

You are invited to...

PetEXPO

Edmonton

Edmonton EXPO Centre | March 9 & 10, 2024

For over 20 years, the Edmonton Pet Expo has been celebrating the important role that pets play in the lives of people! Over 14,000* pre-qualified pet owners and lovers come to take in entertainment, interact with adorable pets, and discover the products and services that will help them deliver the best care possible to the animals they adore.

The Edmonton Pet Expo is an unrivaled platform for engaging potential customers one-on-one in an interactive, memorable way, and educating on responsible pet ownership. By aligning yourself with this, you demonstrate your commitment to the well-being of animals in our community while taking the fear and trepidation out of trying new products and experiences - an excellent way to create low-risk activations for visitors!

- 66% own at least one dog and 52% own at least one cat. 42% own at least one animal of another kind.
- Top challenges as pet owners our visitors indicated were Health & Fitness, Obedience/Training, and Pet Friendly Travel. Time Limitations, Financial and Pet Friendly Housing round out the top 6. They are looking for solutions!

Attendees treat their pets like important members of the family – over a third of pet owners at the Show spend between \$76 to \$150 on their pet each month - that's up to \$1800 yearly! 21% spend even more than that! **Are they going to be spending those dollars with you?**



What's the Buzz, Exhibitors?

"We made more connections than we could have ever expected!" - Inner City Pet Food Bank

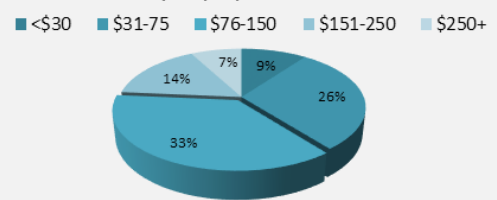
"Love meeting customers face-to-face that I've dealt with on-line only." - CJ's Pampered Pets

"We met tons of great dog owners that are interested in joining our Ambassador Program." - Dogs Off Leash

"Met ... potential dealers for our product in the Edmonton Trading area." - Masterfeeds

"Many foster home enquiries and plenty of interest." - Livin Boxers & Boxer Rescue Canada

Fig. 1 - On average, how much do you spend on your pet per month?



- 24% of attendees' favorite moment named a specific exhibitor. 84% indicated they were somewhat to very likely to do business in the future with an Exhibitor they connected with at the Show during their visit.
- Only 21% of visitors indicated they buy pet supplies online, and only 2% buy exclusively online - most of our visitors still shop at brick and mortar locations frequently (chain stores, independent stores, veterinary offices, etc).
- 52% had not attended the Show before - a good mix of new and returning visitors! A **whopping 95%** said they would return again!

**All stats taken from the 2020 Edmonton Pet Expo*

Whether your goal is to create brand awareness, make on-site sales, gain positive public relations, or all of the above, this is your opportunity to connect face-to-face with the people who matter most to you - your tribe!

Apply early to ensure prime positioning and to take advantage of early registration prices. Signing up early will ensure the best possible pre-promotion for your brand.

Get involved as an exhibitor or sponsor and discover the power of the pet community - and the true potential of your business!

Book early and save money!

Want to know more?

Family Productions Inc.

Phone: (780) 490-0215

PO Box 22119 Edmonton Alberta, T6L 0A1

Email: louise@edmontonshows.com

Business/GST No. 888484615RP0001



Family
Productions
Inc. EST. 1993

www.EdmontonShows.com



Exhibit Space Application

March 9th & 10th, 2024

Saturday 10 am – 5 pm
Sunday 10 am – 5 pm

Edmonton EXPO Centre
www.EdmontonShows.com

Phone: (780) 490-0215
klaus@edmontonshows.com
GST No. 888484615RP0001



2024

Procedure

1. Fill out the application as completely as possible.
2. Submit along with payment method (*no application will be processed without payment*).
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

E-Mail Address: (*write clearly*): _____

Note: **Invoices, Complimentary tickets** and instructions to the **Exhibitor Manual** will be sent to the e-mail address above.

Complimentary tickets are to be sent to the following (if different than Above) E-mail: _____

Also send a copy of the instructions to the Exhibitor Manual to a 2nd person. E-mail: _____

List and/or describe the **type of product(s) and/or service(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.

Yes **No** Are you sampling and / or selling any Human food and / or beverage products?

Reminder: Balloon and Animal restrictions DO apply. No animal sales or adoptions off of the Show Floor (Paperwork Only). Any pets brought to the Expo must have proof of recent vaccination, and should be in good health with a recent vet check. 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 | <input type="checkbox"/> Staff list |

****** 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 3' side draping only. All other Booth Accessories must be ordered.

- 10'x6' & 10'x10' spaces include six (6) exhibitor wristbands and six (6) complimentary (passes) Tickets.
- 10'x20' or greater include up to twelve (12) exhibitor wristbands and twelve (12) complimentary (passes) Tickets.

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.

