

AgSmart Exhibitor Manual

v.3 July 1, 2019

Important Dates

AgSmart Dates

August 13 & 14 9 a.m. – 5 p.m.

AgSmart Show Office – located in northwest corner of exhibits

August 11 – 12 8 a.m. – 8 p.m.

August 13 – 14 8 a.m. – 6 p.m.

August 15 – 16 8 a.m. – 2 p.m.

Application Deadline

August 1, 2019

Insurance Deadline

August 1, 2019

Equipment Staging

August 9 & 10, 2019

Move-In

August 11 & 12, 2019

Move-Out

August 14 at 5 p.m. – August 15 at 10 p.m.

Show Management Information

Event Co-Manager, Marketing & Partnerships

Stacy Felkar

780-222-4990

Stacy@AgSmartOlds.ca

Event Co-Manager, Logistics & Programming

Suzanne Bielert

780-293-3073

Suzanne@AgSmartOlds.ca

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Exhibits Coordinator
Kathie Rotariu
T. 403-556-8220
E. Exhibits@AgSmartOlds.ca

Mailing:
AgSmart
c/o Olds College
4500 – 50th Street
Olds, AB T4H 1R6

Booth Prices

Indoor Booths (Tent): Based on 10' x 10' booths
\$1,000 each + G.S.T.

*Units include drape, 8' table, 2 chairs, standard power, WiFi access and 2 exhibitor passes.

Outdoor: Based on 20' x 20' areas

Per unit: \$500 each + G.S.T.

Units include WiFi access

*Power is not included.

Applications

To apply to be an exhibitor, please complete the form at the below link:

<https://agsmartolds.ca/exhibitors/>

*MapYourShow is the online registration portal for AgSmart. To purchase space, update exhibitor information or upload proof of insurance, exhibitors will need to log into the Exhibitor Dashboard.

Booth Allocation

Every effort will be made to accommodate requests for specific booth spaces; however final allocation will be made by the AgSmart Event Management. Should adjustments to the floor plan be necessary, AgSmart reserves the right to relocate as required.

Partnerships

Contact: Stacy Felkar at Stacy@AgSmartOlds.ca or 780-222-4990

A variety of partnership opportunities are available to meet your organizations needs including client hosting, attendee engagement, branding and more! Contact us to begin the conversation about how AgSmart can help meet your marketing objectives.

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Privacy Policy

Corporate names and booth locations will be published in our show guide. Corporate names, website addresses and business categories will be included on our website: AgSmartOlds.ca. Please inform our office of any changes. The list of AgSmart exhibitors is released only under the following conditions: to other exhibitors (corporate names and booth locations, in hard copy only); to comply with any statutory requirements; for AgSmart endorsed surveys; and to the publisher of our show guide (corporate names, contact information, categorical listings and booth locations, in electronic format).

Rules & Regulations

Fire Regulations

AgSmart Event Management works closely with Olds EMS personnel to receive floor plan exhibitor placement approval. That means that your space outline or allocation must be adhered to without deviation. Physical inspections by Olds EMS personnel will be conducted to determine that there are no infractions. Your cooperation in this matter is appreciated.

Fire regulations prohibit the use of any kind of bales or other potential fire hazards. If you are concerned about anything you are planning to display, please contact show management.

Insurance

All exhibitors are responsible for carrying their own insurance (general and third-party liability) related to their participation at the show (minimum \$2,000,000 liability), please add AgSmart c/o Olds College as additional insured to your policy. While registering your company online prior to the show, all exhibitors are required to upload Insurance Certificates onto the Exhibitor Service Centre Site. (NO EXCEPTIONS) Insurance can be made out to: AgSmart c/o Olds College, 4500 50th Street, Olds, AB T4H 1R6. Proof of insurance must be received by August 1, 2019

AgSmart's number one priority is safety. Appropriate insurance is required to ensure the protection of all parties involved.

Lotteries and Draws

Exhibitors shall not operate draws or lotteries without expressed written permission of Show Management. Show Management reserves the right to ban objectionable premiums and novelties and to prevent the sale or distribution of any articles or products which it believes might endanger the health and safety of those attending the show.

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Demonstrators

Aisles must not be obstructed at any time. Demonstrations must be conducted within the aisle line of the exhibit space. If several spectators are expected to congregate at one time, space must be left within each exhibit area in which an audience may gather. Should spectators interfere with normal traffic flow in the aisle or overflow into the aisle, show management reserves the right to request that such presentations be limited or discontinued. This will be strictly enforced, no exceptions.

Sound Levels

The noise level of any demonstrations or sound systems or equipment must not to interfere with others. Show management reserves the right to determine the sound level at which the noise interferes with others and may require the exhibitor to discontinue.

Food and Beverage

Exhibitors are not permitted to serve any food or beverages in their exhibit area unless expressly permitted in writing by the host venue, Olds College.

Selling Outside the Booth Space

We encourage all exhibitors to sell directly in their booth space. Promotions outside of your allocated exhibit space that are NOT authorized by Event Management will be immediately shut down in order to avoid NON-exhibitors from selling/promoting at the show. This is to protect the investment you have made in this show and we value your business. If you see anyone promoting outside of their booth space, please let Event Management know immediately.

