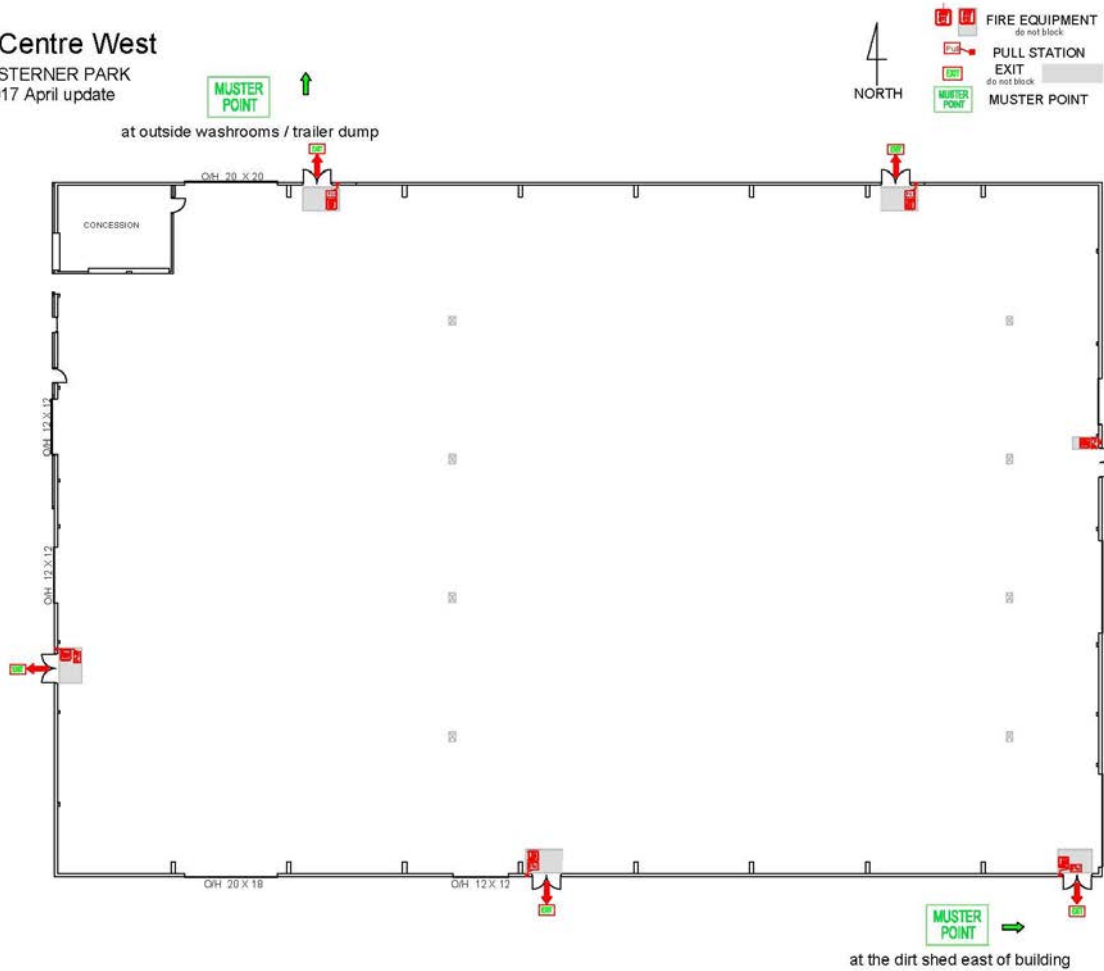
Move In & Move Out Location

Map



Agri Centre West

WESTERN PARK
2017 April update



Booth Rental Inclusions, Show Hours & Shipments

Booth Rental Includes

10 ft x 10 ft space or 10 ft x 20 ft

8 ft draped back wall & side walls

1 - 110 Volt Power Outlet (Commercial Booths Only)

