



# HOLIDAY INN 19th STREET MARKET

## Application Guidebook

WESTERNER DAYS  
July 18-22, 2018

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#Westernerdays



# Holiday Inn 19th Street Market Contract

**Contract : Westerner Days: July 18-22 2018**

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. \_\_\_\_\_

Covering the privilege (but not the exclusive privilege) of the following operation at Westerner Days Fair & Exposition, subject to the Rules, Regulations and Conditions governing the exhibits at Westerner Park which I/we acknowledge are attached hereto and form part of this agreement. Each booth includes 2 weekly parking passes and 3 weekly admission passes. **All booths will be sold on a first come, first serve basis.**

DESCRIPTION	COST PER BOOTH	QUANTITY REQUIRED	AMOUNT PAYABLE
Cost of Booth (circle booth(s) required)	\$475 GST Included Inside Space (10 x 10ft)		
	\$575 GST Included Corner Space (10 x 10ft)		
	\$625 GST Included Concession Space (10 x 10ft) (Defined as any type of booth selling food)		
	\$900 GST Included Inside Space (20 x 10ft)		
	\$1000 GST Included Corner Space (10 x 20ft)		
CAFÉ members will receive \$10 discount per booth cost	Must enclose a copy of certificate		
Extra Weekly Admit Pass *3 Included Per Booth	\$30.00 each		
Extra Weekly Parking Passes *2 Included Per Booth	\$30.00 each		
	<b>Total Payable GST Included</b>		

### Move in hours:

Tuesday, July 17

10:00am—10:00pm

Wednesday, July 18

8:00am – 11:00am

### Move out hours:

Sunday, July 22

8:00pm – 12:00am

Monday, July 23

8:00am – 12:00pm

# Holiday Inn 19th Street Market Contract

## 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, family-friendly and for all audiences. 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 should have at least one person in it during operational hours of the market.

## Booth Request

1

2

3

**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 June 16, 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 June 1, 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)

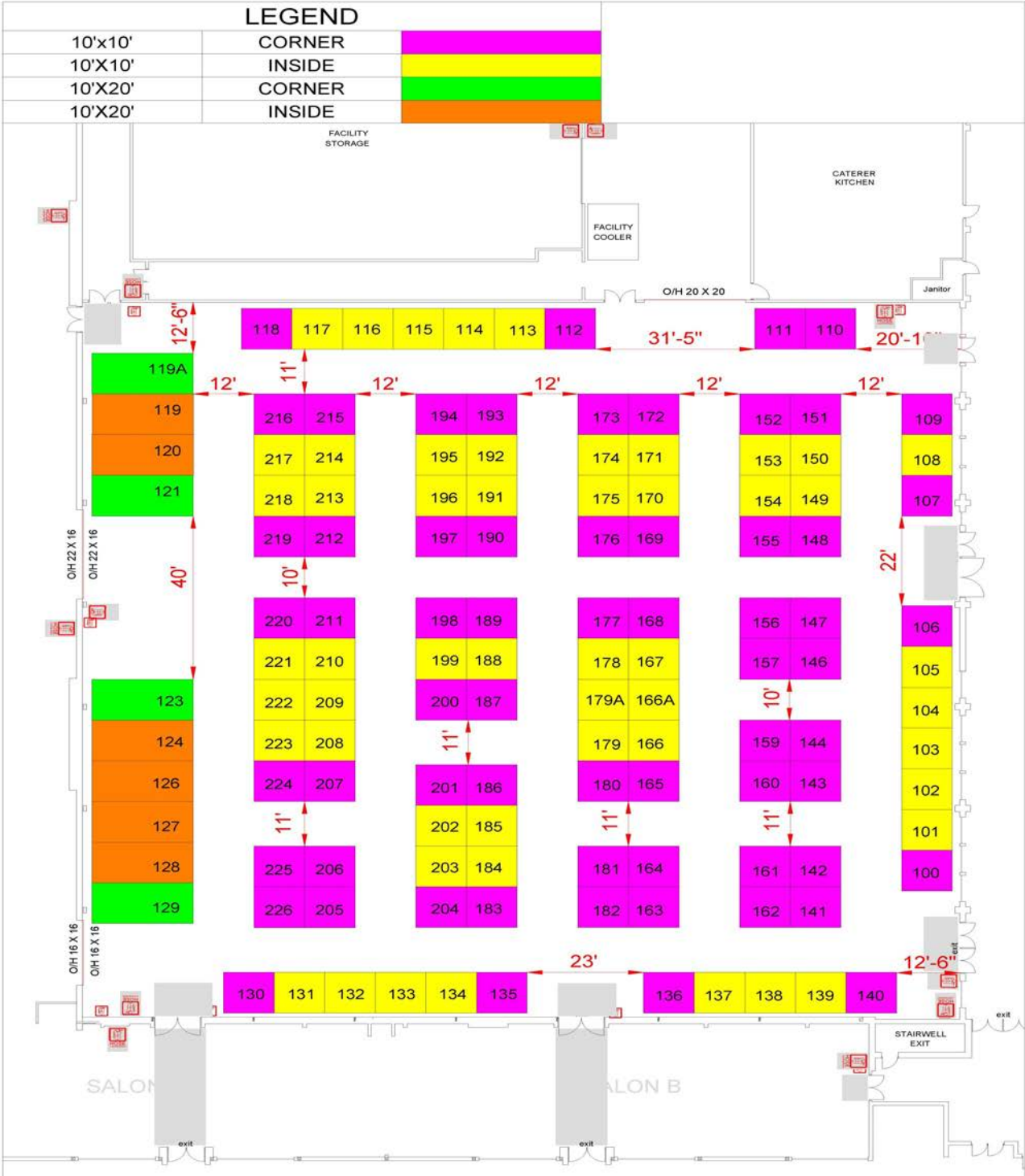
\_\_\_\_\_  
Licensee: (please sign)

