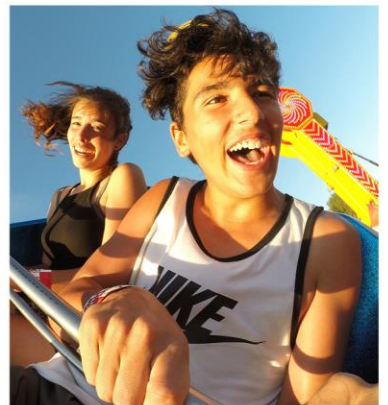


**K**  
**DAYS**  
JULY 19-28



# 2019 OUTDOOR EXHIBITOR HANDBOOK



**NORTHLANDS**



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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 midway exhibit or outdoor concession.

### Contact us:

Contact Information		
<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> 780.471.7118 <b>Fax:</b> 780.491.3430 <b>Email:</b> <a href="mailto:fbexhibits@northlands.com">fbexhibits@northlands.com</a>

## K-Days Hours of Operation

### Independent Midway

- Noon until the Ferris Wheel lights turn off on the following date(s):
  - July 19 - July 28, 2019



## 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>April 26</b> 4 p.m. MST	Application closes. 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	All applicants will receive, by email, written notification of the status of their application(s).
<b>June 21</b> 4 p.m. MST	Any outstanding balances due. This includes all amounts owing as outlined in your application package and initial submission. Failure to pay the outstanding balance in full by this date, Northlands, at its sole discretion, can deem your application null and void.
<b>June 21</b>	Certificate of Insurance due. Failure to provide insurance by this date, Northlands, at its sole discretion, can deem your application null and void.
<b>July 16</b> noon to 9 p.m.	<b>Outdoor</b> midway move-in begins on North only – <u>no electricians or plumbers on site.</u>
<b>July 17 - 18</b> 9 a.m. to 9 p.m.	<b>Outdoor</b> midway move-in continues on the North and South. N.A.M.E rides set-up will need to be completed before South vendors receive their final position; this will occur on Thursday afternoon or late evening. <u>Electricians and plumbers can be on site.</u>
<b>To be confirmed</b>	Alberta Health Service food handling training.
<b>July 28</b>	Move out begins at 11:15 p.m. for indoor exhibitors; move out for midway. Outdoor concessionaires move out begins at the 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 within this handbook and the application form. **Please see application “Terms and Conditions”.**

## 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.

You must provide to Northlands a certificate of insurance confirming that the minimum insurance is in place at the time of application or by no later than the June 1 deadline. Any additional insurance requirements will be conveyed to you and a reasonable deadline to provide certification of this insurance will be set.

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)



## Outdoor Concessionaire Opportunities

Every effort will be made to accommodate requests for specific exhibit /concessionaire locations; however final placement will be at the sole discretion of Northlands. Northlands reserves the right to relocate as required.

### Outdoor Space

Size	Booth Price	Commission
Independent Midway and Concessionaires	\$19/sq.ft	25%*

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

*For example, the booth price for a 10 x 20 booth is \$3,800 (\$19 x 200 sq. feet) and if gross sales after 10 days were \$25,000, the commission payable would be \$6,250. If gross sales were \$15,000, the commission payable would be \$3,750 meaning the amount payable would default to the booth price amount at \$3,800.*





## Commission

Commission payments are due 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. On the final day of K-Days, we understand exhibitors will want to vacate the grounds as soon as possible; however, this information is highly important and crucial for us to have. We thank you in advance for your cooperation!

All outdoor exhibits and concessionaires will be subject to inspection by Northlands internal auditing team. 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 booth rental fee**, 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



## Midway & Outdoor 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. All signage must be contained within the exhibit designated area and will be prohibited from being on the midway line.
- 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. Any coolers, propane tanks, sinks and product must be contained within the exhibit designated area and not accessible or visible to the public. This can be achieved through the use of temporary fencing or professionally erected tenting. Food products are to be kept off the ground by means of dunnage racks or pallets.
- 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.

