



Stettler Business and Tourism Centre  
6606 – 50<sup>th</sup> Ave  
Stettler, AB T0C 2L2

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## Stettler Trade Show Exhibitor Manual

### General Information

#### Show Location

Stettler Recreation Centre  
6202 – 44 Avenue  
Stettler, Alberta  
T0C 2L1  
403-742-4411

#### Show Dates and Times

Friday, June 11, 2021	3:00pm – 9:00pm
Saturday, June 12, 2021	9:00am – 6:00pm
Sunday, June 13, 2021	10:00am – 4:00pm

#### Exhibitor Move In and Move Out Times

Thursday, June 10, 2021	1:30pm – 8:00pm
Friday, June 11, 2021	8:30am – 2:00pm

Sunday, April 11, 2021      4:00pm - 9:00pm

#### **NO MOTORIZED transport in the arenas during these hours**

Set Up and Tear Down times will need to be pre-booked to adhere to Alberta Health Services guidance

#### Project Manager

Donna Morris  
403-742-3181  
[dmorris@stettlerboardoftrade.com](mailto:dmorris@stettlerboardoftrade.com)

## Move In and Move Out Instructions

### Move In Instructions

Thursday, June 10, 2021                      1:30pm – 8:00pm

Friday, June 11, 2021                      8:30am – 2:00pm

Set Up times will need to be pre-booked to adhere to Alberta Health Services guidance

Registration with a Board of Trade staff member is required **prior to setting up** all exhibits. The registration booth will be hosted in the foyer of the Stettler Recreation Centre. Once registered, Exhibitors may move items in from the front or rear doors of the arenas at their convenience. The rear overhead doors will be closed at 12:00pm on Friday, June 11, 2021. Access will not be permitted through these doors after this time until the close of the Show on Sunday, June 13, 2021.

All displays are to be set up no later than **2:00pm on Friday, June 11, 2021** in order to allow the fire marshal to approve the areas and the show contractor to lay aisle carpeting.

If motorized equipment- including vehicles, fork lifts, etc. are required to move items into the Show, an early set up time will be required to be arranged with the Project Manager. Large booths will be contacted for a specific move-in time. Exhibitors that require an earlier set up time and have not been contacted by the Project Manager, are requested to call directly to arrange a scheduled time.

A limited number of grocery carts & trollies will be available for use on a first come first served basis. **NO OTHER EQUIPMENT WILL BE PROVIDED FOR SET UP OR TEAR DOWN.**

### Move Out Instructions

Sunday, June 13, 2021                      4:00pm - 9:00pm

Tear Down times will need to be pre-booked to adhere to Alberta Health Services guidance

**All booths must remain fully intact until the close of the Show at 4:00pm.**

Move-out will begin once the Show has closed, the aisles are cleared and the aisle carpets removed. Dismantling or removing of exhibit/exhibit materials before the end of the show is strictly prohibited and will incur a **\$250 penalty fee with** possible expulsion from future shows.

**Vehicles are not to be parked in front of the rear overhead doors during move out.** Exhibitors with larger items or loads are required to wait until the smaller booths have removed their items and walk in traffic has slowed before pulling up to the rear doors. It is suggested for Exhibitors to hand carry supplies to vehicles as much as possible. Security will be onsite and will force Exhibitors to move vehicles as needed.

Complete removal of all exhibits must be concluded by **Sunday, June 13, 2021 at 9:00pm** due to clean up of the facility unless previously arranged. Exhibitors with larger items may schedule a specific time other than the above if required for tear down however if additional time outside of Sunday is required, arrangements must be made directly with the Stettler Recreation and Leisure Department and additional fees may apply. 403-742-4411. The Stettler Board of Trade is to be made aware of all arrangements by the Exhibitor **prior to Show dates.**

All garbage and recyclables are to be taken with the Exhibitor at end of show and/or placed in the appropriate bins at the Stettler Recreation Centre. **Items left on the Show floor after move-out time will be cleaned up and a fee will be invoiced to the Exhibitor.**

## Exhibitor Parking

In order to allow visitors to enjoy the show, all Exhibitors are to park in the rear of the facility. Access can be found just off 62nd Street. \*\*\*Please note, 62<sup>nd</sup> Street has a speed limit of 30km/hour. Exhibitors may enter the show from the rear walk in doors one hour prior to show opening each day.

