

# Edmonton WOMAN'S SHOW

MARCH 2<sup>ND</sup> & 3<sup>RD</sup>, 2013  
EDMONTON EXPO CENTRE, HALL B



## Celebrating Women

Each Year, The Edmonton Woman's Show is *specifically designed* to celebrate the special uniqueness, yet undeniable similarities, that all Women share; offering Women a day just for them - filled with entertainment, shopping, empowering knowledge and fellowship.

## Connecting with Core Consumers

Women have enormous consumer power, buying for themselves, their families and friends and often serving as significant influences on the purchases of partners or spouses as well.

Targeting this demographic *specifically* is crucial to business.

But with the bombardment of print, radio, television, and Internet based marketing - effectively delivering a message can be challenging. More than ever, women have the means *and desire* to invest in what interests them. They want to know and will *seek out* their options, but only those experiences that are fun, pressure-free and informative will be the ones they remember and return to.

With over 8, 000 public participants and an average of 150 businesses at each event, The Edmonton Woman's Show is the perfect setting to realize your businesses potential to grow with access to an enviable audience of your core consumers. Previous Show numbers reveal over 7,900\* in attendance, and surveys reflect 54% between ages 25-49. 15% of those reported a combined household income in range of \$61-85K\*, and a further 32% at over \$85K\*. Over half of those surveyed also ranked shopping among their top interests\*.

## Good for Women & Great for Business

The Edmonton Woman's Show is a solution – for business, and for consumers; offering women a day to indulge, while providing businesses a chance to connect with their customers in an intimate, entertaining setting. This face-to-face interaction is important, allowing you to actively share your message, provide options, answer questions, and provide that much appreciated personalized service - delivering it directly to the consumer - rather than simply advertising to the masses in the hopes that your message will be received, understood, and acted upon.

The Edmonton Woman's Show is an amazing way to cultivate new and present relationships, with clients and customers alike - and we want you to be a part of it!

Apply early to ensure prime positioning and to take advantage of early registration prices.  
Get involved as an exhibitor or sponsor, and discover your business' true potential.

\* Show stats from Spring 2012

## WANT TO KNOW MORE?

Family Productions Inc.

Phone: (780) 490-0215  
Fax: (780) 450-3757

2<sup>nd</sup> Floor, 4634-90A Avenue  
Edmonton, Alberta T6B 2P9

Email: [info@edmontonshows.com](mailto:info@edmontonshows.com)

[www.EdmontonShows.com](http://www.EdmontonShows.com)



# Exhibit Space Application

March 2<sup>nd</sup> and 3<sup>rd</sup>

Saturday 9 am – 5 pm  
Sunday 11 am – 5 pm

Edmonton EXPO Centre

[www.EdmontonShows.com](http://www.EdmontonShows.com)

Phone: (780) 490-0215

Fax: (780) 450-3757

Edmonton  
**WOMAN'S SHOW**

**Spring – 2013**

## Office Use Only

Date Received \_\_\_\_\_

Invoice # \_\_\_\_\_

Conditions \_\_\_\_\_

Booth Size \_\_\_\_\_

Booth # \_\_\_\_\_

Invoice    Manual    Tickets

### Procedure

1. Fill out the application as completely as possible.
2. Submit along with payment and **proof of liability insurance** (no application will be processed without payment or insurance)  
Fax, on-line, or in person only. No phone registrations accepted.
3. Confirmed registrations will be e-mailed an **Invoice** (immediately)
4. Instructions to the **Exhibitor Manual** will be sent shortly thereafter  
Note: If nothing is received, please check junk folder or call in to have it resent.
5. Review Exhibitor Manual (follow the directions/instructions as they are applicable to your needs)
6. Send in Exhibitor Staff List Form by required Date.

Applicant is responsible for following up should an invoice or exhibitor manual not be received, as well as for reviewing both documents.

