



EDMONTON SKI &  
SNOWBOARD SHOW

## Calling All Winter Sports Fans!

*All through the spring, summer, and fall, Skiers and Snowboarders are watching for the first flakes of winter and dreaming of bundling up on chilly mornings and having a blast at the 18<sup>th</sup> annual Edmonton Ski & Snowboard Show. Come be a part of the sustained, ever-growing success and get face-to-face with a targeted market of passionate downhill sports enthusiasts. With **nearly two-thirds of attendees** spending more than \$50 at the Show (and 26% spending over **\$250!**), attendees are definitely coming with cash-in-hand, ready to spend money on their favourite hobby!*

- ✿ **The Edmonton Ski & Snowboard Show provides a large, targeted audience of skiers and snowboarders – powderhounds who are passionate about winter!** They love to be active and seek out new adventures, and the Edmonton Ski & Snowboard Show is their way of kicking off the season!
- ✿ **Our extensive marketing campaign brings in thousands of pre-qualified visitors**, allowing you to promote your company, sell product, and generate leads for future sales.
- ✿ **These powerful consumers have both the passion and disposable income to rock the hill every season!** Our show provides them the opportunity to gear up for the winter, score some great deals, plan their snow destinations, and revel in powder culture! Will you be there to give them what they're looking for?

- **6,675** attended in 2016 (up from the previous year!)
- **51%** of attendees are snowboarders & **31%** are skiers - **12% do both!**
- **Attendees come ready to buy!** The show is constantly bustling with people walking out with big hauls!

- **17 years of producing the Edmonton Ski & Snowboard Show** and over 25 years producing tradeshows give our exhibitors the benefit of a **wealth of tradeshow knowledge & experience**
- Over the years we've forged **excellent relationships with local media**, giving us more bang for our marketing buck!
- Since 2005, we've done nearly **ten million dollars'** worth of media advertising across all our shows!

✿ **This is a unique opportunity for face-to-face activation**, where visitors can express their needs, get information, and find solutions that are tailored to them! This creates a perfect opportunity to get them to take action and make a commitment to your company - whether it's by buying a season pass for your resort, agreeing to check out your shop, or any other activation goal you want to achieve! These personal connections that create a memorable, emotional impression are what will turn mere potential customers into your "tribe" - loyal fans who will be your cheerleaders and drive your word of mouth!

✿ **Visitors come for the deals, but stay for the culture!** It's an awesome display of everyone joining together as a community to get buzzed about the upcoming season! With 42% of attendees spending \$150 or more at the Show, this is definitely a place of big commerce. And once they have gear in hand, the next thing to do is line up a mountain trip – 81% of attendees surveyed said they'd be taking 2 or more ski/snowboard trips to the mountains this season!

For nearly two decades, you have chosen us as the best winter event destination, and we will continue to strive to surpass the excellence you've come to expect from the Edmonton Ski & Snowboard Show. We love the incredible relationships that we've been able to foster with our long-term exhibitors, from shops to resorts and more, and we are so happy to see the same faces back year after year!

Continuing to draw visitors from all over Canada to kick off the season and help small businesses grow, the Edmonton Ski & Snowboard Show is truly an embodiment of what the winter sports community is all about!



**Want to know more?**  
**Family Productions Inc.**

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

E-Mail: [info@edmontonshows.com](mailto:info@edmontonshows.com)

Business/GST No. 888484615RP0001

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



FAMILY PRODUCTIONS INC.  
EST. 1993

# Exhibit Space Application

October 28<sup>th</sup> & 29<sup>th</sup>

Saturday 10 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

GST No.888484615RP0001



**EDMONTON SKI & SNOWBOARD SHOW**

**2017**

## Procedure

1. Fill out the application as completely as possible.
2. Submit along with payment (*no application will be processed without payment*).  
Fax, online, or in person only. No phone registrations accepted.
3. Confirmed registrations will be e-mailed an **Invoice** (*immediately*).
4. Submit your *proof of Liability Insurance* to our office. This is *required* prior to participation in the Show.
5. Instructions to the **Exhibitor Manual** will be sent shortly thereafter, starting 8 weeks out from the Show.  
*Note: If nothing is received, please check your junk folder or call in to have it resent.*
6. Review Exhibitor Manual (*follow the instructions as they are applicable to your needs*).
7. 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)

**Email Address** (*write clearly*): \_\_\_\_\_

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

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

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.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Reminder: Balloon and Animal restrictions DO apply. No animal sales or adoptions off of the Show Floor (Paperwork Only).**  
Contact office for additional information.

