



The 2017 Mom, Pop & Tots Fair is a two-day event geared towards parents and their children. The Fair will be bustling with children’s entertainment, treats, toys and activities for the whole family.

Turning Potential Customers into Loyal Clients!

Every year the Mom, Pop & Tots Fair is pleased to provide exhibitors and visitors with the most valuable experience possible. Visitors to the show are focused on their children and families, and they are hungry for information. Enter you, the exhibitor: an expert in your field and someone able to provide busy families and soon-to-be parents with knowledge, services, and products. Connecting and interacting face-to-face with attendees and answering questions about your products and services are great ways to for these potential customers to become customers.

With over 10,500* consumers coming through the doors, the Mom, Pop & Tots Fair provides exhibitors with pre-qualified clients ready to make decisions and purchases to benefit their families. This is your opportunity to really respond to clients’ needs and to cultivate loyal customers. Visitors to the Fair are in a period of significant spending for their families, making them an important demographic to reach.

Hear Ye! Hear Ye!

- Family Productions Inc. provides extensive media campaigns for all of our shows!
- With advertisements including radio, television, social media, print media, billboards, a variety of online ads, and more, word of the Mom, Pop & Tots Fair reaches far and wide!
- Since 2005, we’ve done over \$8,777,000 worth of media advertising across all of our shows.

Experience Matters!

Family Productions Inc. has over twenty years’ experience in producing trade shows, and sixteen years with the Mom, Pop & Tots Fair. By bringing this community of parents to you, you are able to achieve your maximum potential as an exhibitor. The interaction you will have with the visitors at the Mom, Pop & Tots Fair will be mutually beneficial. The relationships you form with clients, as well as the contacts gained, are invaluable. Consumer shows work because one-on-one face time between business and client is the most effective way to form these relationships.

This is an opportunity to move your business forward while offering parents a convenient way to learn about what you have to offer. Apply early to ensure prime positioning and to take advantage of early registration prices.

Success by the Numbers!

- At the 2016 Mom, Pop & Tots Fair, 50% of attendees reported having a household income of over \$81,000, with 66% of those attendees having a household income of \$100,000 or more.
- 87% of attendees at the 2016 Mom, Pop & Tots Fair have at least one child.
- Of the attendees surveyed, 3 out of every 4 said they would return to the Fair, indicative of a loyal consumer base!

Want to know more?
Family Productions Inc.

*Value based on 2016 attendance statistics.



Phone: (780) 490-0215 Fax: (780) 450-3757
E-Mail: info@edmontonshows.com
Business/GST No. 888484615RP0001

www.EdmontonShows.com

Exhibit Space Application

March 11th and 12th, 2017

Saturday 9 am – 5 pm
Sunday 10 am – 5 pm

Edmonton EXPO Centre, Hall A
www.EdmontonShows.com



Phone: (780) 490-0215
Fax: (780) 450-3757
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2017

Procedure

1. Fill out the application as completely as possible.
2. Submit along with payment (*no application will be processed without payment*).
Fax, on-line, or in person only. No phone registrations accepted.
3. Confirmed registrations will be e-mailed an **invoice** (*immediately*).
4. Submit your *proof of Liability Insurance* to our office. This is *required* prior to participation in the Show.
5. Instructions to the **Exhibitor Manual** will be sent shortly thereafter, starting 8 weeks out from the Show.
Note: If nothing is received, please check your junk folder or call in to have it resent.
6. Review Exhibitor Manual (*follow the instructions as they are applicable to your needs*).
7. Send in Exhibitor Staff List Form by required date.

Applicant is responsible for following up should an invoice or Exhibitor Manual not be received, as well as for reviewing both documents.

Company Name: _____

Is this the name to appear in the public Exhibitor Listings? Yes No, use _____

If your company is known by any other names include them here: _____

Contact: _____ **Position Title:** _____

Phone: _____ **Cell:** _____

Address: _____
City Province Postal Code

Complimentary tickets are to be sent to a different contact/address, as indicated on the line below: (include FULL mailing information)

Email Address: (write clearly): _____

Note: Invoices and instructions to the Exhibitor Manual will be sent to the email address above.

