



2022 EXHIBITOR MANUAL



v.3- June 20, 2022

Growing Profits with Data

AgSmart, proudly produced by Olds College, is a must-see educational expo focused on data and technology across the agriculture industry. Taking place August 9 and 10, 2022 at Olds College, where producers and industry gather to learn by seeing the latest innovations being demonstrated, hearing from industry experts and engaging with leading innovation focused exhibits.

The unique expo format brings the conference outdoors, showcasing why it makes sense to invest in equipment and technology to capture data and how to implement that data to increase productivity and profitability for farm operations.

Important Dates

AgSmart 2022 Dates & Times: August 9 & 10, 2022 9 am – 5 pm

Application Deadline: August 1

Insurance Deadline: August 1

Move-In: August 7: 9 am – 5 pm & August 8: 8 am – 8 pm (by scheduled time)

AgSmart Show Office – located in northwest corner of exhibits

August 7 & 8 8 a.m. – 5 p.m.

August 9 & 10 8 a.m. – 6 p.m.

August 11 9 a.m. – 3 p.m.

Move-Out August 10 starting at 5 pm until August 11 no later than 4 pm

EVENT MANAGEMENT INFORMATION



Stacy Felkar, Event Co-Manager
Marketing & Partnerships
780-222-4990
Stacy@AgSmartOlds.ca



Suzanne Bielert, Event Co-Manager
Logistics & Programming
780-293-3073
Suzanne@AgSmartOlds.ca

Mailing Address:

AgSmart

C/O Olds College

4500 - 50 Street

Olds, AB

T4H 1R6

Peri Price, Exhibits Coordinator

780-780-667-6355

Exhibits@AgSmartOlds.ca

Justine Gardner, Event Ops

403.969.3730

Ops@AgSmartOlds.ca

EXHIBITOR INFORMATION

Pricing

INDOOR (TENT) - \$1,000 per 10'x10' (100 sq ft)

Includes draped booth with one 8 ft table, 2 chairs, one standard power outlet, Wi-Fi and 2 exhibitor passes

OUTDOOR (LARGE SCALE) - \$850 per 40x30 (1,200 sq ft)

Includes Wi-Fi and 2 exhibitor passes (power not included)

DEMO PLOTS - \$1,500 per 50x150 (7,500 sq ft)

Opportunity to have large scale space to demo throughout the day with option to bring tent for display. Includes Wi-Fi and 2 exhibitor passes.

FIELD DEMO - \$1,500 per 40x30 (1,200 sq ft)

Opportunity to demo large scale equipment up to 2 times per day. Includes 30x40 exhibit space for equipment & space for display tent up to 30x30 (tent rental is additional cost). Includes Wi-Fi and 2 exhibitor passes.

Application

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

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

Once your application has been reviewed and your exhibit space has been confirmed, you will be provided access to the online exhibitor system, MapYourShow, where you will have access to update exhibitor information, upgrade your exhibitor listing and upload proof of insurance.

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, Event Management reserves the right to relocate as required.

Payment Terms & Conditions

AgSmart Engagement Flexibility

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 April 2022
- Flexible Refund Policy
- Show Services Early Bird pricing will be in effect until July 2022

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, full payment will be invoiced and payment must be made within thirty (30) days from receipt of initial invoice. 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.

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

- AgSmart Exhibitors cancelling between April 1st & May 15th will be charged 20% of the total space rental amount.
- Exhibitors cancelling before June 15th (but after May 15th) will be charged 50% of the total space rental amount.
- Exhibitors cancelling after June 15th 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, 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 3rd party related refund policies prior to booking. In the event that the show is cancelled due to public health orders or restrictions, at the request Olds College, or for any other reason outside of the control of AgSmart including acts of God, wars, epidemics, pandemics, hostilities, blockades, earthquakes, civil disturbances, strike or lockouts, revolutions, terrorist attack or government rules or restrictions after payment has been made, the Exhibitor waives and hereby indemnifies AgSmart/Olds College from any and all damages and claims for damages, losses or costs incurred by the Exhibitor.

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 50th Street, Olds, AB T4H 1R6. Proof of insurance must be received by August 1, 2022.

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

Official Show Supplier

The Official Show Suppliers of AgSmart 2022 are Global Convention Services (booth items/upgrades & power), Superior Tent Rentals and KDL Audio (AV equipment). Order forms/contact information are linked below:

[Global Convention Services](#) - Early Bird Rates until July 26, 2022

[Superior Tent Rentals](#) - Early Bird Rates until July 28, 2022

KDL Audio - kyle@kdlaudio.com or 780-498-6336

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 Global Convention Services will have an Advanced Warehouse available for your shipments and information can be found in their [Order Form](#).

Please be advised that if you are dropping off equipment at the show site on August 7, you must let the Exhibits Coordinator know in advance at Exhibits@AgSmartOlds.ca.

