

# 2019 INDOOR EXHIBITOR HANDBOOK



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## Important Information & Timelines

This handbook will give you the information you need to prepare for K-Days and to operate your indoor exhibit.

- Exhibitors = Licensees
- Exhibits = Exhibits

If you are a licensee operating any exhibit at K-Days, this handbook applies.

### Contact us:

<b>Courier/In-Person:</b> Northlands 2693 Broadmoor Boulevard, Suite 132, Sherwood Park, Alberta, Canada T8H 0G1	<b>Mailing</b> P.O. Box 1480 Edmonton, Alberta, Canada T5J 2N5	<b>Phone:</b> 780.471.7324 <b>Fax:</b> 780.471.8176 <b>Email:</b> exhibits@northlands.com Attn: Commercial Exhibits

## K-Days Hours of Operation

July 19-28, 2019

Indoor	Independent Midway	Move-in Times
Hall C: Noon to 11 p.m. Hall H: 5 p.m. to 1 a.m.	Noon until the Ferris Wheel lights turn off	Indoor: 9 a.m. to 8 p.m. on the following date(s): <ul style="list-style-type: none"> <li>• Wednesday, July 17 and                Thursday, July 18</li> </ul>



## Important Dates

Date	Details
<b>February 26</b>	Online application opens. Non-refundable deposit of \$1,000 per booth/space must be paid with the application.
<b>March 20</b>	Frist right of refusal for same location – if your application has not been submitted by this date, Northlands will no longer hold your previous years location.
<b>April 26</b> 4 p.m. MST	Application closes at 4 p.m. MST. Non-refundable deposit must be paid at this time. Late applications will be automatically placed on the wait list and only reviewed if additional space becomes available.
<b>May 6</b> 4 p.m. MST	Will have received a notification of the status of your application.
<b>June 21</b>	Remaining balance due (the grand total indicated in your contract – any application received after June 21, full payment will be required).
<b>June 21</b>	Certificate of insurance due.
<b>July 17 - 18</b>	Indoor move-in begins.
<b><i>To be confirmed</i></b>	Alberta Health Service food handling training.
<b>July 28</b>	Move out begins at 11:15 p.m. for indoor exhibitors, and outdoor following closing of the Ferris wheel.

*All dates are subject to change by Northlands*



## Applicant Information

- a. **Legal Business Name:** This is the name of the person or entity that will enter into the license agreement with Northlands, if selected. If your company is not a legally registered company, please use your personal name.
- b. **Operating Name:** This is the name that you do business as and that appears on your exhibit.
- c. **Contact Information:** Let us know how to best reach you. Please provide the contact person, phone number, fax number, email address and website (if applicable). We will communicate with you at these addresses and mainly through email.
- d. **Corporate Search:** If you are a legally registered company, we may ask that you provide us with a current corporate search.
- e. **GST Registration Number:** If you are a GST registrant, please indicate your valid and current GST registration number.
- f. **Canadian Association of Fairs and Exhibitions Member:** If you are not a C.A.F.E. member, we will need you to pay \$25.00 per exhibit. Northlands will remit this amount to C.A.F.E.
- g. Upon the approval of this application by Northlands, at its sole discretion, the applicant is hereby bound to the obligations contained in this application, as well as the obligations contained in the handbook and the terms and conditions attached hereto.

## Insurance Requirements

**Northlands number one priority is safety!** Appropriate insurance is required to ensure the protection of all parties involved.

*Licensees must have in force a minimum of:*

- Commercial General Liability (CGL) insurance with limits of not less than two million dollars (\$2,000,000.00) per occurrence, covering liabilities for bodily injury, personal injury, death and property damage including products and completed operations liability. Northlands may, in its sole discretion, request that you have in force CGL in excess of \$2,000,000, ranging from \$5,000,000, \$10,000,000 or other depending on the risk of your operations. This insurance shall name "Edmonton Northlands" and the "City of Edmonton" as additional insureds.
- Standard automobile insurance providing third party liability coverage for bodily injury and property damage insurance for limits of at least two million dollars (\$2,000,000.00), inclusive and in respect of any one claim for the injury to, or death of, one or more persons or damage to, or destruction of, property.



