



Airdrie Home & Lifestyle Show, 2019 Exhibitor Manual

Show Dates/Hours:

Saturday, April 27, 2019 from 9 am – 5 pm

Sunday, April 28, 2019 from 10 am – 4 pm

Please note the change in hours for Sunday

Important Documents Enclosed
Please Read Carefully



2019 Exhibitor's Manual:

This package contains all the necessary information required to exhibit at the upcoming 2019 Airdrie Home & Lifestyle Show.

Please ensure you read the entire document carefully and return all the required forms prior to the deadline dates indicated.

In order to contribute to the success of the Show, we ask that all exhibitors agree to conform to the full rules and regulations outlined in the Exhibitor Contract as well as the Exhibitor Code of Conduct in this Exhibitor Manual. These rules and regulations also apply to the representatives, employees and/or guests of all exhibitors. It is each exhibitor's responsibility to ensure booth personnel (staff & volunteers) have read, understand and agree to abide by this manual.

If you have any questions pertaining to the enclosed information, please contact The Show Manager:

Phone: 403-948-4412

Email: events@airdriechamber.ab.ca



Exhibitor Check List:

Use the Exhibitor check list to eliminate on site problems.
All forms are included in the Exhibitor Manual.

ITEM	DUE on or prior to
1. Determine marketing strategy to be used to let people know that you are participating in the show.**	March 15, 2019
2. Complete and return forms for Health Inspector if you are serving food or performing personal services (physical contact with public).	April 1, 2019
3. Confirmation of table size, use of power, and number of exhibitor badges is sent to Airdrie Chamber of Commerce. NB booth includes: drapery, one table, four name badges and, one 600 watt duplex outlet IF requested . All other items (including additional power) must be ordered at a cost through GES Canada.	March 15, 2019
4. Send Certificate of Insurance to Airdrie Chamber of Commerce.	March 15, 2019
5. Complete GES order form for booth carpeting, power, accessories, or equipment not included with Show booth. Form is faxed to GES. Charges will apply for onsite orders or changes.	April 11, 2019
6. Early move in booked for large displays by calling Airdrie Chamber of Commerce.	April 1, 2019
7. Lunch order is completed and sent to lunch provider (TBA). OPTIONAL	April 1, 2019
9. Include information regarding Show participation in all customer contacts.	ONGOING
10. Prepare Show Kit. Suggestions to include: water, tape (duct, masking, scotch), business cards, note pad, pens, Kleenex, garbage can for booth, Band-Aids, Advil, extension cord, etc.	April 22, 2019
11. Hold a Pre-Show meeting with all booth personnel to review objectives, responsibilities and review Exhibitor Manual.	April 22, 2019
12. Ensure all booth personnel are aware of exhibitor parking area.	April 22, 2019
13. Ensure booth is ready for Health Inspection by 8 am, Saturday, April 27 if you are serving food or performing personal services. Failure to be ready on time may result in closure of booth by Show Management.	April 27 – 8:00 am
14. Review Post-Show follow up plan.	May, 2019

****Marketing Strategies for Trade Shows:**

- Use your business website, blog, newsletter or social media activities to invite current and prospective customers to the show.
- Use your email or mailing lists of current and prospective customers to get the word out about your participation in the show. You could distribute invitation passes to customers and prospects at least two months prior to the show.
- Put reminders on invoices, statements and all email correspondence — try using your email's automatic signature feature.
- Distribute a press release to trade journals or local newspapers announcing your participation in the show. If you have a new product, feature it in the release. In your advertising, include a tag line like: Be sure to visit us at booth No. ____!



Show Management:

Ashley Frame, Show Manager
Office: 403-948-4412
Email: events@airdriechamber.ab.ca

Show Dates:

April 27th - 28th, 2019

Show Hours:

Saturday, April 27 from 9 am – 5 pm
Sunday, April 28 from 10 am – 4 pm

*It is best to arrive 20-30 minutes prior to Show opening. **Don't be late!**

Show Facility:

Genesis Place
800 East Lake Blvd NE
Airdrie, AB T4A 2K9

Complimentary Tickets:

Included with your confirmation letter are two admit one tickets. NB Last minute exhibitors are not guaranteed admit one tickets.