Exhibitor Weekend Parking Passes (unlimited access) are available for purchase at the EXPO Centre on the Friday of the Show.

***** 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 May 19 '23 | Price Expires Aug. 11 '23 | Price Expires Oct. 16 '23 | Price Expires Dec. 11 '23 | Price Expires Jan. 19 '24 | Price Expires March 9 '24 |
| <input type="checkbox"/> 10'x6' <i>Home Based Only</i> | \$650 | \$896 | \$976 | \$1,026 | \$1,076 | \$1,126 |
| <input type="checkbox"/> 10'x6' Corner <i>Home Based Only Limited corners available (First to book basis)</i> | \$726 <i>If still available</i> | \$972 <i>If still available</i> | \$1,052 <i>If still available</i> | \$1,102 <i>If still available</i> | \$1,152 <i>If still available</i> | \$1,202 <i>If still available</i> |
| <input type="checkbox"/> 10'x10' | \$1,126 | \$1,425 | \$1,550 | \$1,626 | \$1,676 | \$1,726 |
| <input type="checkbox"/> 10'x10' Corner | \$1,176 | \$1,476 | \$1,600 | \$1,676 | \$1,726 | \$1,776 |
| <input type="checkbox"/> 10'x20' | \$2,152 | \$2,750 | \$3,000 | \$3,152 | \$3,252 | \$3,352 |
| <input type="checkbox"/> 20'x20' | \$3,984 | \$5,180 | \$5,680 | \$5,984 | \$5,984 | \$5,984 |
| <input type="checkbox"/> 20'x30' | \$5,556 | \$7,350 | \$8,100 | \$8,556 | \$8,556 | \$8,556 |
| * 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) | \$165 | ___ x \$165 = | \$ |
| <input type="checkbox"/> 1500 watts/120 volts (24-hour) (E150024) | \$215 | ___ x \$215 = | \$ |
| <input type="checkbox"/> Flood Lights 2 - 24 Watt LED fixtures on 8' Telescopic Stand (Power included for lights ONLY. No additional plug-ins) (L2150) | \$143 | ___ x \$143 = | \$ |
| <input type="checkbox"/> Source 4 Par Fixture (Ceiling Light) (Power included for lights ONLY. No additional plug-ins) (L575S4) | \$236 | ___ x \$236 = | \$ |
| <input type="checkbox"/> Man-lift Services (ex. Hanging banners/signs) | \$338 per hour | ___ x \$338 = | \$ |
| **Power Prices are valid for this application only. Power Needs Total (add all totals in column) | | | \$ |
| ****Prices subject to change without notice**** **** All Booth Power Needs Prices Subject To 5% GST **** | | | |

| *Show Extras | Price | Calculation | Total |
|---|-----------------------|---------------|--|
| Exhibitor Weekend Parking Passes (unlimited access) are available for purchase at the EXPO Centre on the Friday of the Show. | | | |
| <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. | | | Show Extras Total (add all totals in column) ***All Show Extras Prices Subject To 5% GST*** |
| | | | \$ |

| *Booth Accessories | Edmonton Shows Advance Prices | Preorder Calculation | Total |
|--|---|---|--------------|
| <input type="checkbox"/> Carpet | \$90 per 60 square feet (10 x 6 space) | ___ x \$90 = | \$ |
| <input type="checkbox"/> Carpet Underlay | \$60 per 60 square feet (10 x 6 space) | ___ x \$60 = | \$ |
| <input type="checkbox"/> Carpet | \$150 per 100 square feet (10x10 space) | ___ x \$150 = | \$ |
| <input type="checkbox"/> Carpet Underlay | \$100 per 100 square feet (10x10 space) | ___ x \$100 = | \$ |
| <input type="checkbox"/> Skirted Tables | ___ 4' ___ 6' ___ 8' \$90 per table | ___ x \$90 = | \$ |
| <input type="checkbox"/> Raised Table Skirted | ___ 4' ___ 6' ___ 8' \$120 per table | ___ x \$120 = | \$ |
| <input type="checkbox"/> Folding Chairs | \$18 per chair | ___ x \$18 = | \$ |
| <input type="checkbox"/> High Stools w/back | \$95 per stool | ___ x \$95 = | \$ |
| Booth Accessories Packages | Choose Table Size and number of Chairs | Package Calculation | ***** |
| 10 x 6 Deluxe: (per space) Includes: Underlay, Carpet, 1 Table skirted, 2 Chairs | ___ 4' ___ 6' ___ 8' ___ Chairs | ___ x \$246 = | \$ |
| 10 x 10 Deluxe: (per space) Includes: Underlay, Carpet, 1 Table skirted, 2 Chairs | ___ 4' ___ 6' ___ 8' ___ Chairs | ___ x \$346 = | \$ |
| 10 x 20 Deluxe: (per space) Includes: Underlay, Carpet, 2 Table skirted, 4 Chairs | ___ 4' ___ 6' ___ 8' ___ Chairs | ___ x \$662 = | \$ |
| 20 x 20 Deluxe: (per space) Includes: Underlay, Carpet, 3 Table skirted, 6 Chairs | ___ 4' ___ 6' ___ 8' ___ Chairs | ___ x \$1,294 = | \$ |
| 20 x 30 Deluxe: (per space) Includes: Underlay, Carpet, 4 Table skirted, 8 Chairs | ___ 4' ___ 6' ___ 8' ___ Chairs | ___ x \$1,714 = | \$ |
| **Booth Accessories Prices are valid for this application only | | Booth Accessories Total (add all totals in column) **** All Booth Accessories Prices Subject To 5% GST **** | \$ |