Booth Sharing

Sharing of exhibit spaces is strictly prohibited. One company – one booth. Companies may have dealers assist with staffing their exhibits. Any infraction of this rule will result in expulsion from the event, and your company will be moved to the bottom of the waiting list.

Exhibitor Functions

Show management requires that exhibitors limit social functions and off-floor seminars to times not in conflict with any AgSmart functions. In addition, exhibitors agree to not remove attendees from the show floor during regular show hours.

Onsite Storage

Please be advised there is very little onsite storage at Olds College. You will be responsible for storing any needed material within your booth space. Any storage requirements should be communicated to Show Management who do have limited ability to store goods not needed during the show.

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Official Show Supplier

AgSmart is pleased to announce the Official Show Supplier is Superior Show Services. The Exhibitor Show Services Package can be found [here](#). If you require a forklift for the unloading/loading of your equipment/display, please arrange all services with Superior Show Services through the Show Office or in advance of the show.

Reminder: Standard Power is included with an indoor (tent) booth rental. If power is required for Outdoor Booths or the Crop Plots, please contact Superior Show Service.

Internet Services

We are able to offer 10 Mbps general purpose WIFI at AgSmart. We would ask that you reply and let us know if this will suit your needs or if you require additional internet capabilities. If you do require additional services, we will work with you to see what is possible. Please let us know if you have additional requirement **by end of day July 12**.

Security Services

Security Services will be provided through the Olds College Contract Security. They will be visible throughout the show as well as patrolling all areas during set-up and tear-down. They will be onsite as of Friday, August 9 at 9 a.m. and will patrol all show areas 24 hours until 10 p.m. on Friday, August 15.

Shipping Information

Please note that there will not be an option to pre-ship booth materials directly to the AgSmart venue. All booth materials will need to be delivered onsite between August 9 (equipment staging) and August 12. Please be advised if you are dropping off equipment at the show site on August 9 or 10, you must the Exhibits Coordinator know in **advance at Exhibit@AgSmartOlds.ca**. Any equipment that arrives onsite without previous knowledge by Show Management will be assessed a penalty of \$100/day storage charges.

Move In Dates

We will be performing an assigned move in of all exhibitors in order to assist proper placement of large equipment and facilitate a smooth move in for all exhibitors. Please ensure your exhibitor profile is accurate, as **exhibitor move in times and dates will be communicated via email in July to the email we have on file**. If you miss your designated move-in time you run the risk of not getting your equipment placed, as access to the large entry doors is very limited. Exhibitors with carry in items only, can feel free to move in any time on Sunday or Monday. *** We will have floor managers assisting the move-in.

Our move-in dates will consist of:

Sunday, August 11 - 8 a.m. to 10 p.m.

Monday, August 12 - 8 a.m. to 10 p.m.

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Exhibitor Parking

Designated parking areas have been set up to get you parked as close to the exhibitor area as possible during the show. Your best entry gate is the “Exhibitors Only Gate” which will be identified by signage. Please use this gate to gain quick access to the Exhibitor parking and avoid lineups. A map of the parking locations will be sent to you with your designated move in times.

Exhibitor Appointed Contractor

If you are planning to use an Exhibitor Appointed Contractor for any work in your booth or to provide install/dismantle services, you will need to advise our Exhibits Coordinator at Exhibits@AgSmartOlds.ca before Friday, July 12, 2019. If we have no form on file, your contractor may be refused entry due to Health/Safety and Insurance risks. Please click on the Exhibitor Appointed Contractor link on the Website.

Exhibitor Badges

All exhibitor badges will be generic with the title “**EXHIBITOR**” and will provide free access on site. You will not be required to sign up and register your staff names. Allocations for the number of Exhibitor badges you receive will be on your company profile and is based on the quantity of floor space you have registered for. Your exhibitor badge is your parking pass, entry into the show/all events, and must be worn at all times. This provides entry into the show each day and those exhibitors not wearing a badge will be charged the regular gate admission on Tuesday and Wednesday with no exceptions and no refunds. Exhibitor badges can be picked up with your exhibitor packages upon move in at the Show Office (northwest corner of the exhibit space) Extra exhibitor badges are available at a cost of \$15/badge and can be purchased through the online exhibitor portal.

Early Dismantle

AgSmart will be shut down at 5 p.m. on Wednesday, August 14. Any exhibitor that is witnessed dismantling any part of their display earlier than 5 p.m. without the prior written consent of Show Management will be excluded from exhibiting in the 2020 AgSmart show. We still have people entering the show on Wednesday afternoon who will be paying full admission and we will not have them denied the opportunity to see the whole show.

Move Out Dates

Move out will begin promptly at 5 p.m. on Wednesday, August 14. Early tear down of exhibits or displays is strictly prohibited unless previous arrangements and approval is received from Show Management. Please see Rules & Regulations section for penalties. All equipment must be off Olds College grounds by 10 p.m. on Thursday, August 15. **Unless previous arrangements are made with show management daily fines of \$500 per day will be levied against any exhibitor whose equipment is still on site after that time.** No exceptions will be made and equipment still on the grounds after this time will be shipped to the exhibitor COD with the shipping company of the Show Management’s choosing.

