

# Shop Zone

## JOIN THE FUN, BECOME AN EXHIBITOR AT CAPITAL EX

### SHOW DESCRIPTION

The Shop Zone is a unique shopping experience within Capital EX. It features more than 400 exhibits spread across 100,000 square feet in the new state-of-the-art Edmonton EXPO Centre. Shopping is one of the most popular activities enjoyed by guests to Capital EX and research shows that shoppers of all ages are drawn by the broad range of unique products: cutting edge fashions, the latest in housewares, clothing, gifts, sports gear, electronics and auto accessories.

**Dates:** Friday, July 22 to  
Sunday, July 31, 2011

**Hours:** Noon – 11 p.m.

**Location:** Edmonton EXPO Centre  
Hall F, G and H

\*Additional electrical is available for Shop Zone exhibitors for an extra fee and must be ordered through Showtech Power and Lighting.

\*\* Electrical is not included with food and beverage concession. All electrical requirements must be ordered through Showtech Power and Lighting.

**Booth Costs:** \$17 - \$25 per square foot (+GST) depending on location. Standard booth approx. 10' x 10'. Please see the floor plan for location prices.

**Food & Beverage Concession Costs:** Base \$17 - \$25 per square foot (+GST) (base used for deposit purposes) or 27% of the gross sales revenue, whichever is greater.\*\*

#### Includes:

- One 10-day general parking pass;
- One 10-day gate admission pass;
- One 800 watt electrical outlet\*;
- One 8' back drape with two 3' side drapes;
- One 8' table and two chairs.

**Booth Allocation:** Every effort will be made to accommodate requests for specific booth spaces; however final allocation will be made by the Capital EX Signature Events department. Should adjustments to the floor plan be necessary, Northlands reserves the right to relocate as required.

**How to Apply:** Download an application at [capitalex.ca](http://capitalex.ca). Applications must include a completed application form and all supporting materials.

**Application Deadline: June 1, 2011**

### EARLYBIRD DEADLINE

Apply by March 4, 2011 and receive one additional 10-day admission pass (\$120 value)

### FOR MORE INFORMATION

Jenna Letwin, Northlands  
780.471.7143  
[jletwin@northlands.com](mailto:jletwin@northlands.com)  
[capitalex.ca](http://capitalex.ca)

**IMAGINE YOUR BUSINESS AT THE CENTRE OF SUMMER FUN.** Edmonton's Capital EX provides big time fun and thrills with 10 days of outrageous games, rides, concerts and endless shopping, food and summer entertainment. Becoming an exhibitor at Capital EX places your business in the heart of the fair grounds inside the beautiful Edmonton EXPO Centre where over 700,000 visitors to Capital EX explore 522,000 square feet of indoor space filled with shopping, food and fun. Become an exhibitor at Capital EX and find yourself working less at finding customers while having customers come directly to you.