1 8ft skirted table

Westerner Park Reserves the right to assign booths

- Chairs, carpet & parking passes are **not** included in booth rental. Each exhibitor is to arrange for these additions with Goodkey Show Services 1.877.726.2211.
- Each booth is a 10 x 10ft or 10 x 20ft space and may be purchased in multiples to provide enough space for each Licensee. **The exhibitor is prohibited from assigning or apportioning the whole or any part of the space allotted for exhibiting or selling any merchandise other than those listed on the License Agreement.**

Hours of Show Operation

Saturday: 10:00am-4:00pm

- Each exhibitor will take possession on move in and agrees to man display for all hours of the show listed above. All displays must be fully set up, stocked and manned during all show hours. Exhibits must **not** be taken down or removed until 4:00pm Saturday.
- **A penalty charge of \$100.00 will apply** if exhibitor does not comply with hours of operation.

Shipments

You are not permitted to ship displays or materials to Westerner Park, as we are unable to sign for any items. If you are sending your materials via a delivery service, you must make prior arrangements to meet them and escort them into the Park. Goodkey Show Services offers assistance in accepting shipped packages. To arrange this service, contact them directly at 1.877.726.2211.

Insurance and Cancellation

Liability Insurance Requirements

All applicants successful in being licensed for the 2018 Urban Farm Festival **must** execute a License Agreement. Each exhibitor is **required** to provide a **Certificate of Insurance with a minimum limit of \$1,000,000.00 coverage** for each occurrence, **prior** to move in. **Your insurance policy must name Westerner Exposition Association as co-insured and must be submitted with your contract.** In general, the License Agreement provides that each applicant will be liable at all times and will hold harmless and indemnify Westerner Exposition Association for all costs, expenses and damages they may suffer as a result of, but not limited to, those items listed below:

- Injury to or death of the applicants own employees and contractors;
- Loss of or damage to the applicants own property and that of its employees and contractors;
- Any loss, direct, indirect or consequential, that the applicant, its employees or contractors may suffer as a result of an interruption to the business of the applicant regardless of how caused;
- Any and all types of losses suffered by any parties arising from the applicants operations.

Failure to Appear

In the event of an Exhibitor's failure to occupy the space allotted to them by 9:00am, May 12, 2018, Westerner Park will assume that the exhibitor has decided not to attend and the space will be allocated to someone else. No refund will be made to this late exhibitor.

Cancellation

The Exhibitor may cancel this contract with written notice up to 30 days, (April 12, 2018) prior to show opening. The amount paid will be refunded less \$50.00 administration fee.

No refunds will be made for cancellations less than 30 days from date of show.

Indemnification

The Licensee shall indemnify and hold harmless Westerner Exposition Association its parent companies, subsidiaries, affiliates, officers, directors, employees, agents and representatives forever harmless from, and against, any and all personal injury, property damage, loss, liability or claim of liability, expenses, fines and penalties including reasonable legal fees caused by any wrongful or negligent act, error or omission by you, your guests, invitees, agents, delegates or representatives, arising out of or in connection with your exhibition, except those claims arising out of the sole negligence or willful misconduct of the Westerner Exposition Association.

Product Regulations

Not Acceptable

This applies to all Urban Farm exhibitors. Applications received that fall into any or all of the following categories will not be considered, and will not be returned:

- Obscene or offensive products (as determined by Westerner Park Management).
- Pyramid sales, jam auctions, or card table exhibits.
- Raffles, fundraising and/or solicitation of funds on behalf of charitable or non profit organizations.
- Products not meeting Canada Consumer and Corporate Affairs Regulations or products not C.S.A. approved.
- Tobacco products—including cigars, cigarettes and lighters.
- No folding, pocket or hunting knives, swords, daggers or guns of any kind.
- No display, sales or advocacy of items or paraphernalia that may promote in any way the use of illegal drugs.
- Helium Balloons, candles or confetti
- Laser pointers

Conduct of Show

Westerner Park reserves the right to require the Exhibitor to remove any item that it deems unacceptable. Westerner Park will **not permit the display, sale, advocacy of items or paraphernalia that or promote in any way the use of illegal drugs or weapons. No knives, swords or other weapons are to be sold or distributed from any booth at any time.**

Management reserves the right to close and remove exhibits or concessions for infractions of any rules.

