



# 2021 EXHIBITOR MANUAL

**v.1 December 1, 2020**

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## Important Dates

### AgSmart Dates

August 10 & 11, 2021 9 a.m. – 5 p.m.

### AgSmart Show Office – located in northwest corner of exhibits

August 8 – 9 8 a.m. – 5 p.m.

August 10 – 11 8 a.m. – 6 p.m.

August 12 8 a.m. – 4 p.m.

### Application Deadline

August 1

### Insurance Deadline

August 1

### Equipment Staging

August 6

### Move-In

August 8 - 9

### Move-Out

August 11 starting at 5 p.m. – August 12 no later than 4 p.m.

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## Show Management Information

Event Co-Manager, Marketing & Partnerships

Stacy Felkar

780-222-4990

[Stacy@AgSmartOlds.ca](mailto:Stacy@AgSmartOlds.ca)

Event Co-Manager, Logistics & Programming

Suzanne Bielert

780-293-3073

[Suzanne@AgSmartOlds.ca](mailto:Suzanne@AgSmartOlds.ca)

Mailing:

AgSmart

c/o Olds College

4500 – 50<sup>th</sup> Street

Olds, AB T4H 1R6

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## Booth Prices

**Indoor Booths (Tent):** Based on 10' x 10' booths (100 sq ft)

\$1,000 each + G.S.T.

\*Units include drape, 8' table, 2 chairs, standard power, Wi-Fi access and 2 exhibitor passes

**Outdoor:** Based on 30' x 30' areas (900 sq ft)

Per unit: \$700 each + G.S.T.

\*Units include Wi-Fi access and 2 exhibitor passes

\*Power is not included

**Demo Plots:** Based on 50' x 150' areas (7500 sq ft)

Per unit: \$1,500 each + G.S.T.

\*Plots include Wi-Fi access and 2 exhibitor passes

\*Power is not included

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## Applications

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

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

\*To purchase space, complete the online form and you will be provided access to the online system where you can update exhibitor information, upgrade your exhibitor listing and upload proof of insurance.

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## 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.

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## Partnerships

Contact: Stacy Felkar at [Stacy@AgSmartOlds.ca](mailto: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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## Terms & Conditions

We understand that there are a lot of unforeseen circumstances these days and therefore will be as flexible as possible with our stakeholders. To minimize the risk of engaging in AgSmart, we are doing the following:

- Deferring any deposits and payments until the end of April 2021
- Flexible Refund Policy
- Show Services Early Bird pricing will be in effect until July 2021

AgSmart Event Management reserves the right to assign final placement to all exhibitors in the show.

AgSmart Exhibitors are able to register for their exhibit space up to March 31 with no financial commitment. If the exhibit space is cancelled prior to April 1, no financial penalty will be incurred. On April 1 a 50% partial payment will be invoiced with the remaining balance due June 15<sup>th</sup>. Payment must be made within thirty (30) days from receipt of initial invoice and of final payment reminder. All invoices that are past due by 30 days or more from the date that the invoice is sent out will be charged a late payment fee of 5% of the original invoice. NSF Cheques or declined credit cards will be seen as non-payment and it is the responsibility of the exhibitor to provide payment by the original due date.

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## Refund Policy

All cancellations of exhibit space must be done in writing, via email and the following refund policies will apply:

- AgSmart Exhibitors cancelling between April 1<sup>st</sup> & May 15<sup>th</sup> will be charged 20% of the total space rental amount.
- Exhibitors cancelling before June 15<sup>th</sup> (but after May 15<sup>th</sup>) will be charged 50% of the total space rental amount.
- Exhibitors cancelling after June 15<sup>th</sup> will forfeit all space payments and/or deposits and will be moved to the wait list category for the next year's show.

In the event that AgSmart is cancelled due to COVID-19, exhibitors and partners will have the option to have all deposits and payments refunded in full or applied to the next year. Note, please confirm all 3<sup>rd</sup> party related cancellation policies.

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## Privacy Policy

Corporate names and booth locations will be published in our show guide and on our app. Corporate names, website addresses and business categories will be included on our website: [AgSmartOlds.ca](http://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

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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).

AgSmart is responsible for personal information under our control. We have established policies and procedures to effectively safeguard any confidential personal information that we have on file or which we collect, and to deal with complaints and inquiries. We only collect personally identifiable data when it is voluntarily submitted by you through the use of our websites and applications, and are committed to maintaining the accuracy, confidentiality and security of your personal information.