**Company Name:** \_\_\_\_\_

Is this the name to appear in the Exhibitor Listings?    Yes    No, use \_\_\_\_\_

If your company is known by any other names include them here: \_\_\_\_\_

**Contact:** \_\_\_\_\_      **Position Title:** \_\_\_\_\_

**Phone:** \_\_\_\_\_      **Cell:** \_\_\_\_\_

**Address:** \_\_\_\_\_

City

Province

Postal Code

Complimentary tickets are to be sent to a different contact/address, as indicated below: (include FULL mailing information)

**E-Mail Address:** (write clearly): \_\_\_\_\_

Note: **Invoices** and instructions to the **Exhibitor Manual** will be sent to the e-mail address above.

Also send a copy of the instructions to the Exhibitors Manual to a 2nd person. E-mail: \_\_\_\_\_

List and/or describe the **type of product(s) and/or services(s)** to be displayed, along with any materials or samples to be distributed. Undisclosed products or services, along with unauthorized third party promotion, are not permitted and may be removed at the discretion of show management.

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Reminder: Balloon restrictions **DO** apply. Contact office for additional information.

**\*\*\*\* ATTENTION EXHIBITORS \*\*\*\***

**Encroachment:** Exhibitors will be charged at a premium rate for any spillage into the aisles or into another exhibit space during the hours of the event. Please ensure you have booked yourself enough space.

**Included:** Applicable 8' back draping, & 4' side draping for all spaces. 10'x10' spaces include, six (6) exhibitor wristbands for the weekend of the event and six (6) complimentary passes for guests, clients, or for promotional purposes. 10'x20' or greater will include up to (12) exhibitor wristbands and (12) complimentary passes

Additional wristbands can be purchased in advance for a nominal fee. (See **Show Extras**)  
 Parking Passes can be purchased in advance (see **Show Extras**) or during Move in at the Show.

Please use the **Power Needs, Show Extras and Booth Accessories** areas below to order any of your booth requirements.

**There are savings by preordering your booth accessories in advance through Family Productions Inc.**

Price Break that will apply is determined by the date on which our office RECEIVES the application

(NOT necessarily the day on which it is dated). No Exceptions.

Exhibit Space Size	Price Break Deadlines (Select Appropriate Price Column)					
	Price Expires May 31 '12	Price Expires July 31 '12	Price Expires September 28 '12	Price Expires November 30 '12	Price Expires January 31 '13	Price Expires March 1 '13
<input type="checkbox"/> 10'x6' <i>Home Based Only</i>	\$826	\$850	\$976	\$1,000	\$1,126	\$1,152
<input type="checkbox"/> 10'x10'	\$1,276	\$1,300	\$1,450	\$1,476	\$1,500	\$1,550
<input type="checkbox"/> 10'x10' Corner	\$1,326	\$1,350	\$1,500	\$1,526	\$1,550	\$1,600
<input type="checkbox"/> 10'x20'	\$2,392	\$2,440	\$2,740	\$2,792	\$2,840	\$2,940
<input type="checkbox"/> 10'x30'	\$3,378	\$3,450	\$3,900	\$3,978	\$4,050	\$4,200
<input type="checkbox"/> 20'x20'	\$3,904	\$4,000	\$4,450	\$4,528	\$4,600	\$4,750

\* Exhibit prices subject to change at the discretion of Family Productions Inc.. \* Exhibit Prices, Power, Show extras, & Booth Accessories are valid for this application only.

**\*\*\*\* All Exhibit Spaces (Booth) Prices Subject To 5% GST \*\*\*\***

Power Needs	Price	Calculation	Total
<input type="checkbox"/> 1500 watts/120 volts (E1500)	\$108	___ x \$108 =	\$
<input type="checkbox"/> 1500 watts/120 volts (24-hour) (E150024)	\$142	___ x \$142 =	\$
<input type="checkbox"/> Flood Lights (2x120 Watt) & 8' Stand (Power included for lights ONLY. No additional plug-ins) (L2150)	\$65	___ x \$65 =	\$
<input type="checkbox"/> 1000 watt Quart Ceiling Light (Power included for lights ONLY. No additional plug-ins) (L1000)	\$181	___ x \$181 =	\$
<input type="checkbox"/> Man-lift Services (ex. Hanging banners/signs)	\$180 per hour	___ x \$180 =	\$
<b>Power Needs Total (add all totals in column)</b>			<b>\$</b>