Also send a copy of the instructions to the Exhibitor Manual to a 2nd person. Email: _____

List and/or describe the **type of product(s) and/or services(s)** to be displayed, along with any materials or samples to be distributed. Undisclosed products or services, along with unauthorized third party promotion, are not permitted and may be removed at the discretion of show management.

Reminder: Balloon and Animal restrictions DO apply. Balloons must be made of Mylar - NO latex balloons will be permitted. Additional balloon restrictions apply. No animal sales or adoptions off of the Show Floor (Paperwork Only). Contact office for additional information.

Office Use Only	
Date Received	_____
Invoice #	_____
Conditions	_____
Booth Size	_____
Booth #	_____
<input type="checkbox"/> Invoice	<input type="checkbox"/> Manual <input type="checkbox"/> Tickets
<input type="checkbox"/> Insurance Attached	

****** ATTENTION EXHIBITORS ******

Encroachment: Exhibitors will be charged at a premium rate for any spillage into the aisles or into another exhibit space during the hours of the event. Please ensure you have booked yourself enough space.

All Booths include applicable 8' back draping and 4' side draping. All other Booth Accessories must be ordered.

- 10'x6' & 10'x10' spaces include six (6) exhibitor wristbands and twenty (20) complimentary passes.
- 10'x20' or greater include up to twelve (12) exhibitor wristbands and forty (40) complimentary passes.

****Please note that exhibitor wristbands are for booth employees only.*
Additional wristbands can be purchased in advance for a nominal fee. (See Show Extras)***

Please use the **Power Needs, Show Extras, and Booth Accessories** areas below to order any of your booth requirements. **Parking Passes** can be purchased in advance (see **Show Extras**) or during Move-in only. Weekend Parking Passes are not available at the gates.

***** There are savings by preordering your booth accessories in advance through Family Productions Inc. *****

Price Break that will apply is determined by the date on which our office RECEIVES the application
(NOT necessarily the day on which it is dated). No Exceptions.

Exhibit Space Size	Price Break Deadlines (Select Appropriate Price Column)					
	Price Expires March 25 '16	Price Expires June 3 '16	Price Expires August 12 '16	Price Expires October 21 '16	Price Expires January 6 '17	Price Expires March 10 '17
<input type="checkbox"/> 10'x6' <i>Home Based Only</i>	\$776	\$896	\$976	\$1,026	\$1,076	\$1,126
<input type="checkbox"/> 10'x6' Corner <i>Home Based Only</i>	\$852	\$972	\$1,052	\$1,102	\$1,152	\$1,202
<input type="checkbox"/> 10'x10'	\$1,200	\$1,425	\$1,550	\$1,626	\$1,676	\$1,726
<input type="checkbox"/> 10'x10' Corner	\$1,250	\$1,476	\$1,600	\$1,676	\$1,726	\$1,776
<input type="checkbox"/> 10'x20'	\$2,300	\$2,750	\$3,000	\$3,152	\$3,252	\$3,352
<input type="checkbox"/> 20'x20'	\$4,280	\$5,180	\$5,680	\$5,984	\$5,986	\$5,986
<input type="checkbox"/> 20'x30'	\$6,000	\$7,350	\$8,100	\$8,556	\$8,556	\$8,556
* Exhibit prices subject to change at the discretion of Family Productions Inc. Booth Cost Total (Use proper amount from above table) * Exhibit Prices are valid for this application only. *** All Exhibit Spaces (Booth) Prices Subject To 5% GST ***						\$

*Power Needs	Price	Calculation	Total
<input type="checkbox"/> 1500 watts/120 volts (E1500)	\$130	____ x \$130 =	\$
<input type="checkbox"/> 1500 watts/120 volts (24-hour) (E150024)	\$170	____ x \$170 =	\$
<input type="checkbox"/> Flood Lights (2x120 Watt) & 8' Stand (Power included for lights ONLY. No additional plug-ins) (L2150)	\$78	____ x \$78 =	\$
<input type="checkbox"/> 1000 watt Quart Ceiling Light (Power included for lights ONLY. No additional plug-ins) (L1000)	\$216	____ x \$216 =	\$
<input type="checkbox"/> Man-lift Services (ex. Hanging banners/signs)	\$211 per hour	____ x \$211 =	\$
Power Prices are valid for this application only. Power Needs Total (add all totals in column) ** All Booth Power Needs Prices Subject To 5% GST ****			\$

