

Edmonton  
**WOMAN'S SHOW**  
2014 Exhibitor Manual

This Exhibitors Manual contains important information regarding your participation in the Show.

We encourage you, and **all** staff working the booth, to read through it carefully.

**Show Dates & Hours**

October 18<sup>th</sup> & 19<sup>th</sup>, 2014

Saturday 9 am – 5 pm

Sunday 11 am – 5 pm

**Event Venue**

Edmonton EXPO Centre  
at Northlands

Hall A

Help us serve you better by contacting our Office regarding your needs and concerns **before Show Move in.**

**Family Productions Inc.**

Phone: (780) 490 – 0215

Fax: (780) 450 - 3757

E-Mail: [info@edmontonshows.com](mailto:info@edmontonshows.com)

Website: [www.EdmontonShows.com](http://www.EdmontonShows.com)

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## **Pre- Show Check List For Exhibitors**

### In Advance

- Complete & return **Exhibitor Staff List Form** for wristbands
- Order any extras needed for your booth
- Send proof of insurance to Family Productions Inc.
- Arrange any deliveries for Show & material handling  
**Family Productions Inc. does NOT supply forklift services for the Show**
- Point of sale arrangements (sufficient float, debit/credit equipment and lines)
- Review Exhibitor Manual information to ensure bases are covered

### At Set-Up

- Pick up or Purchase your Parking Passes
- Pick up your Exhibitor Wristbands

\* List is not exhaustive, and individual exhibitor needs may vary from it. Exhibitors are responsible for ensuring they have read and understood the manual.

## **Complimentary Show Passes**

- ▶ Standard Booths will be issued 6 Complimentary Show Passes (to be mailed, time permitting).
  - ▶ Passes are for your clients, guests, or promotional purposes, and are NOT needed for exhibitor access.
  - ▶ Passes cannot be distributed at the Edmonton EXPO Centre on the Saturday or Sunday of the Show.
- \* If you require tickets to be picked up at the Show please contact our office to arrange use of Show Office Will Call \***

## **Edmonton Woman's Show Restrictions**

### **Balloons**

- ▶ Permission must be received from Family Productions Inc. prior to the Show for any balloons to be used in display or giveaways.
- ▶ Any acceptable helium filled balloons will be the responsibility of your booth, even if you give them out.
- ▶ **\$185 per hour + GST (minimum 1 hour) will be charged to retrieve released balloons** (man lift service cost). All released balloons must be retrieved, and time spent will be charged to your company.

### **Encroachment**

- ▶ Everything you display must stay within your booth space.
- ▶ Back and side drapes are an indicator of where your booth begins and ends.
- ▶ Moving into the aisles or another booth is not permitted during Show hours and you will be **charged at a premium rate** of \$20 per foot (rounded up to the full foot) for the FULL added depth and/or width of the booth. (Ex. 10'x6' booth: out 4" in depth = \$200; out 4" in width = \$120)
- ▶ **Please ensure you have booked enough space for your booth display setup.**

### **Third Party Promotion**

- ▶ Only those businesses that have registered, paid, and been approved as exhibitors are to be promoted.
- ▶ Display, promotion, sampling and/or distribution of a third party's business material(s) is not permitted unless prior written authorization from Family Productions Inc. has been given.
- ▶ Collection of leads on behalf of a third party, or for the purpose of selling to a third party after the fact, is not permitted.

## **Standard Booths**

Refer to your application/contract to confirm what you ordered for your booth and/or any exceptions that have been arranged. 3

Standard Booths (10x6, 10x10, 10x20, and 10x30) include:

- Applicable Draping (8' back and 4' side) (Black)
- Six (6) exhibitor weekend wristbands & 6 Complimentary Show Passes (10x6 or 10x10 booths)
- Twelve (12) exhibitor weekend wristbands & 12 Complimentary Show Passes (10x20 or larger booths)

\* Subject to change without notice

Taking items from other booths is not permitted. The occupants of each booth have reserved and paid for all items in them. If your booth does not have what you ordered based on your application/contract or your order through Superior Show Service, please see the Superior Show Service desk at the back of the hall. Please be aware that if anything is taken from another booth, you will be charged a rental fee for said items.

