2018 EXHIBITOR GUIDE

EDMONTON

Cottage Life

& CABIN SHOW

April 20–22, 2018
Edmonton EXPO Centre, NORTHLANDS

Exhibitor kit order forms are available at
shows.cottagelife.com/show/edmonton-cottage-life-cabin-show/kit
Show Management
Cottage Life Media, a division of Blue Ant Media Solutions Inc.
130 Merton Street, Suite 200, Toronto ON, M4S 1A4
Tel: (416) 599-2000
Fax: (416) 599-0800
e-mail: clshow@cottagelife.com
web site: www.cottagelife.com
CEO, Cottage Life Media: Al Zikovitz

Show Location
Edmonton EXPO Centre
Northlands, Hall C
7515-118 Ave. NW
Edmonton, AB T5B 4X5

Show Dates/Hours
Friday, April 20
12 noon – 8 pm
Saturday, April 21
10 am – 6 pm
Sunday, April 22
10 am – 5 pm

Show Office
Located at the entrance of Hall C

The Show Office will be open on Thursday, April 19 through Sunday, April 22.
Show staff will be available onsite from Wednesday, April 18 through Monday, April 23.

Show Staff
Show Manager: Carol Harker
charker@cottagelife.com
Director, Consumer Shows, Cottage Life Media:
Greg McLeod
gmcleod@cottagelife.com
Manager, Consumer Shows, Cottage Life Media:
Erinn Wright
ewright@cottagelife.com
Manager of Consumer Show Engagement,
Cottage Life Media
Rebecca De Silva
rebecca.desilva@blueantmedia.ca
Account Representative, Cottage Life Media:
Jade Cannata
jcannata@cottagelife.com
Show Coordinator, Cottage Life Media:
Jina Newell
jnewell@cottagelife.com
Show Administrator, Cottage Life Media:
Elizabeth Cressatti
ecessatti@cottagelife.com

Move-in
Wednesday, April 18
8am – 8pm
Thursday, April 19
8am – 8pm

NOTE: Each exhibitor will be assigned a specific move-in date and time in early April

Move-out
Sunday, April 22
5pm – midnight
Monday, May 23
8am – 2pm
**MOVE IN**

**Dates & Times**
- Wednesday, April 18 8 am – 8 pm
- Thursday, April 19 8 am – 8 pm

**Schedule**
In order to minimize congestion during move-in, all exhibitors will be notified in early April of a specific move-in time. Friday morning move-ins may not be possible.

**Exhibits**
All exhibits must be fully completed and operational by 11 am on Friday. Exhibits must remain intact and staffed until show closing at 5 pm on Sunday. Failure to adhere to this regulation will affect future participation in the Cottage Life Shows.

**Vehicle Access**
Exhibitors with booths that are 500sq. ft. or larger may have vehicle access, subject to a scheduled move-in time and approval from show management. Booths that are under 500 sq. ft. do not have vehicle access.

**Material Handling**
Full forklift services and dollies will be made available to exhibitors on the Wednesday and Thursday before the show from 8 am to 6 pm. For any additional requirements, please contact Cottage Life by April 13. Forklift service is provided for materials delivery only. If you require forklift service for booth construction purposes, refer to the “In-Booth Forklift” order form from GES, found at: shows.cottagelife.com/show/edmonton-cottage-life-cabin-show/kit.

**Storage**
Exhibitors must obtain storage stickers from the show office during move-in with which to clearly identify their empty crates and containers. This packaging will be removed from the aisle to the designated storage area prior to show opening. Unfortunately, due to space restraints, we cannot store exhibitors’ product stock.

**MOVE OUT**

**Dates & Times**
- Sunday, April 22 5 pm – midnight
- Monday, May 23 8 am – 2 pm

**Schedule**
For the benefit and safety of the consumer, no removal or dismantling of exhibits or material is permitted before 5 pm on Sunday, April 22.

Exhibitors are urged to remove small cartons and open cases of products from the building immediately after the close of the show. While Cottage Life will take all reasonable precautions to safeguard small items, immediate removal of such items will minimize the possibility of loss from pilferage.

**Vehicle Access**
This will not be possible until exhibits obstructing drive-in doors are removed and all aisle carpet has been rolled up. These tasks will be completed promptly.

**Material Handling**
At show closing, all aisle carpets will be removed. The sooner this task is completed, the sooner vehicle access, dolly usage, and forklifts will be permitted. Distribution location(s) for dollies will be determined on site. A deposit of a credit card, driver’s license, or vehicle keys will be required to ensure against loss. Your help in keeping aisles free of material would be appreciated by all concerned.