Display Services:

All Airdrie Home & Lifestyle Show 10x10 and 10x8 booths include:

- **one** skirted and draped table (**choice of 4, 6 or 8 foot**),
- **four exhibitor badges**
- **one 600 watt duplex outlet IF requested**

All Airdrie Home & Lifestyle Show 10x5 booths include:

- **one** draped and skirted table (choice of 4, 6 or 8 foot),
- **four** exhibitor badges,
- power is available, but you must bring an extension cord.

GES Display Services is the official supplier of booths, rental furniture and accessories for the Airdrie Home & Lifestyle Show. GES Exhibitor's Kit has been posted to the Show website (www.airdriehomeshow.ca). Should you require any GES products or services please ensure the GES Exhibitor Kit rental form is completed and submitted directly to GES prior to **April 12, 2019** in order to receive discounted rates. Please be aware that tables, chairs, power, etc. requested at the Show (including set up) is costly, this includes exchanges.

IMPORTANT:

- ✓ **Booths 1-81, 97 & 98 in FIELD A:** the flooring of your booth is concrete; therefore you may wish to carpet your booth. If so, please place your order with GES prior to April 12 to receive the discounted price. You may also provide your own carpet.
- ✓ **Booths 82 – 176 in FIELD B:** the flooring of your field is a Pulastic Sports Floor, which will be covered with a 5mm rubber covering. No heavy items are permitted on this floor. **If you have booth # 82-176, please inform Show Management ASAP if you have any items in your booth which may be considered heavy.** All items with sharp legs must have plywood under them to protect this



covering. During set up/take down please do not drag items over this rubber covering. NB plywood is provided, at no cost, by Genesis Place.

Exhibitor Badges:

Exhibitor badges are required to gain access to the Show, and must be worn at all times. NO EXCEPTIONS.

Exhibitor badges are for exhibit personnel only. Four exhibitor badges are included with each booth. Badges are in the exhibitor package that you will receive when you register at the Chamber Booth at Genesis Place prior to move-in on April 26th.

Exhibitors must wear their badges at all times. Exhibitors will not be permitted into the Show without their badges. If staff is sharing badges, badges can be left at Chamber booth for pick up by next shift. **DO NOT LEAVE BADGES AT YOUR BOOTH as you will not be allowed into the Show without them.**

In an effort to recycle, we request that exhibitor badges be left at your booth at the end of the Show.

Exhibitor's Lounge:

The Exhibitor's Lounge is sponsored by **Perfect Home** and has two functions:

- a) It enables the booth personnel to have a quiet break away from their booth, and
- b) It enables booth personnel to invite prospects into the lounge in order to finalize a business deal or write up an order away from the Show floor.

Please no pets, children, family or friends in the Exhibitor's Lounge.

You will find the lounge in the main hallway to the left of the Fresh Select food kiosk. Perfect Home will be providing a variety of comfortable furniture, tables/chairs, nonalcoholic drinks and snacks at no charge as a courtesy to the Exhibitors.

You are welcome to bring a lunch/coffee or purchase one onsite and enjoy it in the Exhibitor's Lounge. The Exhibitor's Lounge will be open during Show hours.

Lunch:

Last year we offered the opportunity for exhibitors to preorder their lunch for the two days of the Show. These lunches were delivered to the exhibitor's booths and were eaten in the Exhibitor's Lounge (please do not eat in your booth). A separate email with the menu and order form will be sent to exhibitors in March. We are waiting to confirm the provider of this service.

Insurance:

The Airdrie Home & Lifestyle Show recommends all Exhibitors have a \$2,000,000 minimum in liability insurance. Exhibitors must secure a certificate of insurance providing proof of insurance and adding the Airdrie Chamber of Commerce and the City of Airdrie as additional insured. This is standard practice and is easily attained by contacting your insurance provider. Home based businesses often utilize PAL Insurance Services (Special Events Liability) for this certificate - www.palcanada.com.

Please send proof of insurance to the Airdrie Chamber of Commerce no later than March 15, 2018. Please email to: events@airdriechamber.ab.ca or fax: 403-948-3141.

