



## **Airdrie Home & Lifestyle Show, 2019 Exhibitor Manual**

### **Show Dates/Hours:**

Saturday, April 27, 2019 from 9 am – 5 pm

Sunday, April 28, 2019 from 10 am – 4 pm

**Important Documents Enclosed  
Please Read Carefully**



## **2019 Exhibitor's Manual:**

This package contains all the necessary information required to exhibit at the upcoming 2019 Airdrie Home & Lifestyle Show.

Please ensure you read the entire document carefully and return all the required forms prior to the deadline dates indicated.

In order to contribute to the success of the Show, we ask that all exhibitors agree to conform to the full rules and regulations outlined in the Exhibitor Contract as well as the Exhibitor Code of Conduct in this Exhibitor Manual. These rules and regulations also apply to the representatives, employees and/or guests of all exhibitors. It is each exhibitor's responsibility to ensure booth personnel (staff & volunteers) have read, understand and agree to abide by this manual.

If you have any questions pertaining to the enclosed information, please contact The Show Manager:  
Office: 403-948-4412  
Email: [events@airdriechamber.ab.ca](mailto:events@airdriechamber.ab.ca)



**Exhibitor Check List:**

Use the Exhibitor check list to eliminate on site problems.

ITEM	DUE on or prior to
1. Determine marketing strategy to be used to let people know that you are participating in the show.**	<b>March 15, 2019</b>
2. Complete and return forms for Health Inspector if you are serving food or performing personal services (physical contact with public).	<b>April 1, 2019</b>
3. Include information regarding Show participation in all customer contacts.	<b>ONGOING</b>
4. Send Certificate of Insurance to Airdrie Chamber of Commerce	<b>March 15, 2019</b>
5. Lunch order is completed and sent to lunch provider (TBA). OPTIONAL	<b>April 01, 2019</b>
6. Prepare Show Kit. Suggestions to include: water, tape (duct, masking, scotch), business cards, note pad, pens, Kleenex, garbage can for booth, Band-Aids, Advil, extension cord, etc.	<b>April 22, 2019</b>
7. Hold a Pre-Show meeting with all booth personnel to review objectives, responsibilities and review Exhibitor Manual.	<b>April 22, 2019</b>
8. Ensure all booth personnel are aware of exhibitor parking area.	<b>April 22, 2019</b>
9. Ensure booth staff know how/when/where to pick up their exhibitor badges	<b>April 22, 2019</b>
10. Set up table booth in hallway.	<b>April 27, 2019 8:00am - 8:30 am</b>
11. Ensure booth is ready for Health Inspection by 8 am, Saturday, April 27 <sup>th</sup> if you are serving food or performing personal services. <b>Failure to be ready on time may result in closure of booth by Show Management.</b>	<b>April 27 – 8:00 am</b>
12. Review Post-Show follow up plan.	<b>May, 2019</b>

**\*\*Marketing Strategies for Trade Shows:**

- Use your business website, blog, newsletter or social media activities to invite current and prospective customers to the show.
- Use your email or mailing lists of current and prospective customers to get the word out about your participation in the show. You could distribute invitation passes to customers and prospects at least two months prior to the show.
- Put reminders on invoices, statements and all email correspondence — try using your email's automatic signature feature.
- Distribute a press release to trade journals or local newspapers announcing your participation in the show. If you have a new product, feature it in the release. In your advertising, include a tag line like: Be sure to visit us at booth No. \_\_\_!



### **Show Management:**

Ashley Frame, Show Manager  
Office: 403-948-4412  
Email: events@airdriechamber.ab.ca

### **Show Dates:**

April 27 - 28, 2019

### **Show Hours:**

Saturday, April 27 from 9 am – 5 pm  
Sunday, April 28 from 10 am – 4 pm

### **Show Facility:**

Genesis Place  
800 East Lake Blvd NE  
Airdrie, AB T4A 2K9

### **Display Services:**

All Airdrie Home & Lifestyle Show hallway booth packages include:

- **one** skirted and draped table (**6 foot**),
- **one** folding chair,
- **four** exhibitor badges
- **black draping behind display (8 foot high)**

**We believe exhibitors should be standing at their booth at all times; therefore we only supply one chair.**

### **Exhibitor Badges:**

**Exhibitor badges are required to gain access to the Show, and must be worn at all times. NO EXCEPTIONS.**

Exhibitor badges are for exhibit personnel **only**. Four exhibitor badges are included with each booth. Badges are in the exhibitor package that you will receive when you register at the Chamber Booth at Genesis Place prior to move-in. Exhibitor badges must be signed out from the Chamber Booth during move-in on April 27<sup>th</sup>.

Exhibitors must wear their badges at all times. Exhibitors will not be permitted into the Show without their badges. If staff is sharing badges, badges can be left at Chamber booth for pick up by next shift. **DO NOT LEAVE BADGES AT YOUR TABLE as you will not be allowed into the Show without them.**

In an effort to recycle, we request that exhibitor badges be left at your booth at the end of the Show.