\_\_\_\_\_  
For Westerner Exposition Association

Please send all completed forms and payment to:  
Shayla Flanagan, Event Sales and Production Assistant Manager  
P403.309.0242  
F 403.341.4699  
E sflanagan@westernerpark.ca  
4847A 19th Street, Red Deer, AB T4R 2N7

# Holiday Inn 19th Street Market Contract

## Floor Plan



# 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.

## Westerner Days Fair & Exposition 2017 Statistics

<b>Total Gate Attendance</b>	<b>90,533</b>
Wednesday Attendance	13,583
Thursday Attendance	20,940
Friday Attendance	19,054
Saturday Attendance	22,467
Sunday Attendance	14,509

## Holiday Inn 19th Street Market

Holiday Inn 19<sup>th</sup> Street Market, located right on the pedestrian boulevard, offers world wide exhibitors a place to showcase their products and services to Central Alberta. We welcome over 95,000 guests each year to Westerner Days Fair & Exposition and our attendees love to shop, especially when it is hot outside, so we offer them an air conditioned building in which to find exactly what they are looking for. Guests can find toys, books and games to play. They can take home saunas, hot tubs or snuggly blankets. Get great ideas for decorating their new homes and get suited up with leather, fashion wear, sports wear or the perfect hat. Nail art, health and wellness products and skin care entice many. Attendees can shade their eyes, shine up their jewelry and get some new pieces while they're here. Indulge in a flavored shave ice or home made fudge. Holiday Inn 19<sup>th</sup> Street Market has it all and we're excited to see all the new products for 2018!

# Rental Rates & Show Hours

## Rental Rates 2018

Exhibit Booth (10 ft x 10ft)	\$475.00	Exhibit Booth (10 ft x 20ft)	\$900.00
Corner Exhibit Booth (10 ft x 10ft)	\$575.00	Corner Exhibit Booth (10 ft x 20ft)	\$1000.00
Concession Booth	\$625.00	All Booth Rates include GST.	

## Booth Rental Includes

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

8 ft draped back wall

3 ft draped side walls

1 - 110 Volt Power Outlet

2 Weekly Parking Passes

3 Weekly Admission Passes

**Tables and chairs are not provided, please contact Goodkey Show Services or provide you own.**

Westerner Park Reserves the right to assign booths

- Tables, chairs and carpet 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 Contract.**

