



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, April 12, 2024	4:00pm – 9:00pm
Saturday, April 13, 2024	10:00am – 6:00pm
Sunday, April 14, 2024	11:00am – 4:00pm

#### Exhibitor Move In and Move Out Times

Thursday April 11, 2024	1:30pm – 8:00pm
Friday April 12, 2024	8:30am – 2:00pm

Sunday, April 14, 2024	4:00pm - 6:00pm
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**NO MOTORIZED transport in the Show space during these hours**

#### Project Manager

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

## Move In and Move Out Instructions

### Move In Instructions

Thursday April 11, 2024                      1:30pm – 8:00pm

Friday April 12, 2024                      8:30am – 2:00pm

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 Show space at their convenience. The rear overhead doors will be closed at 11:00am on Friday, April 12, 2024. Access will not be permitted through these doors after this time until the close of the Show on Sunday, April 14, 2024.

All displays are to be set up no later than **2:00pm on Friday April 12, 2024** in order to allow the fire marshal to approve the areas and the Show contractor to lay remaining aisle carpeting.

No refund will be made for space that is not used or for space that is unused during any portion of the Show hours. ***Should space be unoccupied 2 hours prior to the opening of the Show***, Management may rent or fill the space for other purposes **without refund**.

### **NO EQUIPMENT WILL BE PROVIDED FOR SET UP OR TEAR DOWN.**

If motorized equipment- including vehicles, forklifts, 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 by March 1 are requested to call directly to arrange a scheduled time.

## Move Out Instructions

Sunday, April 14, 2024

4:00pm - 6:00pm

**All exhibits 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.

Exhibitors will exit Show space in an orderly fashion as designated by the security following the closure of the show. **Vehicles of any kind are not to be parked in front of the rear overhead doors during move out.** Security will be onsite and will force Exhibitors to move vehicles as needed. Larger units and exhibits at the rear of the show space will leave the premises first, if possible, to open space for the rest of the Exhibitors to load-up their displays. Larger exhibits 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. **No motorized units are allowed in show area until after foot traffic has depleted.** A tear down schedule may be implemented to create safe removal of exhibits.

Complete removal of all exhibits must be concluded by **Sunday, April 14, 2024 at 6:00pm** 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. The rear walk-in doors will be locked during the entirety of Show times and access may only be granted through the front doors or with security assistance.

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.

## Exhibitor Passes

Each booth will receive a designate number of Exhibitor passes. Additional passes may be purchased for a fee of \$5.00 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 Exhibitor Pass.**

Booths A, B, C, D, EE, K and M	2 Passes
Booths E, F and G	3 passes
Booths H and J	4 passes

## 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 been 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 **March 1**. Additional fees may apply.

Any changes after this date will be subject to an additional \$20.00 charge.

### Show Décor Contractor

Goodkey Show Services Ltd.

1-877-726-2211

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

Backwall Drape	8' Black
Sidewall Drape	3' Black
Aisle Carpet	Tuxedo

If the Exhibitor is interested in renting additional items for the booth space, they are to contact Show Contractor directly. All additions will be charged to Exhibitor directly from Show Contractor and must be pre-paid in full.

Display set ups are not to block clear lines of sight for neighbouring Exhibitors and to confine their presentation within their assigned booth space. Side displays are to be no more than 4 feet high. Rear displays are to be set with a minimum of 6 feet clear frontage and a maximum of 10 feet in height. There are to be no items hung from the ceiling of the show space.

### Booth 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 SHOW SPACE 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 Show space and/or carpeted areas.**

## 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.

**There is NO ON-SITE SECURITY Thursday evening following early set up.**

The rear doors of the Show space 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 to be manned at all times 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.

## Advertising

Advertising of the Show will begin March 1<sup>st</sup>.

A copy of the 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 and available through the Show website beginning March 1.

When using Instagram or Twitter please use the hashtags:

#StettlerTradeShow      #DestinationStettler

Exhibitors are encouraged to share the Trade Show 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.

Exhibitor names and contact information including phone numbers may be shared with local media mid March. Exhibitors are to contact the Project Manager if this information is to be removed from the shared list.

### Additional advertising

Advertising will be utilized through but not limited to the following:

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.

Newspaper advertising will include:

Stettler Independent

ECA Review



Radio advertising will include:  
Real Country 93.3FM (Stettler)  
Q91 CFCW (Drumheller)  
Drum FM 99.5 (Drumheller)  
Real Country 95.5FM (Red Deer)  
Z98.9FM (Red Deer)  
Big 105.5FM (Red Deer)  
New Country 98.1FM (Camrose)

## 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 January 1, 2023
- 50% of total space cost after February 1, 2023
- 100% of total space cost after March 1, 2023

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

The Stettler Trade Show is a non-juried show with the intention to provide the best show for all. Management will use their own discretion when booking exhibits into the show. There is no information withheld from Exhibitors making inquiries regarding other exhibits, therefore no monies will be refunded to anyone arriving at the show and seeing products/displays similar to their own.

## 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.

### Wi-Fi

Wifi is accessible throughout the Show space. Due to the number of users the weekend of the Show, the Stettler Board of Trade cannot guarantee the strength of the signal. A private and secure Wifi may be available at the discretion of the Stettler Recreation Centre Management. A contract and fee scale will be provided if available.

### 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.

### 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/>

## Disclaimers

By participating in the Stettler Trade Show, all Exhibitors agree to **abide by all regulations and rules adopted by Management** in the best interest of the Show and agree that the Project Manager shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.

No booth space shall be sublet without the prior written permission of the Project Manager. No more than two Exhibitors will be permitted in a shared space and both Exhibitors must submit an Exhibitor Application with a signed Conditions of Contract to the Project Manager in order to be declared a registered Exhibitor.

Management reserves the right to restrict or enact a maximum booth limit per Exhibitor.

Management reserves the right to **alter or change** the space assigned to each Exhibitor in the best interest of the overall Show. Exhibitors will be notified of any major changes including but not limited to size allotment, booth location, and general Show layout.

Management reserves the right at any time to **alter or change 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.

Exhibitors are responsible for the placement and cost of **insurance, licenses, and permits** related to their participation in the show and shall assume all responsibility for their property. Exhibitors shall obtain, and maintain, an insurance policy covering at minimum \$1,000,000 commercial general liability and naming the Town of Stettler and the Stettler Regional Board of Trade and Community Development as additional insured on said policy.

Exhibitors are **liable** for and will indemnify and hold harmless Management, from 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, Management, the owner of the building and their respective agents, servants and employees and members of the public attending the Show, either on the said space or elsewhere if said loss or damage arose from or were in any way connected with Exhibitor's occupancy of said space.

You are permitted to buy, sell, and trade at the Stettler Trade Show. Any business done in the Town of Stettler following the Trade Show requires a Town of Stettler business license as stated in the Town of Stettler bylaws.

Complaints are to be brought to a staff member of the Trade Show immediately. Abuse of staff, volunteers, committee members, Exhibitors, and guests will not be tolerated and will result in immediate removal and future banishment from the Stettler Trade Show.

**All Exhibitors are to conform to the Conditions of Contract as signed upon booking.**