

# 2010 Sip! Exhibitor Registration

July 23 to August 1, 2010, Northlands Edmonton EXPO Centre



Sip! is the gourmet alternative designed to present the most interesting beverages on the market today paired with delicious and trendy food creatively prepared by talented chefs. Whether it is wine from a renowned valley, micro brewed beer, super-premium Tequila or Single Malt Scotch; you will have the opportunity to showcase your products to a varied group of Edmontonians.

Use this three page form to select the options that work best for your business. If you have any questions, please contact Tricia Lewchuk for more information at 780.491.3472 or [tlewchuk@northlands.com](mailto:tlewchuk@northlands.com).

## EXHIBITOR

Legal Company Name

Operating Company Name  
(if different than above)

Main Contact	Last Name		First Name	
	Position/title	Address	City	Postal Code
	Phone	Cell	Fax	
	Email address			

Alternate Contact	Last Name		First Name	
	Position/title	Address	City	Postal Code
	Phone	Cell	Fax	
	Email address			

## IMPORTANT DATES/NOTES

Application Deadline: **Friday, June 18, 2010**

Product Selection Deadline: **Friday, June 18, 2010**

Order Payment Deadline: **Monday, June 28, 2010** Note: **Payment and Product Selection is to be arranged directly with Sherbrooke Liquor.**

- Payment for parking, gate admission, and marketing opportunities must be in at time of application.
- Payment and SKU information to be given directly to Sarah Gerzanich ([sbliqu@telus.net](mailto:sbliqu@telus.net)) or Jim Pettinger ([Jim.sbliqu@telus.net](mailto:Jim.sbliqu@telus.net)) at Sherbrooke Liquor Store (780) 455-4556.Fax (780) 454-3531
- Liquor rates are cost + 5.5% unless a credit card is used for purchase.
- If payment to Sherbrooke Liquor Store is not received in full by June 28, 2010, application will not be processed.

## REQUIREMENTS OF EXHIBITORS

- All on-site servers must have ProServe certificate.
- Proof of ProServe completion must be provided by June 28, 2010.

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## EXHIBITOR PACKAGES

Choose from one of the packages below. Note: space is limited in all categories. All requests are based on space availability.

Each package includes 1 General Parking Pass good for any public lot at Northlands and Exhibitor Passes for the individuals working the booth.

The Full Shot – Ten (10) day package	<input type="checkbox"/>
Just An Ounce – Five (5) day package. Choice of: <input type="checkbox"/> July 23-27 or <input type="checkbox"/> July 28-Aug 1	<input type="checkbox"/>
Just A Sip! – Three (3) day package. Choice of any combination of 3 <b>consecutive</b> days.	<input type="checkbox"/>

## ADVERTISING OPTION

Advertising Specifications: A five second ad in a looping Sip! video which will be displayed on a screen located at the entrance to Sip!  
(Promo material required by June 18, 2010)  \$100 per day

## ADDITIONAL OPTIONS

Additional Parking Passes:\$12/day <b>Note: 1 Parking Pass is included with each exhibitor package</b>	Number of vehicles ____ x Number of days: ____ x \$12 = Total: ____
Preferred Parking (behind Hall A) \$500/10 days \$250/5 days	Number of vehicles ____ x \$500 (10 day option only) = Total: ____
Advanced gate admission – \$10/day (\$12 at gate) <b>Note: Gate admission is separate from the exhibitor passes that are included with each exhibitor package. These are optional for pre-purchase at a discounted rate.</b>	Number of people ____ x Number of days: ____ x \$10 = Total: ____

## PAYMENT SUMMARY

Video Advertising (if requested)	\$
Additional parking passes (if requested)	\$
Preferred parking passes (if requested)	\$
Advanced gate admission (if requested)	\$
GST (5% - applicable on Video Advertising only)	\$
<b>Total Exhibitor Charge</b> (Please enclose total payment with application.)	\$

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## METHOD OF PAYMENT

Option 1

Cheque or Money Order - Payable to: NORTHLANDS  
(Invoice available upon request)

Enclosed is the amount of \$

Option 2

Credit Card  Visa  MasterCard

Credit Card #

Exp Date

\_\_\_\_\_  
Cardholder Name (Please Print)

\_\_\_\_\_  
Cardholder Signature

## INSURANCE

Exhibitor shall provide general limited liability insurance in the amount of no less than two million dollars (\$2,000,000). Please provide evidence of your company's insurance information covering the performance period. Such insurance shall name Edmonton Northlands and the City of Edmonton as additional Insureds.

See form attached.

## APPLICANT SIGNATURE

Please complete the application form in full, sign below and forward, along with payment for advertising, parking passes and gate admission, to NORTHLANDS. **Thank you for your business!**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature



Please forward completed application form with payment to:

**NORTHLANDS**  
Tricia Lewchuk  
Major Events  
Edmonton, AB Canada  
T5J 2N5

Phone	1.780.491.3472
Fax	1.780.471.8169
Toll Free	1.888.800.7275
E-mail	tlewchuk@northlands.com