### **Exhibitor's Lounge:**

The Exhibitor's Lounge is sponsored by **Perfect Home** and has two functions:

- a) It enables the booth personnel to have a quiet break away from their booth, and
- b) It enables booth personnel to invite prospects into the lounge in order to finalize a business deal or write up an order away from the Show floor.

**Please no animals, children, family or friends in the Exhibitor's Lounge.**



You will find the lounge in the main hallway to the left of the Fresh Select food kiosk. Airdrie Home Furnishings will be providing a variety of comfortable furniture, tables/chairs, nonalcoholic drinks and snacks at no charge as a courtesy to the Exhibitors.

You are welcome to bring a lunch/coffee or purchase one onsite and enjoy it in the Exhibitor's Lounge. The Exhibitor's Lounge will be open during Show hours.

#### **Lunch:**

Last year we offered the opportunity for exhibitors to preorder their lunch for the two days of the Show. These lunches were delivered to the exhibitor's booths and were eaten in the Exhibitor's Lounge (please do not eat in your booth). A separate email with the menu and order form will be sent to exhibitors in March. We are waiting to confirm the provider of this service.

#### **Insurance:**

The Airdrie Home & Lifestyle Show recommends all Exhibitors have a \$2,000,000 minimum in liability insurance. Exhibitors must secure a certificate of insurance providing proof of insurance and adding the Airdrie Chamber of Commerce and the City of Airdrie as additional insured.

This year we are asking you to send proof of insurance to the Airdrie Chamber of Commerce no later than **March 15, 2019**. Please email to: [events@airdriechamber.ab.ca](mailto:events@airdriechamber.ab.ca) or fax: 403-948-3141.

Exhibitors, or their agents, must provide adequate insurance for their personnel, the public, exhibits and materials against all hazards. As per your signed contract, Show Management, The Airdrie Home & Lifestyle Show, the Airdrie Chamber of Commerce, Genesis Place and the City of Airdrie will not be held accountable or liable for, and the same are released from accountability or liability for any damage, loss, harm or injury to the person or any property of the Exhibitor or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or any other cause unless by their own negligence.

The table only booths are in a hallway and therefore are not secure. Please do not leave valuables there unattended. We have overnight storage for valuable items if you require it – please advise Show Management of this in advance of the Show.

#### **Janitorial Service:**

Show Management provides daily janitorial service to aisles and common areas only. The Exhibitor will be responsible for the continued cleaning and removal of garbage or other refuse from his/her booth at all times including set up and move out.

#### **Move-In:**

Due to the fact that the table only booths are in the public hallways of the facility, set up can only commence the morning of the Show. Saturday, April 27<sup>th</sup> between 8:00 - 8:30 am. **All booths must be completely set up by 9:00 am.** If you require extra time to set up, please confirm this with Show Management in advance of the Show.

A limited number of dollies are available for use on a first come first serve basis. Exhibitors must register with Show Management prior to move in. Registration takes place outside the main doors of the Genesis Place Fieldhouse.

Please be patient during move-in.

#### **Move-Out:**

Move-out will commence once the Show is closed and the Show has been cleared of visitors. Dismantling or packaging **will not be permitted before closing on Sunday, April 28<sup>th</sup> at 4:00 pm.**



In an effort to recycle, we request that badges are left in your booth at the end of the day on Sunday.

Arrangements have been made with Municipal Enforcement to relax parking rules during move in and move out at Genesis, however at NO TIME is it permissible to park in Emergency Lanes.

Please be patient during move-out.

**EARLY MOVE OUT WILL NOT BE TOLERATED**  
**If anyone is found to be tearing down or packing up their exhibit materials before show close, they will be subject to expulsion from future Airdrie Home & Lifestyle Shows.**

**Parking:**

Please inform all booth personnel (staff and volunteers) of the Exhibitor's parking. Parking is at a premium at Genesis Place, therefore all Exhibitors **MUST** park at Ron Ebbesen Arena (Twin Arena) during Show hours. This arena is located across the street (1/2 block) West of Genesis Place.

**It is very important that we keep the Genesis Place parking for our guests.**

In an effort to ensure Exhibitors are parking in the appropriate parking lot, the parking lot at Genesis Place will be closed one hour prior to Show start on both Saturday and Sunday. We will however be offering a free shuttle service for all exhibitors, both days of the show between the Ron Ebbesen arena and Genesis Place. Please see below for the pickup/drop off locations and times.

**Saturday, April 27<sup>th</sup>, 2019**

Runs in the morning from 7:00am – 8:45am  
Runs in the afternoon from 5:00pm – 6:00pm

**The Shuttle Service will run every ten minutes.**  
**Ron Ebbesen Arena (pick up is right out front the main doors)**  
**Genesis Place (out front the East Doors close to Bert Church) and back**

**Sunday, April 28<sup>th</sup>, 2019**

Runs in the morning from 8:00am – 9:45am  
Runs in the afternoon from 4:00pm – 4:30pm

**The Shuttle Service will run every ten minutes.**  
**Ron Ebbesen Arena (pick up is right out front the main doors)**  
**Genesis Place (out front the East Doors close to Bert Church)**

Please be advised that promotional vehicles parked in the Genesis Place parking lot during Show Hours will be towed unless they are preapproved Show sponsor vehicles. Vehicles parked overnight in the Genesis Place parking lot will be towed at owner's expense.