- Any other form of insurance which Northlands may reasonably require from time to time in the form, for the amount, and for the insurance risk against which, a prudent party under similar circumstances would insure.

Your insurance coverage requirements will be indicated in your application and the terms & conditions. The insurance coverage described above is Northlands general insurance coverage requirement only and is subject to the insurance requirements outlined in your application and the terms & conditions.

You must provide to Northlands a certificate of insurance confirming that the required insurance coverage is in place on or before June 14. If you do not comply with the insurance requirements, you will not be permitted to move in.

If you do not already have the required insurance coverage, you can contact the following insurers who are familiar with our operations and may be of some assistance:

- Insight Insurance  
Rob Spanach  
Phone: 780.455.3412 extension 206

### **The Canadian Association of Fairs and Exhibitions - C.A.F.E.**

Northlands participates in the levy fee program by collecting, on behalf of C.A.F.E., a levy of \$25.00 per exhibit, from all Licensees who are not C.A.F.E. members (in good standing). Northlands remits the levies collected directly to C.A.F.E.

If you have any questions regarding C.A.F.E. or the levy fee, or to become a C.A.F.E. member, please contact:

- C.A.F.E.  
Phone: 1.800.663.1714  
Email : [info@canadian-fairs.ca](mailto:info@canadian-fairs.ca)



## Indoor Exhibitor Opportunities

Every effort will be made to accommodate requests for specific booth locations, however final allocation will be made by Northlands. Should adjustments to the floor plan be necessary, Northlands reserves the right to relocate as required. Please see floor plan for indoor booth location. Outdoor location placement at the sole discretion of Northlands.

### Indoor Space

#### 1. Grand Shopping Experience (Hall C)

Location	Booth Price	Commission
Corner/Premium	\$28/sq.ft	n/a
Inline Premium	\$25/sq.ft	n/a
Corner/Regular	\$26/sq.ft	n/a
Inline Regular	\$24/sq.ft	n/a
Corner/Premium Concessionaire	\$27/sq.ft	25%*
Inline Concessionaire	\$25/sq.ft	25%*

#### 2. Adult District – Play and Shop (Hall H)

Location	Booth Price	Commission
Corner/Inline	\$12/sq.ft	n/a

*\*commission will be based on 25% of gross sales or booth price, whichever is greater.*

*For example, the booth price for a 10 x 10 inline concessionaire booth is \$2,500 (\$25 x 100 sq. feet). If gross sales after 10 days were \$20,000, the commission payable would be \$5,000. If gross sales were \$8,000, the commission payable would be \$2,000 meaning the amount payable would default to the booth price amount at \$2,500.*





## Commission

If you are required to make commission payments, this is required by **3 p.m.** on the second day of K-Days and every day after that. You must provide Northlands:

- The previous day's opening and daily Z-tape from your cash register with the previous day's total gross sales;
- The percentage payment report & receipt form with the previous day's total commission payable;
- The previous day's commission amount;
- A copy of all receipts related to the ingredients purchased the previous day;
- An inventory of the products available for sale on the previous day and an inventory of the products not sold at the end of the previous day.

You will also need to provide these items for the last day of K-Days to Northlands' cashier prior to **2 a.m.** on the morning after the last day of K-Days.

Please go to the Edmonton EXPO Centre, Hall C show office to make your commission payments and to reconcile the commission and rent payments.

Northlands cashier will be open from **10 a.m. to 3 p.m.** from the second day of K-Days to the last day of K-Days and from **11 p.m. to 2 a.m. on the last day of K-Days.**

## Minimum Commission

Northlands is entitled to the **commission** or the **minimum commission**, whichever is greater.

