



The next best thing to an instruction manual for kids - the Mom, Pop & Tots Fair!

At this fantastic two day event, parents will shop for products for their growing family, access resources and services to help them navigate the world of parenting, and of course, make plenty of memories with their kids as they experience a day filled with fun!

Why Young Families are Important

Young families are entering a new buying phase - their lives are changing drastically, and their brand loyalties are changing with them! Are you going to be one of the businesses serving them as their family grows and they encounter new needs?

Who are our attendees?*

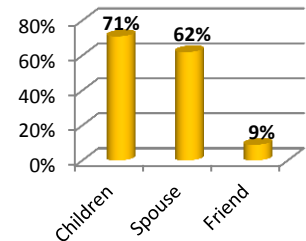
- 82% of attendees were ages 25-44, a prime demographic. 13% were expecting a baby at the time of the Fair, and 88% have at least one child (85% between the ages 1 to 3)!
- They come from all areas of the city, and 3 in every 4 earn a household income of \$41K - \$125K+ each year.
- Like we mentioned before, these parents are a prime psychographic as well - their needs are rapidly changing! That tiny starter home and sporty two-door sedan, along with many other things, just won't cut it anymore as their families start to grow. Over half currently own their own home, but 39% use rentals. 17% were planning on buying or selling a home in the year following the Show! Another 24% will be purchasing a vehicle.
- 81% will be taking at least one family vacation this year - of those vacations, 45% will be within Alberta, 25% will be within the rest of the country, and 39% will be outside of Canada! They want to have experiences as a family!
- Top challenges reported include *Child Safety*, *Finding Activities*, and *Life Balance*. Show them how you can address these (and other) concerns, and you will earn valuable loyalty!

Success by the Numbers!

- There were 10,600 attendees in 2019!
- 88% of attendees surveyed said they would return to the Fair - a very loyal customer base!
- 68% of attendees' Favorite Moments had to do with the activities & interactive experiences for kids.

We asked attendees who they came to the Fair with... it truly is a family event!

Top 3 answers:



What's the buzz?

"The Family Productions Shows are always great fun, well-organized, and help us meet our prospecting goals." - Orangetheory Fitness

"Targeted a group that we don't usually & got great exposure" - Alberta Rides

"We made quite a few awesome client connections." - Kepler Academy

The Mom, Pop & Tots Fair connects these busy young families with the businesses that want to meet their needs, all under one convenient roof. This is your unique opportunity to get in front of them in a low-risk, non-intimidating setting and show them how you can be there to help them overcome the challenges they face.

Use the Mom, Pop & Tots Fair as an opportunity to create an interactive, memorable experience for attendees and their little ones and you will make a great impression - connecting with them on an emotional level and forging a truly unshakeable bond! **78% of attendees** said they'd be likely to do business with an exhibitor they connected with at the Fair!

Move your business forward by offering this pre-qualified group of young parents, who are eager to make decisions and purchases to benefit their families, a convenient way to learn about what you have to offer them! Apply early to take advantage of prime locations and early registration price.

Want to know more?

Family Productions Inc.

Phone: (780) 490-0215

E-Mail: louise@edmontonshows.com

Business/GST No. 888484615RP0001



Family Productions Inc.

EST. 1993

* All statistics based on attendee surveys from the 2019 Mom, Pop & Tots Fair

www.EdmontonShows.com

Exhibit Space Application

January 20th and 21st, 2024

Saturday 10 am – 5 pm
Sunday 11 am – 5 pm

Edmonton EXPO Centre, Hall A
www.EdmontonShows.com

Phone: (780) 490-0215
klaus@edmontonshows.com
GST No. 888484615RP0001



2024

Procedure

1. Fill out the application as completely as possible.
2. Submit along with payment (*no application will be processed without payment*).
3. No phone registrations accepted.
4. Confirmed registrations will be e-mailed an **Invoice** (*immediately*).
5. Submit your *proof of Liability Insurance* to our office. This is *required* prior to participation in the Show.
6. 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.
7. Review Exhibitor Manual (*follow the instructions as they are applicable to your needs*).
8. 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

Email Address: (*write clearly*): _____

Note: Invoice, Complimentary tickets and instructions to the Exhibitor Manual will be sent to the email address above.

Complimentary tickets are to be sent to the following (if different than Above) Email _____

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 service(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.