### **Please Note**

- ♦ If you have ordered items through the Edmonton Woman's Show Application/Contract Re: Power Needs, Show Extras or Booth Accessories (power, lighting, carpeting, tables, chairs etc), there is no need to fill out or send in the Extra Display Ordering Form or Power Ordering Form on the Exhibitor Manual web page. What you ordered on the Application/Contract for Power needs and Booth Accessories will be in your booth at move in.
- ♦ If you require additional display items or additional power from your original order on the Application/Contract, or you did not use the Application/Contract to order your booth needs, then use the Extra Display Ordering Form and/or Power Ordering Form on the Exhibitor Manual web page.
- ♦ All Application/Contract ordered parking passes and/or Extra wristbands will be at the Show Office upon Move in.

**MAKE SURE YOU HAVE EVERYTHING YOU NEED FOR THE SHOW  
PLEASE CHECK IN AT SHOW OFFICE ON MOVE IN BEFORE YOU LEAVE**

## **Exhibitor Wristbands**

The Exhibitor Staff List Form is attached to your Exhibitor Manual email and is available on the Exhibitor Manual webpage. Please fill it out and return it via email to [info@edmontonshows.com](mailto:info@edmontonshows.com) or Fax (780) 450 - 3757 to Family Productions Inc.

**\*\*This Form must be filled out and returned no later than 3 weeks prior to the show. \*\***

- These are weekend Wristbands and are non-transferable. They are waterproof and **MUST** be kept on for the entire weekend.
- Wristbands are required for everyone working in the booth, and are needed to enter both the front and back doors to the hall. **After Friday's set-up, No Wristband = No Hall Access.**
- Cost for additional wristbands is **\$8** (per wristband).
- Wristbands may be signed out by the individuals or by staff working for the same booth, but it is each person's responsibility to have their own wristband for access into the hall. To change or add additional names at the Show, the Main Contact Person for your company and/or their designated staff member must be present. If **another** wristband is required over the allotted number, you will be charged the applicable rate.
- Tampered, damaged, or otherwise altered and removed wristbands will not be accepted and the individual will be **denied entry**.

**Help us serve you better! Use the Exhibitors Staff List Form.**

## Ordering Extras

All Extras you may need are available through the contactors below if you did not preorder your booth extras through the *Edmonton Woman's Show Application/ Contract*.

Refer to your *application/contract* to confirm what you have ordered for your booth and/or any exceptions that have been arranged.

Advance arrangements are recommended. Ordering in advance will save you \$\$ and time!

**Superior Show Service – Contact: Howard Forsey**

**Phone: (780) 992 – 0404 Fax: (780) 992 – 0406**

**For Online ordering:** [www.superiorshow.com/edmfallwoman](http://www.superiorshow.com/edmfallwoman) Enter the login and password below to login.

Login is: **fallwomans** Password is: **10894**

**Family Productions Inc. does NOT supply forklift services for the Show.**

If you require a forklift for loading/unloading of your deliveries, you MUST make your own arrangements and payment.

### SERVICES

- Tables, Chairs, & Extra Draping
- Professional Displays
- Signage
- Booth Vacuuming & Maintenance
- Storage & Forklift Services (Material handling)

\* Please refer to the Extra Display Ordering Form on the Exhibitor Manual webpage or use the above online link.

\*\*Shipments must arrive no earlier than two weeks before the show start date and no later than one week before the show start date. No refrigerated or perishable products.

\*\*\*Order by Friday October 3<sup>rd</sup> 2014 for advance discount pricing.

**Showtech Power & Lighting Contact: Cindy Lawrence Phone: (780) 429 - 1162 Fax: (780) 471 – 4715**

### SERVICES

- Electric Power outlets
- Extra Lighting
- Water & Sink Needs
- Phone Lines for Debit Machines  
(debit machines must be able to dial "9" first)
- Banner Hanging  
(Upon approval from Family Productions Inc.)

\* Please refer to the Power Ordering Form on the Exhibitor Manual webpage.