**The availability of parking directly impacts the amount of visitors at our Show. Please be courteous to our guests by using the designated Exhibitor's parking lot.**



### **Safety & Emergency Procedures:**

Please refer to the attached Emergency Evacuation Maps and familiarize yourself with the nearest emergency exit from your booth.

Fire regulations prohibit the use of:

- straw or hay bales,
- burning of candles,
- helium balloons,
- pressurized cylinders,
- gas or propane powered vehicles.

### **Important Boothmanship Tips:**

Ensure you have:

1. Booth signage that meets the ABCs
  - A. Business Name
  - B. What You Do
  - C. Benefit of doing business with you.
2. A visually appealing and interesting booth.
3. A display that is welcoming and clean.
4. Incentives to visit (giveaways and show specials). Please pass these along to Show Management for inclusion in Social Media Marketing.
5. Friendly, approachable and energetic booth personnel.

This is the most common mistake that we see at our Show: Not training your booth staff and discussing proper expectations with them. Often booth staffers are sitting down and are more concerned with playing games, texting, or chatting away with coworkers rather than engaging with prospects. Guess what....the prospects stroll right by these booths.

6. Booth personnel who understand the product and service.
7. Booth personnel, who do not eat, drink or read while staffing your booth.
8. A dress code for booth personnel.
9. Three to six engaging questions that your booth personnel can use to engage with guests. These could be:
  - A. Industry related: "What concerns do you have regarding (issue)?"
  - B. Product/Service related: "How could you see using (products/services) in your life?"
  - C. Benefit Related: "How important is (benefit) to your life?"
  - D. Situation Related: "What is your most important need in (situation)?"
  - E. General: "How familiar are you with our product/service/company?"
10. FUN!



## **EXHIBITOR CODE OF CONDUCT** Rules by Which Every Exhibitor Must Abide

As a courtesy to attendees and fellow exhibitors, all exhibits must be open on time and remain staffed at all times during exhibit hours.

Under no circumstances should you enter any other exhibitor's display area uninvited.

Interference with, or disruption of, another exhibitor's personnel or activities is prohibited.

Exhibitors and their company representatives must wear their official exhibitor identification badges at all times while on the Show floor. These badges are issued for exhibitor identification and must not be loaned or given to other persons.

Exhibitors are not permitted to dismantle their exhibits or do any packing before 4 pm on the last day of the Show.

Hallways may not be used for exhibit purposes or for solicitation of business.

Distribution of materials outside the booth (in the hallways) is expressly forbidden.

Prizes, drawing and contests are permitted, in accordance with Alberta lottery guidelines. Compliance with these guidelines and all associated activities are solely the Exhibitor's responsibility.

Exhibitors may not assign, sublet or apportion any part of the space contracted for/by them, and may not advertise or display goods or services other than those manufactured, distributed, or sold by them in the regular course of their business. Space contracted for/by an exhibitor is for the sole use of that exhibitor.

Exhibitor personnel are expected to behave in a professional manner at all times.

Nothing is to be pinned or stapled to drape. 'S' hooks are available from GES Canada during set up.

### **Enforcement of Rules and Regulations:**

Failure of Exhibitor to follow these requirements may result in eviction of Exhibitor without refund, in Management's sole discretion. Additionally, Management may prohibit the Exhibitor from attending future Shows.

PLEASE FILL OUT THIS PAGE & RETURN TO:

[events@airdreichamber.ab.ca](mailto:events@airdreichamber.ab.ca)

Declaration:

I, \_\_\_\_\_ (name) of \_\_\_\_\_ (organization), hereby certify that I have read and understood the Exhibitor Code of Conduct outlined above, and will adhere to the stated rules and regulations of the Airdrie Home & Lifestyle Show or risk expulsion from the Show.

\_\_\_\_\_ (signature) \_\_\_\_\_ (date)





## **The Final Word - Always Remember!**

### **Make a Good First Impression:**

It takes only 4 seconds to make a first impression on an attendee – good or bad! And you only have **one** chance to make a first impression!

An average salesperson in an exhibit will make 6 contacts an hour.

55% of communication at a trade show is non-verbal.

86% of what an attendee will remember about your exhibit is related to the booth staff's performance, actions and comments.

6 weeks after the show, attendees won't remember your booth but they will remember you!

(From [www.surfexpo.com](http://www.surfexpo.com))

### **Follow up and evaluate your efforts:**

If you have any sales leads or requests for more information, follow up as soon as possible. Each passing day dulls the positive impression you invested so much to create.

Keep track of your return on investment. Calculate how much you invested to generate each new lead or to make a sale. Estimate how many people saw your display and have become more aware of your product or service — divide your costs relative to the show by this number. Was it worth it? What worked well? What will you do differently at the next show?

(From [www.canadabusiness.ca](http://www.canadabusiness.ca))

*THANK YOU FOR YOUR PARTICIPATION IN THE  
AIRDRIE HOME & LIFESTYLE SHOW!  
HAVE A GREAT SHOW!*