Yes **No** Are you sampling and / or selling any food and / or beverage products?

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 # _____

Invoice Manual Tickets

Insurance Attached Staff List

****** 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 3' side draping Only. All other Booth Accessories must be ordered.

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

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.

Exhibitor Weekend Parking Passes (unlimited access) are available for purchase ONLINE through Edmonton EXPO Centre closer to show date.

***** 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)		
Select:		Price Expires March 10 '23	Price Expires September 1 '23	Price Expires January 19 '24
<input type="checkbox"/>	10'x6' Home Based Only	\$776	\$896	\$976
<input type="checkbox"/>	10'x6' Premium Corner Home Based Only	\$852	\$972	\$1,052
<input type="checkbox"/>	10'x10'	\$1,200	\$1,325	\$1,425
<input type="checkbox"/>	10'x10' Premium Corner	\$1,250	\$1,375	\$1,475
<input type="checkbox"/>	10'x20'	\$2,300	\$2,550	\$2,750
<input type="checkbox"/>	20'x20'	\$4,280	\$4,680	\$4,880
<input type="checkbox"/>	20'x30'	\$6,000	\$6,700	\$7,050
* 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)	\$165	____ x \$165 =	\$
<input type="checkbox"/> 1500 watts/120 volts (24-hour) (E150024)	\$215	____ x \$215 =	\$
<input type="checkbox"/> Flood Lights 2 - 24 Watt LED fixtures on 8' Telescopic Stand (Power included for lights ONLY. No additional plug-ins) (L2150)	\$143	____ x \$143 =	\$
<input type="checkbox"/> Source 4 Par Fixture (Ceiling Light) (Power included for lights ONLY. No additional plug-ins) (L575S4)	\$250	____ x \$250 =	\$
<input type="checkbox"/> Man-lift Services (ex. Hanging banners/signs)	\$365 per hour	____ x \$365 =	\$
Power Needs Total (add all totals in column)			\$
*** All Booth Power Needs Prices Subject To 5% GST ***			\$

*Show Extras	Price	Calculation	Total
Exhibitor Weekend Parking Passes (unlimited access) are available for purchase ONLINE through Edmonton EXPO Centre closer to show date.			
<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 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.			Show Extras Total (add all totals in column) *** All Show Extras Prices Subject To 5% GST***
			\$

*Booth Accessories	Edmonton Shows Advance Prices	Preorder Calculation	Total
<input type="checkbox"/> Carpet	\$87 per 60 square feet (10 x 6 space)	___ x \$87 =	\$
<input type="checkbox"/> Carpet Underlay	\$58 per 60 square feet (10 x 6 space)	___ x \$58 =	\$
<input type="checkbox"/> Carpet	\$147 per 100 square feet (10x10 space)	___ x \$147 =	\$
<input type="checkbox"/> Carpet Underlay	\$95 per 100 square feet (10x10 space)	___ x \$95 =	\$
<input type="checkbox"/> Skirted Tables	___ 4' ___ 6' ___ 8' \$87 per table	___ x \$87 =	\$
<input type="checkbox"/> Raised Skirted Tables	___ 4' ___ 6' ___ 8' \$117 per table	___ x \$117 =	\$
<input type="checkbox"/> Contour Molded Chairs	\$24 per chair	___ x \$24 =	\$
<input type="checkbox"/> High Stools w/back	\$92 per stool	___ x \$92 =	\$
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 \$245 =	\$
10 x 10 Deluxe: (per space) Includes: Underlay, Carpet, 1 Table skirted, 2 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$345 =	\$
10 x 20 Deluxe: (per space) Includes: Underlay, Carpet, 2 Table skirted, 4 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$655 =	\$
20 x 20 Deluxe: (per space) Includes: Underlay, Carpet, 3 Table skirted, 6 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$1,270 =	\$
20 x 30 Deluxe: (per space) Includes: Underlay, Carpet, 4 Table skirted, 8 Chairs	___ 4' ___ 6' ___ 8' ___ Chairs	___ x \$1,710 =	\$
Booth Accessories Prices are valid for this application only			Booth Accessories Total (add all totals in column) ** All Booth Accessories Prices Subject To 5% GST ****
			\$