All questions or concerns regarding this Policy and our compliance with it should be directed to the Event Manager in writing, and sent by email to [suzanne@agsmartolds.ca](mailto:suzanne@agsmartolds.ca) or by post to:

AgSmart Event Manager, c/o Olds College, 4500 50 Street, Olds, AB T4H 1R6

Every complaint or challenge regarding our compliance with this Policy will be investigated, and where a deficiency is found to exist, we will take appropriate measures to address it. This may include amending our policies and procedures as necessary. We will also cooperate with regulatory authorities to resolve any complaints that cannot be resolved between us and an individual user. Users may contact the Office of the Privacy Commissioner of Canada at 30 Victoria Street, Gatineau, Quebec K1A 1H3 or [www.priv.gc.ca/complaint-plainte/pipeda\\_e.asp](http://www.priv.gc.ca/complaint-plainte/pipeda_e.asp) to file a written complaint regarding AgSmart's non-compliance with federal privacy legislation.

**Disclosure to Third Parties** - AgSmart may share your information with its affiliates, who may use it only in accordance with this Policy. Your personally identifiable information is never sold and, except as specifically provided in this Policy or permitted by law, will not be shared with third parties unless we provide you with both prior notice and choice.

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## Official Show Supplier

Official Show Supplier of AgSmart 2021 will be confirmed in early 2021. Exhibitors will be provided a copy of the Show Package and it is up to the exhibitor to place all required orders. However, it is suggested you advise the AgSmart team if an order is placed to ensure a smooth set-up.

Reminder: Standard power is included with an indoor (tent) booth rental. If power is required for Outdoor Booths or the Demo Plots, please contact the AgSmart Event Team.

## Shipping Information

Please note- there will be no option to pre-ship booth materials directly to the AgSmart venue (Olds College) but the Official Show Supplier will have an Advanced Warehouse available for your shipments.

Please be advised that if you are dropping off equipment at the show site on August 8, you must let the Exhibits Coordinator know **in advance** at [Exhibits@AgSmartOlds.ca](mailto:Exhibits@AgSmartOlds.ca).

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## 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 in 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 50<sup>th</sup> Street, Olds, AB T4H 1R6. Proof of insurance must be received by August 1, 2021.

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.

### Demonstrations

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. As such, if an exhibitor wished to provide their own generator, it must be a quiet generator (low decibel). Show management reserves the right to determine the sound level at which the noise interferes with others and may require the exhibitor to discontinue.

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### **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.

### **Promotion Outside the Booth Space**

We encourage all exhibitors to promote 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.

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## **Event Information**

### **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 points is very limited. Exhibitors with carry in items only, can feel free to move in any time on Sunday or Monday. \*\*\* We will have staff assisting the move-in.

**Our move-in dates will consist of:**

**Sunday, August 8 - 12 p.m. – 5 p.m.**

**Monday, August 9 - 8 a.m. to 8 p.m.**

### **Exhibitor Parking**

Parking will be provided directly to the north of the Exhibits area. 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](mailto:Exhibits@AgSmartOlds.ca) before Friday, July 9, 2021. If we have no form on file, your contractor may be refused entry due to Health/Safety and Insurance risks.

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### Exhibitor Badges

All exhibitor badges will be generic with the title “**EXHIBITOR**” and will provide free access on site. However, to assist with contact tracing each company will be required to provide Event Management with the names, contact information (email and phone number) and schedule of all employees/volunteers/special guests that will be onsite during the event. 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 (northeast corner of the exhibit space) Extra exhibitor badges are available at a cost of \$20/badge and can be purchased through the Exhibits Coordinator.

### Early Dismantle

AgSmart will be shut down at 5 p.m. on Wednesday, August 11. 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 2022 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 11. Exhibitors will have until 4 p.m. on Thursday, November 12 to remove equipment out of the event location and off Olds College grounds by 10 p.m. **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.

### Onsite Storage

Please be advised there is limited 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.

### Internet Services

We 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 requirements **by July 2, 2021.**

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### 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 6 at 9 a.m. and will patrol all show areas 24 hours until 6 p.m. on Thursday, August 12.

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## COVID-19 Handbook for Exhibitors

