

2020 MARKETPLACE

EXHIBITOR HANDBOOK





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Important Information & Timelines

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

Contact Us

Courier/In-Person/Mailing: Northlands 2693 Broadmoor Boulevard, Suite 132, Sherwood Park, Alberta, Canada T8H 0G1	Phone: 780.471.7118 Email: exhibits@northlands.com
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Hours of Operation

Marketplace - Noon to 9 p.m.; July 17 - 26, 2020

Important Dates

Date*	Details
January 13	Online application open. Deposit of \$1000 per booth/space is required at the time of application.
April 10 4 p.m. MST	Online application closes. Late applications will automatically be placed on a wait list and reviewed if additional space becomes available.
May 8 4 p.m. MST	All applicants will receive, by email, written notification of the status of their application(s).
June 5 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.
June 19	Certificate of Insurance due. Failure to provide insurance by this date, Northlands, at its sole discretion, can deem your application null and void.
July 14 - 16 9 a.m. to 9 p.m.	Indoor move-in.
To be confirmed	Alberta Health Service food handling training.
July 26 - 27	Move out begins at the end of fair hours on July 26 until July 27 at 5 p.m. All equipment must be off grounds by 5 p.m. July 27, no exceptions.

**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 you do business as and appears on your exhibit.
- c. **Contact Information:** Please provide the contact person, phone number, email address. 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 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) 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), 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 the minimum insurance in place at the time of application or by **no later than the June 19 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 ext. 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 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., 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
Website: canadian-fairs.ca/en/join/

Marketplace Exhibitor Opportunities

The Marketplace, spanning 36,000 sq ft with over 100 exhibits, provides a dynamic array of exhibits appealing to our K-Days shoppers. The product line will consist of featured commercial exhibits and high-quality professional displays.

Booth Space

Minimum booth space is 10x10 and can be expanded in 10' sections. Each booth will have 8' drape at the back wall and 3' drape between locations.

Provided with your booth location, you will receive:

- One 8' skirted table
- Two folding chairs
- 800 watts of complimentary power for every booth purchased (See the Services section to contact Showtech should you require additional power.)

Booth Space	Booth Price
Corner (10 x 10)	\$28 sq/ft
Inline (10 x 10)	\$24 sq/ft
Corner Concessionaire	\$28 sq/ft – 25%
Inline Concessionaire	\$24 sq/ft – 25%
Incubator Locations (inline only)	\$16 sq/ft

Incubator locations are restricted to exhibitors who have not attended K-Days in the past. These booths will be offered at a reduced rate to develop new and innovative products and entrepreneurs and to make them available to K-Days guests.



Booth Location

Final allocation will be made by Northlands, however every effort will be made to accommodate requests for specific booth locations. Northlands reserves the right to relocate any booth as required should adjustments need to be made to the floor plan.

Commission

Commissions are only due from food concessionaires and 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 Hours:

Starts: Second day of K-Days (July 18 - 26) from 10 a.m. – 3 p.m.*

***Additional Hours:** Last day of K-Days (July 26) 11 p.m. – 2 a.m.

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

Indoor Exhibit 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 the aisles are kept clean.
- Keep the exhibit fully stocked and staffed at all times during the hours of operation.
- Have staff that are alert, maintain a professional appearance and attitude with guests at all times. Your staff are not permitted to work outside of their allocated exhibit space.
- Conspicuously display the permits required by any government agency.

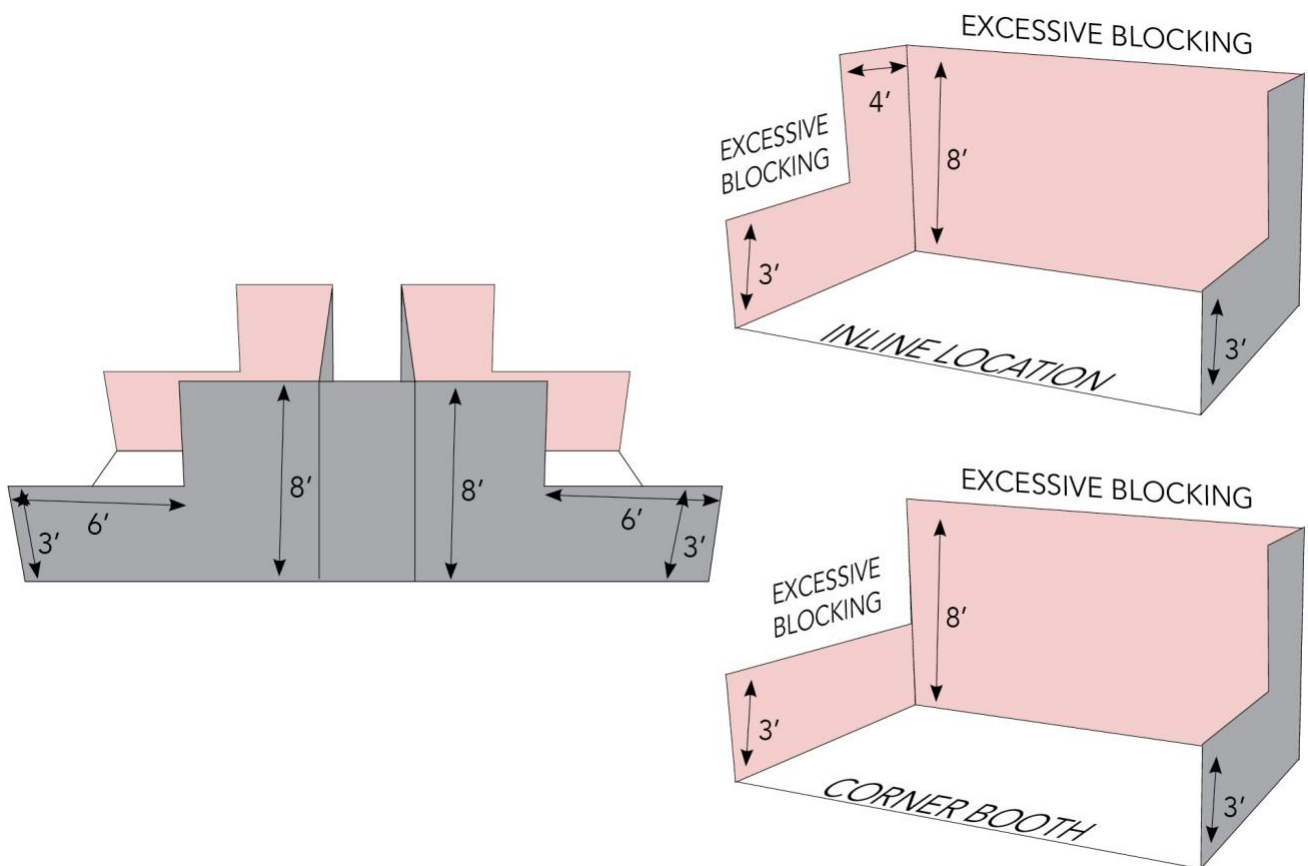
We encourage open concept exhibits.