## Outdoor Display Dimensions

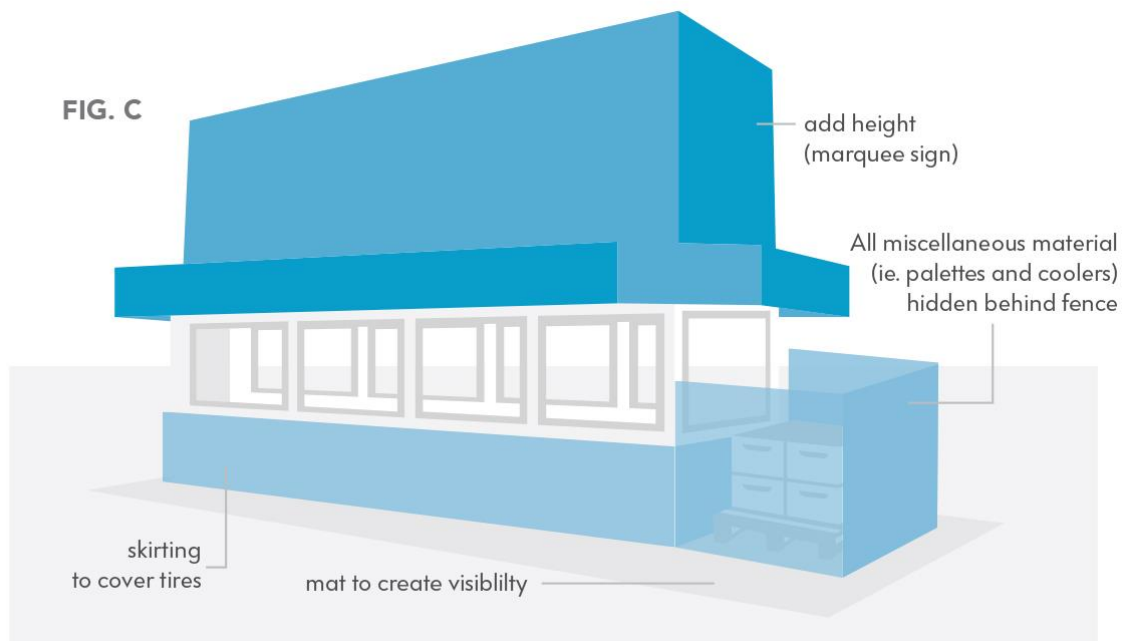
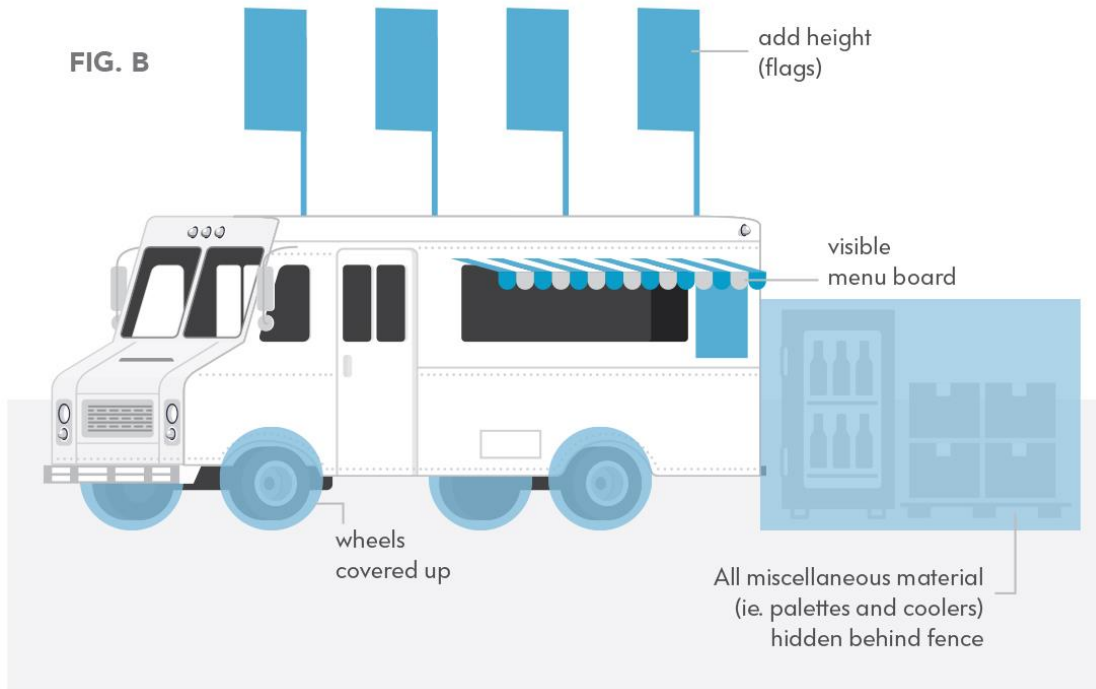
Exhibit / Concession space is limited as always. Please provide **exact dimensions** of your setup so an appropriate space on the midway can be found for you.

