



# EXHIBITOR APPLICATION FORM



<b>Legal Business Name:</b> _____ <b>Operating Business Name:</b> _____ <b>Cheques Payable To (if applicable):</b> _____ <b>Contact Person:</b> _____ <b>Position/Title:</b> _____ <b>Mailing Address:</b> _____  <b>City/Town</b> _____ <b>Province/State</b> _____ <b>Postal/Zip Code</b> _____  <b>Website</b> _____ <b>Email Address</b> _____  <b>Phone Number</b> _____ <b>Cell Phone Number</b> _____ <b>Fax Number</b> _____	For Office use only. Date received: _____
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Please indicate what program(s) you would like to participate in:

Food Court – Food and beverages inside

Shop Zone – Commercial products

Family Fun Town – Family oriented products, activities and services

Kiyanaaw – Aboriginal products and services from Edmonton and area

Northwest Originals – Handmade artisan products made by the exhibitor in attendance

**REFERENCE LIST** List the three most recent fairs or trade /consumer shows you have participated in.

Fair/Show	Year	Contact	Phone
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

**METHOD OF PAYMENT**       Visa       Master Card

\_\_\_\_\_

**Credit Card Number** \_\_\_\_\_ **Expiry Date** \_\_\_\_\_

\_\_\_\_\_

**Cardholder Name** \_\_\_\_\_ **Signature** \_\_\_\_\_

I authorize Northlands to take payment from my credit card for the following amounts:

1. \$500.00 application deposit fee per booth:      \$ \_\_\_\_\_

2. Balance due by \*June 1, 2010 in the amount of:      \$ \_\_\_\_\_

**\*10% late fee will be charged if final payment are received after June 1.**

**Did you remember to include your application fee, letters of recommendation/references, photos or artist's rendering, and certificate of insurance?**

**INDOOR LOCATION REQUEST (PLEASE SEE ADDITIONAL FORM FOR OUTDOOR REQUEST)**

We will endeavor to locate your booth based on your preferred selections, however, we cannot guarantee all requests. (see website for updated indoor floor plans)

Location Request 1: \_\_\_\_\_ Specific requests about LOCATION (i.e. beside someone specific):

Location Request 2: \_\_\_\_\_

Location Request 3: \_\_\_\_\_

Location Request 4: \_\_\_\_\_

Have pictures, images or drawings of the product been included with this application?  Yes  No

**ADDITIONAL SERVICES:**

Power, tables, pipe and drape, hard wall, slat wall, water and lighting are all coordinated through Northlands partnering companies GES and Showtech. If you are aware of your requirements, please check accordingly. Please see the information sheets to see what is included in the booth. PLEASE ADVISE NORTHLANDS SHOW MANAGERS OF ANY CHANGES IN WRITING.

More electrical outlets	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Electricity	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Additional Lighting	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Water and/or drainage	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Additional pipe and drape, hard wall, slat wall	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Additional admission passes	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Additional parking passes	<input type="checkbox"/> Yes	<input type="checkbox"/> No

**PRODUCT INFORMATION:** Please list all products or services sold or delivered in the space:

_____	_____
_____	_____
_____	_____
_____	_____

Have picture, images or drawings of the product been included with this application?  Yes  No

Will the person who makes the product be in attendance?  Yes  No

**INSURANCE INFORMATION**

It is a requirement of exhibiting at Edmonton's Capital EX that all exhibitors and concessionaires must carry a minimum of \$2,000,000 Public Liability Insurance. Please provide us with your company's insurance information.

**Insurer:** \_\_\_\_\_

**Policy #:** \_\_\_\_\_ **Expiry Date:** \_\_\_\_\_

Is the company a not-for-profit?  Yes  No

All applications will be juried on booth and production presentation; product balance on the Exhibition site; uniqueness, appeal and suitability of productions, location availability; reference checks and no objectionable items.