## Hours of Show Operation

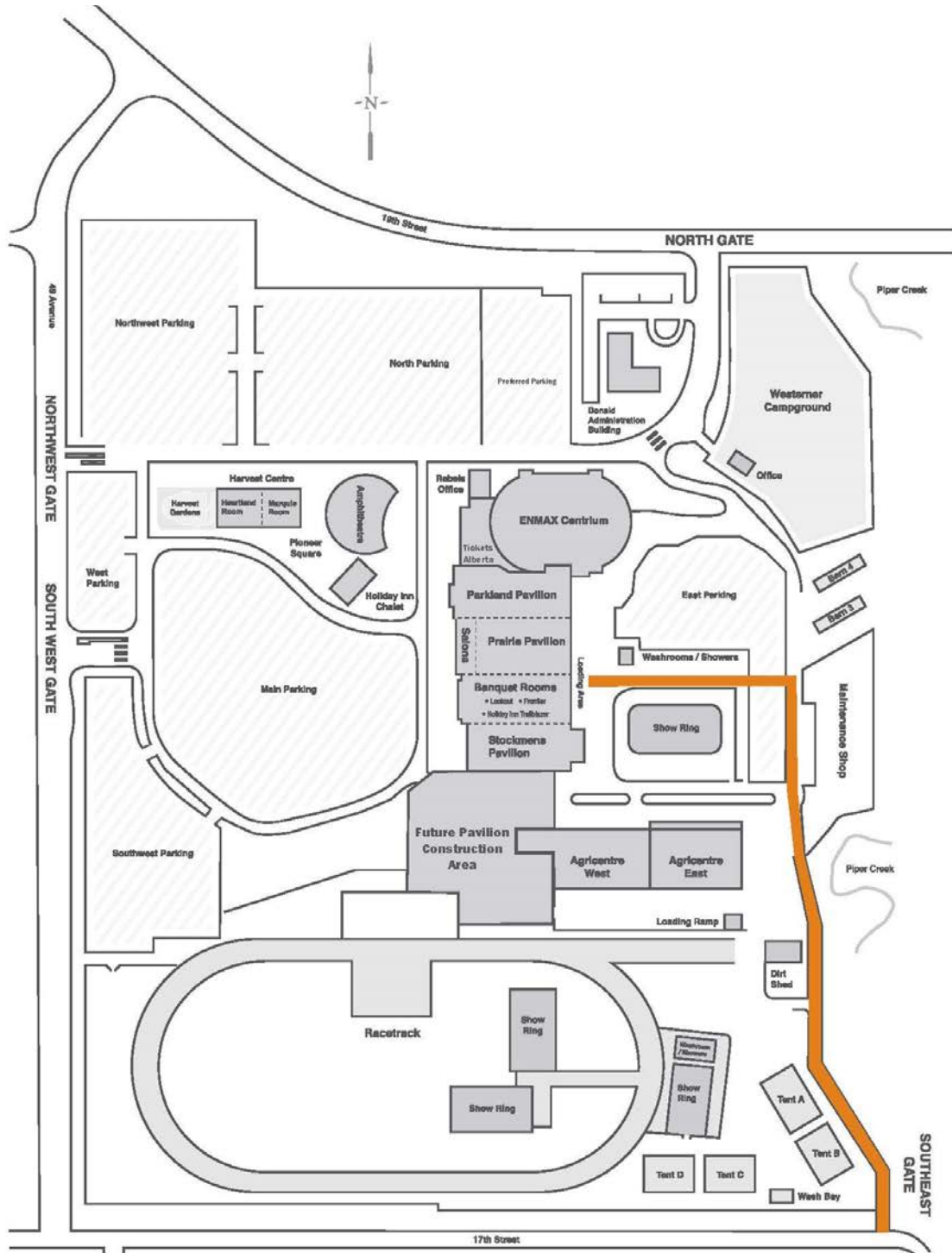
Wednesday:	12:00pm – 10:00pm
Thursday:	12:00pm – 10:00pm
Friday:	12:00pm – 10:00pm
Saturday:	12:00pm – 10:00pm
Sunday:	12:00pm – 8:00pm

- 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 8:00pm Sunday.
- **A penalty charge of \$100.00 will apply** if exhibitor does not comply with hours of operation.

# Exhibitor Parking

## Exhibitor Parking

Exhibitors are expected to park in the parking lot behind the Prairie Pavilion, in the east lot. In order to avoid lineups and congestion during show times, all exhibitors are expected to utilize the southwest gate (path is marked on map below). This will help to avoid congestion at the main gates. Entrance through the exit gate is prohibited.



# Move In & Move Out

## Move In

Tuesday, July 17	10:00am—10:00pm
Wednesday, July 18	8:00am – 11:00am

Vendor packages will be available for pick up on Tuesday, July 18 at 10:00am. Prior to setting up your exhibit, you are required to pick up your move in package in the Prairie 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 9:00am Wednesday, July 18, 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. Exhibitor will be responsible to pay for entrance and parking, with no re-imbusement, if they fail to notify the Show Coordinator of late arrival. You will be required to pay for entrance and parking after 11:00am, with no refunds.