At the conclusion of K-Days, if your total commission remitted is more than the minimum required commission, we will keep the total commission and refund the deposit to you. However, if your total commission remitted is less than the minimum required commission we will keep your deposit and return your commission.



## Mandatory Cash Registers

If you are selling a product in exchange for money, you must use a cash register that meets these requirements:

- Non-resettable Z totals and Z counter
- Consecutive transaction numbers
- Detail tape with time, date and till I.D.
- Pricing screen for customers
- Preset pricing keys
- After transaction receipt
- Cash drawer must be closed after totaled

## Indoor Concession Details

### Aesthetics and Requirements

We require that you:

- Display the exhibit in a professional manner and in good structural condition.
- Maintain the products presentable, clean and free of damage.
- Have professionally created and clear signage (hand-written signs will not be permitted).
- Prominently display signs showing the products and the price of the products.
- Be respectful of the other licensees by not encroaching on their space or blocking their sightlines.
- Keep the exhibit clean and free from packing boxes and papers. Storage is permitted for certain exhibits but must not be visible to the public. Northlands will ensure that the aisles are kept clean.
- Keep the exhibit fully stocked and staffed at all times during the hours of operation.
- Have staff that is alert and professional, and that maintain a professional appearance and attitude with guests at all times. Your staff is not permitted to work outside of their allocated exhibit space.
- Conspicuously display the permits required by any government agency.
- Important Note: All concessionaires need a working grease trap which will be inspected by health officials for cleanliness, operation and capacity.

**We encourage open concept exhibits.**

***Failure to adhere to these guidelines, at Northlands discretion, may lead to fines or exhibits not being accepted to future Northlands events.***

We may adjust any aspect of your exhibit which does not comply with our requirements or regulations, or which encroaches on the rights or other licensees. We may also require that certain materials be used in the construction of your exhibit, signs, show cards or tabloids of your exhibit, and may regulate the dimensions and positions of your exhibit.

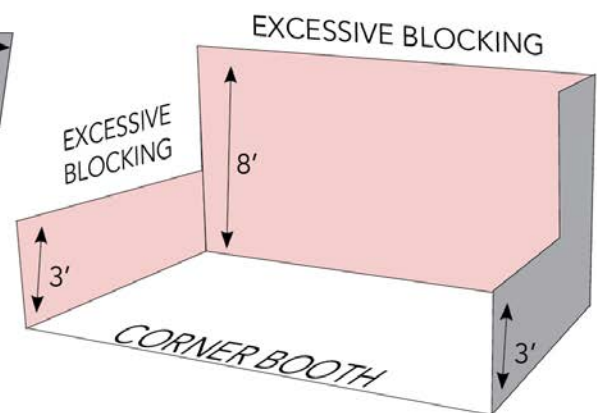
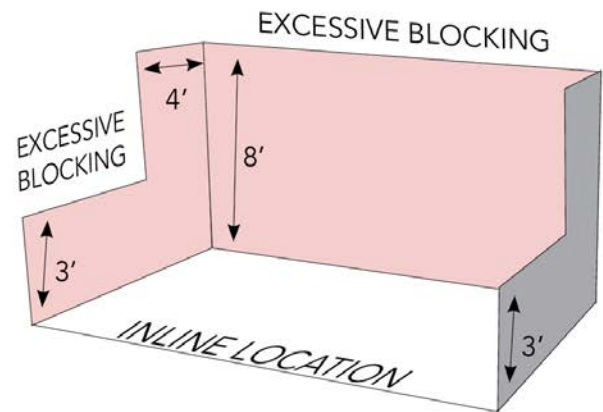
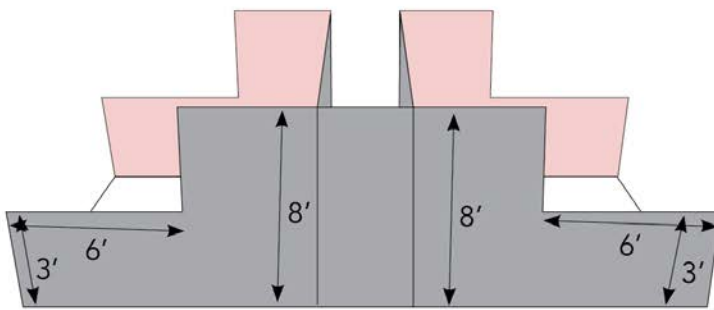
## Indoor Display Dimensions