\*\* Order By Friday, October 3<sup>rd</sup> 2014, for advance discount pricing.

### **Edmonton EXPO Centre at Northlands**

**Toll Free: 1 – 888 – 800 – 7275 (Ask for Internet Tech Support) Phone: (780) 471- 7188**

#### SERVICES

##### **Wireless Internet Services**

802.11 compliant wireless Ethernet Card is required  
Speed comparable to standard DSL levels @ 1 MB

**\$55 daily** per user/unit request, payable with Visa or MasterCard  
Advance arrangements not required; **purchase and pay on-site**  
Activation, payment instructions, terms/conditions, technical support, etc.  
provided on web browser login page when opened within the  
Edmonton EXPO Centre service space.

##### **Hardwired (DSL) Internet**

(For computers and interac machines)

\* **\$310.00 + GST** for 2 days per line.  
\* **Hardwired (DSL) Internet must be ordered in advance**

\*Save 25% if you order prior to February 21<sup>st</sup>\*

Check the Hardwired Internet Order Form for more details

(\*\*See Exhibitor Manual webpage For Hardwired Internet Order Form-please submit by October 3<sup>rd</sup>\*\*)

## Food and/or Beverage

Northlands must approve all food and beverages that will be sampled by the public or sold for direct consumption in the Edmonton EXPO Centre. Ensure the appropriate form is completed and received by Northlands before the Show. Specific restrictions may apply. See form for details.

\*Please refer to the Food Sales/Sampling Form on the Exhibitor Manual webpage.

## **Deliveries**

Please contact Superior Show Service before arranging your deliveries.  
Mark and send all Deliveries **CLEARLY** to the address in the box below:

Please make all Material Handling arrangements and payments with Superior Show Service **in advance of delivery.**

**Contact:** Tracey Thompson or Donna Vandebroek

Phone: (780) 992 – 0404 or Fax: (780) 992 – 0406

**All deliveries are to arrive at Superior Show Service no earlier than October 3<sup>rd</sup> and no later than**

**October 10<sup>th</sup>, 2014.**

**Monday to Friday Between 8:30 a.m. and 2:00 p.m.**

**Reminder: Family Productions Inc. does NOT supply forklift services for the Show.**

If you require a forklift for loading/unloading for your deliveries, you **MUST** make your own arrangements and payment with Superior Show Services.

**Drop off of additional product or material during Show hours** must use the following procedure:

1. Enter Northlands through the Lot Gate on 79 Street, coming from 112 Avenue.
2. Drop Off Zone is in front of the back overhead door of the Edmonton EXPO Centre marked "A4".
3. Product/Materials will be placed inside the man doors at "A4" where Security will be available. Please note dollies, lifts, and forklift services are not available while the Show is open to the public.
4. Exhibitors must park vehicle in Exhibitors Parking Lot before returning to take their materials/products to their booth.

## **Parking Passes**

- ▶ "Exhibitors Weekend Parking Passes" allow for in/out access to the Edmonton EXPO Centre Parking Lots.
- ▶ Exhibitor Parking passes are **\$19.05 + GST (\$20.00)**
- ▶ **All pre ordered passes must be picked up on Friday** during set-up at the Show Office.
- ▶ **Parking passes are also available for purchase on Friday only** during set-up at the Show Office.
- ▶ **NOTE: \*\* Exhibitors Parking Passes are not available for purchase at any of the EXPO Centre Gates \*\***
- ▶ Passes are **required Saturday and Sunday to enter** the parking gates.
  - ***We will not reimburse for any parking. You MUST pick up passes ahead of time.***
  - ***If parking passes cannot be picked up on Friday during move-in, it is your responsibility to make advance arrangements with our office or have your staff pick them up at move in.***

**Exhibitor Entrance Gate:** The Lot Gate on 79th Street, coming in from 112th Avenue.

This gate is not an Edmonton EXPO Centre Main Parking Gate; it is a service gate for Exhibitors and deliveries.

- **You must have a valid pass to enter through this gate on Show days.**

Please refer to the **Parking Map** on the Exhibitor Manual webpage.

