

CHRISTMAS BAZAAR

APPLICATION & MANUAL



December 4-5, 2010
Parkland & Prairie Pavilion



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For Further Information

Show Manager

Alana Morgotch

Marketing Events & Sponsorship Coordinator

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Introduction

Westerner Park provides premier trade, agriculture, sports, entertainment, conference and meeting facilities in Western Canada, driving economic and community benefits for Red Deer and central Alberta. Westerner Park is a not-for-profit organization which demonstrates its vital role in the community through our annual Westerner Days Fair & Exposition, year-round facilities, products and services and agricultural programs that foster an understanding of the agricultural industry. All revenues generated are re-invested into our various programs and facilities.

Celebrate the holidays and take in the huge variety of storefronts Westerner Park's Christmas Bazaar has to offer. With over 200 exhibitors offering everything from clothing and accessories to home decor, gourmet treats, and pet products, you're guaranteed to find the perfect gift for everyone on your list.

Hours of Operation

The following are the event hours for the Christmas Bazaar

Saturday, December 4, 2010 **10:00 am - 4:00 pm**

Sunday, December 5, 2010 **10:00 am - 3:00 pm**

PLEASE NOTE

Each Exhibitor will take possession on move in and agree to man display for all hours of the show listed above. All displays must be fully set up, stocked and manned during all show hours. Exhibits must not be taken down or removed until 3:00 pm Sunday.

A penalty charge of \$100.00 will apply if Exhibitor does not comply with hours of operation.

Booth Rental Rates

Please see the below rates for the 2010 exhibitors.

Non-Commercial Exhibitors	\$60.00 + G.S.T
Commercial Exhibitors	\$100.00 + G.S.T

Non-Commercial Exhibitors entail all items to be hand crafted by the exhibitor and not commercially produced. Commercial Exhibitors, are but not limited too, commercial firms and businesses, independent consultants (i.e. Pampered Chef, Mary Kay, Passion Parties). For more information or to find out which classification you are please contact the Show Manager prior to submitting application form.

Booth Rental Includes

- 10ft wide x 10ft deep exhibit space
- 4 ft side and back walls
- One (1) 8ft Table
- Two (2) Chairs
- Exhibitor Identification Badge

If you require electricity, an additional fee of \$50.00 will apply. Limited spaces are available with power.

Move In & Move Out

Move In

Christmas Bazaar exhibitors will be permitted to move in during the following hours

Friday, December 3, 2010 1:00 pm - 8:00 pm

Saturday, December 4, 2010 7:00 am - 9:00 am

Exhibitor registration will be available starting 1:00 pm, Friday December 3rd. Prior to moving equipment and products in, you are required to check in at registration desk located at front entrance (west doors) of Parkland Pavilion.

If you do not check in prior to 9:00 am on Saturday, December 4, 2010 your space will be resold. If you are unable to register prior to this time, please notify the Show Manager of your anticipated arrival time.

As of September 2009, Westerner Park has implemented a paid parking policy for any patrons entering the park and will be in effect for all days of this event (and may be in effect for move in on Friday). Weekend parking passes will be on sale during move in on Friday for a fee of \$5.00 each as well as at the parking booths upon entering the grounds. Exhibitors will be responsible to pay for parking, with no re-imbursements, should they enter when paid parking is in effect.

Move Out

Sunday, December 5th, 2010 3:00 pm - 6:00 pm

Exhibitors are required to remove their exhibit from Westerner Park at show closing 3:00 pm (no sooner), leaving the booth location clear and free of any debris or garbage, by 6:00 pm. Any exhibit not removed by that time will be removed and stored at exhibitors expense. Exhibitor absolves Westerner Park from any liability with respect to such action taken after move out date.

General Information

Failure to Appear

In the event of an Exhibitor's failure to occupy the space allotted to them by 9:00 am Saturday, December 4th, Westerner Park will assume that the Exhibitor has decided not to attend and the space will be allocated to someone else. **No refund will be made to this Exhibitor.**

Cancellation Policy

The Exhibitor may cancel this contract with written notice up to two weeks (November 19, 2010) prior to show opening. The amount paid will be refunded less 25% administration fees.