For the certificate of insurance you will require the information below:

- Certificate Holder: Airdrie Chamber of Commerce and the City of Airdrie



- The Chamber's address: #102, 150 Edwards Way NW Airdrie, AB T4B 4B9
- The City's address: 400 Main Street SE Airdrie, AB T4B 3C3
- Certificate is issued regarding: Airdrie Home & Lifestyle Show, April 27-28, 2019 held at Genesis Place 800 East Lake Blvd NE Airdrie, AB T4A 2K9

Exhibitors, or their agents, must provide adequate insurance for their personnel, the public, exhibits and materials against all hazards. As per your signed contract, Show Management, The Airdrie Home & Lifestyle Show, the Airdrie Chamber of Commerce, Genesis Place and the City of Airdrie will not be held accountable or liable for, and the same are released from accountability or liability for any damage, loss, harm or injury to the person or any property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause unless by their own negligence.

Janitorial Service:

Show Management provides daily janitorial service to aisles and common areas only. The Exhibitor will be responsible for the continued cleaning and removal of garbage or other refuse from his/her booth at all times including set up and move out. Trash must be placed in bags and be left in aisle for pick up at close of show.

Move-In:

Friday, April 26th from 9 am – 7 pm. **All booths must be completely set up by 7:00 pm on Friday, April 26th.** NO EXCEPTIONS. Exhibitors will not be permitted to set up during Show hours. Exhibitors must arrive for set up prior to 6:30 pm.

A limited number of dollies are available for use on a first come first serve basis. Exhibitors must register with Show Management prior to move in. Registration takes place outside the main doors of the Genesis Place Fieldhouse.

Forklifts are not available for move in/move out.

Early move in will be available to booths that meet the following criteria: large, heavy, or complex design. All businesses with booths meeting these criteria should request consent from Show Management for early move in prior to April 1, 2019. Call: 403-948-4412 or email: events@airdriechamber.ab.ca

Exhibitors with large displays may wish to use the loading dock, located on the East side of Genesis Place (next to Bert Church High School). Please move your vehicle as soon as you have unloaded. Do not park in the fire lane. Please note that no propane or gas powered vehicles or forklifts are permitted within the facility UNLESS special permission has been provided by Show Management in consultation with the Fire & Safety Inspector.

Exhibitors with small displays will not be permitted to use loading dock area. These exhibitors will enter the facility using the Fieldhouse Entrance, which is located on the East side of Genesis Place (facing Bert Church High School).

We ask that if your display contains heavy equipment or merchandise that you consult with Show staff as to placement.

Please be patient during move-in.

Move-Out:

Move-out will commence once the Show is closed and the Show has been cleared of visitors. Dismantling or packaging **will not be permitted before closing on Sunday, April 28th at 4:00 pm.** Aisle carpet will



be rolled up and moved PRIOR to any exhibitors moving out. Please be considerate of the GES Display staff as they work to quickly remove the aisle carpets – this will ensure a smooth move out for all exhibitors.

Please note that unless arranged in advance with Show Management, all exhibitor materials must be removed from the facility no later than 8 pm on Sunday, April 28th.

For late move out, please contact the Show Manager, at 403-948-4412 before Friday, April 1st, 2019.

In an effort to recycle, we request that badges are left in your booth at the end of the day on Sunday.

Arrangements have been made with Municipal Enforcement to relax parking rules during move in and move out at Genesis, however at NO TIME is it permissible to park in Emergency Lanes.

Please be patient during move-out.

EARLY MOVE OUT WILL NOT BE TOLERATED
If anyone is found to be tearing down or packing up their exhibit materials before show close, they will be subject to expulsion from future Airdrie Home & Lifestyle Shows.

Parking:

Please inform all booth personnel (staff and volunteers) of the Exhibitor's parking. Parking is at a premium at Genesis Place, therefore all Exhibitors **MUST** park at Ron Ebbesen Arena (Twin Arena) during Show hours. This arena is located across the street (1/2 block) West of Genesis Place.

It is very important that we keep the Genesis Place parking for our guests.