The back of the **Indoor Exhibits** cannot be higher than eight feet and the sides cannot be higher than 3 feet.

Exceptions to this are **Indoor Exhibits** behind an end cap Exhibit which may have one side up to eight feet high.

Included with your booth:

- 8 foot back drape
- 3 foot side drape





## Accreditation & Parking

With your application you will receive one **(1) General Parking Pass** and **two (2) Accreditation passes** per booth purchased. The complimentary parking pass will provide exhibitors access to park off site at a location to be determined by Northlands. Northlands will provide a shuttle to and from this lot during reasonable hours for the duration of the event.

If you need to purchase additional Accreditation passes, please add additional passes when filling out your application form. Once on site, if you require additional Accreditation passes or additional parking, please contact [exhibits@northlands.com](mailto:exhibits@northlands.com).

If you would like to purchase any additional 10 Day parking passes, a link will be provided within the Exhibitor tab on K-Days.com at a later date. There are a limited number of parking passes available and will be allocated on a first come, first serve basis. ***Parking location is at the discretion of Northlands.***

### Accreditation Pass

If you are selected to operate an exhibit at K-Days, each of your staff must have a valid, nontransferable, Accreditation Pass for each day that he or she is operating the exhibit. Staff with an Accreditation Pass may enter the K-Days grounds prior to the K-Days gates opening and must leave when K-Days closes each day.

- You may choose to purchase additional 1-Day Accreditation Pass (\$12 per pass).
- You may choose to purchase additional 10-Day Accreditation Pass (\$78 per pass).

### Paid Parking

**10-Day General Parking Pass (\$160.00 + GST per pass):** The General Parking area is located beside the K-Days grounds. As availability is not guaranteed, the General Parking Pass is best for exhibitors who park before the K-Days gates open and do not require access to and from this parking lot during the day. Overnight parking is not permitted.

**10-Day On-Site Truck and Trailer Camping Parking Pass (\$950.00 + GST per pass):** The On-Site Truck and Trailer Camping Parking is located on the Northlands grounds in the northeast corner of the Edmonton EXPO Centre lot and southwest corner of Northlands Park. The On-Site Truck and Trailer Camping Parking is for large trucks, trailers and campers. All individuals riding in the vehicle with The On-Site Truck and Trailer Camping Parking pass must have an Accreditation pass or K-Days admission pass to enter the K-Days grounds. Any exhibitor purchasing a 10 Day On-site Truck and Trailer Camping Parking pass will be required to provide exact dimensions of their vehicles/trailer at the time of application. As space is limited, exhibitors must adhere to the dimensions provided to Northlands, including any setup or outside camping space required. Power and water requirements will also be required at the time of application. If you do require power for your truck or trailer please provide the amount of power, in AMPS, and if it is single, double or triple phase power that is needed. Please note that an electrical inspection and



accompanying fee will apply to each unit that requires power. Exhibitors who purchase a 10-Day On-Site Truck and Trailer Camping Parking Pass will be required to display a parking passes on their vehicle windows at all times. Vehicles not displaying proper parking passes will be subject to towing at the owners expense. Camping locations will be at Northlands discretion.

## Utilities and Services

### Edmonton Fire Department

If you are a food concessionaire or doing food demonstrations, your Exhibit will be inspected by the Edmonton Fire Department to ensure you are meeting all fire safety requirements. The interpretation and enforcement of applicable laws and regulations will be conducted by the fire marshal, and must be complied with. There is a mandatory fee of \$60 per booth inspection.