**Storage**
Crates and containers will be returned to exhibitors’ booths promptly once all aisle carpet in the show is removed.

**NOTE:** All exhibit material left on the floor after the specified move-out dates and times will be removed at the owner’s expense, so please ensure that you have made the proper arrangements with your shipper. THERE WILL BE NO EXCEPTIONS.

CHILDREN UNDER THE AGE OF 16 ARE NOT PERMITTED ON THE SHOW FLOOR DURING MOVE-IN AND MOVE-OUT.
EXHIBIT RULES & REGULATIONS

BOOTH DISPLAYS
Backdrop & Side Wings: Cottage Life will provide the following equipment for booth exhibits at no extra charge:
• one 8-ft.-high curtain backdrop (hunter green)
• 3-ft.-high curtain dividers between exhibits (hunter green)

Exhibitors may provide their own exhibit booth, provided it conforms to all of the regulations, and the backdrop does not exceed eight feet in height, including signage (unless advance written agreement to an exception is secured from Cottage Life).

Booth side wings may extend four feet from the backdrop for every ten feet of exhibit depth, but must not exceed eight feet in height. Exhibitors will be asked to dismantle exhibits to conform to requirements, if not done so during move-in.

Divisions from the side wings to the front of the exhibit must not exceed four feet in height. Exhibitors are required to ensure that side wings and low dividers be finished on both sides to present an acceptable appearance to neighbouring exhibitors and the public.

These regulations also refer to any display material, including signs, pull-up banners, racking, and product.

Check your specific Booth Regulations form for signage guidelines.

Extra railing or exhibit equipment can be rented from GES, the official Show decorator (see online forms at shows.cottagelife.com/show/edmonton-cottage-life-cabin-show/kit).

Bulk Area Displays
Backdrops: In most bulk areas, backdrops are not permitted. Exceptions may be permitted in some cases, but written approval must be obtained from Cottage Life in advance. Special consideration is given to spectacular centrepiece displays.

Exhibitors are required to ensure that backdrops be finished on both sides to present an acceptable appearance to neighbouring exhibits and the public.

Low curtain railings are provided for division of neighbouring exhibits. Extra railing or exhibit equipment can be rented from GES (see online forms at shows.cottagelife.com/show/edmonton-cottage-life-cabin-show/kit).

Prefabricated Displays
An exhibitor planning to use or build a prefabricated display must provide Cottage Life with a drawing by March 30.

Flooring
Please note that a floor covering, i.e. carpet, is required. You can rent carpet from GES or bring your own floor covering. Please ensure that all floor coverings remain within the exact dimensions of your exhibit space. For any floor covering that does not, we will request that it be cut or removed and replaced. Please ensure you use proper tape to adhere your carpet to the floor. We recommend you use double-sided cloth tape – the same kind of tape our Show Decorator uses as it is easily removable. Please avoid using packaging tape, duct tape, general-purpose carpet tape or double-sided foam tape. It is the responsibility of each exhibitor to remove all flooring adhesive/residue that is used. Any flooring adhesive/residue left behind will be removed by cleaning services and billed back to the exhibitor.
To ensure the orderly and efficient installation and removal of displays, and to eliminate confusion resulting from solicitation by unknown and unqualified firms, *Cottage Life* has designated certain firms as official show contractors. We urge you to place your orders with these firms unless you have a permanent arrangement and it complies with the regulations of the EXPO Centre. Order forms must be returned to the respective companies by the deadline dates stipulated on each. Note: A premium will be charged for orders placed at the show.

**Cleaning**

Individual booth cleaning is the responsibility of the exhibitor. You may choose to clean your booth yourself, or arrangements for cleaning may be made through the company listed below. Order form online; deadline **April 6**.

GES Edmonton  
6262 - 50th Street  
Edmonton AB T6B 2N7  
Contact: Vanessa Beier  
Email: vbeier@ges.com  
Direct: 780-577-4533  
Fax: 780-469-1619

**Display Rentals**

Furniture rentals, signs, plants, drapery, and carpeting, as well as installation and dismantling of exhibits are all available through GES. Order form is online; deadline **April 6**.

GES Edmonton  
6262 - 50th Street  
Edmonton AB T6B 2N7  
Contact: Vanessa Beier  
Email: vbeier@ges.com  
Direct: 780-577-4533  
Fax: 780-469-1619  
Online ordering:  
ordering.ges.com/CA-00052021

**Show Services & Information**

**Electrical & Plumbing**

Lighting in the exhibit area is adequate and additional lighting is not required for your exhibit. However, you may wish to obtain spotlights to highlight particular areas of your display.