*Show Extras	Price	Calculation	Total
<input type="checkbox"/> Parking Passes	\$26.67 per Exhibitor Weekend Parking Pass (unlimited access)	___ x \$26.67 =	\$
<input type="checkbox"/> 4x4 Additional Storage Request**	\$75 for the weekend	___ x \$75 =	
<input type="checkbox"/> Mascot Changing Area *All mascots must be approved by show management in advance	\$125 for the weekend	___ x \$125 =	\$
<input type="checkbox"/> Extra Exhibitor Wristbands (Over the included booth amount)	\$8 per wristband	___ x \$8 =	\$
Show Extras Total (add all totals in column) ***All Show Extras Prices Subject To 5% GST***			\$

*Show Extras Prices are valid for this application only.
** Storage Space is limited and may not be available
Family Productions Inc. assumes no responsibility for items stored.

*Booth Accessories	Edmonton Shows Advance Prices	Preorder Calculation	Total
<input type="checkbox"/> Carpet	\$81 per 60 square feet (10 x 6 space)	___ x \$81 =	\$
<input type="checkbox"/> Carpet Underlay	\$54 per 60 square feet (10 x 6 space)	___ x \$54 =	\$
<input type="checkbox"/> Carpet	\$135 per 100 square feet (10x10 space)	___ x \$135 =	\$
<input type="checkbox"/> Carpet Underlay	\$90 per 100 square feet (10x10 space)	___ x \$90 =	\$
<input type="checkbox"/> Skirted Tables	___ 4' ___ 6' ___ 8' \$70 per Table	___ x \$70 =	\$
<input type="checkbox"/> Raised Table Skirted	Add \$25 per table (any 4' 6' 8' sizes)	___ x \$25 =	\$
<input type="checkbox"/> Folding Chairs	\$14 per chair	___ x \$14 =	\$
<input type="checkbox"/> High Stools w/back	\$75 per stool	___ x \$75 =	\$
Booth Accessories Packages	Choose Table Size and number of Chairs	Package Calculation	***** *
10 x 6 Deluxe: (per space) Includes: Underlay, Carpet, 1 Table skirted, 2 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$212 =	\$
10 x 10 Deluxe: (per space) Includes: Underlay, Carpet, 1 Table skirted, 2 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$295 =	\$
10 x 20 Deluxe: (per space) Includes: Underlay, Carpet, 2 Table skirted, 4 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$570 =	\$
20 x 20 Deluxe: (per space) Includes: Underlay, Carpet, 3 Table skirted, 6 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$1,090 =	\$
20 x 30 Deluxe: (per space) Includes: Underlay, Carpet, 4 Table skirted, 8 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$1,440 =	\$
Booth Accessories Total (add all totals in column) **** All Booth Accessories Prices Subject To 5% GST ****			\$

**Booth Accessories Prices are valid for this application only

*Ticket Purchase Special	Price (General admission tickets only)	Calculation	Total
<input type="checkbox"/> Under 25 Tickets	\$8.60 per Ticket	___ X \$8.60 =	\$
<input type="checkbox"/> 25 – 50 Tickets	\$7.60 per Ticket	___ X \$7.60 =	\$
<input type="checkbox"/> 60 Plus Tickets	\$6.60 per Ticket	___ X \$6.60 =	\$
Tickets can be purchased for personal guests, for clients, or for promotional purposes Ticket Purchase Total (add totals in column) *Ticket Purchase Specials are valid for this application only. ***All Ticket Prices Subject To 5% GST*** **Pre-ordered discounted General Admission tickets have no cash value and are non-refundable.			\$

Please Read the Terms of Contract (below) and Conditions of Contract (attached) Before Signing.

- All Applications must be submitted with proof of insurance
 - Minimum \$2,000,000 liability coverage
 - Insurance must name Family Productions Inc. and the Edmonton EXPO Centre as additional insured for the weekend
 - If you have existing liability insurance for your business, your insurance provider can transfer your existing coverage to the dates and location of the show, as well as add additional insured.
 - If you do not have existing coverage, you will be required to purchase insurance designed specifically for exhibitors. Please contact our office for provider recommendations.
- All Applications are subject to a 3% processing fee.
- 50% non-refundable deposit on submission of contract.
- 50% balance on contract by January 11, 2017.
- 100% payment required for application received on and after January 11, 2017.
- 2% per month will be added to overdue accounts.