### Electrical Inspection

If you are an **Outdoor Licensee**, your exhibit will be inspected by Northlands to ensure proper cords and connections are provided. There is a \$60 fee for all booths.

### Waste Management

Due to waste volume produced by exhibits, a fee of \$50 is collected for each exhibit.

### Grease Traps

The City of Edmonton bylaw requires a grease trap connected to all waste water hookups. Grease Traps will be inspected by City of Edmonton; this inspection will be at no additional charge to the exhibitor. For all exhibitors with grease traps, Northlands will collect a total of \$220 for grease collection. Two collections are required and are on the following dates:

Grease Trap Collection dates		
	South Locations	North Locations
<b>First Collection</b>	Monday, July 22 7 a.m. to 11 a.m.	Tuesday, July 23 7 a.m. to 11 a.m.
<b>Second Collection</b>	Sunday, July 28 12:30 a.m. to 2:30 a.m.	Monday, July 28 7 a.m. to noon

**Please ensure that someone is present and available at your location during these times to ensure any grease is collected without delay.** If someone is not present, the collection truck will proceed by and Northlands will be notified. Grease leaks into the sewers or onto the midway are strictly prohibited. Any



such leaks, at Northlands discretion, may lead to fines or exhibits not being accepted to future Northlands events.

## **INDOOR EXHIBITORS**

### **Water/Sewer**

We offer complimentary water and sewer services for a limited amount of exhibit spaces. You will have already requested water and sewer services with your application form. If you need an exhibit space with water and sewer but did not request this on your application form, please contact our exhibits team. As there are limited exhibit spaces with water and sewer, even when requested with the application, Northlands cannot guarantee you an exhibit location with access to water and sewer.

### **Power**

You will receive 800 watts of complimentary power for every booth purchased. Please contact Showtech directly should you require any additional power.

- Showtech Power and Lighting  
Phone: 780.429.1162  
Fax: 780.424.4715  
[www.showtech.ca](http://www.showtech.ca)

### **GES**

GES Canada is our official show services contractor. Please contact GES Canada directly for display and show equipment for your Exhibit. (Tables, chairs etc.)

- GES Canada  
Phone: 877.505.7767  
Fax: 877.469.1619  
[www.gesexpo.ca](http://www.gesexpo.ca)

### **Display and Show Services**

You will receive the following per booth purchased:

- One 8' skirted table
- Two Folding chairs
- 8' Pipe and drapes on back and 3' pipe and drape on the side

## OUTDOOR EXHIBITORS

### Power

\$14/amp – Exhibitors must provide a minimum of 100 feet of cable and proper connection indicated below. They will not be supplied by Northlands.

Please reference the possible power outlets below when applying.



**15 Amp, 120 Volt**  
Wire size: #14-12 AWG  
\$210.00



**20 Amp, 120 Volt**  
Wire size: #12-10 AWG  
\$280.00



**30 Amp, 120/240 Volt  
4 wire twist lock**  
Wire size: #10-8 AWG  
\$420.00



**30 Amp, 120 Volt straight blade**  
Wire size: #10-8 AWG  
\$420.00

**50 Amp, 120/240 Volt  
4 wire twist lock**  
Wire size: #8-6AWG  
\$700.00



**50 Amp, 120/240 Volt 4 wire  
straight blade (range plug)**  
Wire size: #8-6 AWG  
\$700.00



#### Cam-locks:

These are used typically on our site for stage lighting and sound power (200 amps or <).

We do not have any to accept in our regular distribution transformers.



### Others (Direct tie-ins):

60 Amp, Wire size: #6-4 AWG

100 Amp, Wire size: #3-2 AWG

80 Amp, Wire size: #4-3 AWG

125 Amp, Wire size: #2-1 AWG

*\*If larger wire is being brought out, Northlands will need to be advised so we can make special provisions to accommodate. Please contact Commercial Exhibits team with necessary details.*



## Food & Beverage Services

If you are a concessionaire, you must order all your food and beverage products through our on-site suppliers listed below. You cannot bring any food or beverage products on to the grounds before, during or after K-Days, unless we have given you prior written approval.