## Move Out

Sunday, July 22	8:00pm – 12:00am
Monday, July 23	8:00am – 12:00pm

Exhibitors must remove their exhibit or concession from Westerner Park at show closing 8:00pm Sunday (no sooner), leaving the booth location clear and free of any debris or garbage, by 12:00pm Monday. 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. **Exhibitor is not permitted to move boxes, product or anything else relating to the booth prior to 8pm Sunday. Booths must remain in exact same state prior to move out as they were during the show. Early move out is not permitted, and exhibitor may not be invited back if this rule is not followed.**

## 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. Gookey Show Services offers assistance in accepting shipped packages. To arrange this service, contact them directly at 1.877.726.2211.



# Move In & Move Out Location

## Map



# 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 July 1, 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 July 1, 2018. **Non payment of booth rental will result in immediate cancellation of space allocation.** Extra admission passes and parking passes are available at a discounted rate from Show Coordinator.

## Non Payment of Charges

Should any charges remain unpaid at the close of Westerner Days Fair & Exposition, 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.

# Insurance and Cancellation

## Liability Insurance Requirements

All applicants successful in being licensed for the 2018 Holiday Inn 19<sup>th</sup> Street Market **must** execute a Contract. 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 Contract 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 Wednesday, July 19, 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, (June 19, 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 Holiday Inn 19<sup>th</sup> Street Market 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, open flame 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](http://www.cra-arc.gc.ca). If you do not have internet access please call their offices.

**P 1.800.959.5525**

# Passes, Draws & Giveaways

## Pass Information

All exhibitors and staff, are required to have appropriate accreditation (passes) to enter Westerner Park, Prairie Pavilion where the 19th Street Market is located. Payment for all services and passes are due no later than July 1, 2018.

Each Booth is provided **2 Weekly Parking Passes** and **3 Weekly Admission Passes**.

<b>Extra Weekly Parking Passes (5 day entry)</b>	<b>\$30.00</b>
<b>One Day Parking Token (one time entry)</b>	<b>\$6.00</b>
<b>Extra Weekly Admission Passes (5 day entry)</b>	<b>\$30.00</b>
<b>One Day Admission Token (one time entry)</b>	<b>\$8.00</b>

Westerner Park gate attendants have been instructed to only allow vehicles and exhibitors in the Park with the appropriate passes. If you misplace your pass, you may purchase them from the Show Office, located in the Prairie Pavilion. **Without a pass, you are required to pay for entrance and parking with no refunds.**

## 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.

# 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.**

## 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](http://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.

## 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 Holiday Inn 19<sup>th</sup> Street Market are: candy, nuts, fudge, pre-packaged specialty items, snow cones and lemonades. 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.**