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 **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.





Services

Accreditation Pass

With your application you will receive **two (2) Accreditation Passes** per booth purchased.

If you are selected to operate an exhibit at K-Days, all of your staff must have a valid, nontransferable, Accreditation Pass for each day they operate 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.

Additional Accreditation: If you need to purchase additional passes, please select this option when filling out the online application form.

- 1-Day Accreditation Pass - \$12/per pass
- 10-Day Accreditation Pass - \$78/per pass

Once onsite, if you require additional Accreditation Passes, please visit the Exhibitor Show Office or contact exhibits@northlands.com.

Parking

With your application you will receive **one (1) General Parking Pass** per booth purchased. The complimentary parking pass will provide exhibitors access to park off site at a location to be determined by Northlands.

1-Day & 10-Day General Parking Pass: General parking passes can be purchased through Edmonton EXPO Centre parking, a link to the online system will be provided closer to the event. 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 Onsite Truck and Trailer Camping Parking Pass (\$950 + GST/per Pass): All individuals riding in the vehicle with an Onsite 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 Onsite 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 on the application: the amount of power in AMPS and if it is single, double or triple phase.

Please note: an electrical inspection and accompanying fee will apply to each unit that requires power. Exhibitors who purchase a 10-Day Onsite Truck and Trailer Camping Parking Pass will be required to display a parking pass on their vehicle window 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.

Additional Parking: If you would like to purchase additional parking passes, a link will be provided on the Exhibitor page on K-Days.com website.



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. Please request water and sewer services with your application form. If your exhibit space requires water and sewer but you did not request this on the application form, please contact our exhibits team. Northlands cannot guarantee an exhibit location with access to water and sewer.

Waste Management

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

Inspections & Fees

Edmonton Fire Department

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

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 onsite 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.

Onsite Suppliers

Showtech

Should you require any additional power, lighting, mechanical services (water, compressed air, natural gas), man-lift and rigging, contact Showtech.

Showtech Power and Lighting:

- Phone: 780.429.1162
Email: edmonton@showtech.ca
Website: www.showtech.ca

GES Canada

GES Canada is our official show services contractor. Please contact GES Canada directly for display and show equipment for your Exhibit (extra tables, chairs, décor, furniture, custom accessories, etc.).

GES Canada Contact:

- Phone: 780.471.7377
Email: sales@edmontonexpocentre.com
Website: www.gesexpo.ca

Freeman Audio Visual Canada

For your internet and Wi-Fi needs, please contact Freeman or select in settings for Wi-Fi options on your phone or device.

Freeman Contact:

- Phone: 780.454.8840
- Website: freemanav-ca.com

Alberta Health Services

If you are sampling food items or beverages, you are required to meet all Alberta Health Services (“AHS”) regulations. You may be required to: submit a booth layout plan to AHS, take a Food Handlers course and undergo Exhibit and staff inspections. You will also be required to comply with all regulations and AHS will make the final decision of what is required for the operation of your Exhibit.



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.

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 guest experience and expand the menu selections. K-Days New Food items are highly anticipated by our guests and consistently receive high exposure by local media - radio, print and online. This is a great opportunity to stand out!

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 website. The winner will be awarded a prize and sign stating, 'New Food Contest Winner.'

How to apply? On the exhibitor online application form, select "yes" to being part of the new food contest and we will follow-up with how to submit details and images.

Let Us Help Promote You!

Do you have specials or promos? We can help you get the word out!

The K-Days website and social media platforms are helpful tools for our guests to navigate the grounds, highlight 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:

- type of special is being offered (product details, price, discount, etc.)
- how many days the special is available for and how to redeem
- imagery of the special or product
- please submit on or before June 16

We will review and will contact you if your submission is selected. To get involved or for more information, contact exhibitsPromo@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 780.471.7210. Northlands has designated staff to speak to media groups.

Accommodations

Edmonton's Best Hotels is your one-stop destination for fantastic accommodations in Edmonton. For complete listings, visit: edmontonsbesthotels.com.

Book your hotel at one of Northlands partner hotels through Edmonton's Best Hotels and you will receive:

- **Two (2)** additional 10-Day Accreditation Pass (valued at \$156)
- \$30 additional food vouchers

To receive your accreditation and vouchers, email your booking confirmation to exhibits@northlands.com, and you can pick-up when you check in at the Exhibitor Show Office.