**\*\*\*\* All Booth Power Needs Prices Subject To 5% GST \*\*\*\***

Show Extras	Price	Calculation	Total
<input type="checkbox"/> Parking Passes	\$19.05 per Exhibitor Weekend Parking Pass (unlimited access)	___ x \$19.05 =	\$
<input type="checkbox"/> Extra Exhibitor Wristbands (Over the included booth amount)	\$3 per wristband (Advance price only)	___ x \$3 =	\$
<input type="checkbox"/> Ad in Show Guide (Ad must be photo ready or additional charge will apply. Artwork due Jan 18 2013)	\$150 per 1/4 ad \$300 per 1/2 ad \$600 per full ad	___ x \$150 = ___ x \$300 = ___ x \$600 =	\$
<b>Show Extras Total (add all totals in column)</b>			<b>\$</b>

**\*\*\*\* All Booth Show Extras Prices Subject To 5% GST \*\*\*\***

Booth Accessories	Edmonton Shows Advance Prices	Preorder Calculation	Total
<input type="checkbox"/> Carpet	\$66 per 60 square feet (10 x 6 space)	____ x \$66 =	\$
<input type="checkbox"/> Carpet Underlay	\$44 per 60 square feet (10 x 6 space)	____ x \$44 =	\$
<input type="checkbox"/> Carpet	\$110 per 100 square feet (10x10 space)	____ x \$110 =	\$
<input type="checkbox"/> Carpet Underlay	\$72 per 100 square feet (10x10 space)	____ x \$72 =	\$
<input type="checkbox"/> Skirted Tables	___ 4' ___ 6' ___ 8' \$60 per Table	____ x \$60 =	\$
<input type="checkbox"/> Raised Table Skirted	Add \$17 per table (any 4' 6' 8' sizes)	____ x \$17 =	\$
<input type="checkbox"/> Folding Chairs	\$12 per chair	____ x \$12 =	\$
<input type="checkbox"/> High Stools w/back	\$50 per stool	____ x \$50 =	\$
Booth Accessories Packages	Choose Table Size and number of Chairs	Package Calculation	
<b>10 x 6 Deluxe: (per space)</b> Includes: Underlay, Carpet, 1 Table skirted, 2 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	____ x \$187 =	\$
<b>10 x 10 Deluxe: (per space)</b> Includes: Underlay, Carpet, 1 Table skirted, 2 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	____ x \$259 =	\$
<b>10 x 20 Deluxe: (per space)</b> Includes: Underlay, Carpet, 2 Table skirted, 4 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	____ x \$500 =	\$
<b>20 x 20 Deluxe: (per space)</b> Includes: Underlay, Carpet, 3 Table skirted, 6 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	____ x \$960 =	\$
<b>20 x 30 Deluxe: (per space)</b> Includes: Underlay, Carpet, 4 Table skirted, 8 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	____ x \$1,240 =	\$
**Booth Accessories Prices are valid for this application only		<b>Booth Accessories Total (add all totals in column)</b>	\$
**** All Booth Accessories Prices Subject To 5% GST ****			

**Please Read the Terms of Contract (below) and Conditions of Contract (attached) Before Signing.**

- All Applications must be submitted with proof of insurance (minimum \$2,000,000 liability coverage)
- All Applications are Subject to a 3% processing Fee.
- 50% non-refundable deposit on submission of contract.
- 50% balance on contract by January 18, 2013.
- 100% payment required for applications received on and after January 18, 2013.
- 2% per month will be added to overdue accounts.