Showtech Power & Lighting will maintain a complete service centre at the show. However, in order to allow proper scheduling of equipment and staff, exhibitors should place their orders well in advance of the show. If an estimate is required, please request it on the form. We urge you to contact Showtech with regard to voltage sensitive equipment, or if you have special requirements or concerns about electrical procedures. Showtech has a lift available to hang signs and banners for a fee; deadline **April 4**.

Exhibitors requiring plumbing services can make necessary arrangements through Showtech. Plumbing and natural gas forms are not available online but are available upon request.

**Flameproofing**

The *Alberta Building Code* prohibits the use of flammable material in booth construction or decor. Foamcore in any form is forbidden. Fire regulations require that all decorating materials be flame-proofed. The Alberta Fire Marshall will remove equipment and materials considered hazardous, at the exhibitor’s expense. If your exhibit has been flame-proofed, have documentation available at the booth for the Fire Marshall’s inspection. This will avoid having to fire test the exhibit on-site, which is subject to additional fees.

**Show Services:** Order forms are available online at  
shows.cottagelife.com/show/edmonton-cottage-life-cabin-show/kit
Hotel
The official host hotel is offering a special rate for Edmonton Cottage Life & Cabin Show exhibitors. To take advantage of the special rates, call directly and identify yourself as an Edmonton Cottage Life & Cabin Show exhibitor.*

FOUR POINTS BY SHERATON EDMONTON SOUTH
7230 Argyll Rd.,
Edmonton, AB T6C 4A6
Tel: (780) 465-7931
Rate: $120/night, includes parking
Booking includes 1 FREE breakfast buffet.
The group booking code for our event is 2D17AB. You can also book directly online by visiting the link in our online exhibitor kit.
The deadline date to take advantage of the special Edmonton Cottage Life & Cabin Show rate is March 18, 2018. Rooms sell out quickly, so reserve early.
* Subject to space availability
**Rates may vary dependant upon party size. Please contact Four Points directly.

Insurance
All exhibitors are required to provide proof of insurance by March 9. Please see Show Rules & Regulations for details. For additional information, please contact:

exhibitorinsurance.com
Administered by:
Brokers Trust Insurance Group Inc.
434 N. Rivermede Rd., Ste. 3
Concorde ON L4K 3M9
Tel: (905) 695-2971 x104
Fax: (905) 760-2260
info@exhibitorinsurance.com

Material Handling
Material-handling equipment and labour for crated material, as well as dollies, will be provided free of charge by Cottage Life during move-in/move-out. If you have any special requirements, please contact Cottage Life before April 6. GES is the exclusive provider of material handling equipment.

Parking
The Edmonton EXPO Centre directly controls ALL parking. Parking passes can be purchased in advance (online) or onsite at the parking kiosk (credit card only).
In the exhibitor parking area, Individual EXHIBITOR Day Passes can be purchased for $14/day, OR you can buy individual day passes for $16 and park with the general public (no re-entry).
(Exhibitor parking: please enter/exit off of 79th Street and scan in/out each time)
Parking passes are not required for move-in/out but each exhibitor must ID themselves.
edmontonexpocentre.com/plan-your-event

Security
Security will be provided 24 hours a day, from the start of move-in, during the show, and throughout the move-out.
However, due to the high volume of people and products at this type of event, Management cannot accept any responsibility whatsoever for exhibits or their contents. Exhibitors are encouraged to independently insure all display material, merchandise and equipment. Smaller, portable objects of value should be removed to a secure location when exhibits are unmanned, or overnight. Move-in and move-out are high risk times for theft so keep track of small goods.

NOTE: In the interest of providing the best possible security, exhibitors are requested to leave the building within a half-hour of show closing each night.
Shipping
Contact GES Show Services for deadline; order form online.

GES Edmonton
6292 - 50th Street
Edmonton AB T6B 2N7
Contact: Vanessa Beier
Email: vbeier@ges.com
Direct: 780-577-4533
Fax: 780-469-1619

SHIPPING INSTRUCTIONS:
All shipments should be prepaid and consigned to:

THE EDMONTON COTTAGE LIFE & CABIN SHOW
(Exhibitor’s Company Name)
Edmonton EXPO Centre Shipping/Courier Entrance
7300 – 116 Ave. NW
Edmonton, AB T5B 0H8
(Hall C, Booth #, and number of pieces in shipment)

Please do not attempt to ship anything via Canada Post as items sent via them go through a PO Box at another location.