Office Use Only	
Date Received	_____
Invoice #	_____
Conditions	_____
Booth Size	_____
Booth #	_____
<input type="checkbox"/> Invoice	<input type="checkbox"/> Manual <input type="checkbox"/> Tickets
<input type="checkbox"/> Insurance Attached	

**\*\*\*\* 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.

**All Booths include applicable 8' back draping and 4' side draping.** All other Booth Accessories must be ordered.

- 10'x10' spaces include six (6) exhibitor wristbands and twenty (20) complimentary passes.
- 10'x20' or greater include up to twelve (12) exhibitor wristbands and forty (40) complimentary passes.

*\*Please note that exhibitor wristbands are for booth employees only.\**

*Additional wristbands can be purchased in advance for a nominal fee. (See Show Extras)*

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

**Parking Passes** can be purchased during Move-in only.

**\*\*\* 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 December 16 '16	Price Expires January 30 '17	Price Expires May 15 '17	Price Expires August 25 '17	Price Expires October 28 '17
<input type="checkbox"/>	10'x10'	\$1,080	\$1,236	\$1,390	\$1,495	\$1,595
<input type="checkbox"/>	10'x10' Corner	\$1,130	\$1,286	\$1,440	\$1,545	\$1,645
<input type="checkbox"/>	10'x20'	\$2,060	\$2,372	\$2,680	\$2,890	\$3,090
<input type="checkbox"/>	10'x30'	\$3,016	\$3,528	\$3,990	\$4,305	\$4,605
<input type="checkbox"/>	20'x20'	\$4,026	\$4,624	\$5,240	\$5,660	\$6,060
<input type="checkbox"/>	500 – 700 Sq Ft	\$9.60 Per Sq Ft	\$10.30 Per Sq Ft	\$10.80 Per Sq Ft	\$11.30 Per Sq Ft	\$11.80 Sq Ft
<input type="checkbox"/>	800 & over Sq Ft	\$8.80 Per Sq Ft	\$ 9.30 Per Sq Ft	\$ 9.80 Per Sq Ft	\$10.80 Per Sq Ft	\$11.30 Sq Ft

\* Exhibit prices subject to change at the discretion of Family Productions Inc. **Booth Space Total (Use proper amount from above table)**  
\* Exhibit Prices 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)	\$129	___ x \$129 =	\$
<input type="checkbox"/> 1500 watts/120 volts (24-hour) (E150024)	\$168	___ x \$168 =	\$
<input type="checkbox"/> Flood Lights 2 - 24 Watt LED fixtures on 8' Telescopic Stand (Power included for lights ONLY. No additional plug-ins) (L2150)	\$124	___ x \$ 124 =	\$
<input type="checkbox"/> Source 4 Par Fixture (Ceiling Light) (Power included for lights ONLY. No additional plug-ins) (L575S4)	\$216	___ x \$216 =	\$
<input type="checkbox"/> Man-lift Services (ex. Hanging banners/signs)	\$211 per hour	___ x \$211 =	\$
<b>Power Needs Total (add all totals in column)</b>			<b>\$</b>

\*\*Power Prices are valid for this application only.

\*\*\*Prices subject to change without notice\*\*\*

**Power Needs Total (add all totals in column)**

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

*Show Extras	Price	Calculation	Total
<b>Exhibitor Weekend Parking Pass (unlimited access) are available through Northlands at Move in</b>			<b>\$ N/A</b>
<input type="checkbox"/> 4x4 Additional Storage Request**	\$75 for the weekend	___ x \$75 =	
<input type="checkbox"/> Mascot Changing Area *All mascots must be approved by show management in advance	\$125 for the weekend	___ x \$125 =	\$
<input type="checkbox"/> Extra Exhibitor Wristbands ( Over the included booth amount )	\$8 per wristband	___ x \$8 =	\$
*Show Extras Prices are valid for this application only. ** Storage Space is limited and may not be available *** Family Productions Inc. assumes no responsibility for items stored.			<b>Show Extras Total (add all totals in column)</b> <b>***All Show Extras Prices Subject To 5% GST***</b> <b>\$</b>