Product Pricing

Price discounting of product(s) and/or service(s) after the show has opened has in the past, created negative feedback from guests. Due consideration should be given when pricing your product or service.

Goods & Services Tax

Goods and Services Tax is commonly referred to as GST. Most goods and services (including imported goods) are taxed at a rate of five per cent (5%) on the selling price, there are very few exceptions. The GST is a multi-stage sales tax on consumption and is similar to value-added taxes in many other industrialized countries.

If your global sales are more than \$30,000.00 (Canadian) you must become 'registered' for the GST. This will require you to collect the 5% GST on your sales in Canada and make remittance to Canada Customs and Revenue. To learn more about GST registration please visit the website at www.cra.arc.gc.ca. If you do not have internet access please call their offices.

Phone 800.959.5525

Draws & Giveaways and Booth Requirements

Free Draws & Give-A-Ways

Unless prohibited by law, successful Licensee's may conduct free draws or give-a-ways within their licensed area. Free draws or give-a-ways means:

- No purchase, donation or demonstration is required to enter the draw to receive a prize or give-a-way.
- Prizes or give-a-ways where the patron is required to register for a product, donate to a cause or purchase an item, are prohibited.
- Give-a-way items may include pens, pencils, key chains, magnets, etc.
- Items that will **not** be allowed for give-a-way are balloons, stickers, gum.
- Give-a-way items should not conflict with merchandise sold by other vendors.
- Food samples are not considered give-a-way items.
- All draws for prizes conducted on Westerner Park must be completed prior to the close of the show.

Booth Requirements

All booths should be constructed to be professional in appearance; they should be attractive, colorful, neatly arranged and clean. Please allow for an open concept and able to accommodate customers without blocking the aisle or crowding other vendors. All of your products should fit proportionately into the area and tiered merchandise display units or shelving should be used. Signage shall be professional and clearly indicate the company name, product/service and pricing. All sales and sale items must be kept inside booth. Demonstrations outside booth are not permitted. Outside advertising of any kind is not permitted. Bubble guns are not permitted to be sprayed inside pavilion.

Exhibits should use professional display techniques such as:

- New and clean carpeting, signs, counters etc
- Product or stage material out of sight
- Covering wheels and other bases of units
- Professional skirting to the floor for draped tables.

Display, Fire & Security Regulations

Urban Farm Festival

Minimum Display

Hard wall booth systems	Pipe and drape only
Professional backdrop	
Tiered merchandise display units	Table (s)
Glass/Grid Cube Systems	
Shelving / Showcase Units	
Floor Covering—Carpet, Wood, Linoleum	Bare concrete floor
Additional accent lighting	Utilizing building light
Open booth presentation	Booth closed to patron
Where patron can walk into booth space	
Coroplast sign, Engraved signs, etc.	Vinyl banners
Western or themed booth presentation	No theme or continuity

Fire Regulation

The use of any materials that are not flameproof or fire retardant is forbidden. If Exhibitor uses any type of fuel such as gas, oil or propane it is the Exhibitor's responsibility to contact the Red Deer Emergency Services Department for all requirements and permission for the use of such equipment on our site. Exhibitor is responsible for obtaining fire and other insurance. **The use of hay or straw bales and fully enclosed canopy tents is strictly prohibited.** All tents inside booths must have fire stamp approval.

Security

Westerner Park provides general, park and building security from 8:00pm-8:00am on May 12 Each Exhibitor is responsible for its' own booth contents. **The presence of security does not constitute acceptance of any responsibility by Westerner Park for such security of the Exhibitor's products but is merely to assist the Exhibitor with the show. If the exhibitor has any questions or concerns, please notify Christina Sturgeon and security as soon as possible.**

Sales Regulations

Personal Services

Personal services are defined as products or services that entail skin contact (hair clips, temporary tattoos, henna applications, skin creams, nail care etc) will be required to complete a form detailing infection control for each location. For booths where there may be multiple products, a form for each service must be completed. These products and services must adhere to the guidelines as set forth by the Alberta Health Services.