Crates and packages should be clearly marked indicating the show name, exhibitor’s name, booth number, and customs broker (if shipments are arriving from outside Canada). Shipments will not be accepted prior to the actual move-in period of Wednesday, April 18 and Thursday, April 19. Exhibitors should therefore arrange for shipments to arrive during their scheduled move-in date and time period (C.O.D. shipments will not be accepted by Cottage Life).

SHIPPING IN ADVANCE:
GES has facilities in its own warehouse to receive advance shipments for shows. Freight can be received in their warehouse up to 30 days prior to show move-in with delivery to the show building for one all-inclusive price. Should you wish to utilize this service, please contact GES for details, or see the information online.

Internet
Exhibitors must make their own arrangements for telephone and internet service in their booth. Order forms available online.

Internet services are available through Edmonton EXPO Centre.

Internet services can be ordered here: https://edmontonexpocentre.com/facility-services/order-services; deadline April 6.

Complimentary Wi-Fi is available in the Food Court
These rules are designed to ensure safety and fairness to all exhibitors. All exhibits must be free standing and self-supporting. Management reserves the right:

a) to restrict exhibits which, because of noise or any other reason, become objectionable;

b) to close, without indemnity, the exhibit of any exhibitor who refuses, after notice, to conform to the rules which apply to all other exhibitors.

**Alcoholic Beverages**
The use of alcoholic beverages in exhibitors’ booths is prohibited and may only be consumed in designated licensed lounge areas.

**Care Of Building– Floors, Walls, Ceilings**
Painting, nailing or drilling of floors, walls, ceilings or any other part of the building is strictly prohibited. Exhibitors wishing to lay any floor covering must use an adhesive that will not damage the floor and is easily removed. Where improper adhesive has been used, the exhibitor will be invoiced for the removal of such adhesives, or any damage done to the facility. Exhibit material is not to be fastened to ceilings, walls, pipes or electrical fixtures.

**Children**
Please note that the children of exhibitors are not to be left unattended at feature areas. Children under the age of 16 are not permitted on the show floor during move-in & move-out.

**Contests/Draws**
Exhibitors are encouraged to offer promotional prizes to enhance sales of displayed products/services. Programs of this nature must be free of any obligation on the part of the winner. Prize winners must not be required to place an order before collecting the prize offered. Also please note that the selling of raffle tickets is not permitted. The schedule of prizes and terms of the draw must be clearly stated on the entry form. Exhibitors wishing to conduct a contest/draw in association with/ at The Edmonton Cottage Life & Cabin Show must follow all rules under Section 59 of the Competition Act obtainable from Industry Canada. Failure to comply with the rules of this act constitutes a criminal offence. Fines could be as high as $25,000 and imprisonment terms of up to 5 years. Contest/draw rules and regulations must state that such contest/draw is conducted independently of the show and that Cottage Life will not assume responsibility for any liability arising as a result of contest/draw being held at the show. Names and addresses generated from entries received must not be sold or rented following the show. All such contest/draws must be approved by Cottage Life prior to show opening.

**Deliveries**
Must be made before the show opens each day, not during show hours. Please clearly indicate company name, booth #, and hall #. Please note Cottage Life and Show Office staff are not able to sign for any deliveries. Please plan your delivery time to coincide with when your booth is staffed.

**Entry to Show**
Cottage Life reserves the right to refuse admission to any visitor or exhibitor who, in the opinion of Cottage Life, is unfit, intoxicated, or in any way creating a disruption to the show.

**Flooring**
Please note that a floor covering, i.e. carpet, is required.

**Hand-drawn Signs**
To help maintain a professional image for the public attending the show, HAND-DRAWN SIGNS ARE NOT PERMITTED. Failure to follow this regulation will affect future participation at the Cottage Life Shows. Contact GES for signage services.
Insurance & Liability
Neither Cottage Life nor the building owners will accept any responsibility for injury to persons, loss of, or damage to products, exhibits, equipment or decorations by fire, accident, theft or any other causes while in the building. Exhibitors, or their agents, must provide proof of adequate liability insurance for their own personnel, exhibits, and materials against all such hazards. Exhibitors who fail to provide proof of insurance when requested will be denied access to the event.

Providing proof of insurance can be achieved by having your insurance company forward their own documentation to exhibitorinsurance.com by fax: 1-866-296-4199.