<b>Courier Address:</b>	Northlands EXPO Center 7515 - 118 Avenue N.W Edmonton, Alberta T5B 4X4 Attention: Capital EX Exhibits	<b>Mailing Address:</b>	Northlands P.O. Box 1480 Edmonton, Alberta T5J 2N5 Attention: Capital EX Exhibits
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**IMPORTANT NOTES:**

- Early bird deadline (if applicable) is March 5, 2010 otherwise indicated.
- All applications/final payment are due by **June 1, 2010**.
- All listed rates are subject to 5% GST.
- A \$500 application deposit fee (per booth) must accompany each application.
- Final payments received after June 1, 2010 will nullify all Early Bird discounts (where applicable). Late payment must be in the form of Visa, MasterCard or cash. No other form of payment will be accepted.
- If the application is accepted, the application fee will be applied towards the total booth payment. If Northlands rejects the application, the application fee will be fully refunded.
- Booth cancellations must be received in writing by June 23, 2010 for refund of booth deposit, less an administration fee equal to the application deposit fee of \$500 per booth. **No refunds will be made should cancellation occur after June 24, 2010.**
- Applicants requesting non-profit status must enclose a copy of their Certificate of Incorporation.
- Upon conclusion of Capital EX, Northlands shall refund the deposit or percentage payments to the food/ beverage concessionaires' operators who have a percentage of gross sales license fee arrangement.
- If the contract is breached for any reason by Licensee, determination of participation in future shows will be at the discretion of Northlands.

# 2010 Capital EX Exhibitor Applicant Selection Process and Guidelines

1. Please read the Rules and Regulations prior to completing the application form.
2. All exhibitors and concessionaires must carry a minimum of \$2,000,000 Public Liability Insurance.
3. Exhibitor/Concessionaire Insurance Company to complete the enclosed form. If the Exhibitor/Concessionaire does not have annual insurance coverage, they may contact W.M.B. Mather Insurance at 1.888.708.6667, or Leibel Melnyk Insurance and Registries at 780.484.8880.
4. Application submissions do not guarantee space. All applicants will be contacted for further information and additional payments prior to application acceptance.
5. Applications are considered on the basis of:
  - Booth and product presentation
  - Product balance on the Exhibition site
  - Uniqueness, appeal and suitability of product(s)
  - Location availability
  - Reference checks
6. In an effort to select the best possible exhibits for Capital EX, all applications, regardless of previously being part of Capital EX, must be accompanied by:
  - Application fee of \$750 per booth space booked.
  - Northlands \$2,000,000 Public Liability Certificate of Insurance, to be completed by Insurance Company.
  - Reference list/letters of recommendation (preferably from other fairs) if you have not previously participated in Capital EX.
  - A photograph or artist's rendering of the booth, exhibit or attraction.
  - A list of all products you intend to sell or exhibit and their price guidelines. Only those products listed on the License Agreement may be exhibited or sold. Some items may not be approved.
7. Please note there is a more comprehensive jurying process for Northwest Originals exhibits.

## Rules and Regulations

1. **ADMISSION AND PARKING PASSES** It is the responsibility of the Licensee (Exhibitor/Concessionaire) to purchase all gate tickets or passes for employees (less that may be provided with your booth space). This will include parking passes, if available. As space is limited on the Exhibition site, Licensees should be prepared to secure offsite parking.
2. **PUBLIC LIABILITY INSURANCE** All exhibitors and concessionaires must carry a minimum of \$2,000,000 Public Liability Insurance. In order to complete your application, your Insurance Company is required to submit the Northlands Certificate of Insurance as included with this application package.
3. **INDEMNIFICATION** The Licensee shall indemnify, defend and save harmless Northlands from and against any and all claims, losses, costs, expenses, damages and liabilities due to bodily injury or property damage arising directly or indirectly from the Licensee's use or occupation of Northlands' premises and/or from the acts of the Licensee, its servants, agents or employees, except where such injury or damage has occurred by reason of Northlands' sole negligence.
4. **DAMAGE** The Licensee shall not injure, mar or in any manner deface or damage the premises or property of Northlands and shall not cause or permit anything to be done whereby loss of or damage to the premises or property of Northlands might occur. If the premises or property of Northlands is lost or damaged through the act, default or negligence of the Licensee, its servants, agents, employees, invitees or contractors, the Licensee will pay to Northlands such sum as is necessary to replace or restore the lost or damaged premises or property.
5. **SAFETY** Northlands practices safety and accident prevention. All booths and exhibits shall be installed, operated and removed in a safe and hazard-free manner.
6. **CANCELLATION OF PRIVILEGE** The Licensee may cancel their contract up to 30 days before the opening day of the Exhibition, providing that notice of cancellation is made in writing to the Licensor (Northlands). The amount paid under the Agreement will be refunded in such cases, less an administration fee equalling the application fee of \$750 per booth. No refunds will be made for cancellations less than 30 days before the opening day of the Exhibition. Spaces abandoned or not occupied at the end of move-in may be repossessed without indemnity and reassigned by Exhibition Management for exhibits or other uses. Licensor reserves the right to cancel any contract at any time without notice and provide full refund unless cancellation is due to Licensee's failure to comply with the contract, and rules and regulations of the Exhibition.
7. **PERCENTAGE PAYMENTS** (when applicable) Licensee will pay each day during the Exhibition to the Licensor a predetermined percentage fee for each concession location as outlined in the Agreement. The percentage fee will be remitted daily by a representative of the Licensor and will be calculated in accordance with the previous day's receipts. Report forms will be supplied by the Licensor to be completed each day by the Licensee. Failure to report and pay percentage fees may result in the Licensee Agreement being cancelled by the Licensor. The Licensor reserves the right to audit Licensee.