In an effort to ensure Exhibitors are parking in the appropriate parking lot, the parking lot at Genesis Place will be closed one hour prior to Show start on both Saturday and Sunday. We will however be offering a free shuttle service for all exhibitors, both days of the show between the Ron Ebbesen arena and Genesis Place. Please see below for the pickup/drop off locations and times.

Saturday, April 27th, 2019

Runs in the morning from 7:00am – 8:45am
Runs in the afternoon from 5:00pm – 6:00pm

The Shuttle Service will run every ten minutes.
Ron Ebbesen Arena (pick up is right out front the main doors)
Genesis Place (out front the East Doors close to Bert Church) and back

Sunday, April 28th, 2019

Runs in the morning from 8:00am – 9:45am
Runs in the afternoon from 4:00pm – 4:30pm

The Shuttle Service will run every ten minutes.
Ron Ebbesen Arena (pick up is right out front the main doors)
Genesis Place (out front the East Doors close to Bert Church)



Please be advised that promotional vehicles parked in the Genesis Place parking lot during Show Hours will be towed unless they are preapproved Show sponsor vehicles. Vehicles parked overnight in the Genesis Place parking lot will be towed at owner's expense.

The availability of parking directly impacts the amount of visitors at our Show. Please be courteous to our guests by using the designated Exhibitor's parking lot.

Safety & Emergency Procedures:

Please refer to the attached Emergency Evacuation Maps and familiarize yourself with the nearest emergency exit from your booth.

The location of the fire extinguishers, and accompanying signage, is at the request of the Fire & Safety Inspector and therefore is nonnegotiable. Extinguishers and signage must be visible to the public and readily accessible.

Fire regulations prohibit the use of:

- straw or hay bales,
- burning of candles,
- helium balloons,
- pressurized cylinders,
- gas or propane powered vehicles.

Security Services:

Security Service will be provided throughout the Show. Every precaution will be taken to prevent losses, but Show Management will not accept liability for losses of any kind. NEVER leave booth unattended during Show Hours.

Important Boothmanship Tips:

Ensure you have:

1. Booth signage that meets the ABCs
 - A. Business Name
 - B. What You Do
 - C. Benefit of doing business with you.
2. A visually appealing and interesting booth.
3. A display that is welcoming and clean.
4. Incentives to visit (giveaways and show specials). Please pass these along to Show Management for inclusion in Social Media Marketing.
5. Friendly, approachable and energetic booth personnel.

This is the most common mistake that we see at our Show: Not training your booth staff and discussing proper expectations with them. Often booth staffers are sitting down and are more concerned with playing games, texting, or chatting away with coworkers rather than engaging with prospects. Guess what....the prospects stroll right by these booths.



6. Booth personnel who understand the product and service.
7. Booth personnel, who do not eat, drink or read while staffing your booth.
8. A dress code for booth personnel.
9. Three to six engaging questions that your booth personnel can use to engage with guests. These could be:
 - A. Industry related: "What concerns do you have regarding (issue)?"
 - B. Product/Service related: "How could you see using (products/services) in your life?"
 - C. Benefit Related: "How important is (benefit) to your life?"
 - D. Situation Related: "What is your most important need in (situation)?"
 - E. General: "How familiar are you with our product/service/company?"
10. FUN!

Food for Thought- Always Remember!

Make a Good First Impression:

It takes only 4 seconds to make a first impression on an attendee – good or bad! And you only have one chance to make a first impression! Smile, make eye contact, wish guests a good morning/afternoon. What does your stance say about you – is it welcoming?

- An average salesperson in an exhibit will make 6 contacts an hour.
- 55% of communication at a trade show is non-verbal.
- 86% of what an attendee will remember about your exhibit is related to the booth staff's performance, actions and comments.
- 6 weeks after the show, attendees won't remember your booth but they will remember you!

(From www.surfexpo.com)

Follow up and evaluate your efforts:

If you have any sales leads or requests for more information, follow up as soon as possible. Each passing day dulls the positive impression you invested so much to create.

Keep track of your return on investment. Calculate how much you invested to generate each new lead or to make a sale. Estimate how many people saw your display and have become more aware of your product or service — divide your costs relative to the show by this number. Was it worth it? What worked well? What will you do differently at the next show? How do you know if a customer first encountered you at the Show – do you ask? Many sales happen months or even years from the Show date.

