



AGRI-FOOD INNOVATION EXPO

November 28 - 30, 2023
Westerner Park, Red Deer, AB

Exhibitor Manual & Application





Celebrating the agri-food business!

Agri-Food Innovation Expo is a western Canadian event that will take place at Westerner Park in Red Deer, Alberta from November 28 - 30, 2023. This unique event is hosted in partnership with Westerner Park and Lethbridge & District Exhibition and will alternate between the two venues year over year. The goal of this expo is to provide the agri-food industry an opportunity to gather to celebrate food production, share information, learn, and grow. Topics covered will include consumer trends, marketing, supply chain challenges and opportunities, food safety and sustainability, innovative food technology and production systems, as well as business solutions such as financing and attracting investment.

For more information on our sponsorship and exhibit opportunities, visit AgriFoodExpo.ca or email info@agrifoodexpo.ca.

Application Deadline: November 2, 2023

Save the date:

November 28 - 30, 2023

Location:

Prairie Pavilion, Westerner Park
4847A 19 Street, Red Deer, AB
T4R 2N7

Exhibit hours:

Nov. 29: 8:15 a.m. - 5:00 p.m.

Nov. 30: 8:15 a.m. - 5:00 p.m.

Booth details:

10'x10' Standard Booth
\$950

- 8' tall back draping
- 3' tall side draping
- 1 8' draped table
- 2 chairs
- 1 standard power outlet
- Access to free Wi-Fi*
- 2 exhibitor passes**
- Listing in the Exhibitor Directory

*If dedicated internet (wired) is required, it can be arranged through Telebyte (support@telebyte.ca).

**Conference meals are not included in the Exhibitor Pass. Exhibitor meals will be available for purchase through a pre-order form. Additional Exhibitor Passes are available upon request, along with Full Conference Registrations which are available for purchase at a 25% exhibitor discount.

2023 Show Application



November 28 - 30, 2023 @ Westerner Park, Red Deer, AB

First Name:	Last Name:
Company:	
Address:	
City:	Prov/State:
Postal/Zip:	Phone:
Email:	

Booth rates:

10'x10' Standard Booth = \$950 + GST

Additional Full Conference Registration (25% off) = \$225.00 + GST

CALCULATE:

10'x10' Standard Booth x \$ 950 = \$ _____

Additional Full Conference = \$ _____
Registrations

Calculate Subtotal: \$ _____

+ GST (5%) \$ _____

Total Amount \$ _____

Payment Due \$ _____

I would like to learn more about how I can get my food product into attendee gift bags.

PAYMENT METHOD:

Full Payment

Payment Type:

Cheque Attached

Credit Card

E-Transfer

Invoice

Mail to:

Westerner Park

4847A 19 Street, Red Deer, AB T4R 2N7

PAYMENT:

Payment can be made by cheque, credit card, e-transfer or invoice.

Please contact Westerner Park to make arrangements for payment or to process credit card.

Email: accounts.receivable@westernerpark.ca | **Phone:** (403) 309-0208

Payment Information

Cheque:

Make cheque payable to
The Westerner Exposition Association.

E-Transfer:

accounts.receivable@westernerpark.ca

EFT:

Company: The Westerner Exposition Association

Account: 00038863700 | Bank Number: 219 | Transit Number: 07819

Bank Information: ATB Financial 6794 - 50 Ave Red Deer AB T4N 4E1

Send a confirmation email with your reference number to

accounts.receivable@westernerpark.ca.

2023 Credit Card Payment Authorization



November 28 - 30, 2023 @ Westerner Park, Red Deer, AB

Contact details:

First Name:

Last Name:

Company:

Phone:

Email:

Payment authorization:

I hereby authorize Westerner Park on behalf of Agri-Food Innovation Expo to process all charges for services invoiced to the following Credit Card:

Card number:

Expiry date: /
MM YY

Card holder name:

Expiry date: / /
MM DD YY

Card signature:

X _____

REQUIRED: I acknowledge that I have read and understand all items contained within the "Terms & Conditions" section of this document.

Click "Submit Form" or email your application to info@agrifoodexpo.ca.



MOVE-IN/MOVE-OUT

Move-in will take place on November 28, 2023 from 10 a.m. – 4 p.m. Exhibits must be event ready by 4:30 pm.

Complimentary Move-In Coffee: 10 a.m. – 1 p.m.

Move-Out: Please do not dismantle any part of your booth display until show close. Your cooperation in this matter is greatly appreciated. Exhibitors must have all booths and inventory removed from the show floor by noon on December 1, 2023 or additional fees for freight and storage may apply.

