Important Exhibitor Information - Please read carefully!

SHOW LOCATION:

Westerner Park, 4847A - 19th Street, Red Deer, Alberta T4R 2N7

This information kit contains pertinent Information on the rules, regulations and operations of the show.
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MOVE IN DATES:

We will be performing an assigned move in of all buildings in order to assist proper placement of large equipment and facilitate a smooth move in for all exhibitors. Please ensure your exhibitor profile is accurate, as **exhibitor move in times and dates will be communicated via email in October to the email we have on file.** If you miss your designated move-in time you run the risk of not getting your equipment placed, as access to the large entry doors is very limited. Exhibitors with carry in items only, can feel free to move in any time on Monday or Tuesday. *** We will have floor managers assisting the move-in.

**Our move-in dates will consist of:**

- **Monday, November 4th**: 8am to 6pm
- **Tuesday, November 5th**: 8am to 6pm

Outside exhibitors are asked to set up anytime Monday, November 4th & Tuesday, November 5th. Shipments will be received between November 1st and 5th, and do require prior permission from Show Management. Forklift service will not be available to outside exhibitors prior to the above dates, unless special arrangements are requested and approved.

SHOW DATES & TIMES:

Please see the following dates and times for the 2019 edition of Agri-Trade.

- **Wednesday, November 6th**: 9am to 5pm
- **Thursday, November 7th**: 9am to 5pm
- **Friday, November 8th**: 9am to 5pm

MOVE OUT DATES:

Move out will begin promptly at 5pm on Friday, November 8th. Early tear down of exhibits or displays is strictly prohibited unless previous arrangements and approval is received from Show Management. Please see Rules & Regulations section for penalties.

All equipment must be off Westerner Park grounds by 11:59 pm on Tuesday, November 12th. **Unless previous arrangements are made with show management daily fines of $500 per day will be levied against any exhibitor whose equipment is still on site after that time.** No exceptions will be made and equipment still on the grounds after this time will be shipped to the exhibitor COD with the shipping company of the Show Management’s choosing.
OFFICIAL DECORATOR FOR AGRI-TRADE:

Agri-Trade is pleased to announce the Official show Decorator Contractor is Goodkey Show Services. Their website for ordering is [http://www.goodkey.com/](http://www.goodkey.com/) and the show code is AT1167819. To contact Goodkey Show Services directly, please choose from the following:

Phone: 1-877-726-2211
www.goodkey.com
Email: info@goodkey.com

Reminder: Standard Power is included in your booth rental...contact Goodkey if you have any concerns about your power requirements.

EXHIBITOR APPOINTED CONTRACTOR:

If you are planning to use an Exhibitor Appointed Contractor for any work in your booth or to provide install/dismantle services, you will need to fill out the EAC Form and submit it to Show Management before Friday, October 25th. If we have no form on file, your contractor may be refused entry due to Health/Safety and Insurance risks. Please click on the Exhibitor Appointed Contractor link on the Website.

SHIPPING INFORMATION:

**Equipment**

Please be advised if you are shipping or dropping off equipment at the show site, you must let Goodkey Show Services know in Advance! Any equipment that arrives onsite without previous knowledge by Show Management or Goodkey Show Services will be assessed a penalty of $100/day storage charges.

**Boxes and Skids**

Goodkey will be hosting an ADVANCE WAREHOUSE for shipments to the show which will open Friday, October 4th. Any items delivered to this warehouse will be placed at your booth for set up. Please ensure you list your booth number and company name on the package to ensure you receive your materials in a timely manner. For any questions on the advance warehouse please contact Goodkey Show Services directly at 1-877-726-2211. Please use the following shipping address to ship goods to the ADVANCE WAREHOUSE;
If you plan to ship directly to the show site, there will be a receiving desk set up at Westerner Park at the back of the display buildings starting on Wednesday, October 23rd. **Please note that Westerner Park will not receive any shipments at their offices at any time leading up to the show. These shipments will be refused and returned so please ensure you use the right address.**

Please use the following shipping address to ship goods directly to the show:

GOODKEY SHOW SERVICES
ATTN: RECEIVING DESK @ WESTERNER PARK
4847 19TH STREET
RED DEER, AB
T4R 2N7
1-877-726-2211

ATTN: AGRI-TRADE 2019/COMPANY NAME
BOOTH NUMBER: Include your booth number here

**ONSITE STORAGE:**

Please be advised there is very little onsite storage at Westerner Park. You will be responsible for storing any needed material within your booth space. Exhibit crates will be stored outside on the parking lot directly behind the Stockmen’s Pavilion. Any additional storage requirements should be communicated to Goodkey Show Services who do have limited ability to store goods not needed during the show in trailers.