8. **MOVE IN** The Licensee will take possession of the space during move in hours as listed on the face of the Agreement. Exhibits must be in good order and ready prior to the conclusion of move in as listed on the face of the Agreement. Failure to comply with this clause may result in Licensee forfeiting its right under the Agreement and any amounts paid hereunder. PLEASE NOTE: No vehicles will be allowed in any Northlands building after the move in deadline as stated on the face of the Agreement. No vehicles will be allowed on the roadways of the grounds during the Exhibition and vehicles may only be parked in designated areas of the grounds during the Exhibition.
9. **EXHIBIT HOURS** All displays must be fully setup and stocked at all times. The Licensee must ensure the booth is manned during all hours of operation of the exhibit area. Indoor exhibits are open from noon to 11 p.m. daily. So that the building may be thoroughly cleaned before the doors are opened to the public, the Licensee must have all carpentry work and painting completed by the move in deadline as stated on the front of the Agreement. Outdoor Exhibits, attractions or Concessions must stay open until the closing of N.A.M.E. Ferris Wheel, time varies from 12:00 am to 1:30 am . Exhibits must not be taken down or removed until the conclusion of the Exhibition. Exhibits must be taken down during move out and removed prior to the move out deadline as stated on the Agreement.
10. **CONDUCT OF EXHIBIT** The Licensor reserves the right to require the Licensee to withdraw any item from public sale or view that it deems objectionable (see Objectionable Items section). The Licensor reserves the right to change any exhibit or concession locations so as to enhance the quality and/or presentation of the Exhibition. The Licensor reserves the right to reject the Licensee's display in order to enhance the quality and/or presentation of the Exhibition.
11. **BOOTH PERSONNEL** Staff/volunteers are to maintain a professional appearance and attitude with the public at all times. Personnel must be neatly and cleanly attired a uniform suggests a professional attitude. Licensee should only employ alert and professional personnel.
12. **BOOTH SALES** Licensee will prominently display signs showing prices of articles for sale. Licensee will conspicuously post at each location the permit authorized and issued by the Licensor and the permits require by any agency of government. The Licensee will well represent the product 'up front' so that consumers know exactly what the product is, particularly if it is a food product. The granting of any privilege therein to the Licensee with respect to the sale of goods does not prevent the Licensor from granting such other similar privileges to other Licensees, as the Licensor deems appropriate.
13. **BOOTH DIMENSIONS** Licensee must confine all exhibit activities to within the limits of the space allocated to it. No part of an exhibit may exceed the height of the back (8') or specified sides of booth supplied by Licensor unless prior approval has been obtained at the time parties enter into the Agreement. No soliciting or advertising for any purpose will be permitted on the grounds except from within the space allotted for that purpose.
14. **BOOTH CONSTRUCTION** The Licensor has the right to prescribe the materials to be used in the construction of booths, signs, show cards or tabloids of exhibits and to regulate their dimensions and positions, and generally direct the arrangements of articles exhibited so far as the same may be necessary to secure an attractive appearance. Licensee must ensure booths display professionally created signage only. Hand painted signs will not be permitted by the Licensee. Colours used should be bright and a professional designer should assist, if possible. Display material should be kept clean, colourful and complementary to the rest of the booth.
15. **BOOTH SUBLETTING** Subletting or sharing of a space by the Licensee is not permitted. The space is to be used exclusively for the purpose shown on the contract. Licensee is not permitted to use electrical power or water from another Licensee. Exhibit spaces that have been assigned and confirmed are not transferable.
16. **BOOTH CLEANING** The Licensee will keep its own booth(s) swept and cleaned, free from packing boxes and papers, etc. The Licensor will supply staff to ensure that the aisles are kept clean. The Licensor will clean aisles and garbage containers daily.
17. **STORAGE** Storage of equipment on the grounds after the move in deadline as listed on the face of the Agreement is not permitted. Equipment left on the grounds after the move out date will be removed or stored at the Licensee's expense. Licensee absolves the Licensor from any liability or claim with respect to such action taken after the move out date.
18. **TRAILER PARKING** There shall be a charge for hook-ups of domestic storage trailers and trucks at the price established and provided by Exhibition Management. There shall also be a charge for domestic household trailers parked at service locations.
19. **TRAILERS ON EXHIBIT LOTS** Trailers which are used as offices or stage areas will be positioned on the lot so as not to interfere with the sight lines of adjoining or neighbouring Licensees. Exhibition Management will have final approval as to location.
20. **DELIVERY OF GOODS** Employees of the Licensor will not receive goods on behalf of Licensee. Arrangements for delivery and storage of goods are the responsibility of the Licensee. Should the delivery of goods occur prior to move in, the official display contractor will accept and charge the exhibitor accordingly.
21. **FOOD AND BEVERAGE** Licensee will not dispense, whether for a price or free of charge, any food or beverage from its space except as provided in the Agreement. The Licensee is responsible for receiving approval from the local board of health, Capital Health Authority, to ensure a proper operation of a food concession. Licensee must obtain a copy of the health board regulations. Licensee is required to supply a sufficient amount of linoleum to cover their preparation and food service areas in all food concessions. If purchased on site, the Licensee must purchase all food products, meat, bread, buns, produce, beverages, dry line groceries, paper supplies, dairy products, ice and related from SYSCO Food Services. No other food service company is permitted to deliver to Northlands grounds.
22. **NOVELTIES** Licensee shall not give away buttons, hats, fans and such other articles as are customarily distributed from novelty stands except as provided in the Agreement.
23. **FREE DRAWS** Licensee shall not conduct a draw except in accordance with the Agreement. All draw tickets and stubs must contain the name of the company conducting the draw and a sample of same must be provided to Licensor. Licensee will