## **Insurance**

**Why?** Everything you do, and everything you have included in your booth space, is your sole responsibility and **must** be covered by insurance. The General Liability insurance carried by Edmonton EXPO Centre at Northlands, Family Productions Inc., Superior Show Service, and Showtech Power & Lighting does NOT cover any general or public liability for your display, display materials, props, or products that you may have in your booth space.

We require that all exhibitors carry a minimum of 2 million dollars in general liability insurance to participate in the Show. **Your insurance company can transfer your existing Liability insurance to include the Edmonton EXPO Centre at Northlands Hall A and Family Productions Inc. for the weekend of the Show.**

<p><u>Superior Show Service</u> 8599 - 111 Street Fort Saskatchewan, Alberta T8L 4S1</p> <p>Attention: "Edmonton Woman's Show" [Your company name &amp; booth number] [Your Company Contact Name and Phone Number]</p>
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## **Move-In**

1. Enter Northlands through the Lot Gate on 79<sup>th</sup> Street coming from 112<sup>th</sup> Avenue.
2. Identify with the Parking Attendant as an exhibitor setting up for the Show.

***This will only work on Friday. Parking Passes are required on Show days.***

3. Vehicles will enter through the overhead door marked "A4" at the back of Edmonton EXPO Centre, Hall A.
4. After unloading, vehicles must be removed from the building BEFORE setting up.
5. **Children under the age of 16 are not allowed in the Hall during move-in. For their safety, please keep your children at home during this time.**

**Please check in at Show Office before you leave to make sure you have everything needed for show day.**

**Exhibitors are not permitted to take items out of other booths.**

**Friday  
October 17<sup>th</sup>**

Start:  
2:00 pm

End:  
9:00 pm

## **Move-Out**

1. **Do not begin dismantling your display before 5:00 pm, when the Show closes. Occupational health and safety dictates that dismantled areas become work sites at which point you become liable for public safety.**
2. **All displays and materials must be out from the Edmonton EXPO Centre Hall A on Sunday October 19<sup>th</sup>, 2014 move-out.**
3. Anyone unable to remove their displays, materials or move out before 10:00 pm must make special arrangements with Superior Show Service, (780) 992 – 0404.
4. Family Productions Inc. staff will work to clear vehicles for entry into the hall through overhead door marked "A4" at the back of Edmonton EXPO Centre. Vehicles must receive permission before entering the hall.
5. **Children under the age of 16 are not allowed in the Hall during move-in or move-out. For their safety, please keep your children at home during this time.**

**Sunday**

**October 19<sup>th</sup>**

Start:  
5:15 pm

End:  
10:00 pm

**Your patience during move-out is appreciated.**

## **Security**

Security is provided 24 hours from move-in to move-out, specifically from **9:00 pm on October 17<sup>th</sup>, 2014 to 5:00 pm on October 19<sup>th</sup>, 2014**. Security is under the instruction of Family Productions Inc. and Show Producer, Louise Reinich.

**Report ANY suspicious activity to the Show Office immediately.**

## **Other Considerations**

### Cash & Change

**Show Office** does not provide change services or cash cheques. Please ensure you are well prepared for the Show with floats on hand. We do not supply any equipment for your point of sale transactions.

### Interac Point of Sales Machines (Debit credit card)

If required, you must make arrangements to **purchase or rent the unit from your own merchant or bank.**

The 3 types of machines available are **Phone-line, Hardwired (DSL) Internet, and Wireless** connectable.

Phone-line – Unit must be able to dial 9 first. Phone-line required. Please see Power Ordering Form.

Hardwired (DSL) Internet – Hardwired Internet line required. Please see Hardwired Internet Order Form.

Wireless – Long-range wireless units that contain a SIM card require no phone-line or Internet access.

### Food & Beverage Services

Open concession is available to the public and exhibitors in the foyer of the Edmonton EXPO Centre during Show hours. Hours and availability are subject to change as concession is under control of Northlands.

***Thank-you for being part of the 2014 Fall Edmonton Woman's Show!***

**Help us serve you better by contacting our Office regarding your needs and concerns before Show set-up.  
Family Productions Inc. at (780) 490 – 0215.**