(From www.canadabusiness.ca).



EXHIBITOR CODE OF CONDUCT
Rules by Which Every Exhibitor Must Abide

As a courtesy to attendees and fellow exhibitors, all exhibits must be open on time and remain staffed at all times during exhibit hours.

Every year we have guests and exhibitors arriving at the same time. PLEASE arrive at the Show 15-30 minutes prior to Show opening. Entrance for exhibitor's will be at the handicap/stroller entrance at the bottom of the ramp from the main show entry.

Under no circumstances should you enter any other exhibitor's display area uninvited.

Interference with, or disruption of, another exhibitor's personnel or activities is prohibited.

Exhibitors and their company representatives must wear their official exhibitor identification badges at all times while on the Show floor. These badges are issued for exhibitor identification and must not be loaned or given to other persons.

Exhibitors are not permitted to dismantle their exhibits or do any packing before 5 pm on the last day of the Show.

Aisle space may not be used for exhibit purposes or for solicitation of business.

Distribution of materials outside the booth is expressly forbidden.

Prizes, drawing and contests are permitted, in accordance with Alberta lottery guidelines. Compliance with these guidelines and all associated activities are solely the Exhibitor's responsibility.

All exhibits not in accordance with booth regulations and any proposed structural changes must be forwarded to Show Management for written approval prior to March 1, 2019.

Exhibitors may not assign, sublet or apportion any part of the space contracted for/by them, and may not advertise or display goods or services other than those manufactured, distributed, or sold by them in the regular course of their business. Space contracted for/by an exhibitor is for the sole use of that exhibitor.

Exhibitor personnel are expected to behave in a professional manner at all times.

Nothing is to be pinned or stapled to drape. 'S' hooks are available from GES Canada during set up.

Enforcement of Rules and Regulations:

Failure of Exhibitor to follow these requirements may result in eviction of Exhibitor without refund, in Management's sole discretion. Additionally, Management may prohibit the Exhibitor from attending future Shows.

PLEASE FILL OUT THIS PAGE & RETURN TO:

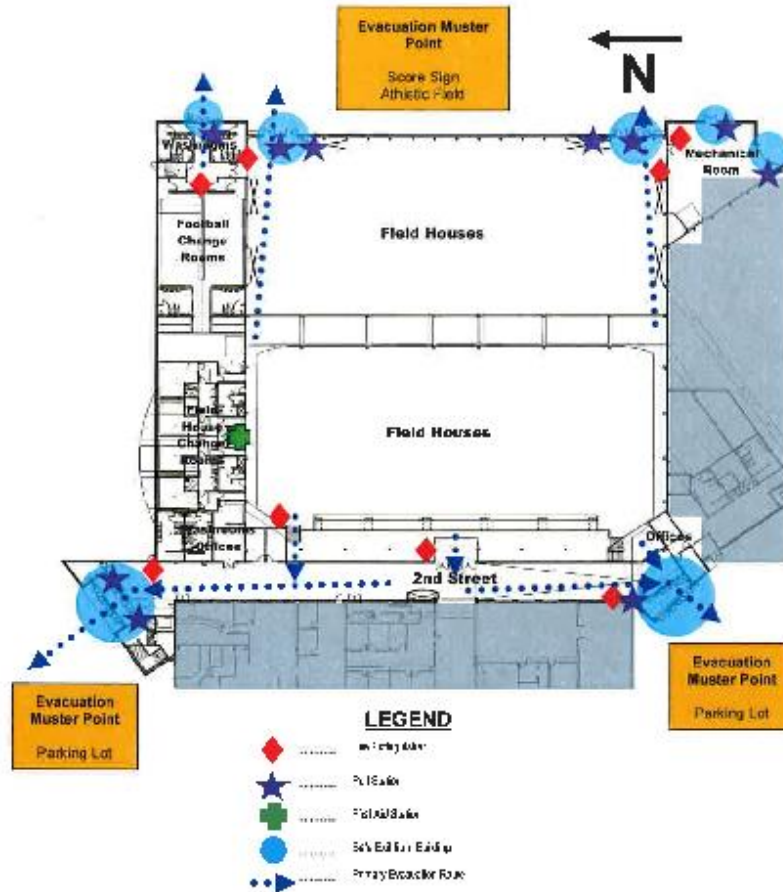
events@airdriechamber.ab.ca

Declaration:

I, _____ (name) of _____ (organization), hereby certify that I have read and understood the Exhibitor Code of Conduct outlined above, and will adhere to the stated rules and regulations of the Airdrie Home & Lifestyle Show or risk expulsion from the Show.

