



2010 Exhibitor Rules and Regulations

1. Location: The 2010 Alberta Pork Congress Trade Show will be held in the Parkland and Prairie pavilion at:

Westerner Park
4847A – 19 Street
Red Deer, Alberta T4R 2N7
Phone: (403) 343-7800
Fax: (403) 341-4699

Move-in and Show Hours: **Exhibitors** are expected to have their booths manned at all times during the Trade Show hours as follows:

Set up/Move-in:

Tuesday, March 16, 2010
6:00 am – 6:00 pm

Show Hours:

Wednesday, March 17, 2010

9:00 am – 4:30 pm

Thursday, March 18, 2010

9:00 am – 4:00 pm

Tear Down:

Thursday, March 18, 2010

4:00 pm – 12:00 Midnight

No removal/dismantling of exhibits or exhibit material is permitted before 4:00 pm., Thursday, March 18, 2010. Any Exhibitor who dismantles their booth prior to 4:00 pm will not be permitted to register for the 2011 Tradeshow until after January 1, 2011.

GES Canada can provide loaders, pushcarts, removal and storage and return of empty crates, boxes and other containers. (Order forms included in this kit show rates).

Exhibitors handling their own materials must remove crates and cartons from the exhibit hall by 12:00 midnight, March 18, 2010.

Exhibitors must be ready for show opening by 9:00 am on both days.

Pre-shipment: Exhibit material sent prior to the show should be arranged with GES Canada. Shipment should arrive at the **Westerner Park** on the move-in day designated. No goods or equipment will be received by the **Westerner Park** prior to March 16, 2010. All materials and delivery slips **MUST** include your company name and your designated booth number.

2. Tradeshow Space Specifications:

Tradeshow space (10 x 10) is \$650.00 (includes \$150.00 Corporate Membership) for the first Tradeshow space. Any additional Tradeshow spaces are \$500.00 each. The floor carpet is black and drapery is silver and black. Each booth is equipped with: 8' high

backwall drape, 3' height sidewall drape, 4, 6 or 8 foot table, 2 chairs and carpeting.

3. Electrical Outlets: Electrical outlets will no longer be provided complimentary. Electrical outlet(s) are 110 Volt, 15 amp at \$65.00 each. **Please ensure you book electrical outlets with your booth.**

4. Payment: The **Alberta Pork Congress** must receive final payment of the balance due on or before March 16th, 2010. Payments can be received by cheque, credit card or purchase order. Payment may be drawn on a Canadian Bank payable to **Alberta Pork Congress** or paid by wire transfer to TD Canada Trust, 2045 – 34 Street NE, Calgary Alberta Canada, T1Y 6Z2, transit # 81819 for Alberta Pork Congress: Account #0312227. Include a \$20.00 transaction fee for each wire transfer.

5. Cancellation and Refund Policy: The **Management** reserves the right to cancel and resell Tradeshow space if full payment is not paid by March 16, 2010. Cancellation of Tradeshow space by **Exhibitor must be in writing** and received on or before January 1, 2010 for 50% refund. No refund will be made for Tradeshow space canceled after January 1, 2010. **Exhibitor** is responsible for full payment of Tradeshow space if cancellation notice is not received on or before January 1, 2010 or if **Exhibitor** fails to occupy Tradeshow space without notice of cancellation.

Exhibitors may not sublease or share their assigned space or any part thereof. **Notification to exhibitor of assigned space will be made on or before March 16, 2010.**

6. Eligible Displays: The **Management** reserves the right to determine the eligibility of any company or product for inclusion in the Tradeshow.

7. Vehicles: Cars, trucks and machinery for display must be thoroughly cleaned before entering the building; a protective sheet must be used underneath to prevent staining.

8. Assignment of Tradeshow Space: Assignment of Tradeshow space shall be made on the basis of receipt of completed application and payment. It is agreed that if for any cause, which arises beyond the normal control of the **Management**, it becomes necessary to move an **Exhibitor** to a different location, this will be done to the

best possible advantage of the **Exhibitor** and the **Exhibitor** will be notified. Space allocation will be made at the discretion of the **Management**.

