

**Alberta Barrel Racing Association
2019 Trade Show
Application/Information
Ponoka Calnash Ag Event Centre
Aug 19 - 25, 2019**



Exhibitors have 2 options to pay for Trade Show booth space during the 2019 ABRA Finals.

Option A - "CASH RATE" - Rates only cover cost of trade show booth (no advertising/sponsorship)

10 X 10	\$450.00
10 X 20	\$800.00
10 X 30	\$1300.00
10 X 40	\$2000.00

Option B - "SPONSORSHIP RATE" - Rates include trade show booth & sponsorship benefits as listed

10 X 10	<u>Bronze Sponsor</u> - \$550 cash sponsor or \$750 store product chosen by the ABRA. Sponsorship includes: arena advertising, announcer acknowledgments website advertising, business card size ad in finals program and sponsor recognition on various awards.
10 X 20	<u>Silver Sponsor</u> - \$1000 cash sponsor or \$1500 store product chosen by the ABRA. Sponsorship includes: arena advertising, announcer acknowledgments during finals, website advertising, 1/4 page program ad and sponsor recognition on various awards.
10 X 30	<u>Gold Sponsor</u> - \$1500 cash sponsor or \$2200 store product chosen by the ABRA. Sponsorship includes: arena advertising, announcer acknowledgments during finals, website advertising, mobile app recognition and ad opportunities, 1/2 page (or 2 1/4 page) program ad and sponsor recognition on various awards.
10 X 40	<u>Platinum Sponsor</u> - \$2500 cash Sponsor or \$3500 store product chosen by the ABRA. Sponsorship includes: arena advertising, barrel cover advertising, announcer acknowledgments during finals, website advertising, mobile app recognition and ad opportunities, full page program ad and sponsor recognition on various award.

2019 VENDOR GUIDLINES

- Arena banners will be supplied by sponsor no later than **Aug. 17, 2019**.
- All program ads must be supplied by sponsor no later than **July 1, 2019**.
 - **All program ads MUST be received in appropriate size and format as stated on the attached spec sheet. If they are incorrectly formatted we can not guarantee they will be included in the program.**
- Booth space **will only be guaranteed** once a completed application form is received along with full payment.
- ABRA will assign booth locations and all vendors will be contacted with this information prior to **Aug. 1st**
- All sound equipment & video must be played at minimum volume.
- Subletting of booth space is prohibited by the ABRA.
- Live animals are prohibited to be a part of any booth. In addition, no dogs are allowed in the building.
- Vendors must comply with all applicable safety, fire, health laws, ordinances & regulations.
- ABRA is not liable for any theft or stolen items.

PROMOTIONAL ITEMS/CONTESTANT BAGS

We welcome all vendors to participate in our Contestant Bags. In the past vendors have provided marketing materials such as discount cards, pens, brochures, stickers, key chains ect. to be included in the 800 bags prepared for contestants. If you wish to add in any promotional items please arrange for them to be delivered no later than **Aug. 17, 2019**.

INSURANCE REQUIREMENTS

The ABRA requires each vendor to have a **ONE MILLION DOLLAR LIABILITY** coverage for the duration of the 2019 trade show.

A certificate of insurance must be submitted prior to **July 1, 2019** naming the **“Alberta Barrel Racing Association”** as additional insured. **The event centre address is - 3611 Hwy 2A, Ponoka AB, T4J 1J8**

Please submit certificate of insurance to Michelle at mdauclair@hotmail.com.

TRADE SHOW SET UP/TEAR DOWN SCHEDULE

- Vendors must be set up by **9:00am Aug. 21, 2019.**
- All products must remain within designated vendor areas.
- Trailers must be moved away from doors once empty.

Set up times

- Monday Aug. 19 4:00pm to 10:00pm
- Tuesday Aug. 20 8:00am to 8:00pm

Tear down times

- Vendors are prohibited to tear down prior to competition ending on Sunday Aug. 26th.

Trade Show Official Hours

All vendors are required to be open during the following hours -

- **Wednesday, Aug. 21 9:00am to 6:00pm (Unless competition ends earlier)**
- **Thursday, Aug. 22 9:00am to 6:00pm (Unless competition ends earlier)**
- **Friday, Aug. 23 9:00am to 6:00pm (Unless competition ends earlier)**
- **Saturday, Aug. 24 9:00am to 6:00pm (Unless competition ends earlier)**
- **Sunday, Aug. 25 9:00 am to 3:00pm (Unless competition ends earlier)**

If competition is done earlier then posted times you are welcome to close early.

TERMS AND CONDITIONS

To reserve booth space vendors must **submit completed signed registration form (Page 4) along with payment.**

Registrations forms will be accepted via email - mdauclair@hotmail.com

or by Canada Post

Michelle Auclair

RR3 Site 12 Box 6

Ponoka AB T4J 1R3

Any cancellation of space must be done in writing and received by Michelle Auclair, ABRA Trade show Co-ordinator no later than 12:00pm July 1, 2019. In the event cancellation is received prior to July 1st, a full refund will be honoured. The ABRA reserves the right to re-rent cancelled space.

2019 ABRA TRADE SHOW APPLICATION

(If you are a "Cash Paying" Vendor- please include payment with completed application either by cheque or e-transfer to abratreasurer@live.ca and indicate in the notes payment is for Trade-Show)

REGISTRATION INFORMATION (please print)

Organization or Company Name: _____

Mailing Address: _____ City _____

Prov _____ Postal Code _____

Contact Person: _____ Position: _____

Office Phone: _____ Cell Phone: _____

E-mail : _____ Website: _____

Please provide a brief list of your products and/or services:

RISK AND LIABILITY

I, the undersigned as representative of _____ (company name), hereby release and agree to hold harmless ABRA, it's officers, directors and employees from any damage to my property or any personal injury which I or my helper may sustain while participating at the ABRA Finals on August 19, 2019 to August 25, 2019. The ABRA or Calnash Ag Event Centre are not responsible for any lost or stolen items. Further, I agree to abide by the guidelines for participation as listed in the 2019 Vendor Guidelines and all policies established by the ABRA Finals planning committee. I understand that failure to follow these guidelines can mean expulsion from future ABRA events.

I have read and agree to the 2019 ABRA Vendor Guidelines.

Organization/Company Name	Representative (Print)	Signature
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Booth size requested (mark with X)	Payment option (mark with X)
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___ 10 X 10	___ Cash Rate
___ 10 X 20	___ Sponsor/Booth Rate
___ 10 X 30	___ Cash
___ 10 X 40	___ Store Product

Sponsor's, please provide a short blurb for the Finals Announcer to use during the 5 days. Sponsors will be recognized throughout each day with verbiage you provide here -