### Reporting Requirements

If you are a concessionaire, on the second day of K-Days and each day after, you must provide a copy of all receipts related to food and beverage products you purchased the previous day, an inventory of the products available for sale on the previous day and an inventory of the products not sold at the end of the previous day during K-Days.

## Onsite Suppliers

### Sysco

If you are a concessionaire, you must purchase all food and beverage products (except ice, non-alcoholic beverages other than hot coffee, hot tea, hot chocolate and milk, Harlan Fairbanks products and bread) from our exclusive food service distributor, Sysco.

#### On-site Sysco representative:

- Kailey Stross  
Phone: 780.977.8556  
Email: [stross.kailey@edm.sysco.ca](mailto:stross.kailey@edm.sysco.ca)

#### Sysco's requirements:

#### Ordering Forms

Sysco asks that Licensees fill-out order forms completely and legibly. Forms will be available on-site.

#### Ordering Procedure

Sysco orders must be placed between 9 a.m. and 7 p.m. for next-day delivery. Cut-off for orders on Saturdays for Sunday delivery is 3 p.m.

- Licensees may drop off their orders at the Sysco trailer on site.
- Licensees may phone the on-site sales representative at: 780.977.8556 between 8 a.m. and 6:30 p.m.

#### Pre-Orders

All concessionaires who wish to pre-order supplies must submit information to Sysco **three** weeks prior to the beginning of K-Days. All pre-orders can be done directly through Sysco.





### **Deliveries**

Sysco will deliver the orders daily between 7 a.m. to 11 a.m. at each concession. Licensees must ensure someone is present to receive the order when it is delivered to the concession.

### **Returns/Discrepancies**

Licensees must carefully inspect, with the Sysco driver, all orders delivered. Any item(s) signed for at the time of the delivery may not be returned. Discrepancies with the order including short shipments, quality, etc. and must be documented by the driver in the form of a credit memo, at the time of the delivery, and accompany payment.

### **Payment Terms**

Please make Sysco payment to Northlands banker while paying commissions. **Full payment is due by Sunday, July 28.**

### **Arctic Ice**

Arctic Ice is the exclusive ice supplier at K-Days. Arctic Ice representative:

- Matt Sisco  
Phone: 780.699.1045

### **Coca-Cola**

Coca-Cola is the exclusive supplier of all non-alcoholic beverages on Northlands' grounds, except hot coffee, hot tea, hot chocolate and milk. This includes lemonade which must be made with Coca-Cola syrup based product.

Licensees must use Coca-Cola refrigerators or coolers to refrigerate these non-alcoholic beverages and must only place Coca-Cola products in these refrigerators or coolers. Please contact Coca-Cola directly to rent the refrigerators or coolers.

Coca-Cola representative:

- Joseph Sereda  
Phone: 780.868.2300  
Email: [jsereda@coca-cola.com](mailto:jsereda@coca-cola.com)



## **Harlan Fairbanks**

Harlan Fairbanks is the exclusive supplier of any Harlan Fairbanks products at K-Days. Harlan Fairbanks representative:

- Ian Woods  
Phone: 780.454.3333 ext. 210

## **Weston Bakery**

Weston Bakery is the exclusive bread supplier at K-Days. Weston Bakery representative:

- Trevor Molloy  
Phone: 780.982.1134  
Email: [trevor.molloy@westonbakery.com](mailto:trevor.molloy@westonbakery.com)

## **Alberta Health Services**

If you are a concessionaire, you are required to meet all Alberta Health Services (“AHS”) regulations.

You may be required to submit a booth layout plan to AHS, to take a Food Handlers course, and to undergo Exhibit and staff inspections. You will also be required to comply with all regulations, and AHS will have final say over what is required for the operation of your Exhibit.

