


Calgary Stampede
RURAL ROUTES

EXHIBITOR APPLICATION

March 20 – 21, 2010
BMO Centre, Stampede Park, Calgary, AB

Show Hours: Saturday 10:00 am – 6:00 pm & Sunday 10:00 am – 5:00 pm

Contact Information

Name of Company _____
(As it will appear in show guide)

Business Name (if different from above) _____

Exhibitor Name _____ Title _____

Phone (____) _____ Cell (____) _____ Fax (____) _____

E-mail _____ Web _____

Mailing Address – 1 (On site exhibitor) _____

City/Town _____ Province _____ Postal Code _____

Mailing Address - 2 (For billing/receipts) _____

City/Town _____ Province _____ Postal Code _____

Are you interested in presenting a Seminar? ____ (There will be limited opportunities for presentations)

Seminar Topic or Title _____
(Required for show guide)

Seminar Presenter _____ Presenter Phone/Email _____

Experience / Service Information

Required - Please tell us about your business & what you have to offer potential clients.

Description _____

Rural Routes Policies **PLEASE READ CAREFULLY**

1. Insurance

Each Exhibitor MUST provide a certificate of insurance that satisfies the following requirements BEFORE being permitted to exhibit. To ensure your certificate is accurate, we suggest you fax the "**Insurance Requirements**" document DIRECTLY to your insurance provider. Both your insurance certificate and your total payment must be received in order to guarantee your booth space. The Certificate of Insurance, (as outlined on page 4), confirms existing insurance coverage, on behalf of the policyholder, naming the **Calgary Exhibition and Stampede Limited AND the City of Calgary** as additional insured and that they are fully protected in the event of any bodily injury and/or property damage claim arising out of the operations of the policyholder. The insurance must be written by an insurance company licensed to do business in the Province of Alberta. Alternatively, exhibitors can obtain insurance through the Calgary Stampede's insurance agent, **BFL Canada Inc.**, contact Eddie Fung (efung@BFLCanada.ca), or Jennifer Burch (jburch@BFLCanada.ca), phone: (403) 451-4139.

2. Cancellation Policy

If a written cancellation is received less than 60 days from the start date of the show the exhibitor is liable for 100% of booth costs. ****Note, exhibitors who do not meet the Insurance criteria 30 days or more before the date of the show, (see Insurance Requirements, page 4), are subject to forfeiture of space and fees.**

3. Move-in / Move-out

- Exhibitor Move-in will be available by booking, starting on Friday March 19, 2010 at 7:00 am. Move-in of all exhibit supplies requiring overhead door entry must be completed two hours prior to public show hours all exhibits must be set-up ½ hour before the show is opened to the public.
- Exhibitor Move-out will commence once the public has vacated the hall and access of move-out vehicles is deemed safe by the Acreage Lifestyle Show Committee. The move-out of all exhibitor equipment, materials and décor must be completed by 11:59 pm, Sunday March 21, 2010. Those who do not adhere to the move-in and move-out times may be subject to additional charges.

4. Exhibitor Displays

- Each Booth space will include: an 8' back and 3' side draped walls, 2 three-day parking passes and one pass for move-in, listing for one company name in the official show guide, listing on our website, and 6 Exhibitor badges (see details below). ***Booth carpet, tables, chairs and power are not included.***
- All exhibits must be set-up ½ hour prior to public show opening and remain presentable to the public until after show hours are completed each day, including the day of move-out.
- The exhibitor agrees to maintain qualified personnel in the display at all times during public show hours.
- Exhibitors are required to wear an Exhibitor badge at all times while in the exhibit hall. Each booth will be provided a maximum of six name badges or an equivalent for booth space greater than 300 sq ft. The show office will serve as a drop-off/pick-up location for employees to exchange name badges. Additional badges may be purchased at a cost of \$2.00 each and can be pre-ordered with your services or requested at the show office.
- Prior approval by the Calgary Stampede Agriculture Department is required for all give-aways, demonstrations or distribution of any food/beverage samples.

5. Booth Space Allocation

Booth Space will be allocated to applicants on receipt of a signed, completed application, an acceptable insurance certificate (see Insurance Requirements, page 4), and full payment.

Booth Space & Calculation of Fees

Booth rental includes: 1 move-in pass and two event parking passes; booths 300 sq ft or less include attractive back and side drape, bulk space may be draped on request; 6 exhibitor entry badges; on-site forklift service; as well as inclusion in both the official show guide and our web site. Early registration deadline is December 15, 2009, for inclusion in the show guide applications must be received by February 19, 2010. All payments are due at the time of application.

| Booth Size sq. ft. | Booth Orientation | Rate/sq. ft. | | Booth cost | | Sub-total |
|---------------------------|---------------------------|--------------|---------|------------|---------|-----------|
| | | Early | Regular | Early | Regular | |
| 100 | 10 ft. deep x 10 ft. wide | \$6.00 | \$6.20 | \$600 | \$620 | |
| 200 | 10 ft. deep x 20 ft. wide | \$6.00 | \$6.20 | \$1,200 | \$1,240 | |
| 300 | 10 ft. deep x 30 ft. wide | \$6.00 | \$6.20 | \$1,800 | \$1,860 | |
| Bulk Rate >300 | __ ft. deep x __ ft. wide | \$5.80 | \$6.00 | | | |
| Booth Cost TOTAL | | | | | | \$ |
| (GST # R118823467) 5% GST | | | | | | |
| TOTAL | | | | | | |

I have read the Rural Routes Policies as written, page 2 of this application and I agree to the terms and conditions contained within.