### Precautions

- ✓ Follow capacity limits. Show organizers will be restricting capacity to the venue, it is important that exhibitors also adapt to capacity limits within booth spaces. Remember, everyone should be permitted space to physical distance as required.
- ✓ Clean & disinfect. The cleaning & disinfecting of the space within the booth is responsibility of that exhibitor. Ensure you have a set plan and required supplies in place to manage this throughout the day.
- ✓ Symptom screening. It is important that all exhibitors stay alert to any visible symptoms' guests may be showing. Alert Show Management immediately if there are signs of a guest showing symptoms.
- ✓ Signage Posted. Signage for hand hygiene, physical distancing & respiratory etiquette will be posted throughout the show site, having additional signage within your booth to reiterate high-touch points, and physical distancing is encouraged.
- ✓ Physical Distancing. Plan your booth design to allow guests to physical distance. Remind visitors to maintain a physical distance of 2metres when possible.
- ✓ No handshaking. Limit the chance of exposure by eliminating this gesture from the event. If handshakes happen, use and offer hand sanitizer to your guests.
- ✓ Do not share. Limit the sharing of items with the public such as pens, brochures, etc. When you cannot avoid, ensure it is sanitized between users. Electronic displays that cannot be cleaned and sanitized between users should be operated exclusively by the vendor. When cleaning cannot happen between users, have guests sanitize prior to handling shared items.
- ✓ Limit your booths crowd. Booths where people gather for product demonstrations should request extra space to allow audience members space to physical distance.
- ✓ Sanitizer should be available in your booth. Attendees will have access throughout the show floor to hand sanitizer but having it available within your booth is best practices.

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### **Booth Capacity Management**

Follow capacity limits. Show organizers will be restricting capacity to the venue, it is important that exhibitors also adapt to capacity limits within booth spaces. Remember, everyone should be permitted space to physical distance as required.

#### ***How do we determine capacity?***

*Square Footage* divided by *Occupant Load Factor (15)* = Maximum Capacity

*Maximum Capacity* divided by 50% = COVID Safe Capacity

10x10 Indoor Booth

100sq ft divided by 15, divided by 50% = 3 persons

30x30 Outdoor Booth

900 sq ft divided by 15, divided by 50% = 30 persons

**This is not always going to be possible. So, now what?**

**When physical distancing cannot be maintained we rely on:**

- ✓ Engineering controls,
- ✓ Administrative controls, and
- ✓ Personal Protective Equipment

**Here's How to keep safe when physical distancing cannot be maintained:**

#### **Engineering Controls.**

- ✓ Table used as a barrier between staff and attendees
- ✓ Ensure all staff and attendees are either wearing the Cap Shields provided or masks properly.
- ✓ Physical barriers such as sneeze guards
- ✓ If you wish to order physical distancing stickers or high touch area signage for your booth, contact Speed Pro Signs and they will create and deliver to you during move-in.

#### **Administrative Controls.**

- ✓ Provide staff with training on hand hygiene & respiratory etiquette
- ✓ Encourage sick workers to stay at home and monitor symptoms
- ✓ Reduce number of employees in the facility at any given time
- ✓ Safe work practices developed with consideration of COVID precautions
- ✓ Contracts and payments to be completed electronically, when possible

#### **Personal Protective Equipment.**

- ✓ Clear face shields(provided) or masks to be worn by all staff & attendees
- ✓ Ensure you have adequate hand sanitizer that is readily available within your booth

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## Tips & Tricks for Business Etiquette

At **AgSmart** it will be necessary to follow the safety guidelines currently in place. The show will be different, and it will take some getting used to. Old habits may have to be broken, but courtesy and kindness do not have to fall victim to the coronavirus precautions in place.

✓ **Handshakes & greetings are looking a little different.** Some individuals comfort levels do not allow for an elbow bump, let alone a handshake when staying 6ft apart has become the new norm. Consider, grasping your hands behind your back to eliminate temptation for a handshake, and give a friendly nod to greet guests coming into your booth.

Greeting example: “I’d typically shake your hand, but we will have to wait until 2022 for that.”

✓ **Speak up for safety.** It is not an easy thing to do, but its needed. If someone is not providing enough space, consider a friendly reminder. Request attendees sanitize before encountering high touch points in your booth. Ensure you have an upbeat tone and eye contact in your delivery, and it should go smoothly!

Reminder example: “We ask everyone to use the provided hand sanitizer before touching our products. Here you go!”

✓ **Lead the crowds by example.** Our show requires PPE to be worn by all – and we ask all staff & exhibitors to lead by example by wearing provided PPE. In addition, keep a distance, encourage proper hand hygiene with your staff & the visitors to your booth, take sanitation practices of high-touch points with diligence.

✓ **Show compassion.** The trade show world is looking a little different for staff, exhibitors and our attendees, it’s important to respect people where they are at, and not blow off their concerns or drive fear where it is not required. Respect one another & help those in need.

Remember that safety is not doom-and-gloom, it is what is allowing us to navigate the new guidelines and gather safely during these unprecedented times. Work with your teams to embrace the new processes and enjoy being back in the tradeshow world!

## **Resources**

Health Canada's list of hard-surface disinfectants with evidence against COVID-19: [Click Here](#)  
Alberta Biz Connect COVID Guidance for Trade Shows and Exhibiting Events: [Click here](#)

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