**MACHINE CLEANING:**

There will be two dedicated Washing areas set up, one by Tent A & B in the Southeast Corner of the show grounds and another in the Southwest Corner of the main parking lot. Cleaning of equipment is the responsibility of the exhibitor and at your own expense. There are services that work with the show to provide this service, contact details are listed below:
INTERNET SERVICES:

WIFI is free to exhibitors and attendees, the TeleByte Network user name and password is listed below. It is still recommended if you are running a lot of data in your booth or live streaming to invest in a hard wired connection! To order your hard wired internet or for more information, please contact:

TeleByte Communications  
Phone: (403) 346-9966  
Email: westerner@telebyte.ca

WIFI User Name: agritrade  WIFI Password: Farmshow!

SECURITY SERVICES:

GardaWorld will be in attendance as the shows official security service. They will be visible throughout the show as well as patrolling all buildings and outside displays during set-up and tear-down. They will be onsite as of Monday, November 4th and patrol all buildings 24 hours until midnight on Friday, November 8th.

EXHIBITOR BADGES:

All exhibitor badges will be generic with the title “EXHIBITOR” and will provide free parking on site. You will not be required to sign up and register your staff names. Allocations for the number of Exhibitor badges you receive will be on your company profile and is based on the quantity of floor space you have registered for. Your exhibitor badge is you’re parking pass, entry into the show/all events, and must be worn at all times. This provides entry into the show each day and those exhibitors not wearing a badge will be charged the regular gate admission on Wednesday, Thursday and Friday with no exceptions and no refunds. Exhibitor badges can be picked up with your exhibitor packages upon move in at the Show Office (located on the East side of the Stockmens Pavilion) Extra exhibitor badges are available at a cost of $15.00/badge.
**GUEST PASSES:**

One day guest passes will be available for purchase. This is a great incentive to provide your best clients to have them visit your booth and executives at the show.

Online ordering will open July 26th and close Tuesday, November 5th. The cost will be:

| 1 Day Guest Passes | $15.00 and includes parking |

**EXHIBITOR PARKING GUIDE:**

During set up on Monday November 4th and Tuesday November 5th all gates to Westerner Park are open. Please do not park in any designated fire lanes or you will be ticketed and towed. Pay attention to signs as we want your stay with us, to be free of problems.

Designated parking areas have been set up to get you parked as close to your pavilion area as possible during the show. **Your best entry gate is the “Exhibitors Only Gate” which is the Southeast gate of Westerner Park. Please use this gate to gain quick access to the Exhibitor parking and avoid lineups.** This entry is located behind Westerner Park off 17th Street.

Please use the following guide for Exhibitor parking:

- Exhibition / Agricentre East & West Exhibitors – Please park in the Agricentre East lot
- Parkland / Prairie / Stockmen’s / Salon Exhibitors – Please park at the rear of the Prairie Pavilion, including the Sand Ring.
- Harvest Centre Exhibitors – Please park in the North Centrium Lot

**ADVERTISING AND MARKETING:**

All advertising for the show promotion distributed through Western Producer is done by the advertising staff at Western Producer, they can be reached directly at 1-800-667-7770. Local promotion distributed through the Red Deer Advocate. Staff at The Advocate can be reached directly at 1-403-413-4358

If you are looking for a customized advertising package at the show, contact Dave Fiddler at 403-755-7124 or via email at dfiddler@agri-trade.com.
RULES AND REGULATIONS:

Fire Regulations

*Agri-Trade Management works closely with Red Deer EMS personnel to receive floor plan exhibitor placement approval. That means that your space outline or allocation must be adhered to without deviation. Each year we are physically inspected by Red Deer EMS personnel to determine that there are no infractions such as exit blockage. Your cooperation in this matter is appreciated.*

Fire regulations prohibit the use of any kind of bales or other potential fire hazards within the buildings. Roofed buildings are also prohibited inside the pavilions as they block the sprinkler system from operating efficiently should an emergency occur. If you are concerned about anything you are planning to display, please contact show management.