BUILDING ACCESS/EXHIBITOR PARKING

Parking passes are not required for move-in. Please pick up the exhibitor passes at move in as they will be required for show dates.

ADVANCE SHIPPING & MATERIAL HANDLING

Prior to move-in day, arrangements for receipt of goods and any material handling (forklifts, dollies, etc.) that may be necessary can be organized through our decor contractor – Goodkey Services (www.goodkey.com). The exhibitor is responsible for any and all costs involved.

If you require early move in or a forklift to offload and deliver supplies to your booth space, please contact Goodkey (Calvin Goodkey at 877.726.2211, calvin@goodkey.com).

ADDITIONAL POWER

1 Power outlet included with a 10'x10' Standard Booth.

Additional power can be ordered through our show contractor. These order forms will be available in the near future in your Exhibitor Kit.

INTERNET/WI-FI

Wi-Fi is available for free in the halls, however has limited capabilities. If you require a hard wired connection for POS transactions, please contact us.

SECURITY SERVICES

Security will be provided during non-show times and throughout the event. Be sure your insurance is in force and do not leave valuables in exhibit space overnight.

Exhibitor ID's must be worn to gain access to the exhibit floor before, during and after show hours. No exceptions!



BOOTH DISPLAYS/SIGNAGE

All City of Red Deer Fire Department regulations must be adhered to and it is necessary for all tents to have a permanently attached label indicating conformance to CAN/ ULC-S109, Flame Tests of Flame-Resistant Fabrics and Films. During the event safety walk-throughs, prior to the show, any exhibitors with tents or canopies without the proper labeling are removed from the show floor immediately upon discovery.

Exhibitors are permitted to display professional signage representing their products ONLY in those areas for which they have contracted space. The top of all signage and display material must not exceed 8 feet overall in height from the floor on the back or 4 feet overall in height from the floor on the sides. Any exceptions must be pre-approved by the Show Management. Signage on the side of an exhibit must not block the view to the next exhibitor.

BOOTH INSURANCE

Neither show management nor the building owners will accept responsibility for injury to persons, loss or damage to products, exhibits, equipment, or decoration, by fire, accident, theft, or any other cause while in the building. Exhibitors or their agents must provide adequate insurance on their own personal exhibits and materials against all such hazards. Having your insurance is mandatory. Your policy must have the following information.

Certificate of Liability Insurance:

\$2,000,000.00

Certificate Holder additionally insured:

Agri-Food Innovation Expo & The Westerner Exposition Association
4847A 19 Street, Red Deer, AB T4R 2N7

Description of Operation or Location:

Agri-Food Innovation Expo, November 28 - 30, 2023

STAFFING EXHIBITS

It is recommended that exhibitors staff their booths at all times during the hours of the Show. Security issues may arise when booths are not under the supervision of an exhibitor staff member. Exhibitors are reminded that neither show management nor the Westerner Park will assume any responsibility for losses; therefore, exhibitors should take all reasonable precautions to protect their own property.

Terms & Conditions

The Agri-Food Innovation Expo, its staff, owners, officers, and directors, herein referred to as "Show Management", and the "Exhibitor" agree to the following rules and regulations as a part of the foregoing Agreement between parties.

I. EXHIBITOR COVENANTS

The Exhibitor agrees to abide by all regulations and rules adopted by Management and contained in this Agreement and the Exhibitor Kit, which is part of this Agreement. Show Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.

Show Management reserves the right to: 1) determine the eligibility of Exhibitors and exhibits for the show, 2) reject or prohibit exhibits or Exhibitors which Show Management considers objectionable whether by content, category or aesthetic look 3) relocate Exhibitors or exhibits when in Show Management's opinion such moves are necessary to maintain the character and/or good order of the show, and 4) should any rented space remain unoccupied on the opening day, or at any time thereafter, Show Management may rent said space to another Exhibitor, but this shall not be construed as affecting the obligation of the no show Exhibitor to pay the full amount of the rental Agreement, whether or not said space is resold.

Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, product, signs, lights or sound, and to expel exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other show participants.

2. DISPLAY

Exhibitor agrees to occupy the contracted space during the term of the show and to exhibit only the products described on the Agreement.

No Exhibitor shall change or add to the products and services to be displayed without the written consent of Show Management.

Exhibitor agrees to confine his presentation within the contracted space only, and within the maximum height set by the Show rules and regulations and to maintain staff in his booth space during all show hours.

Management reserves the right to alter or change the space assigned to the Exhibitor and does not permit babies or small children to occupy a booth with the Exhibitor while they are staffing a booth.

Exhibitor's working personnel must display Exhibitor ID's provided by Show Management at all times they are working in the exhibit. Exhibitor ID's are non-transferable, and if transferred or used by any party other than the individual to whom it was issued, may be cancelled by Show Management.