provide Licensor with the name of the winner(s) of any draws that are conducted. All free draws will be run with the intent that no purchase, donation or demonstration is required to enter the draw to receive a prize or giveaway. Any prizes where the consumer is required to register for a product, donate to a cause or purchase an item are not deemed acceptable.

24. **RAFFLE TICKETS** The selling of raffle tickets or soliciting of donations by Licensee from its booths is prohibited unless provided in the Agreement.
25. **CONTRAVENTION OF LAWS** Licensee is responsible for complying with all applicable federal, provincial and municipal laws with respect to its products and exhibit. This includes, but is not limited to, labour standards legislation with respect to minimum wages and benefits of employees working at its exhibits, municipal business license, social insurance numbers and immigration requirements.
26. **SALES TAXES** Licensee is responsible for collecting and remitting to the appropriate government authority all sales and other taxes as applicable with respect to the sale of products or services from the booth. All listed product prices shall include applicable taxes (i.e. GST).
27. **GOVERNMENT INSPECTORS** The Licensee will provide to all government inspectors or agents all information required in the conduct of their investigations and will not impede or overrule the work of any government inspector in any area of their jurisdiction.
28. **FIRE REGULATIONS** Licensee is responsible for obtaining its own fire or other insurance. If Licensee uses any type of fuel such as gas, oil or propane in its exhibit, the Licensee shall contact the City of Edmonton Fire Department, Fire prevention branch at 780.496.3850 to discuss all matters pertaining to the installation of such equipment. The City of Edmonton Fire Department prohibits the use of the following materials within your exhibit:
  - Acetate fabrics
  - Corrugated paper box board
  - No seam paper
  - Paper backed foil unless glued securely to suitable backingThe following materials shall be flameproof if used for display or decorative purposes:
  - All cloth materials
  - Flowers artificial
  - Foliage artificial
  - Paper cardboards or compress paperboard less than 1/8" thick is considered to be paper
  - Plastic material
  - Split wood and bamboo fibres
  - Styrofoam
  - Textiles, straw, grass, hay, wood chips, shavings
  - Flammable liquids or gases shall not be stored inside the building.
29. **AEROSOLS** Prior approval must be obtained from Northlands for any exhibits containing or consisting of pressurized containers of product classified as a flammable liquid.
30. **MOTORIZED EQUIPMENT** Any motorized vehicle or equipment on display, if gasoline or battery powered shall contain less than 1/4 tank of fuel and must be equipped with locked fuel tank; batteries must be disconnected.
31. **NOISE** Undue noise in the operation of exhibits or noisy or unseemly methods employed in sales or demonstration activities will not be permitted. The decision of what constitutes undue noise or unseemly methods rests exclusively with the Licensor.
32. **PUBLIC ADDRESS SYSTEMS** Public address systems may be used only with the permission of the Licensor.
33. **MOTION PICTURE EQUIPMENT** Licensees are advised that the buildings and the outside grounds utilized for the purpose of live entertainment are covered by a contract with the International Alliance of Theatrical Stage Employees and Moving Picture Operators of the United States and Canada. Motion Picture operators are specified as employees covered in this contract and such persons must be supplied by the Union if used within Northlands as covered by the contract.
34. **OBJECTIONABLE ITEMS** Any applications that are received where any items of this nature are mentioned for sale will not be accepted. These items include:
  - Items which may be seen to promote in any way the use of illegal drugs.
  - Knives, guns or their associated replicas.
  - Items not meeting the Canada Consumer and Corporate Affairs Acts.
  - Pyramid schemes or card table exhibits.
  - Any raffles or solicitation of funds to help support any non-profit or charitable organization.
  - Any other items which Exhibition Management or Northlands Management deems offensive.
35. **PETS** No animals of any description are permitted in or about the Licensee's booth.



