

2020 MIDWAY

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 midway exhibit or outdoor concession.

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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K-Days Hours of Operation

Independent Midway - Noon until the Ferris Wheel lights turn off; 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.	Midway move-in. North locations will move-in first followed by south locations as per the move-in schedule.
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

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 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



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 presented, 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 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.
- **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 of other licensees. We may also require 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

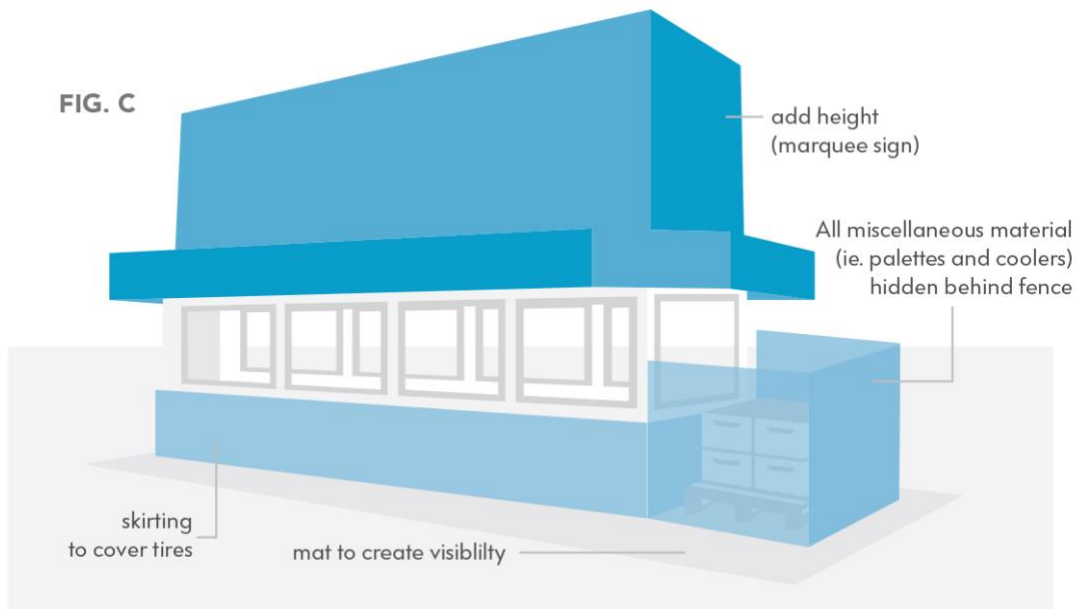
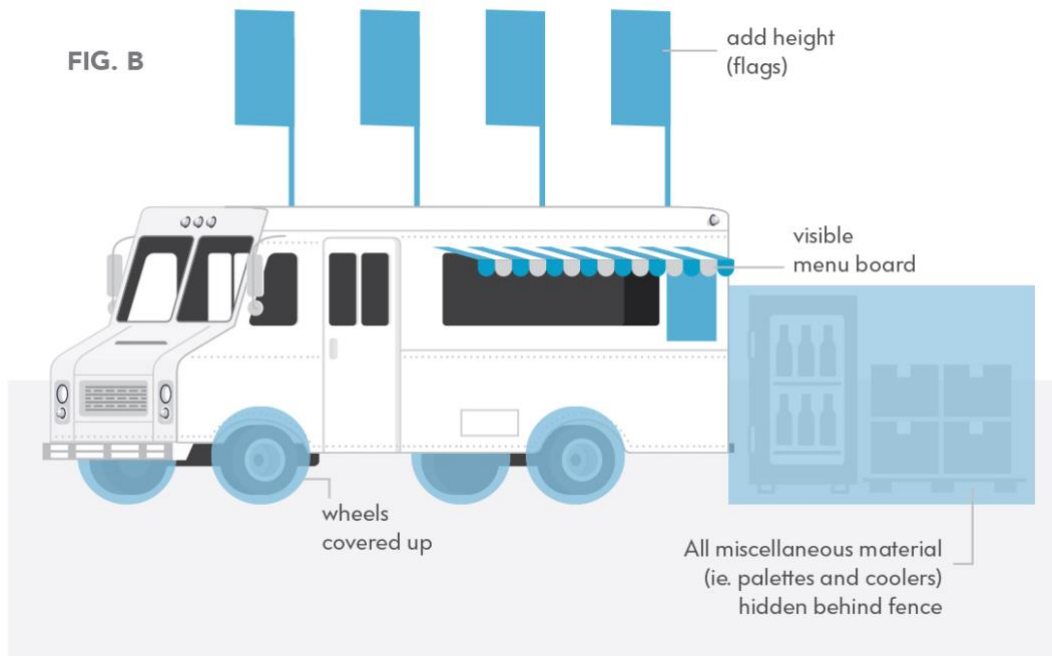
Please provide **exact dimensions** of your setup so an appropriate space on the midway can be found for you. Exhibit and Concession space is limited.