*Booth Accessories	Edmonton Shows Advance Prices	Preorder Calculation	Total
<input type="checkbox"/> Carpet	\$135 per 100 square feet (10x10 space)	___ x \$135 =	\$
<input type="checkbox"/> Carpet Underlay	\$90 per 100 square feet (10x10 space)	___ x \$90 =	\$
<input type="checkbox"/> Carpet	\$250 per 200 square feet (10 x 20 Area)	___ x \$250 =	\$
<input type="checkbox"/> Carpet Underlay	\$170 per 200 square feet (10 x 20 Area)	___ x \$170 =	\$
<input type="checkbox"/> Carpet	\$375 per 300 square feet (10 x 30 Area)	___ x \$375 =	\$
<input type="checkbox"/> Carpet Underlay	\$255 per 300 square feet (10 x 30 Area)	___ x \$255 =	
<input type="checkbox"/> Skirted Tables	___ 4' ___ 6' ___ 8' \$70 per table	___ x \$70 =	\$
<input type="checkbox"/> Raised Table Skirted	Add \$25 per table (any 4' 6' 8' sizes)	___ x \$25 =	\$
<input type="checkbox"/> Folding Chairs	\$14 per chair	___ x \$14 =	\$
<input type="checkbox"/> High Stools w/back	\$75 per stool	___ x \$75 =	\$
<b>Booth Accessories Packages</b>	<b>Choose Table Size and number of Chairs</b>	<b>Package Calculation</b>	<b>*****</b>
<b>20 x 20 (400 Sq Ft) &amp; Bulk Space Carpeting Per Square foot</b>	<b>Bulk Space ___' X ___' = ___ Sq Ft</b> Eg. 20' x 20' = 400 Sq ft (400 x 1.20 = \$480)	___ x \$1.20 =	\$
<b>10 x 10 Deluxe: (per space)</b> Includes: Underlay, Carpet, 1 Table skirted, 2 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$295 =	\$
<b>10 x 20 Deluxe: (per space)</b> Includes: Underlay, Carpet, 2 Table skirted, 4 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$570 =	\$
<b>10 x 30 Deluxe: (per space)</b> Includes: Underlay, Carpet, 2 Table skirted, 6 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$780 =	\$
<b>20 x 20 Deluxe: (per space)</b> Includes: Underlay, Carpet, 3 Table skirted, 6 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$1090 =	\$
**Booth Accessories Prices are valid for this application only. <b>Booth Accessories Total (add all totals in column)</b> <b>**** All Booth Accessories Prices Subject To 5% GST ****</b>			<b>\$</b>



Ticket Purchase Special	Price (General admission tickets only)	Calculation	*****
<input type="checkbox"/> Under 25 Tickets	\$9.52 per Ticket	___ X \$9.52 =	\$
<input type="checkbox"/> 25 – 50 Tickets	\$8.60 per Ticket	___ X \$8.60 =	\$
<input type="checkbox"/> 60 Plus Tickets	\$7.60 per Ticket	___ X \$7.60 =	\$
Tickets can be purchased for personal guests, for clients, or for promotional purposes <b>*Ticket Purchase Specials are valid for this application only</b> <b>**Pre-ordered discounted General Admission tickets have no cash value and are non-refundable.</b>			<b>Ticket Purchase Total (add totals in column)</b> <b>***All Ticket Prices Subject To 5% GST***</b> \$

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

- All Exhibitors must submit proof of insurance at least two (2) weeks prior to show.  
**Minimum two million (\$2,000,000.00) liability coverage.**  
**Your Insurance Company can transfer your existing Liability.**  
**Insurance to include the Edmonton EXPO Centre at Northlands and Family Productions Inc. as additional insured for the weekend of the show.**  
  
**If you do not have existing coverage, you will be required to purchase Insurance designed specifically for exhibitors. Please contact our office for Provider recommendations.**
- All Applications are subject to a 3% processing fee.
- 50% non-refundable deposit on submission of contract.
- 50% non-refundable balance on contract by August 21, 2017.
- 100% non-refundable payment required for applications received on and after August 21, 2017.
- 2% per month will be added to overdue accounts.

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

Are you authorized to sign for the company?

Yes  No

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 Ski & Snowboard Show.