_____ (signature) _____ (date)

Emergency Information for Facility Lease Holders, Tenants and Visitors



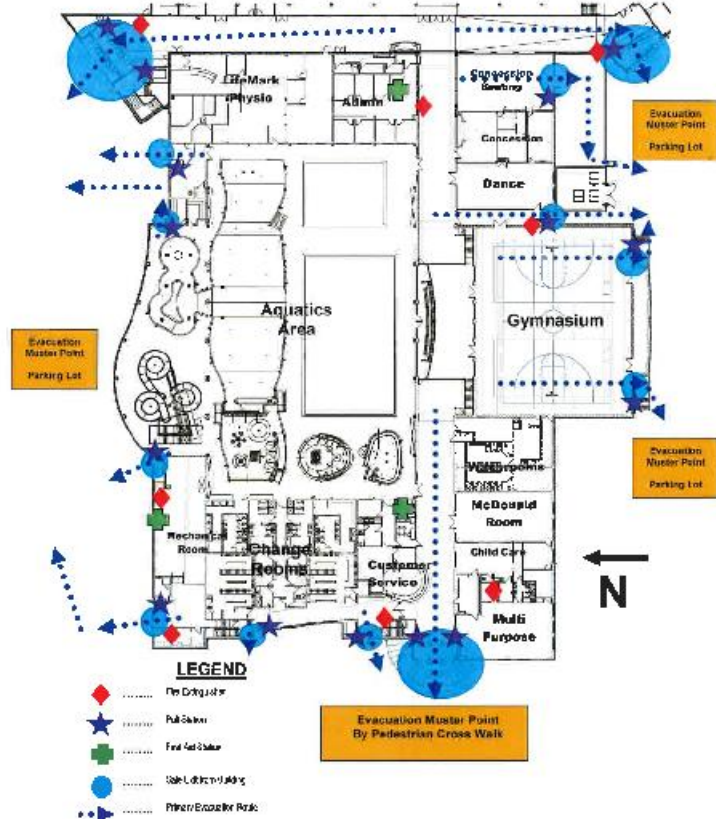
FIRST AID PROCEDURE

1. Locate the nearest Genesis Place staff member immediately if you or someone else requires First Aid.
2. In case of an emergency dial 911. If calling from a Genesis Place phone, dial 9911.
3. The Genesis Place address is 800 East Lake Boulevard N.E.
4. Genesis Place staff will collect information to complete an Incident Report when First Aid is provided.

FIRE ALARM - EVACUATION PROCEDURE

1. The Fire Alarm (bells and sirens) will sound.
2. Proceed to the nearest exit.
3. The Genesis Place Warden will proceed to the fire panel and determine the emergency. The Warden will then radio Genesis Place staff to inform them of the nature of the emergency and the evacuation area.
4. Follow all instructions provided by Genesis Place staff.
5. Genesis Place staff will conduct a sweep of their corresponding area and evacuate patrons to the closest Muster Point.
6. Everyone meets at the Muster Point for further instructions.

Emergency Information for Facility Lease Holders, Tenants and Visitors



FIRST AID PROCEDURE

1. Locate the nearest Genesis Place staff member immediately if you or someone else requires First Aid.
2. In case of an emergency dial 9-1-1. If calling from a Genesis Place phone, dial 9-9-1-1.
3. The Genesis Place address is 860 East Lake Boulevard N.E.
4. Genesis Place staff will collect information to complete an Incident Report when First Aid is provided.

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6. Everyone meets at the Muster Point for further instructions.

**THANK YOU FOR YOUR PARTICIPATION IN THE
AIRDRIE HOME & LIFESTYLE SHOW!
HAVE A GREAT SHOW!**