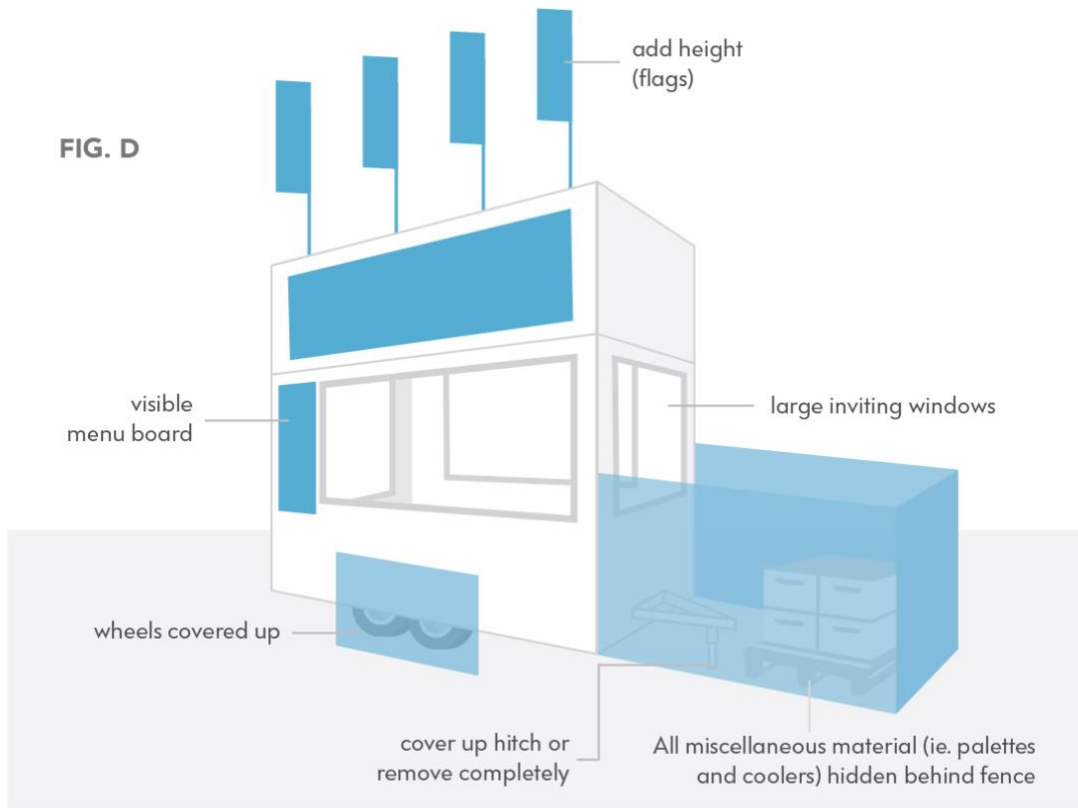
The dimensions provided in the online application **MUST** include your exhibit/concession's footprint when fully setup. You must include any space needed for prep, storage, propane tanks, trailer hitches, signage, flooring/matting and any other space you might require.

If you do not account for all the space you require 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 outlined at the time of application and there will be no allowance for additional space once setup has begun. If there is no 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









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.

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.

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.

When filling out the online application, please reference the possible power outlets below:



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 accommodate. Please contact 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. 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.

Grease Traps

The City of Edmonton bylaw requires a grease trap connected to all waste water hookups. Grease Traps will be inspected by The 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 will be scheduled, you will be notified of this date and time. **Please ensure 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, may lead to fines or exhibits and affect acceptance to future events, at Northlands discretion.

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:

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.

Onsite Sysco Representative:

- Kailey Stross
Phone: 780.977.8556
Email: stross.kailey@edm.sysco.ca

Sysco's Requirements:

Ordering Forms

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

Ordering Procedure

Sysco orders must be placed between 9 a.m. - 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 onsite.
- Licensees may phone the onsite sales representative at: 780.977.8556 between 8 a.m. - 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 - 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. At the time of delivery, discrepancies with the order including short shipments, quality, etc., must be documented by the driver in the form of a credit memo and accompany payment.

Payment Terms

Please make Sysco payment to Northlands banker while paying commissions.

Full payment is due Sunday, July 26.





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 K-Days 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

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, 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.

For Indoor concessionaires: you are required to have a triple sink at your exhibit and be placed on a drain.

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 traveling with you.

Please check with www.cic.gc.ca for more information and 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 in 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.