(Exhibit Space) Booth Total	\$
Power Needs Total	\$
Show Extras Total	\$
Booth Accessories Total	\$
Booth Subtotal Amount	\$
Plus GST	\$
Total Booth Amount	\$
3% Application Process Fee (on the above Total Booth Amount)	\$
<b>Total Booth Contract Amount</b>	\$

We agree to pay Family Productions Inc. \$ \_\_\_\_\_ and to abide by the Terms and Conditions of Contract adopted by Family Productions Inc. and the Edmonton Woman's Show.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**\*\*Please note: If you choose to pay by cash or if you pay the Total Booth Amount in full upfront, the 3% Application Process fee will be waived.**

Cheque / Money order enclosed **Full invoice amount required if paying by cheque** Do not send money in the mail.

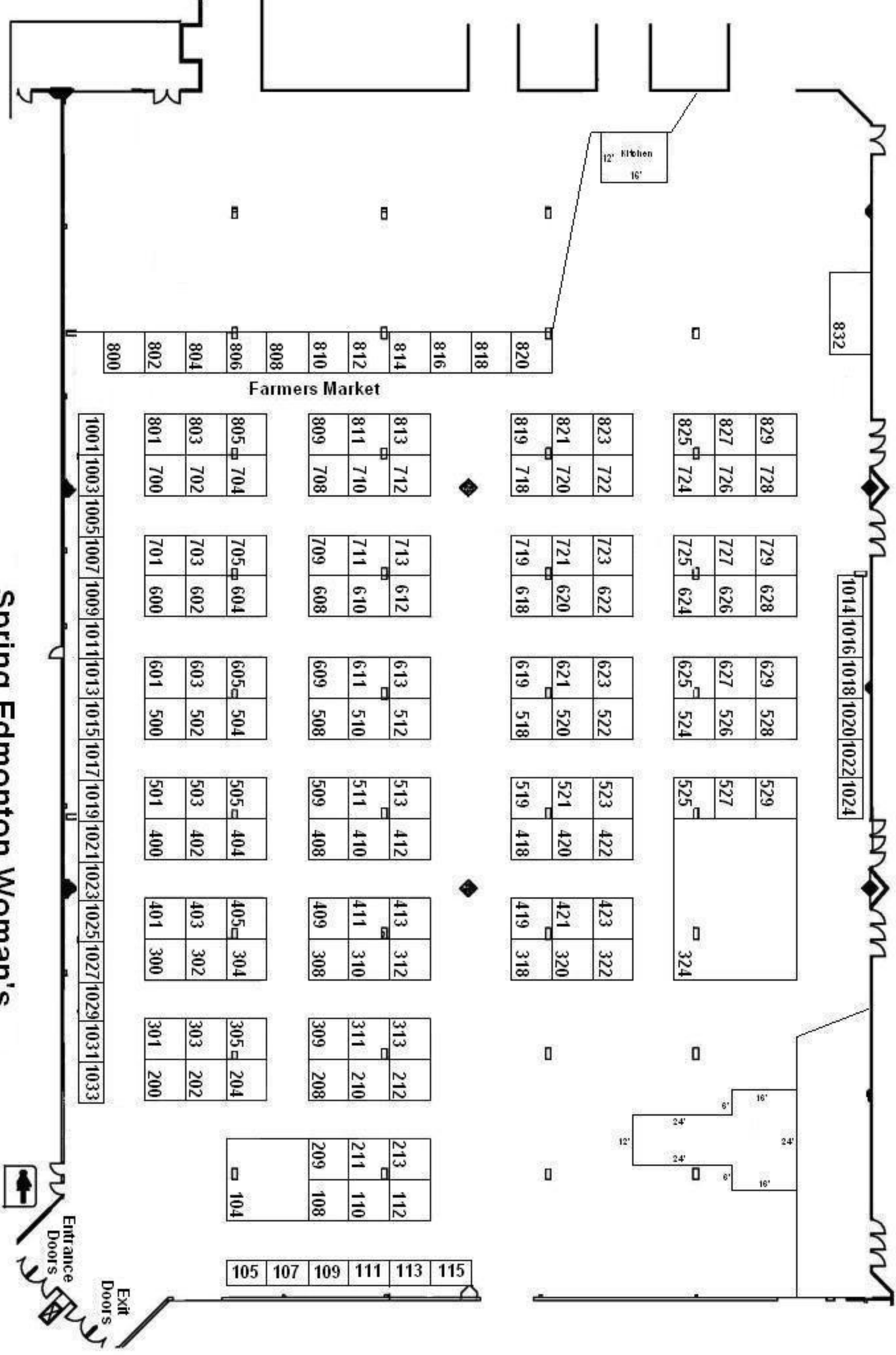
**Credit Card Payment Option\*\*** (select ALL appropriate options) **\*\* Registrations will not be processed without payment \*\***