Exhibitor, at his own expense, must drape the back of unsightly structures if exposed to view. Displays must be neat and professional in appearance. Tattered cardboard cartons, unattractive drums, tubs, etc. may not be visible to the public.

No special signs, partitions, apparatus, shelving, etc., may extend more than 8 feet above the floor in a booth without the prior written permission of Show Management. Exhibitor must not permit an exhibit to be placed or operated in any manner offensive or objectionable, in the reasonable opinion of Show Management, to the adjacent or surrounding Exhibitors or the Show as a whole.

3. FACILITY

All operating electrical equipment used in the exhibit must have C.S.A or equivalent Provincial power authority approval.

Exhibitor is liable of any damage they cause to the building or to any property of Show Management, its agents, other Exhibitors, or any other person or entity. Exhibitor may not apply paint, lacquer, adhesive or other coatings to the building or to the property of Show Management, its agents of any other Exhibitor.

No pins or tacks in drapes, walls, posts, etc. are permitted. No nails or screw may be driven into the floor. (Only double-faced cloth tape is permitted on the building floor.) No damage of any nature may be done to booth structures or to any part of the building.

4. ASSIGNMENT AND SUBLETTING

Space contracted by the exhibitor may not be sublet without the prior written permission of Management.

5. EXHIBITOR'S PROPERTY

Although security service will be furnished for the show, all of the Exhibitor's

property at the show shall be at the sole risk of the Exhibitor and neither Show Management nor the Facility assumes any responsibility for damage to, loss, or theft of property belonging to Exhibitor, its agent, employees, business invitees, visitors or guests.

All video and still photography of any show exhibit and/or exhibit staff taken by any agent of Show Management will remain the property of Show Management for use in promoting current and future events or for use of any other purpose.

The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Show but must remain intact until the close of the last day of the Show.

The Exhibitor also agrees to remove his exhibit, equipment and appurtenances from the Show building by the final move-out time limit, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.

6. INDEMNITY

Exhibitor will be liable for and will indemnify and hold harmless Management from any loss or damages whatsoever suffered by Management as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, Exhibitor, other exhibitors, Management, the owner of the building and their respective agents, servants and employees and members of the public attending the Show, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space.

7. INSURANCE

All Exhibitors are required to carry Commercial General Liability insurance in a minimum of \$2,000,000 to cover them at the exhibition site for the period of the exhibition. Exhibitors shall provide a Certificate of Insurance or other evidence that said coverage is in place. The facility must be named as additionally insured on the policy for the show duration and set up days.

Management reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the show rules and regulations, in which case the Exhibitor shall forfeit as liquidation damages all space rental payments made by him and any further occupancy of such space.

8. SHIPPING

Prior to shipping any goods or materials, please contact Goodkey Services. All goods shipped to the show must be clearly marked with the name of the Exhibitor and must not arrive until set-up day, as the facility will not store your goods. Goods must not be shipped to the Show COD as these will not be accepted by Management. Management assumes no responsibility for loss or damage to goods before, during the Show, nor after its closing.

9. CANCELLATION AND TERMINATION OF PAID CONTRACT

This contract may be cancelled by either party provided written notice is received by the other at least one (1) months prior to the first day of the show, in which case all monies paid by the Exhibitor will be refunded less an administration charge of \$200+GST. If the Exhibitor cancels after this date (May 6, 2023) they will be liable for 100% of the total contracted space costs. There will be a charge of \$25.00 on all NSF cheques.

10. SHOW DATE CHANGE OR CANCELLATION

Management reserves the right at its sole discretion to change the date or dates upon which the Show is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in part where caused directly or indirectly, by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatever beyond the control of Management whether similar to or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should in any way be rendered unusable, the Exhibitor shall pay for such space only for the period during which it was or could have been used as determined within the sole discretion of Management. A refund of all monies paid by the Exhibitor to Management will be made by Management in the event that the Show is not held within a one year period as proposed by Management.

II. COMPLETE CONTRACT

The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between Show Management, official contractors serving companies and the building in which the Show will take place and according to the labour laws of the jurisdiction in which the building is located.

This Agreement, together with the Exhibitor Kit provided by Show Management, constitutes the complete Agreement between Show Management and the Exhibitor. This Agreement supersedes all previous contracts, arrangements or understandings between Show Management and the Exhibitor with respect to the subject of this Agreement. Show Management does not guarantee in any way the attendance figures for any Event or the success of any Exhibitor. No modification of the Agreement shall be valid unless approved in writing by Show Management.



AGRI-FOOD
INNOVATION EXPO