Vehicles must be parked on **GRAVEL LOT ONLY.**

- **NO** parking on grass
- **NO** parking on meridian
- **NO** parking in front of rear doors

There will be **NO EXCEPTIONS** and vehicles will be towed at owner's expense.

Exhibitors are expected to be respectful when parking as the Show hosts over 100 Exhibitors each year. If possible, carpool with coworkers to save space.

## Booth Requirements

Each booth is equipped with:

- Standard Drapery
- 8ft skirted table
- Folding Chairs
- Single 750 Watt Power Outlet\*\*

\*\* Artisan Market offers no power source

If the Exhibitor reserved a multi booth (more than one booth), the space has since be numbered as a single booth and therefore will only receive the above items as if purchase was one booth.

Any changes to the booth provided (i.e.: additional items, additional power, different sized table, removal of items, etc.) must be pre-arranged with the Project Manager no later than **Friday May 15, 2021**. Additional fees may apply. Any changes after this date will be subject to an additional \$20.00 charge.

### Show Décor Contractor

G.E.S. Event Management

1-877-505-7767

[edmonton@ges.com](mailto:edmonton@ges.com)

Backwall Drape	8' Black
Sidewall Drape	8' Black
Aisle Carpet	Pepper

If the Exhibitor is interested in renting additional items for the booth space, they are to contact G.E.S. directly through the printable order form available on the website ([www.stettlerboardoftrade.com/tradeshow](http://www.stettlerboardoftrade.com/tradeshow)). All additions will be charged to Exhibitor directly from G.E.S. and must be pre-paid in full.

Display set ups are not to block clear lines of sight for neighbouring Exhibitors. Rear displays are to be set with a minimum of 6 feet clear frontage and a maximum of 8 feet in height.

## Arena Care

Booths must be kept as clean as possible before, during, and following the show.

Vehicles entering the show at any time are to be turned off as soon as they are placed in position. **NO VEHICLE OR EQUIPMENT IS TO BE LEFT IDLING WITHIN THE ARENAS AT ANY TIME.**

Fuel tanks containing fuel or which have ever contained fuel including vehicles, equipment, propane tanks, etc., are to be maintained less than ½ full when in the show. Caps for fuel tank fill pipes shall be of the locking type and be maintained locked to prevent viewer inspection. If they cannot be locked, they shall be taped shut.

Electrical systems shall be de-energized while on site by either:

- Removing the battery
- Disconnecting both battery cables and covering them with electrical tape or other similar insulating material

All displays hosting motorized vehicles and/or heavy objects in the Show are not to be left on the ice surface (cement) without protection underneath the tires or pressure points. Carpet samples, foam, or tarp/thick plastic will be required underneath all tires and pressure points during the show.

Cleaning solution or spiff up spray to polish equipment requires a tarp and/or plastic to be placed under unit during application and a minimum of 30 minutes following to catch any drips.

**Exhibitors are responsible for oil, grease, or any general damage to the arenas and/or carpeted areas.**

## Wi-Fi

Wifi is accessible in both arenas as well as the Artisan Market. Due to the amount of users the weekend of the Show, the Stettler Board of Trade cannot guarantee the strength of the signal.

## Security

The Stettler Trade Show has **24 hour on-site Security** for duration of the Show. (Friday, Saturday, Sunday). Personnel will be clearly marked with vests and are able to assist throughout the weekend.

The rear doors of the arenas will be locked 15 minutes prior to Show opening hours and remain locked for the duration of the Show. Security will be available to assist in the event Exhibitors require to gather additional products and supplies from vehicles during Show hours. **No access through rear doors is to be accommodated without Security present during Show hours.**

Stettler Board of Trade staff will be onsite during the entirety of the Show hours. If Exhibitors require assistance or need to step away from booths momentarily, Exhibitors are to contact one of the staff or Security members for assistance.

**Booths are not to be left unmanned at any time during the show hours.**

Lost and found items and/or missing children are to be brought to the attention of Security as soon as possible and will be held at the Registration Desk.

### Smoking

Smoking is permitted in the designated smoking area ONLY which can be found to the right of the Stettler Recreation Centre main doors at the front of the building.