- I authorize \$ \_\_\_\_\_ from my credit card upon processing of this contract to satisfy the 50% deposit
- I authorize \$ \_\_\_\_\_ from my credit card on January 18, 2013 to satisfy the balance of this contract
- I authorize \$ \_\_\_\_\_ from my credit card to satisfy the 100% total due for this contract upon its processing

Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Mail to: 2<sup>nd</sup> Floor 4634 – 90A Avenue Edmonton Alberta T6B 2P9 or Fax to: (780) 450 - 3757



832

1014 1016 1018 1020 1022 1024

829	728
827	726
825	724

729	628
727	626
725	624

629	528
627	526
625	524

529	324
527	
525	

823	722
821	720
819	718

723	622
721	620
719	618

623	522
621	520
619	518

523	422
521	420
519	418

423	322
421	320
419	318

813	712
811	710
809	708

713	612
711	610
709	608

613	512
611	510
609	508

513	412
511	410
509	408

413	312
411	310
409	308

313	212
311	210
309	208

213	112
211	110
209	108

105 107 109 111 113 115

**Farmers Market**

805	704
803	702
801	700

705	604
703	602
701	600

605	504
603	502
601	500

505	404
503	402
501	400

405	304
403	302
401	300

305	204
303	202
301	200

1001 1003 1005 1007 1009 1011 1013 1015 1017 1019 1021 1023 1025 1027 1029 1031 1033



**Spring Edmonton Woman's  
Northland EXPO Centre Hall B**

## **CONDITIONS OF CONTRACT - EXHIBITOR**

***For the purposes of these conditions Family Productions Inc. shall herein be referred to as Management, the event shall be referred to as the Show, and the exhibitor shall be referred to as Exhibitor.***

1. **RULES & REGULATIONS:** The Exhibitor agrees to abide by all regulations and rules adopted by Management in the best interest of the Show, and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the Show. All Exhibitors will be required to observe such further rules and regulations as Management may consider it necessary to impose for the success, safety, and well being of the Show, Exhibitors, and others attending the Show.
2. **LOSS OR DAMAGE:** Exhibitor will be liable for and will indemnify and hold harmless Management from any loss of damages whatsoever suffered by the Show as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors, Show Sponsors, Management, the Show, the owners of the building, their respective agents, servants and employees, and attendees of the Show (public), either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space.
  - a. Management assumes no responsibility whatsoever for loss or damage of goods before, during the period of the Show, or after its close. Management is hereby expressly released and discharged from any and all liability from any loss or damages.
3. **FORCE MAJEURE:** Management shall not be liable in damages or otherwise for failure to carry out the terms of this agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatsoever beyond the control of Management whether similar to or dissimilar from the causes enumerated herein.
4. **CANCELLATION:** This contract may be cancelled by either party provided written notice is received by the other at least six (6) weeks prior to the first day of the Show, in which case the Exhibitor will be responsible for 50% of the total contracted amount. If the Exhibitor cancels after this date, but prior to 21 days of the Show, then he shall forfeit two thirds of the total contracted space costs. If the Exhibitor cancels within 21 days prior to the Show, he will be liable for 100% of the total contracted space costs. By cancelling this contract the Exhibitor forfeits all rights or claims to the allocated space and Management is free to rent it to others and collect the cancellation charge as liquidation damages.
  - a. Management reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the Conditions of Contract, in which case the Exhibitor shall forfeit as liquidated damages all space rental payments made by him and any further occupancy of such space.
5. **DATE/VENUE CHANGE:** If the Management shall consider it inadvisable to hold the said Show at the time and/or place herein provided, Management shall have the right to change the date and/or place within the same City, giving the Exhibitor written notice thereof by e-mail addressed to the e-mail address given herein.
6. **BOOTH ASSIGNMENT:** Management reserves the right to alter or change the space assigned to the Exhibitor.
7. **EXCLUSIVITY:** Management does not provide Exhibitors with exclusivity to any one particular product or service unless specifically negotiated in writing through sponsorship.
8. **INSURANCE:** The Exhibitor is responsible for the acquisition and cost of insurance related to his participation in the Show.
9. **DISPLAY:** The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Show but must remain intact until the closing hour of the last day of the Show. The Exhibitor also agrees