Move In Times

If you require large door access and miss your move-in time you will be scheduled into the rotation with no guarantee of timing. Upon arrival to the building at your scheduled move in time, please check in with the Floor Manager for that pavilion and he will ensure you get your equipment in as soon as possible. All equipment must be cleared of snow before entering the building including boxes and accessories.

Exhibitors who are just carrying in materials may move in anytime Monday, November 4th or Tuesday, November 5th. All exhibitors in the Harvest Centre can move in at any time during those days and a forklift will be available to assist with larger materials.

Insurance

All exhibitors are responsible for carrying their own insurance (general and third party liability) related to their participation at the show (minimum $2,000,000 liability), please add Agri-Trade Equipment Exposition as an additional assured to your policy. While registering your company online prior to the show, all exhibitors are required to upload Insurance Certificates onto the Exhibitor Service Centre Site. **(NO EXCEPTIONS)**

Insurance can be made out to: Agri-Trade Equipment Expo, 3017 Gaetz, 50 Ave, Red Deer, AB, T4N 5Y6

Lotteries and Draws

Exhibitors shall not operate draws or lotteries without expressed written permission of Show Management. Show Management reserves the right to ban objectionable premiums and novelties and to prevent the sale or distribution of any articles or products which it believes might endanger the health and safety of those attending the show.
Demonstrators

Aisles must not be obstructed at any time. Demonstrations must be conducted within the aisle line of the exhibit space. **If several spectators are expected to congregate at one time, space must be left within each exhibit area in which an audience may gather. Should spectators interfere with normal traffic flow in the aisle or overflow into the aisle, show management reserves the right to request that such presentations be limited or discontinued. This will be strictly enforced, no exceptions.**

Sound Levels

The noise level of any demonstrations or sound systems or equipment must be kept to a minimum in order not to interfere with others. Show management reserves the right to determine the sound level at which the noise interferes with others and may require the exhibitor to discontinue.

Food and Beverage

Exhibitors are not permitted to serve any food or beverages in their exhibit area unless expressly permitted in writing by the host venue, Westerner Park.

Selling Outside the Booth Space

We encourage all exhibitors to sell directly in their booth space. Promotions outside of your allocated exhibit space that are NOT authorized by Event Management will be immediately shut down in order to avoid NON-exhibitors from selling/promoting at the show. This is to protect the investment you have made in this show and we value your business. If you see anyone promoting outside of their booth space, please let Event Management know immediately.

Booth Sharing

Sharing of exhibit spaces is strictly prohibited. **One company – one booth.** Companies may have dealers assist with staffing their exhibits. Any infraction of this rule will result in expulsion from the event, and your company will be moved to the bottom of the waiting list.

Exhibitor Functions

Show management requires that exhibitors limit social functions and off-floor seminars to times not in conflict with any AGRI-TRADE functions as listed in the show guide. In addition, exhibitors agree to not remove attendees from the show floor during regular show hours.
Early Dismantle

We will be shutting down Agri-Trade at 5:00 pm on Friday, November 8th. Any exhibitor that is witnessed dismantling any part of their display earlier than 5:00 pm without the prior written consent of Show Management will be excluded from exhibiting in the 2020 Agri-Trade show including Outside Exhibitors. We still have people entering the show at noon on Friday, November 8th who pay full admission and we will not have them denied the opportunity to see the whole show.

Move Out/Removal of Equipment

All equipment must be cleared out of the buildings by noon on Saturday, November 9th with no exceptions. Exhibitors on Centrium Ice Level, please note all displays must be dismantled and off the floor by 9pm on Friday, November 8th. Any exhibitor missing this deadline may be levied with a fine.

If your equipment is left in the building, it will be removed from the building by Goodkey Show Services and placed on the grounds. They are not liable for any damage that occurs during this time. Please ensure your staff is ready to move you out after the show on Friday, November 8th starting at 5 pm.

Rules contained in this document will be strictly enforced for the duration of the show including set-up and tear-down and exhibitors are responsible for any fines or conditions placed on them as a result of disregarding rules.

CONTACT INFORMATION:

Dave Fiddler, Show Manager
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Nicole Stewart, Exhibit Sales Manager
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