# Display, Fire & Security Regulations

## Holiday Inn 19th Street Market Preferred Display

## 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

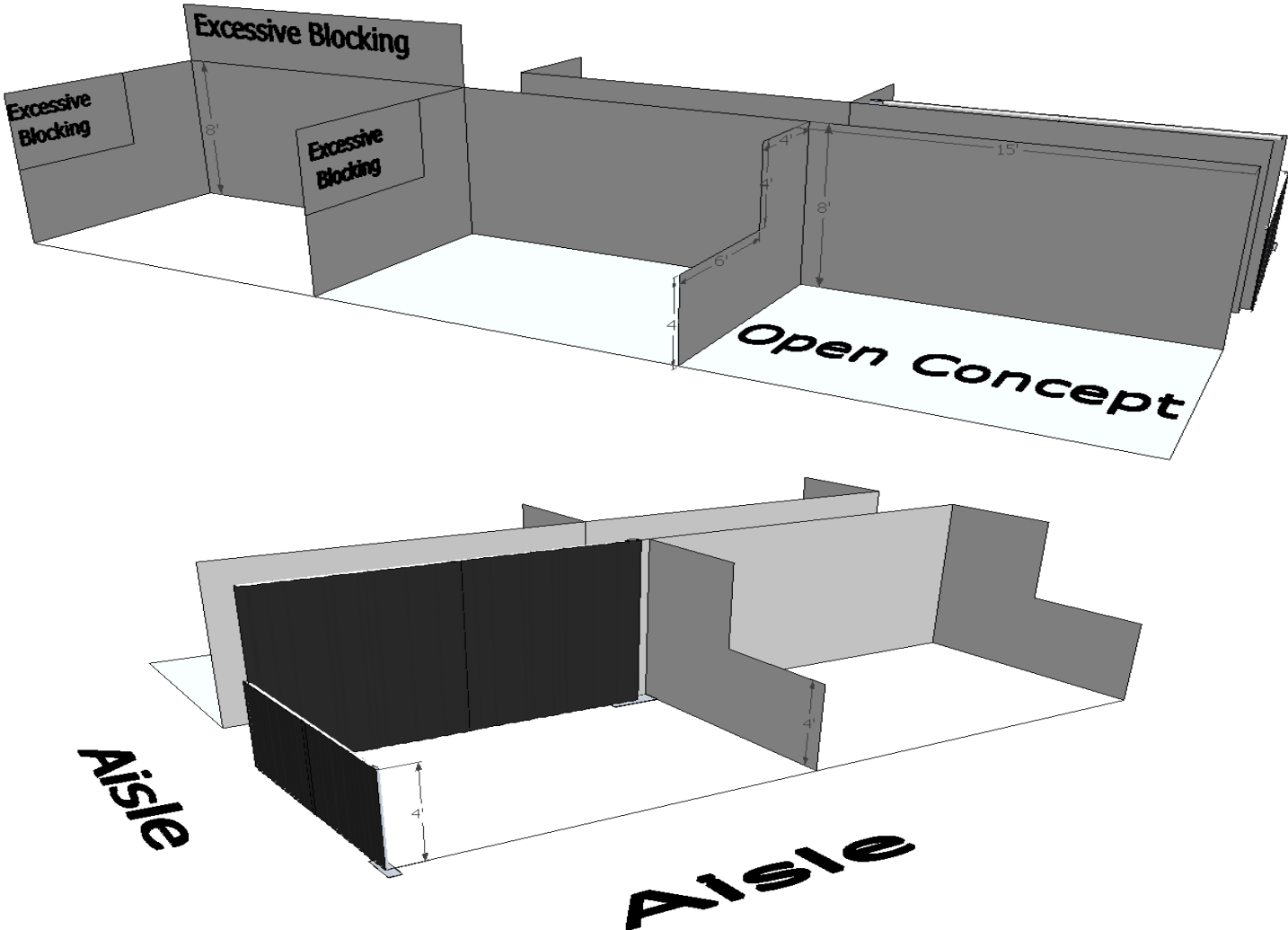
Westerner Park provides general, park and building security twenty-four hours each day starting on Tuesday at 10:00pm. Each Exhibitor is responsible for its' own booth contents. **The presence of security does not constitute acceptance of any responsibility by Westerner Park for such security of the Exhibitor's products but is merely to assist the Exhibitor with the show. If the exhibitor has any questions or concerns, please notify Shayla Flanagan and security as soon as possible.**

# Booth Regulations

## Display Wall & Height Restrictions

Each indoor vendor is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. The objective of an open concept is for Exhibitors to effectively use as much of the total booth space as possible, and at the same time not cause excessive blocking of other Exhibitors. In some cases, it may be necessary to adjust your display, to meet requirements and so that it does not interfere with the rights of other vendors. This will be at the discretion of the Show Coordinator and will be dealt with on a case by case basis.

The following examples show improper and proper booth displays with respect to the side of the booth space. The diagram below depicts the booth as an inline, but the sidewall restriction can apply to corner and island locations as well.





# Booth Requirements

## 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.

## 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:

<b>Holiday Inn &amp; Suites South</b>	<b>403.348.8485</b>
<b>Holiday Inn Express</b>	<b>403.343.2112</b>
<b>Westerner Campground</b>	<b>403.352.8801</b>
<b>Lions Campground</b>	<b>403.342.8183</b>



# Tradeshow Services & Show Regulations

## Additional Power, Tables and Tradeshow Equipment

For all 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](http://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](http://www.telebyte.ca).**

## Rules, Regulations & Conditions

Each exhibitor for the Holiday Inn 19<sup>th</sup> Street Market at Westerner Days Fair & Exposition 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.

# Contact Information

## Show Coordinator

Thank you for your interest in our Holiday Inn 19<sup>th</sup> Street Market and for reviewing the rules, regulations and conditions. Enclosed is the contract form for the Holiday Inn 19<sup>th</sup> Street Market. Please complete the contract and return it to our office soon as possible with all requirements. Your contract will be reviewed and if all requirements, conditions and regulations are met, a confirmation email will be sent to you. We hope to see you at Westerner Days Fair & Exposition.

## Show Coordinator

Shayla Flanagan

**P** 403.309.0242

**F** 403.341.4699

**E** [sflanagan@westernerpark.ca](mailto:sflanagan@westernerpark.ca)

## Westerner Park

4847A 19<sup>th</sup> Street

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