(Exhibit Space) Booth Total	\$
Power Needs Total	\$
Show Extras Total	\$
Booth Accessories Total	\$
Additional Promotions Total	\$
Ticket Purchase Total	\$
Booth Subtotal Amount	\$
Plus GST	\$
Total Booth Amount	\$
3 % Application Process Fee (on the above Total Booth Amount)	\$
Total Booth Contract Amount	\$

Are you authorized to sign for the company?

Yes No

We agree to pay Family Productions Inc. \$ _____ and to abide by the Terms and Conditions of Contract adopted by Family Productions Inc. and the Mom, Pop & Tots Fair.

Signature: _____ Date: _____

***Please note: If you pay by cash or pay the Total Booth Amount in full upfront, the 3% Application Process Fee will be waived. N/A after 01/11/2017**

Cheque / Money order enclosed **Full invoice amount required if paying by cheque** Do not send money in the mail.

Credit Card Payment Option** (select ALL appropriate options) **** Registrations will not be processed without payment ****

- I authorize \$ _____ from my credit card upon processing of this contract to satisfy the 50% deposit
- I authorize \$ _____ from my credit card on January 11, 2017 to satisfy the balance of this contract
- I authorize \$ _____ from my credit card to satisfy the 100% total due for this contract upon its processing

Card Number: _____ Expiry Date: _____

Name on Card: _____ Signature: _____

Mail to: 2nd Floor 4634 – 90A Avenue Edmonton Alberta T6B 2P9 or Fax to: (780) 450 – 3757

Family Productions Inc. Business/GST No. 888484615RP0001



Mom, Pop & Tots Fair Extra Promotions Opportunities

Here at the Mom, Pop & Tots Fair we are our exhibitors' number one fans! When our exhibitors have super exciting things going on, we absolutely love to spread the word. Fill out this form for extra promotional opportunities (the Mom, Pop & Tots Fair website, Facebook, Twitter, and possibly even our radio and TV advertising!)

**Please note that filling out this form does not guarantee any extra promotion – promotions of the Mom, Pop & Tots Fair exhibitors and features are entirely at the discretion of management*

- 1.) Is there anything special and/or exciting about your company and its presence at the show that we should know? (special activities, giveaways, etc.)**

- 2.) Are you offering a show special on your products or services? Provide all details.**

- 3.) Are you offering a special discount or service for your fellow exhibitors? Let us know and we'll be sure to spread the word!**

You are also welcome to interact with us on social media! Tag @MomPopTotsFair so we can see it!

CONDITIONS OF CONTRACT - EXHIBITOR

For the purposes of these conditions Family Productions Inc. shall herein be referred to as Management, the event shall be referred to as the Show, and the exhibitor shall be referred to as Exhibitor.