9. Failure to Occupy Space: Any space not occupied by 6:00 pm., March 16, 2010, will be forfeited by the **Exhibitor** and the space may be resold, reassigned, or used by **Management** without refund, unless arrangements for delayed occupancy have been made with the **Management**. **Exhibitor** is responsible for full payment of the unoccupied Tradeshow space.

10. Service Contractor: The official service contractor for Alberta Pork Congress will be GES Canada. Each **Exhibitor** will receive order forms for electrical needs, rental equipment labor and shipping instructions as applications are received. **Kits will be sent to the Exhibitor contact person ONLY as named on the Exhibit Contract.** It is the responsibility of the **Exhibitor** to forward such information to other parties involved with their trade show arrangements.

11. Exhibitor Representative: Each **Exhibitor** must name one individual as the duly authorized representative to have charge of installation, operation and dismantling of display. Said representative thereby accepts and assumes responsibility for the display and shall be authorized to enter into service contracts as may be necessary and for which the **Exhibitor** is responsible. **Exhibitor** representative shall receive all official correspondence from the **Management** and be responsible for communicating all information to appropriate individuals, including outside advertising subcontractors.

12. Special Visual/Sound Effects: Audio-visual equipment and other sound and attention-getting devices and effects will be permitted only in those areas contracted for and in such intensity as, in the opinion of the **Management**, do not interfere with the activity of neighboring **Exhibitors**.

13. Exhibitor Guidelines:

A. Exhibitors are to confine their activities to the space they contracted for and not extend into the aisles.

B. Exhibitors will not be allowed to hang banners or other items from the ceiling in Westerner Park without prior approval.

C. Distribution of samples, literature or souvenirs is permitted only from the Tradeshow space contracted for unless other arrangements have been made with the **Management**.

D. Raffles and lotteries of any kind are prohibited. Free drawings for prizes are allowed.

E. Exhibitors who employ costumed personnel or mannequins must be sure that their manner, appearance and dress are such as not to offend the most critical attendee. All such personnel must confine their activities to the display space contracted for unless other arrangements have been made with the **Management**.

F. The use of and storage of liquefied petroleum (LP) gas portable containers is prohibited. All electrical connections, installation, assemblies, motors or any electrical operating gear must conform to all C.S.A. or Alberta Electrical requirements. Ontario Hydro and UL approved are NOT acceptable.

G. Displays may not extend more than 10 feet from the back of the booth toward the aisle or at a height of eight (8) feet so as not to obstruct the visibility of neighboring displays. This policy includes signs. The **Management** reserves the right to oversee necessary changes and/or adjustments and request **Exhibitors** to comply. **Exhibitor MUST** confine equipment/display within their allotted space dimension. **Management** may require **Exhibitor** to move excess equipment/display to a space provided by **Management** for a fee.

H. It is the responsibility of the **Exhibitor** to remove wood chips, straw, bedding, decorative lawn edging or other materials from the Tradeshow grounds. If not properly removed, **Exhibitor** will be assessed a clean-up fee by Westerner Park for removal of said materials following the close of the Tradeshow. **Exhibitors** are responsible for clean up of their own garbage. Only the aisles will be vacuumed nightly, if you require your booth space to be vacuumed, please make prior arrangements with GES Canada. There will be a charge for this service.

14. Fire Laws: Flammable materials must be flame-proofed before being taken into the Tradeshow buildings to the extent that such materials will meet the standards as set forth by the office of the Red Deer Fire Marshall and will pass all inspection. **Exhibitors** agree to conform to all local and province fire and safety codes as they affect their display.

15. Defacing of Building: **Exhibitors** may not apply paint, lacquer, adhesive or any other coating to building walls or floors or to standard booth equipment. **Exhibitors** are liable for any damage caused by fastening displays or fixtures to the building floors or walls or to the standard booth equipment, or for damages caused in any other manner.

16. Insurance: Neither **Alberta Pork Congress** nor the building owner will accept responsibility for injury to persons, loss or damage to product, exhibits, equipment or decoration by fire, accident, theft, or any other cause while on the building grounds. **Exhibitors** should ensure that their present policies include a rider covering equipment exhibited at the show. Small or easily portable articles of value should be properly secured or removed after Tradeshow hours and place in safekeeping by **Exhibitors**. The **Alberta Pork Congress** insurance policies do not include fire and theft coverage for individual Tradeshow space and their contents.