ENGAGEMENT OPPORTUNITIES

Partnerships

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 or review our [Partnership Package](#). Contact: Stacy Felkar at Stacy@AgSmartOlds.ca or 780-222-4990

2021 ATTENDEES PROFILE

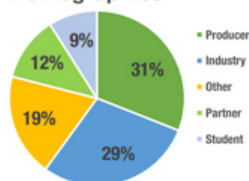
2021
TOTAL
ATTENDANCE **2,000+**

AVERAGE
AGE **46** trending 6 years
younger than
national average

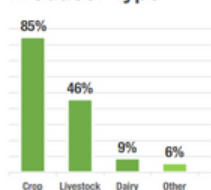
Higher level of
PURCHASE
decision making  increased likelihood
in **IMPLEMENTING**
TECH ON FARM

 **79%** rated overall expo as
**VERY GOOD OR
EXCELLENT**

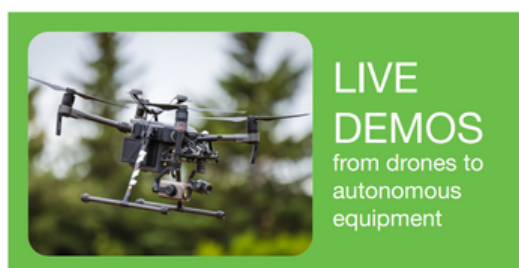
Demographics



Producer Type



EVENT HIGHLIGHTS



Increasing Qualified Attendees

We are working on extending our marketing reach to attract more attendees to the expo with a variety of new partner initiatives. Please let us know if you have any marketing channels that we can help support your AgSmart engagement through. We will also have the ticket discount offer available to all exhibitors to circulate to their audiences once again.

Advertising Opportunities

Farming for Tomorrow (our Official Magazine of AgSmart) will be putting out a special AgSmart edition to go to 25,000+ rural households within a 2.5 hour radius of Olds. This special edition will be including our Show Program. If you are interested in purchasing ad space in this special edition, please contact nancy@farmingfortomorrow.ca.

Social Media

Help us increase the engagement and attract attendees by following and engaging with @AgSmartOlds on Twitter, Facebook, Instagram and LinkedIn. We can help supply images and content as well. Tag us in your posts and use #AgSmart22

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 expo management.

Lotteries & Draws

Exhibitors shall not operate draws or lotteries without expressed written permission of Expo Management. Event 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 event attendees are expected to congregate at one time, space must be left within each exhibit area in which an audience may gather. Should attendees interfere with normal traffic flow in the aisle or overflow into the aisle, Event Management reserves the right to request that such presentations be limited or discontinued. This will be strictly enforced, no exceptions.

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.

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). Event Management reserves the right to determine the sound level at which the noise interferes with others and may require the exhibitor to discontinue.

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

Event Management requires that exhibitors limit social functions and off-floor events to times not in conflict with any AgSmart functions. In addition, exhibitors agree to not remove attendees from the event site during regular event hours. If space is required for an offsite exhibitor function, please contact info@agsmartolds.ca and you will be connected with Conference Services at Olds College.

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.

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. 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).

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 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 to file a written complaint regarding AgSmart's noncompliance 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.

Notice of Filming & Photography

When attending AgSmart as an Exhibitor/Partner, you enter an area where photography, audio, and video recording may occur. By entering the premises, you consent to such recording media and its release, publication, exhibition or reproduction.

ONSITE INFORMATION

Health & Safety

Although the COVID situation continues to evolve, we remain optimistic based on the where we were last summer and with the expo being completely outdoors. We will be following all health related regulations at the time of the expo, with safety being the top priority. We will continue to monitor the requirements and will be adapting as we go.

Move-In

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 late 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 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 7 - 9 a.m. – 5 p.m.

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

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 22, 2022. If we have no form on file, your contractor may be refused entry due to Health/Safety and Insurance risks.

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 Badges

All exhibitor badges will be generic with the title “EXHIBITOR” and will provide access to the event site. However, each company will be required to provide Event Management with the names, 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 booth type you have purchased. Your exhibitor badge is your parking pass, entry into the expo/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 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 \$20/badge and can be purchased through Exhibits@agsmartolds.ca.

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 Event Management who do have limited ability to store goods not needed during the show. A dedicated trailer storage area will be available.

Internet Services

We offer 10 Mbps general purpose WIFI at AgSmart. If you do require additional services or a dedicated wired line, we will work with you to see what is possible. Please let us know if you have additional requirements by July 4, 2022.

Onsite Security

Security Services will be provided through the Olds College Contract Security. They will be visible throughout the event as well as patrolling all areas during set-up and tear-down. They will be onsite as of Friday, August 5 at 9 a.m. and will patrol all event areas 24 hours until 6 p.m. on Thursday, August 11. Exhibitor's property shall be placed on display and exhibited at his/her own risk and Olds College assumes no responsibility for loss or damage.

Early Dismantle

AgSmart ends at 5 pm on Wednesday, August 10. Any exhibitor that is witnessed dismantling any part of their display earlier than 5 pm without the prior written consent of Event Management will be excluded from exhibiting in the 2023 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

Move out will begin promptly at 5 p.m. on Wednesday, August 10. Exhibitors will have until 4 pm on Thursday, November 12 to remove equipment out of the event location and off Olds College grounds. Unless previous arrangements are made with Event 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 Event Management's choosing.