No refunds will be made for cancellations less than two weeks from date of show.

Shipping

You are not permitted to ship displays or materials to Westerner Park, as we are unable to sign for any items. If you are sending materials via a delivery service, you must make prior arrangements to meet them and escort them into Westerner Park.

Fire Regulations

The use of any materials that are not flameproof or fire retardant is forbidden. If Artist uses an type of fuel such as gas, oil, or propane it is the Artist's responsibility to contact the Red Deer Emergency Services Department for all requirements and permission for the use of such equipment on our site. The Artist is responsible for obtaining fire and other insurance.

The use of hay or straw bales and fully enclosed canopy tents is strictly prohibited.

Security

Westerner Park provides general, park, and building security on a 24-hour basis each day starting Friday, December 3, 2010. Each Exhibitor is responsible for their own booth contents. The presence of security does not constitute acceptance of any responsibility by Westerner Park for such security of the Exhibitor's products but is merely to assist the Exhibitor with the show.

Status Notification

General Timelines for Applications and Licensing

Applications are initially reviewed upon receipt. Full payment of booth is to be sent with the completed application form. Incomplete applications, applications that conflict with existing sponsorship contracts, or applications that fall into the 'Not Acceptable' category as defined below will be returned immediately with deposit. All applicants who submit an application will be notified of their status either by a license offer or a letter of explanation.

First Round

Applications due no later than	July 30, 2010
Notification of Status	August 1-31, 2010

Second Round

Application due no later than	September 30, 2010
Notification of Status	October 1-31, 2010

Third Round

Applications being accepted after October 1, 2010 and will be notified upon receipt

Reminder—exhibit space is on a first come first serve basis and will be reviewed upon the above listed dates.

Applications 'Not Accepted'

Applicants who receive a letter stating their application status as 'not accepted' will fall under one or more of the following categories

- Obscene or offensive product (as determined by Westerner Park Management)
- Raffles, fundraising and/or solicitation of funds on behalf of charitable or non profit organizations
- Display, sales or advocacy of items or paraphernalia that may be seen to promote in any way the use of illegal substances
- Products that infringe upon copyright, patent or trademarked logos or images. You must be licensed to distribute any such product

Liability & Insurance

Liability Insurance Requirements

All Commerical & Food Exhibitors approved for the Westerner Park Christmas Bazaar must execute a License Agreement. Each Exhibitor is required to provide a Certificate of Insurance with a minimum limit of \$2,000,000.00 coverage for each occurrence prior to move in. Your insurance policy must name Westerner Exposition Association as co-insured and must be provided to Show Manager prior to or upon move in.

In general, the License Agreement provides that the Exhibitor will be liable at all times and will hold harmless and indemnify Westerner Exposition Association for all costs, expenses, and damages they may suffer as a result of, but not limited to, those items listed below

- Injury to or death of the applicants own employees and contractors;
- Loss of or damage to the applicants own property and that of its employees and contractors;
- Any loss, indirect or consequential, that the applicant, its employees or contractors may suffer as a result of an interruption to the business of the applicant regardless of how caused;
- Any and all types of losses suffered by an parties arising from the applicants operations.

Please Note

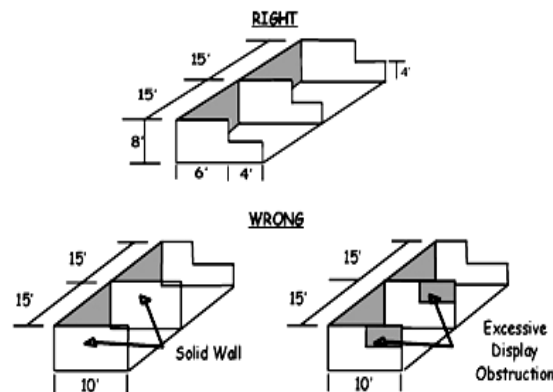
Non-Commercial Exhibitors are not required to submit a certificate of insurance but if available please provide. However, Westerner Park will require all non-commercial Exhibitors entering the event to fill out an indemnification form if insurance documents are unavailable. This documentation is found with the application and must be received with application and payment prior to being approved.