17. Limitation of Liability: The **Exhibitor** assumes full responsibility for property damage, personal injury or death to any party by reason of the **Exhibitor's** participation in the Tradeshow activities and the **Exhibitor** agrees to defend, indemnify and hold the **Management**, its subcontractors and the **Westerner Park** harmless from all liability which might ensue from any act of God or any cause whatsoever arising out of the **Exhibitor's** occupation of the Tradeshow space. The **Exhibitor's** agrees to defend, indemnify and hold the **Management**, its employees, subcontractors and the **Westerner Park** harmless against all such claims, including attorney fees and court costs. The **Exhibitor** expressly understands and agrees that the foregoing liability clauses apply not only during the Tradeshow hours, but also at all other hours of each day for the period extending from the commencement of installation until the final removal of all the **Exhibitor's** property and personnel from the Tradeshow areas and to any latent or contingent damage, injuries or liability arising or discovered at a later date as the result of, or arising out of, the **Exhibitor's** participation in the Tradeshow.

18. The **Management**, its employees, subcontractors or the **Westerner Park** will not be responsible to any degree whatsoever for any ill effects caused any person or group of persons in attendance prior to, during and after the close of the **Alberta Pork Congress**, for any samples taken or by other means given them by the Exhibitor and Exhibitor representatives.

19. Delay or Cancellation By Disaster: The **Management** shall not be liable for delays, damage, loss, increased costs or other unfavorable conditions caused by fires, strikes, storms, government order, emergency or other acts of God and circumstances beyond Management's control. The **Management** shall not be held liable for failure to hold **Alberta Pork Congress** as scheduled and shall determine the amount of exhibit fees to be refunded.

20. Security: Each **Exhibitor** must make provisions for the safeguarding of his goods, materials, equipment and display at all times and wherever the same may be located within, on or about the Tradeshow premises. Security guards will be employed by the **Management** for the duration of Alberta Pork Congress, but neither the **Management**, its subcontractors nor the **Westerner Park** will be responsible for property damage, or loss by or for any cause, and the **Exhibitor**

hereby waives any right to claim liability against them for the same. Management reserves the right to remove unruly or unacceptable attendees from the show floor.

21. Rules of the Westerner Park: Rules and regulations enforced by **Westerner Park** are incorporated herein by reference and made a part thereof.

22. Food and Drink Samples: It is a Westerner Exposition Association policy whereby independent food vendors are not permitted to hand out or sell, "ready to eat or drink" food or beverage products at **Westerner Park**.

However, food sample booths for complimentary give-aways **will be** permitted if serving sizes for sample products do not exceed 56 grams or 54 milliliters.

This policy will be strictly enforced.

23. Internet/Phone service: Please contact the **Westerner Park** via phone; (403) 309-0203 to order telephone services. Please contact **Telebyte** via phone; (403) 346-9966 or via email; telebytewireless@telebyte.ca to order internet.

24. Parking Lot: Management reserves the right to regulate all outdoor displays in the Westerner Park parking lot for the benefit of all exhibitors. Written permission to park or display products/services for sale in the parking lot must be obtained from **Alberta Pork Congress** prior to the show, a registration fee will apply. Failure to comply will result in the display being removed at the owner's expense.

25. Liquor consumption in the parking lot is strictly forbidden. Any violators will be reported to the local authorities and will be ejected from the premises and the show.

26. Regulation Enforcement: Alberta Pork Congress hereinafter known as the **Management** shall have sole authority to interpret and enforce all rules and regulations contained and to make any amendments thereto as shall be necessary for the orderly conduct of the Tradeshow. Amendments and all subsequent correspondence shall be binding on **Exhibitors** equally with all rules and regulations. Any and all matters or questions not specifically covered by the following shall be subject solely to the decisions of the **Management**. The **Exhibitor** agrees to accept and abide by such decisions.

Any exhibitor violating the rules and regulations shall be subject to ejection and forfeits their registration payment and the right to exhibit in subsequent years.