Additional Promotions				Exhibitor	Non-Exhibitor	
Note: All Items are subject to <u>availability</u> and <u>approval</u> by Family Productions Inc.						
Additional Advertising Opportunities						
<input type="checkbox"/>	Web Feature	One (1) Web Story on the Features page of the Show's website for up to two (2) months. Family Productions Inc. will create the Web Story using copy and image(s) provided by exhibitor. Take advantage of the increased web traffic surrounding our events by ensuring you sign up early for this option!			\$595.00	
<input type="checkbox"/>	Instagram Facebook posts	One (1) post on both Instagram & Facebook Posts will be produced by Family Productions Inc. Exhibitor to provide content for posts.	\$195.00 per post Maximum of 2 posts.	_____ X \$195.00 Additional posts Available upon approval.	\$	
<input type="checkbox"/>	Instagram Facebook Videos	One (1) Instagram Video & One (1) Facebook Video Creation & Post Interview Style Videos Produced by Family Productions Inc. Your video will be posted on the Show's social media, and you will also get a copy you can post to your own social media if you choose.			_____ X \$350.00	\$
<input type="checkbox"/>	Sound Bytes	Get your messaging in the ears of attendees - get six (6) announcements over the weekend from our media emcee, strengthening your brands' presence at the Show. Announcements may be done on the overhead system or at the Stage/Demo Area.			\$350	\$800
At the Door						
<input type="checkbox"/>	Distribution	Product or product samples made available at the front doors. Quantity and cost depends on product. Please call us to determine amounts and costs required. (780)490-0215				
Presentations						
<input type="checkbox"/>	Presentation	25-minute presentation on Main Stage/Doggie Demo Area. Focus is to be informational (as opposed to a sales pitch). Includes mention on website and in stage schedule, wherever it may appear.			\$250	\$350
Additional Promotions Total (add all totals in column)					TOTAL	\$
*** All Additional Promotions Prices Subject To 5% GST ***						

Required



- **Presentations** – describe *in detail* below, including the topic(s) to be covered, length, name and any relevant background of the speaker(s), special needs or requests (additional charges may apply), and any other information pertinent to your presentation.

Note: If any stage cleanup will be necessary, please contact our office to check in regarding how much time the schedule will allow for cleanup.

(Please add additional page if more space is needed.)

*Ticket Purchase Special	Price (General admission tickets only)	Calculation	Total
<input type="checkbox"/> Under 25 Tickets	\$9.52 per Ticket	___ X \$9.52 =	\$
<input type="checkbox"/> 25 – 50 Tickets	\$8.60 per Ticket	___ X \$8.60 =	\$
<input type="checkbox"/> 60 Plus Tickets	\$7.60 per Ticket	___ X \$7.60 =	\$
Tickets can be purchased for personal guests, clients, or promotional purposes * Ticket Purchase Specials are valid for this application only **Pre-ordered discounted General Admission tickets have no cash value and are non-refundable.			Ticket Purchase Total (add totals in column) ***All Ticket Prices Subject To 5% GST*** \$

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

- **All Exhibitors must have general liability insurance for the dates and location of the show.**

Insurance has to be a Minimum two million (\$2,000,000.00) general liability coverage.

Exhibitors must submit a **Certificate of Insurance** to our office at least two (2) weeks prior to show.

The **Certificate of Insurance** must include the **Edmonton EXPO Centre and Family Productions Inc.** as **additional insured** for the weekend of the show.

*****Please Note:** Your Insurance Company can transfer your existing Business Liability insurance to the show for the weekend and add the required additional insured (as above). If you do not have existing business 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 November 17, 2023.
- 100% payment required for application received on and after November 17, 2023.
- 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	\$
3 % Application Process Fee (on the above Total Booth Amount)	\$
Total Booth Amount	\$
Plus GST	\$
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:** _____

Cheque / Money order enclosed Etransfer (sent etransfers to klaus@edmontonshows.com Do not send money in the mail.
 Full invoice amount required if paying by cheque. (50% deposit cheque plus postdated cheque for final amount **OR** full invoice amount.)
****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 November 17, 2023 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: _____ CVV# _____
 Name on Card: _____ Signature: _____

Mail to: PO Box 22119 Edmonton Alberta T6L 0A1 or Email to: klaus@edmontonshows.com

Family Productions Inc. Business/GST No. 888484615RP0001

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, epidemic, pandemic, strike, government closures 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.