Booth Regulations

Display Wall & Height Restrictions

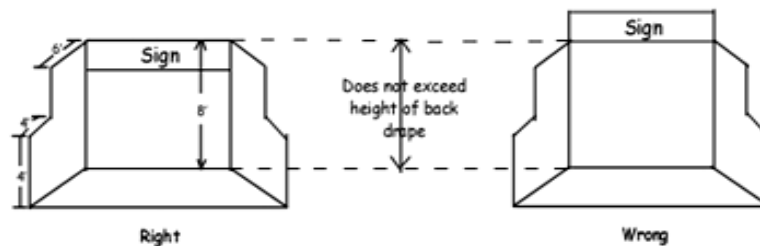
Each Exhibitor is entitled to a reasonable sight line from the aisle regardless of the size of the exhibit. The objective is to effectively use as much of the total booth space as possible and at the same time not cause any interference with the rights of others.

- Discretion will be used by Westerner Park staff to determine if such sidewall obstructions severely handicap other Exhibitors. In some cases, it may be necessary to adjust your display, so you should be prepared to do so, if requested.
- The following examples show proper and improper booth displays with respect to the side/rear of the booth space. The diagram below depicts the booth as an inline, but the sidewall restriction can apply to corner and island locations as well.



Rear Wall Signage & Height Restrictions

Where possible, booths should not exceed the rear wall height restriction of 8'. In some cases, pre-formed booth packages or custom built booths prior to 2004 may, in fact, exceed the height. Westerner Park Management, at their discretion, may determine that the height is too excessive and may request the Exhibitor to make alterations. In some cases, it may be necessary to adjust your display, so you should be prepared to do so, if requested.



Terms & Conditions

Terms & Conditions

1. Westerner Park Show Management reserves the right to withdraw any piece that is deemed to be inappropriate or inconsistent with the show.
2. Exhibitor Agreements will be processed on a first come first served basis
3. Tables are not transferable. All tables must be used by the exhibitor whose name appears on the contract. Failure to comply will result in loss of space for future years.
4. To maintain supervision, its is the Exhibitor's responsibility to ensure that they or their helpers are present in the booth at all times during public viewing hours. The Exhibitor should be present to discuss the products with potential buyers.
5. Booth presentation will be monitored by Show Management. If you are covering panels with drapery it must be fire retardant according to fire regulations and be done in a neat and orderly fashion.
6. Security personnel will be stationed in the exhibit area during move-in, public viewing time, and move out. Security personnel are not responsible for the supervision of an Exhibitors booth if the Exhibitor is not present.
7. **For American Artists only** – It is the Exhibitors responsibility to meet all the Canadian Government immigration requirements and to arrange all GST and Brokerage payments/requirements **prior** to entering Canada
8. Upon arrival to Westerner Park, Exhibitors must check in with Show Manager

Additional Contact Information

Display Services

GES Global Experience Specialists

C15, 2310 Gaetz Avenue
Red Deer, Alberta T4R 1C5
P 403.347.7144
F 403.340.8195

Onsite Internet and Telephone Services

Telebyte Communications

6816 50th Avenue
Red Deer, Alberta T4N 4E3
P 403.346.9966
F 403.346.9956

Accommodations

For your accommodation needs, whether hotel, motel or RV, Tourism Red Deer offers a variety of accommodation possibilities.

Tourism Red Deer

30A Riverview Park
Red Deer, Alberta T4N 1E3
tourismreddeer.net
P 403.346.0180

Emergency Services

City of Red Deer Emergency Services

4340 32nd Street
Red Deer, Alberta
P 403.346.5511
F 403.343.1866