to remove his exhibit, equipment and appurtenances from the Show building by the final move-out time limit, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.

10. ENCROACHMENT: Exhibitor agrees to confine his presentation within the contracted space only, and within the maximum height of 8 feet to the back of the exhibit and 4 feet at the sides of the exhibit, unless agreed upon in writing with Management in advance of the Show.
11. SUBLETTING: Space contracted by the Exhibitor may not be sublet or re-sold without the prior written permission of Management.
12. THIRD PARTY PROMOTION: Exhibitor agrees to promote only the business(es) registered for and approved by Management. No third party promotion will be permitted without prior authorization by Management, in writing. This includes, but is not limited to, display and any sampling or distribution of materials (ex. business cards, brochures, etc.).
13. LIGHTING & ELECTRICAL: All electrical wiring and outlets shall be at the Exhibitor's expense, unless agreed upon in writing with Management in advance of the Show. All operating electrical equipment used in the exhibit must have C.S.A. or equivalent provincial power authority approval.
14. SALES/ADOPTIONS OF LIVE ANIMALS: The Exhibitor understands and agrees that no live animal will be sold or adopted off of the Show floor.
15. SECURITY: Management will provide necessary security for the building during the hours the Show is closed. Exhibitors must have an individual directly responsible for his own exhibit each day during the hours the Show is open.
16. REMOVAL: Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, product, signs, lights or sound, and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Show participants.
  - a. Management reserves the right to approve or disapprove of any and all products, materials or displays that are to be carried by the Exhibitor. The Exhibitor acknowledges that he is one of many Exhibitors and agrees to co-operate with the other Exhibitors and Sponsors and not to interfere with them or create any nuisance to them, the Management, or the people attending the Show. Any dispute among Exhibitors and/or Sponsors, including any conflict of products, or other materials, shall be settled by the Management, who shall have the final determination as to any such dispute.
17. UNIONS & LABOUR: The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between Management, official contractors serving companies and the building in which the Show will take place and according to the labour laws of the jurisdiction in which the building is located.
18. PROMOTIONAL MEASURES: Where an Exhibitor offers or provides exhibition, raffles, donations, or other promotional measures that require guests to be present at a specified location and time or any other promotion plans, they must first be approved by Management.
19. PRIVACY: Exhibitor agrees to abide by all federal and provincial laws regarding the collection of personal information, including but not limited to, abstaining from the sale or sharing of personal information to a third party.
20. SHIPPING/DELIVERIES: All goods shipped to the Show must be clearly marked with the name of the Show, the name of the Exhibitor and the number of his space. Goods must not be shipped to the Show for shipping charges to be paid on arrival, as Management will not accept these charges. Management assumes no responsibility for loss or damage to goods before, during the period of the Show, nor after its closing.
21. PHOTOGRAPHS & VIDEO: Management reserves the rights to reproduce all photographs, images and likenesses taken during the Show for future promotional purposes.