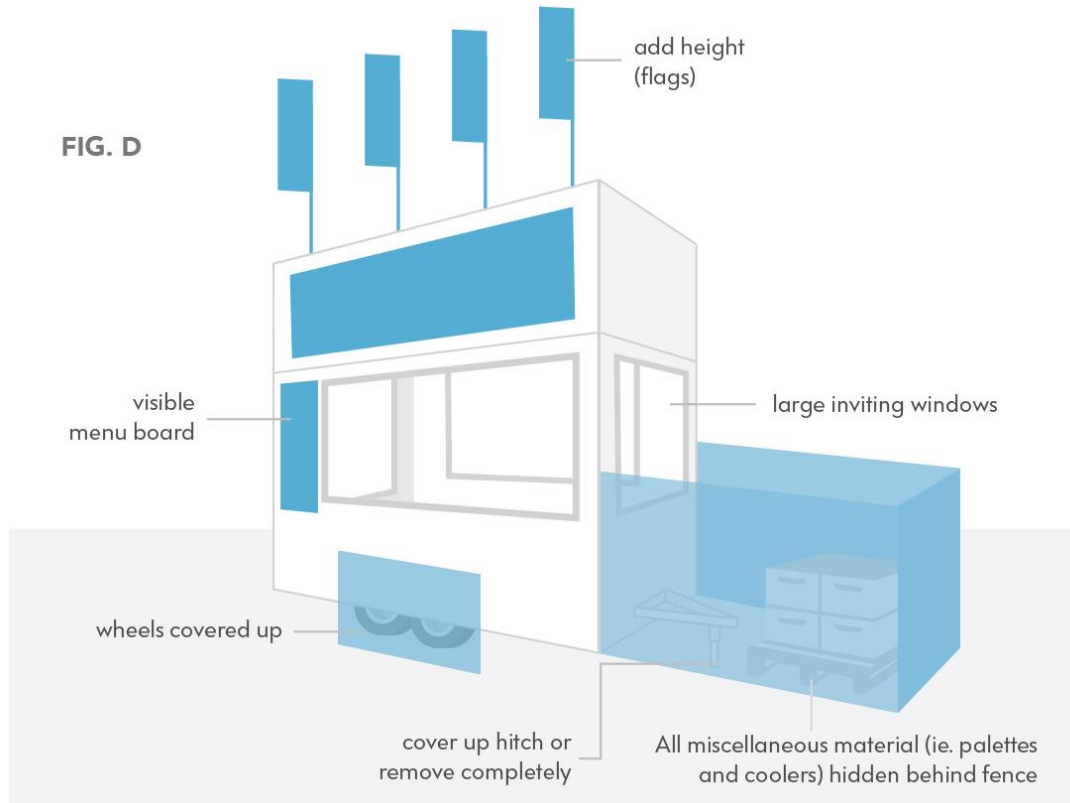
The dimensions given **MUST** include your exhibit/concession's footprint when fully setup. You must include any space needed for prep, storage, propane tanks, trailer hitches, signage, flooring/matting and any other space you might need.

If you do not account for all the space you need at the time of application, there may have to be adjustments made to your setup to fit within the dimensions outlined. All exhibitors and concessionaires will be held to the space that is outlined at the time of application and there will be no allowance for additional space once setup has begun. If there is not space for prep within the dimensions of your booth, there may be some limited prep space made available at no added cost but that area may not necessarily be close to your location.

FIG. A







## 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.

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, please contact [fbexhibits@northlands.com](mailto:fbexhibits@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 will be a limited number of parking passes available and will be allocated on a first come, first serve basis.



## 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):** 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.

## Power

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

When applying, please reference the possible power outlets below. **Note:** the cost affiliated with each power outlet is a flat rate fee, calculated by the amps required, to cover the costs associated with necessary equipment, hook-ups and service/usage for the 10 day event.



**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.*





### Water/Sewer

We offer water and sewer services for the majority of exhibit spaces. To facilitate this service to vendors a onetime fee of \$300 will be collected for each booth requiring hookups. 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. Northlands cannot guarantee you an exhibit location with access to water and sewer.

### 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.



## Inspections & Fees

### Edmonton Fire Department

If you are a concessionaire, 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.



## Food & Beverage Services

If you are a concessionaire, you must order all of 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**).

## **Northlands Internal Food Auditors**

Northland 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



## 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 Scott Channon, Brand & Marketing Manager, at [schannon@northlands.com](mailto:schannon@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)