# TO BE COMPLETED BY YOUR INSURANCE AGENT

## CERTIFICATE OF INSURANCE

**(Use for Capital EX only)**



This is to certify to NORTHLANDS that the insurance policies shown below are in effect during the term of Capital EX.  
(only this form will be accepted)

### SCHEDULE OF COVERAGE

**Name Insured:** \_\_\_\_\_

**Agent/Broker:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Address:** \_\_\_\_\_

Limit  
Require  
d:

**Description of Named Insured's Operations to which this Certificate applies:** \_\_\_\_\_

\$1,000,000  
 0,000

\$2,000,000

\$5,000,000

\$

	Insurer	Policy Number	Effective Date	Expiry Date
A. General Liability	_____	_____	_____	_____
B. Automobile Liability	_____	_____	_____	_____
C. Excess / Umbrella Liability	_____	_____	_____	_____

### PARTICULARS OF COVERAGE

*(describe by indicating applicable coverage features and amount of insurance)*

#### A. General Liability \$ Inclusive Limit

- Occurrence Form
- Claims Made Form
- Products & Completed Operations
- Independent Contractors
- Broad Form Property Damage
- Occurrence Property Damage
- Blanket Contractual Liability
- All Risks Tenants Legal Liability

- Non-Owned Automobile Liability
- Liquor Liability
- Personal Injury
- Employees As Additional Insureds
- Employers Liability
- Contingent Employers Liability
- Medical Payments
- Cross Liability

### LIMITS OF LIABILITY

- \$ \_\_\_\_\_ Inclusive Limit
- \$ \_\_\_\_\_ Aggregate each policy period (if applicable)
- \$ \_\_\_\_\_ Aggregate for Products/ Completed Operations

#### Deductable or Retention Level \$

\_\_\_\_\_

#### B. Automobile Liability

\$ \_\_\_\_\_ Inclusive Limit

#### C. Umbrella / Excess Liability

- Follows form of Primary General Liability

\$ \_\_\_\_\_ Excess of General Liability Coverage Shown Above

Northlands Park and the City of Edmonton are added as Additional Insured to the policy but only arising out of the Named Insured's operations in connection with Edmonton's Capital EX and only for the term of Edmonton's Capital EX including move-in / set-up and move-out / tear-down.

The Undersigned hereby represents to Northlands that the above policies are accurately described and have been issued to the Named Insured.

This certificate is executed and signed by the Insurer, or authorized Agent/Broker of the Named Insured.

\_\_\_\_\_  
Authorized Representative(signature)

\_\_\_\_\_  
Insurance Company or Agent/Broker

\_\_\_\_\_  
Name of Representative (please print)

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Date