| Additional Promotions | | | | Exhibitor | Non-Exhibitor | |
|---|---------------------------|--|---|--|-----------------|--------------|
| Note: All Items are subject to <u>availability</u> and <u>approval</u> by Family Productions Inc. | | | | | | |
| Additional Advertising Opportunities | | | | | | |
| <input type="checkbox"/> | Web Feature | One (1) Web Story on the Features page of the Show's website for up to two (2) months. Family Productions Inc. will create the Web Story using copy and image(s) provided by exhibitor. Take advantage of the increased web traffic surrounding our events by ensuring you sign up early for this option! | | | \$595.00 | |
| <input type="checkbox"/> | Instagram Facebook posts | One (1) post on both Instagram & Facebook Posts will be produced by Family Productions Inc. Exhibitor to provide content for posts. | \$195.00 per post Maximum of 2 posts. | _____ X \$195.00 Additional posts Available upon approval. | \$ | |
| <input type="checkbox"/> | Instagram Facebook Videos | One (1) Instagram Video & One (1) Facebook Video Creation & Post Interview Style Videos Produced by Family Productions Inc. Your video will be posted on the Show's social media, and you will also get a copy you can post to your own social media if you choose. | | _____ X \$350.00 | \$ | |
| <input type="checkbox"/> | Sound Bytes | Get your messaging in the ears of attendees - get six (6) announcements over the weekend from our media emcee, strengthening your brands' presence at the Show. Announcements may be done on the overhead system or at the Stage/Demo Area. | | | \$350 | \$800 |
| At the Door | | | | | | |
| <input type="checkbox"/> | Distribution | Product or product samples made available at the front doors. Quantity and cost depends on product. Please call us to determine amounts and costs required. (780)490-0215 | | | | |
| Presentations | | | | | | |
| <input type="checkbox"/> | Presentation | 25-minute presentation on Main Stage/Doggie Demo Area. Focus is to be informational (as opposed to a sales pitch). Includes mention on website and in stage schedule, wherever it may appear. | | | \$250 | \$350 |
| Additional Promotions Total (add all totals in column) **** All Additional Promotions Prices Subject To 5% GST **** | | | | TOTAL | \$ | |

Required



- **For Presentations** – describe *in detail* below, including the topic(s) to be covered, length, name and any relevant background of the speaker(s), special needs or requests (additional charges may apply), and any other information pertinent to your presentation.

Note: If any stage cleanup will be necessary, please contact our office to check in regarding how much time the schedule will allow for cleanup.

(Please add additional page if more space is needed.)

| *Ticket Purchase Special | Price (General admission tickets only) | Calculation | Total |
|---|--|----------------|---|
| <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 ** Ticket Purchase Specials are valid for this application only. *** Pre-ordered discounted General Admission tickets have no cash value and are non-refundable. | | | Ticket Purchase Total (add totals in column) *** All Ticket Prices Subject To 5% GST *** \$ |

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

- **All Exhibitors must have general liability insurance for the dates and location of the show.**

Insurance has to be a Minimum two million (\$2,000,000.00) general liability coverage.

Exhibitors must submit a **Certificate of Insurance** to our office at least **two (2) weeks** prior to show.

The **Certificate of Insurance** must include the **Edmonton EXPO Centre and Family Productions Inc. as additional insured** for the weekend of the show.

*****Please Note:** Your Insurance Company can transfer your existing **Business Liability** insurance to the show for the weekend and add the required **additional insured** (as above). If you do not have existing business 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 January 8, 2024.
- 100% non-refundable payment required for applications received on and after January 8, 2024.
- 2% per month will be added to overdue accounts.

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 Pet Expo.

Signature: _____ **Date:** _____

Cheque / Money order enclosed Do not send money in the mail.

Full invoice amount required if paying by cheque. (50% deposit cheque plus postdated cheque for final amount **OR** full invoice amount.)

Etransfer sent etransfers to klaus@edmontonshows.com

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 January 8, 2024 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: _____ CVV# _____

Name on Card: _____ Signature: _____

Mail to: PO Box 22119 Edmonton Alberta T6L 0A1 or Email to: klaus@edmontonshows.com

Family Productions Inc. Business/GST No. 888484615RP0001

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 of 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, epidemic, pandemic, strike, government closures 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.