Exhibitor Signature: _____ **Date:** _____

Method of Payment

____ Cheque ____ Visa ____ MasterCard ____ American Express

Please make cheques payable to: ***Calgary Stampede***

Card Number _____ Expiry Date _____

Name on Card _____ **Signature (Required)** _____

Send completed application to: Calgary Stampede, Rural Routes
Box 1060, Station M, Calgary, AB T2P 2K8

OR FAX: 403-262-3067

Thank you for your Application.

Booth furnishings (carpet, tables & chairs) are available directly through GES Canada.
For complete order form please visit calgarystampede.com/ruralroutes
or call 403-243-2212

Calgary Stampede Event Services Pre-order Forms (power, internet & additional parking passes) will be forwarded to exhibitors that have provided the following: completed application, acceptable insurance certificate and payment in full.

Insurance Requirements

FORWARD THESE REQUIREMENTS TO YOUR INSURANCE PROVIDER

The primary purpose of a Certificate of Insurance is to confirm evidence of existing insurance coverage on behalf of the policyholder to ensure the insurance requirements of the Calgary Exhibition & Stampede Limited **and** the City of Calgary are met and insurance protection is afforded in the event of any third party liability claim arising out of the operations of the policyholder. **All Licensees must provide the Calgary Stampede confirmation of Comprehensive General Liability and Non-Owned Automobile insurance coverage in the form of a Certificate of Insurance.**

This Certificate must be addressed to the Calgary Exhibition & Stampede Limited and contain the following information:

1. Complete legal name and address of the organization (insured) for which the insurance has been arranged.
2. Type of insurance provided under the Certificate of Insurance and full name of the insurer providing such coverage.
3. Policy number and effective dates of coverage including move-in, March 19, and for Rural Routes – March 20-21, 2010.
4. Limits of liability of not less than \$2,000,000.00 inclusive for bodily injury and/or property damage and non-owned automobile liability insurance.
5. The Calgary Exhibition & Stampede Limited and the City of Calgary must be added as "additional insured's" with respect to any liability arising out of the operations of the named insured.
6. The Certificate of Insurance must also state that the named insured and/or their insurer will provide the Calgary Exhibition & Stampede Limited with thirty (30) days advance written notice of any policy cancellation and/or material change.
7. The Certificate of Insurance must be dated and signed by an officer or authorized representative of the insurer.

Alternatively, exhibitors can obtain insurance through the Calgary Stampede's insurance agent, BFL Canada Inc. Please contact Eddie Fung (efung@BFLCanada.ca) or Jennifer Burch (jburch@BFLCanada.ca), or phone: (403) 451-4139.

Indemnification

The Licensee shall indemnify the Calgary Exhibition & Stampede Limited and the City of Calgary, and shall hold both those parties harmless, from all claims, demands, costs, penalties, fines, charges and expenses whatsoever resulting from the staging of the Event in the Premises, including, but not specifically reserved to:

- a. Those under the *Worker's Compensation Act* arising out of injuries sustained by any employees of the Licensee, its agents or sub-contractors.
- b. Economic losses sustained, or legal fees or expenses incurred, because of an actual or threatened strike, lockout or labor dispute directly, or indirectly, involving the Licensee, which, in the opinion of the Licensor, may adversely affect the Licensor or any of its activities, or other Licensees.
- c. Economic losses sustained and legal fees and expenses incurred because of an alleged or actual infringement by the Licensee of patent(s), copyright(s) or trademark(s).
- d. Those made by a person, or persons to whom the Licensor has administered medical or ambulance services, or any other service, related to an injury or a sickness occurring to a person or persons on the Premises during the Term.
- e. Those arising from acts or omissions of the Licensee's event staff, including security personnel unless such personnel have been supplied directly by the Licensor, whether intentional, negligent or accidental.
- f. Those arising from the receipt and handling of goods, chattels or communications on behalf of the Licensee or its exhibitors, performers, visitors, employees, sub-contractors or agents.
- g. The provision of evidence of insurance will not limit the Licensee's indemnification to the Calgary Exhibition & Stampede Limited and the City of Calgary; nor will it limit the Licensee's level of responsibility in the event of any third party liability claim.
- h. The Licensor is not responsible for any loss and/or damage to any property brought onto the Calgary Stampede's premises.

FAX certificate directly to: (403) 262-3067

ATTENTION: Sharon Yeast