As a concessionaire, you are required to have a triple sink at your exhibit and be placed on a drain (if operating an Indoor concession).

Alberta Health Services will be conducting Food Safe Handling courses the week of move it. It is recommended that all employees attend to ensure they are fully qualified and educated on food safe handling.

## **Northlands Internal Food Auditors**

Northlands takes Food Safety seriously and will be looking to improve upon our current Policies and Procedures in 2019.



## Crossing the Border

If you are planning on entering Canada to operate your exhibit at K-Days, you may be required to obtain necessary immigration paperwork, including, but not limited to, a Work Permit, Labour Market Opinion (LMO) and a Labour Market Impact Assessment (LMIA), for yourself and any workers that will be traveling with you.

Please check with [www.cic.gc.ca](http://www.cic.gc.ca) for more information about these processes and the associated costs.

## Awards

### Best Exhibit Awards

By participating as a Licensee at K-Days, you have a chance to win the Best Exhibit Award.

The Best Exhibit Awards are presented to Licensees who exemplify exceptional exhibit appearance and customer service and whose exhibit surpasses the expectations of a temporary booth set-up. Northlands will review exhibits during K-Days and the winner will be announced **Friday, July 26**.

In awarding the Best Exhibit Awards, Northlands may consider the following:

- Unique concession
- High standards in cleanliness
- Professional customer interactions
- Additional products such as customer matting, benches, decorations, custom built displays/counters, plants, professional signage, flags, lights, music, display of product, and other embellishments to enhance the product and to attract customers

### Indoor

This includes exhibits and concessions who have taken the extra effort in providing an exceptional booth or customer service throughout the duration of K-Days. This includes the addition of decorations, custom built displays/counters, plants, professional and personal customer interaction, cleanliness, carpet, professional signage and other embellishments to enhance the product and attract consumers.



## K-Days New Food Contest

*Get Creative! Showcase your new food!*

If you are operating a concession at K-Days, you are eligible to enter the K-Days New Food Contest! We encourage you to develop a new food product to enhance our guest experience and expand the menu selections. K-Days New Food items are a highly anticipated list and consistently receives high exposure by local media (radio, print and online). This is your opportunity to stand out!

**\*NEW** for this year, to participate, entries for the K-Days New Foods contest will be completed upon completing the online exhibitor application form (instead of completing a separate application form). You will be required to include the name of the new food item, a description and a photo of the new food. Licensees will be required to present their new food to a panel of judges on the first day of K-Days.

Are you up for the challenge? All entrants will receive a 'K-Days New Food Item Here' identifier to be placed on their booth as well as inclusion on K-Days.com. The winner will be awarded a prize and a sandwich board sign stating, 'New Food Contest Winner.'

The K-Days New Food Contest will be subject to Northlands standard contest rules and regulations.

## K-Days Website

*Let us help promote you!*

The K-Days website is a helpful tool for our guests to navigate our site, to highlight key elements of our programming and schedules, to provide information on sales, discounts and must-see action.

If you want to elevate your exposure at K-Days or have specials on your product sold at K-Days, you should submit your promotion to Northlands as follows:

- Submissions should specify what type of special is being offered and how many days the special will be available for.
- Submissions must be received by Northlands on or before June 1.

We will review the submissions and will contact you if your submission is selected. To get involved or for more information, contact [exhibits@northlands.com](mailto:exhibits@northlands.com) and title your email: **K-Days Exhibitor Promotion**



## Vendor Media Expectation

Northlands' vendors are not permitted to give statements and/or opinions pertaining to any of Northlands' business operation to any members of the media. If you are approached by media asking for a statement, please call 780.471.8103. Northlands has designated staff to speak to media groups.

## Accommodations

Looking for a place to stay during K-Days? Please visit the Edmonton Destination Marketing hotels website.

- [www.edmh.ca](http://www.edmh.ca)