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

**\*\*Please note: If you pay by cash or pay the Total Booth Amount in full upfront, the 3% Application Process Fee will be waived. N/A after 08/21/2017**

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 August 21, 2017 to satisfy the balance of this contract

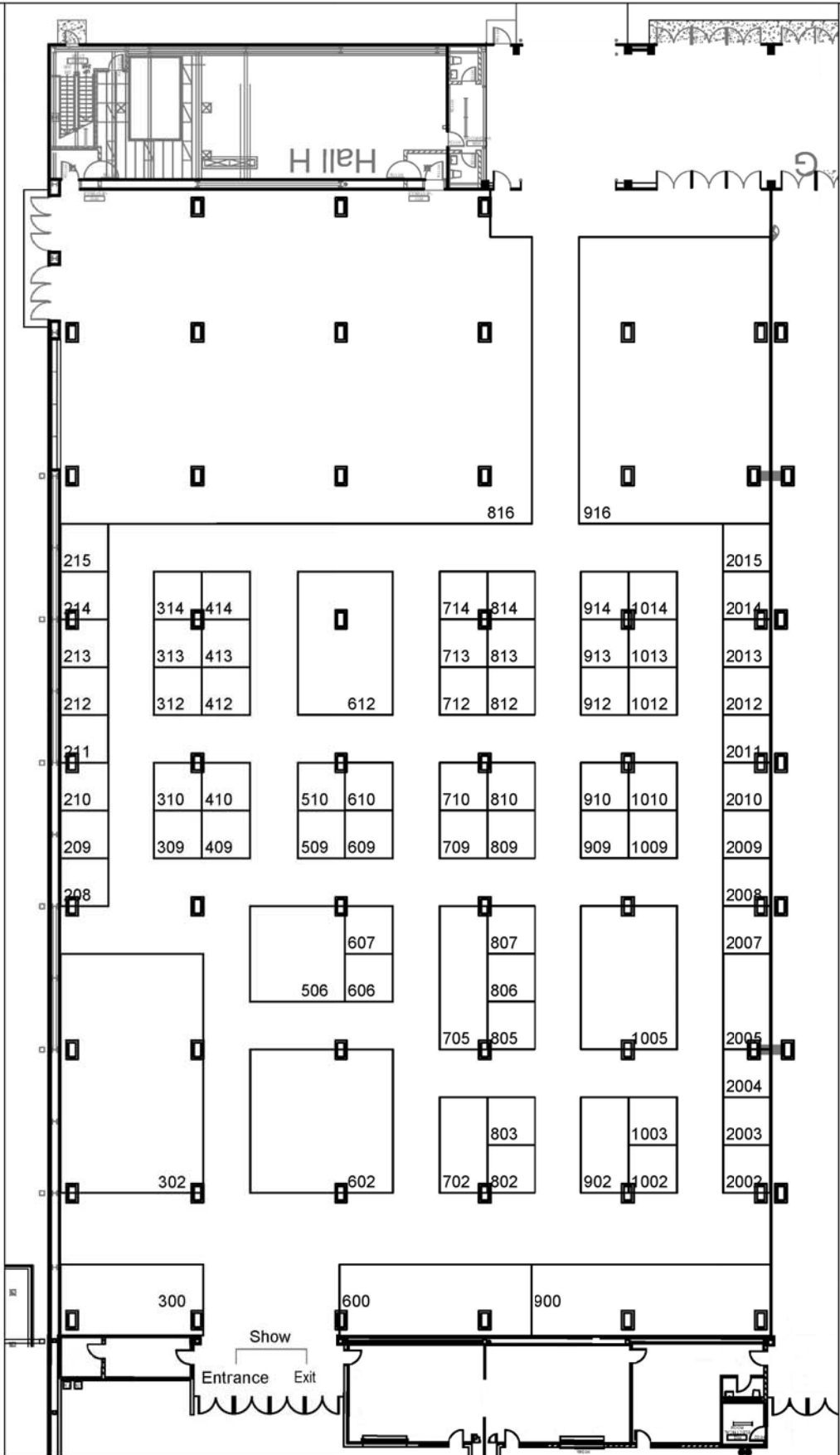
I authorize \$ \_\_\_\_\_ from my credit card to satisfy the 100% total due for this contract upon its processing

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

**Family Productions Inc. Business/GST No. 888484615RP0001**



Event Specialists  
 780.992.0404  
 Fort Saskatchewan and Airdrie, AB.  
 www.superiorshow.com  
*Serving the community through Superior events*

## Edmonton Ski and Snowboard Show

October 28 & 29, 2017

Edmonton Northlands Expo Centre; Hall H

Floor plan is intended for the sole use of our Clients and is subject to change.

Revised By E.O. on Nov. 21/16

## **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 or 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 eight (8) 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 the Exhibitor 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 their participation in the Show in advance of the Show. Proof of Insurance must be submitted to Family Productions Inc. one week prior to scheduled Show move-in.
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.