Alberta Health Services [albertahealthservices.ca](http://www.albertahealthservices.ca) or call 403.356.6378. For more information and forms to be completed, please follow this link: <http://www.albertahealthservices.ca/assets/wf/eph/wf-eh-special-events-temporary-food-establishment-vendor-package.pdf>

At no time can any sourced products be in conflict with the official sponsors / suppliers of Westerner Park.

Exclusive Supply & Advertising

Westerner Park is proud of its corporate partnerships. These agreements provide for exclusive product supply on Westerner Park. The Show coordinator will keep all licensed vendors updated as to new sponsors after the printing of this application manual, where possible conflict may arise.

EXCLUSIVE PRODUCT SUPPLY

Pepsi-Co	Any soft drinks, juices, juice drinks, isotonic, energy drinks, ready-to drink iced teas and coffees, and bottled water must be Pepsi-co brands. These brands include; Pepsi, Diet Pepsi, Dole, Gatorade, Ocean Spray, 7Up, Lipton, Mountain Dew and Aquafina.
Labatt	Any malt-based beverages must be Labatt brands. These brands include Budweiser, Bud Light, Kokanee, Shock Top, Alexander Keith's, Stella Artois and Labatt Blue.
Holiday Inn & Suites and Holiday Inn Express	Any hotels mentioned in cross promotions must be limited to Holiday Inn & Suites and Holiday Inn Express for Holiday Inn 19th Street Market

In addition all of the above Exclusive Suppliers are considered Exclusive Advertisers.

Consideration for licensing food products inside the Urban Farm Festival are: candy, nuts, fudge and pre-packaged specialty items. Food products in conflict with year round Westerner Park operated concessions are not eligible for licensing. Westerner Park reserves the right to approve any food products sold.

Selling, Handling or Sampling Food

Alberta Health Services inspects and approves each booth that sells, or samples food for consumption to the public. Serving sizes for sample products must not exceed 56 grams or 54 milliliters. For specific information regarding food and food handling requirements please contact:

Alberta Health Services

www.albertahealthservices.ca

P 403.356.6378

At no time can any sourced products be in conflict with the official sponsors and suppliers of Westerner Park.

All concession units must have back flow preventers installed and a Health Department Inspection Certificate.

Tradeshow Services & Show Regulations

Additional Power, Tables and Tradeshow Equipment

For all additional tables, additional power and tradeshow equipment, Exhibitors are responsible to contact **Goodkey Show Services at 1.877.726.2211 or visit their website at www.goodkey.com.**

Telephone & Internet Service

For all telephone and internet service, exhibitors are responsible to contact **Telebyte at 403.346.9966 or www.telebyte.ca.**

Rules, Regulations & Conditions

Each exhibitor for the Urban Farm Festival is required to read and understand the following rules, regulations and conditions. The person signing the contract form or the person on whose behalf he signs, will be held responsible for the implementation of these rules with their staff.

Every effort was made to ensure accuracy and the most up to date available information used, however, policies and pricing are subject to change.

Recommended Accommodations

Accommodation

For your accommodation needs, whether hotel, motel, or RV, Tourism Red Deer offers a variety of accommodation possibilities. Westerner Park does offer an on site camp ground and the area also have a variety of hotels and other accommodations near our grounds. Some of these are listed below:

Holiday Inn & Suites South	403.348.8485
Holiday Inn Express	403.343.2112
Holiday Inn Express Red Deer North	587.487.7829
Westerner Campground	403.352.8801



Contact Information

Show Coordinator

Thank you for your interest in our 2018 Urban Farm Festival and for reviewing the rules, regulations and conditions. Enclosed is the contract form for the 2017 Urban Farm Festival. Please complete the contract and return it to our office soon as possible with all requirements. Your contract will be reviewed and a confirmation email will be sent to you. Have a great year and we hope to see you at the Urban Farm Festival.

Show Coordinator

Christina Sturgeon

P 403.309.0209
F 403.341.4699
E csturgeon@westernerpark.ca

Westerner Park

4847A 19th Street
Red Deer, AB T4R 2N7
Westernerpark.ca/events