## Exhibitor Passes

Each booth will receive a designate number of Exhibitor passes. Additional passes may be purchased for a fee of \$3.00 each (GST included). If Exhibitors require additional passes, it is recommended to pre-order as a limited number will be available on site and are sold first come first paid. **Exhibitors will not be allowed into the Show without a visible pass.**

Booths A, C, D, E, I, L, M and Not for Profit	2 Passes
Booths B, H, and J	3 passes
Booths G and K	4 passes

## Advertising

Advertising of the show will begin May 20<sup>th</sup>.

A copy of the 2021 Stettler Trade Show poster can be found on the Show website when available. [www.stettlerboardoftrade.com/tradeshow](http://www.stettlerboardoftrade.com/tradeshow)

A Facebook event will be created.

When using Instagram or Twitter please use the hashtags:

#StettlerTradeShow      #DestinationStettler

Exhibitors are encouraged to share the poster and event through their own advertising avenues. Exhibitors are also encouraged to personally invite customers to attend the show.

A list of Exhibitors is listed on the Show website. If Exhibitors would like a direct link to their company website or social media accounts as part of this listing; forward a .jpeg or .pdf copy of the logo and the link requested to be added to the Project Manager. Only one link is permitted per Exhibitor.

### Additional advertising

Newspaper advertising will include but is not limited to:

Stettler Independent

ECA Review

Radio advertising will include but is not limited to:

Real Country 93.3FM (Stettler)

Q91 CFCW (Drumheller)

Drum FM 99.5 (Drumheller)

New Country 98.1FM (Camrose)

Z98.9FM (Red Deer)

Big 105.5FM (Red Deer)

Highway signage will be in place along Highways 12 and 56 within Town of Stettler limits

Posters and restaurant tent cards will be shared around Stettler and area where permitted

Facebook and Kijiji advertising of the event

The Stettler Trade Show may host digital advertising screens around the Show areas. Screens will offer information of upcoming events on the stage, advertising of local sponsors, winner announcements, and more. Individual advertising will also be offered on these screens if they are utilized. Ads will include Exhibitor name, logo, an optional image, and booth number. Ads will also be displayed at several other advertising screen locations around the Town of Stettler. To purchase individualized advertising, contact RSI Media directly at <https://www.stettlerwebsites.ca/order-ads>.

Exhibitor names and contact information including phone numbers will be shared with local media at the end of April. Exhibitors are to contact the Project Manager if this information is to be removed from the shared list.

## Cancellation Policy

No exhibit space will be cancelled unless **written notice** is received by the Stettler Board of Trade

Upon cancellation of the contract; exhibitors will be liable to Management for:

30% of total space cost after March 1, 2021

50% of total space cost after April 1, 2021

100% of total space cost after May 1, 2021

**NOTE: A 20% ADMINISTRATION FEE WILL BE WITHHELD SHOULD THE EXHIBITOR CANCEL AFTER THE REGISTRATION DEPOSIT HAS BEEN SUBMITTED.**



## Additional Information

### Door Prizes

The Stettler Trade Show welcomes in-booth prizes and give-aways. For further promotion, Exhibitors may consider providing a door prize for the Show entrance. If Exhibitors are interested in offering a product or service, contact the Project Manager to discuss this additional advertising opportunity.

### Accommodations

Trade Show weekend in Stettler is always a busy weekend and it is highly suggested to book a hotel room as soon as possible if coming from out of town. Below is a link to a list of local accommodations in Stettler:  
<http://destinationstettler.com/accommodations/>

## COVID-19 Protocols

### Government of Alberta

The Stettler Trade Show, vendors and guests will be required to follow all current Government of Alberta guidance. Vendors are encouraged to visit the website frequently to confirm the most up to date guidance for their respective industries:  
<https://www.alberta.ca/guidance-documents.aspx>

### Stettler Board of Trade

The Stettler Board of Trade has created a guidance document for the 2021 Stettler Trade Show. Requests for clarification on any of the guidance can be submitted to the Project Manager.  
[http://www.stettlerboardoftrade.com/data/documents/2021\\_Stettler\\_Trade\\_Show\\_Guidance- COVID-19 \(03-31-2021\).pdf?3714DB51-71CD-4C26-B79A9CD8A0EE4A73](http://www.stettlerboardoftrade.com/data/documents/2021_Stettler_Trade_Show_Guidance-COVID-19_(03-31-2021).pdf?3714DB51-71CD-4C26-B79A9CD8A0EE4A73)

**All exhibitors are to conform to conditions of contract as signed upon booking**