For those who don’t have existing insurance or are finding their present coverage more expensive, show management has made arrangements with exhibitorinsurance.com, who have designed an insurance program which is specifically for the duration of the show.

Forms have been included in the online exhibitor kit (shows.cottagelife.com/show/edmonton-cottage-life-cabin-show/kit).

Exact details are mandatory, or your certificate of insurance will be returned as incomplete and will affect your participation in the show.

Latecomers and No Shows
Any space not claimed and occupied, or for which no special arrangements have been made prior to 8-pm on Thursday, April 19 may be resold or reassigned by Cottage Life, without obligation on the part of The Edmonton Cottage Life & Cabin Show for any refund whatsoever.

Pets
Pets are not permitted at The Edmonton Cottage Life & Cabin Show. The only exception to this is in the case where an exhibit directly relates, or service animals.

Safety
It is the exhibitors’ responsibility to ensure the safety of show visitors, their own operators and exhibit personnel at all times during the show. With this in mind, show management highly recommends that all staff involved in constructing and dismantling exhibits during move-in and move-out be wearing safety footwear.

Security – Staffing Of Exhibits
Exhibitors are required to have their exhibit area staffed at all times during the hours of the show. Security is an added problem when booths are not staffed. Exhibitors are reminded that Cottage Life does not assume any responsibility for losses. Therefore, exhibitors should take all reasonable precautions to protect their own property, including insurance.

Security guards will be on 24-hour duty from the first move-in day until the end of move-out. The Edmonton Cottage Life & Cabin Show, and the building owners cannot assume responsibility for losses incurred from pilferage or any other causes. Most of the loss during move-out could be eliminated by packing smaller items in cartons or crates immediately after show closing.

EDMONTON
Cottage Life
& CABIN SHOW

Show Logo
As an exhibitor, you are encouraged to use The Edmonton Cottage Life & Cabin Show logo on any mailing, advertising, or brochures to help promote your presence in the show.

The logo may not be altered in any way or used as an endorsement of any product or service. It should always be of smaller size than your own company name or logo.

Should you require an electronic version of the logo, please visit shows.cottagelife.com/show/edmonton-cottage-life-cabin-show/kit.
Signs/Decorations
Any signs, advertisements, show bills, posters, or cards of any description that are to be posted or exhibited, must be kept within the exhibitor space area. Under no circumstances may signs, banners, and similar materials be nailed, stapled, or attached to ceilings, walls, pipes, or electrical fixtures. Balloons and stick-ons are not permitted as decoration, giveaways, or draws due to building and firecode regulations. Showtech Power & Lighting has a lift available to hang signs and banners for a fee (see Showtech order form online), provided prior authorization has been obtained from Cottage Life. Please note that each exhibitor must have signage identifying their company name. Contact GES Show Services should you require signage.

Smoking
Please note that smoking in the Edmonton EXPO Centre is not permitted.

Soliciting, Samples & Souvenirs
Distribution of samples, souvenirs, and promotional material, as well as the soliciting of business must be confined to the exhibitor’s own space. Aisle space must not be used for exhibit purposes or for solicitation of business. Exhibitors wishing to enter another exhibitor’s area may do so if invited. The sole exception will be for Cottage Life and representatives of any official show publications.

Only participating exhibitors have the exclusive rights to promote or sell goods and services in this show. All other parties who attempt to make any sales solicitations or distribute written material without the express written permission of Cottage Life will be permanently removed from the show area. Exhibitors are asked to report any infractions to the show office so that immediate action can be taken. The building owners warn that exhibitors handing out adhesive-backed promotional material will be charged for removal of this material from the walls and floors of the building.

Sound Levels
Exhibitors are required to ensure that their displays do not disturb or obstruct other exhibitors. Please refrain from any loud or disturbing noises as well as anything that may cause congestion in aisles.

Subletting
No exhibitor may sublet any portion of its allocated exhibit space to another company, supplier, and/or dealer without the express written consent of Cottage Life.

Tools
Out of respect for fellow exhibitors, please note that power tools used during booth construction must be equipped with dust bags.
We look forward to seeing you at the Show!

– Edmonton Cottage Life & Cabin Show Management
HOW TO GET TO THE
EDMONTON EXPO CENTRE

Edmonton Transit System
The Edmonton EXPO Centre is very accessible via bus or train. For more information and schedules, contact:

Edmonton area: 311
Outside of Edmonton: (780) 442-5311
edmonton.ca/transportation

EDMONTON
Cottage Life
& CABIN SHOW

April 20 – 22, 2018
Edmonton EXPO Centre
7515-118 Ave. NW