1. **RULES & REGULATIONS:** The Exhibitor agrees to abide by all regulations and rules adopted by Management in the best interest of the Show, and agree that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the Show. All Exhibitors will be required to observe such further rules and regulations as Management may consider it necessary to impose for the success, safety, and well being of the Show, Exhibitors, and others attending the Show.
2. **LOSS OR DAMAGE:** Exhibitor will be liable for and will indemnify and hold harmless Management from any loss of damages whatsoever suffered by the Show as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, the Exhibitor, other Exhibitors, Show Sponsors, Management, the Show, the owners of the building, their respective agents, servants and employees, and attendees of the Show (public), either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space.
 - a. Management assumes no responsibility whatsoever for loss or damage of goods before, during the period of the Show, or after its close. Management is hereby expressly released and discharged from any and all liability from any loss or damages.
3. **FORCE MAJEURE:** Management shall not be liable in damages or otherwise for failure to carry out the terms of this agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatsoever beyond the control of Management whether similar to or dissimilar from the causes enumerated herein.
4. **CANCELLATION:** This contract may be cancelled by either party provided written notice is received by the other at least eight (8) weeks prior to the first day of the Show, in which case the Exhibitor will be responsible for 50% of the total contracted amount. If the Exhibitor cancels after this date the Exhibitor will be liable for 100% of the total contracted space costs. By cancelling this contract the Exhibitor forfeits all rights or claims to the allocated space and Management is free to rent it to others and collect the cancellation charge as liquidation damages.
 - a. Management reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the Conditions of Contract, in which case the Exhibitor shall forfeit as liquidated damages all space rental payments made by him and any further occupancy of such space.
5. **DATE/VENUE CHANGE:** If the Management shall consider it inadvisable to hold the said Show at the time and/or place herein provided, Management shall have the right to change the date and/or place within the same City, giving the Exhibitor written notice thereof by e-mail addressed to the e-mail address given herein.
6. **BOOTH ASSIGNMENT:** Management reserves the right to alter or change the space assigned to the Exhibitor.
7. **EXCLUSIVITY:** Management does not provide Exhibitors with exclusivity to any one particular product or service unless specifically negotiated in writing through sponsorship.
8. **INSURANCE:** The Exhibitor is responsible for the acquisition and cost of insurance related to their participation in the Show in advance of the Show. Proof of Insurance must be submitted to Family Productions Inc. one week prior to scheduled Show move-in.
9. **DISPLAY:** The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Show but must remain intact until the closing hour of the last day of the Show. The Exhibitor also agrees

to remove his exhibit, equipment and appurtenances from the Show building by the final move-out time limit, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.

10. ENCROACHMENT: Exhibitor agrees to confine his presentation within the contracted space only, and within the maximum height of 8 feet to the back of the exhibit and 4 feet at the sides of the exhibit, unless agreed upon in writing with Management in advance of the Show.
11. SUBLETTING: Space contracted by the Exhibitor may not be sublet or re-sold without the prior written permission of Management.
12. THIRD PARTY PROMOTION: Exhibitor agrees to promote only the business(es) registered for and approved by Management. No third party promotion will be permitted without prior authorization by Management, in writing. This includes, but is not limited to, display and any sampling or distribution of materials (ex. business cards, brochures, etc.).
13. LIGHTING & ELECTRICAL: All electrical wiring and outlets shall be at the Exhibitor's expense, unless agreed upon in writing with Management in advance of the Show. All operating electrical equipment used in the exhibit must have C.S.A. or equivalent provincial power authority approval.
14. SALES/ADOPTIONS OF LIVE ANIMALS: The Exhibitor understands and agrees that no live animal will be sold or adopted off of the Show floor.
15. SECURITY: Management will provide necessary security for the building during the hours the Show is closed. Exhibitors must have an individual directly responsible for his own exhibit each day during the hours the Show is open.
16. REMOVAL: Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, product, signs, lights or sound, and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Show participants.
 - a. Management reserves the right to approve or disapprove of any and all products, materials or displays that are to be carried by the Exhibitor. The Exhibitor acknowledges that he is one of many Exhibitors and agrees to co-operate with the other Exhibitors and Sponsors and not to interfere with them or create any nuisance to them, the Management, or the people attending the Show. Any dispute among Exhibitors and/or Sponsors, including any conflict of products, or other materials, shall be settled by the Management, who shall have the final determination as to any such dispute.
17. UNIONS & LABOUR: The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between Management, official contractors serving companies and the building in which the Show will take place and according to the labour laws of the jurisdiction in which the building is located.
18. PROMOTIONAL MEASURES: Where an Exhibitor offers or provides exhibition, raffles, donations, or other promotional measures that require guests to be present at a specified location and time or any other promotion plans, they must first be approved by Management.
19. PRIVACY: Exhibitor agrees to abide by all federal and provincial laws regarding the collection of personal information, including but not limited to, abstaining from the sale or sharing of personal information to a third party.
20. SHIPPING/DELIVERIES: All goods shipped to the Show must be clearly marked with the name of the Show, the name of the Exhibitor and the number of his space. Goods must not be shipped to the Show for shipping charges to be paid on arrival, as Management will not accept these charges. Management assumes no responsibility for loss or damage to goods before, during the period of the Show, nor after its closing.
21. PHOTOGRAPHS & VIDEO: Management reserves the rights to reproduce all photographs, images and likenesses taken during the Show for future promotional purposes.