



2019 INDOOR EXHIBITOR

The Prairie Pine Emporium

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:

Courier/In-Person: Northlands 2693 Broadmoor Boulevard, Suite 132, Sherwood Park, Alberta, Canada T8H 0G1	Mailing P.O. Box 1480 Edmonton, Alberta, Canada T5J 2N5	Fax: 780.471.8176 Email: ppeexhibits@northlands.com Attn: Commercial Exhibits
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K-Days Hours of Operation

July 19-28, 2019

Indoor	Independent Midway	Move-in Times
Hall C: Noon to 11 p.m. Hall G: 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"> • Wednesday, July 17 and Thursday, July 18



Important Dates

Date	Details
March 12-13	Online application opens.
March 20	First right of refusal for previous participants of Neighborhood-if your application has not been submitted by this date, Northlands will no longer hold your previous years at the previous year's price.
April 22	Application closes at 4 p.m. MST. Late applications will be automatically placed on the wait list and only reviewed if additional space becomes available.
May 6	Final Acceptances and Hall applications closed
June 7	Balance in full is due (the grand total indicated in your contract – any application received after June 7, full payment will be required).
June 14	Certificate of insurance due.
July 17 - 18	Indoor move-in begins.
<i>To be confirmed</i>	Alberta Health Service food handling training.
July 28	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



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.

Indoor Space

1. The Prairie Pine Emporium (Hall G)

Location	Booth Price	Commission
Indoor Hall 10 x 10	\$1,000	n/a
Indoor Hall 20 x 10	\$2,000	n/a

2. 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	27%*
Inline Concessionaire	\$25/sq.ft	27%*

3. Adult District – Play and Shop (Hall H)

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

**commission will be based on 27% 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 \$5,400. If gross sales were \$8,000, the commission payable would be \$2,160 meaning the amount payable would default to the booth price amount at \$2,500.*

The Prairie Pine Emporium

A collection of creativity made right here in Alberta. Find makers, artists, vintage sellers, local producers and service providers who showcase some of the best Alberta creates.

Requirements

- You must make or create your product or service in Alberta.
- You may be asked to show proof that the design or production is based in Alberta.
- Products may be produced outside the province, but you must have designed the item yourself.

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.

We encourage open concept exhibits.

Note: Additional décor to fit the theme of The Prairie Pine Emporium may be added in or around your booth in order to create a cohesive theme. Suggested décor or display will be provided.

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

Spaces are either 10' x 10' or 20' x 10'

No pipe and drape will be provided. Please be prepared to bring necessary signage or structural walls as needed to create your display.

Additional Services Provided

We want to support you before, during and after the show!

After acceptance and payment of the deposit or full price, you will be sent a login to an online training centre in May 2019 which will:

- Show suggested décor, fixtures and provide training on how to set up an engaging and inviting display
- How to market your business and products prior, during and after the show as well as insight into hiring for the event
- Product and service pricing for the event
- Effective selling strategies at the event



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. 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.

Waste Management-Mandatory Fee

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

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

Display and Show Services

You will receive the following per booth purchased:

- One 8' skirted table
- Two Folding chairs



Onsite Suppliers

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 28th.

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

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

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

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 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 27.

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 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 and title your email: **K-Days Exhibitor Promotion**

Accommodations

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

- www.edmh.ca