

The Calgary Baby & Tot Show

a children's show for every step of the way

presented by
BABIES  US

Exhibitor Reference Manual

October 15 & 16, 2011
BMO Centre, Stampede Park



Message from the Producer

Dear Exhibitor;

We would like to thank you, in advance, for your participation in the 2011 Calgary Baby & Tot Show. This year marks our 4th anniversary and we are looking forward to a great show! You can help us spread the news by participating in our Social Media campaign, distributing your VIP passes, and encouraging friends and clients to visit our website and Facebook page for the latest news and prize give-a-ways for the show. Once again, our media partners are strongly backing us! Thanks to their generous sponsorships our promotions and advertising will be approximately \$100,000. You can expect to see/hear our advertising in all the following:

- Calgary's Child Magazine – July / August 2011
- Calgary's Child Magazine – September / October 2011
- 2 Calgary Herald Neighbors ad's – two weeks in advance of the show
- 2 Calgary Herald Swerve Ads – two weeks in advance of the show
- 4 transit seventy posters (back of the bus) provided by Pattison – 4 weeks in advance of Show
- Virgin 98.5 20 – 8 second promos for special online Contesting Occasion specific to Virgin
- Virgin 98.5 10 days 40x30 second day commercials
- Virgin e-newsletter inclusion to 31,000 subscribers October 6
- Virgin 98.5 3 weeks Inclusion on Web site and link
- Virgin 98.5 Live On-Location Remote Saturday October 15th at the show
- CityTV 15 & 30 second Co-branded promos calling for viewer interaction – September 19 – October 8
- CityTV 15 second promos for show week of October 10
- Information Page including Baby & Tot Show brand inclusion and hotlink back to Baby & Tot Show website, September 19 – October 15
- Baby & Tot Show segments in Breakfast Television week of October 10th
- Calgary Baby Show posters in doctors offices and CBS exhibitor retailers
- Ad in From Here to Maternity April – December 2011
- Promotion on the ABHS website for Birth and Babies.
- Groupon Give-a-way in the Calgary Market in October
- Calgary Baby & Tot Show website www.calgarybabyshow.ca
- Promotion and advertising with face book, Kijiji and Family Fun Calgary

The Calgary Baby & Tot show is shaping up to be an active and informative place for families! At this year's show there will be over 100 booth exhibits, Complimentary childcare provided by Little Wonder and Room to Grow. A Meet & Greet with Dora the Explorer™. A large café for attendees and exhibitors to relax in and the stage this year will be an informative place for parents to come and get info on common everyday topics that new parents want to know about. We continue to have our serene personal care area where parents can feed or change their little ones. And new this year a special wine and cheese for exhibitors hosted by Calgary Child Magazine & the Calgary Baby & Tot Show – to allow you time to network and meet the winners of this years Exhibitor Awards program – more details to follow separately!

Following you will find information regarding the Show. Please do not hesitate to contact us if you have further questions. Thank you once again for your participation and support. See you at the show!

Sincerely,

Jennifer James, Producer,
The Calgary Baby & Tot Show

Trade Show Tips for Success

Welcome to the show, we look forward to working with all of you. Every year we see many exhibitors. Some succeed beyond their expectations. We truly believe that an exhibitor's success is dependent upon their preparation.

1. **Objectives:** Define clear objectives and ensure booth personnel understand what these are.
2. **Accountability:** Set specific goals for booth performance and make booth staff accountable for results.
3. **Boothmanship:** Etiquette and attitude are a must for everyone in your booth.
4. **Sales Technique:** Meet-Greet-Qualify. Practice your openings, qualification, and presentation. Develop a lead list for after the show.
5. **Pre Show Publicity:** Postcards, Calgary Baby & Tot Show handbills, letters, and phone calls are all great ways of reminding your current clients and prospects to visit your booth at the Show.
6. **Post Show Evaluation:** This is a must. 70% of participating businesses lose valuable business because they do not follow through. Be one of the other 30% and follow up with leads acquired at the show.

Following are additional suggestions that we believe can help in your planning process.

1. Draw out your display — complete with measurements.
2. Schedule and train staff and ensure they are excited and prepared for the show.
3. Get your extra booth needs orders in early so that you are not stressed by last minute preparation.
4. Go to other trade shows and observe as an attendee what you like and what you do not- apply some of these observations to your own booth.
5. Hand out and use all of your promotional tools that you have received from management.
6. Write a letter inviting your best prospects to come and meet with you at the show and follow up prior to show time and actually schedule an appointment to meet with them at the show.
7. Plan to get to the BMO Centre early on October 15, 2011 for move in.
8. Remember that sincerity can never be duplicated; this is why the face to face contact a trade show provides is so useful- 80% of your success will depend on your booth personnel.
9. Above all remember to HAVE FUN! Attendees will remember your company as energetic, fun, and pro-active!

Please remember to work within the confines of your booth space.

Some examples of poor etiquette include:

- Standing in the aisle to pass out information;
- Leaning over booth rails to get attention;
- Working the aisle area in front of your neighbor;
- Traveling the show floor and handing out your information
- Playing music loud enough to be heard throughout the building;
- Distracting a neighbor's prospects.

Mascots are not permitted on the show floor unless approved in advance by Jennifer James. Dismantling your booth before the 5:00 pm closing on Sunday is not permitted.

Lead Sheet

Please note the sample lead sheet below. You may wish to adapt it for your own needs. It allows you and your staff to make records of potential clients that visit your booth and can then be used for follow-up after the show.

The Calgary Baby & Tot Show

a children's show for every step of the way

CONTACT NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____

FAX: _____

E-MAIL: _____

NOTES: _____



General Show Information

Show Hours

Day 1 Show:	Saturday, October 15th	10:00 am - 5:00 pm
Day 2 Show:	Sunday, October 16th	10:00 am - 5:00 pm

Loading Info

Load In:	Friday, October 14th	11:00 am - 7:00 pm
Load Out:	Sunday, October 16th	5:00 pm - 11:00 pm

Location

BMO Centre, Hall B
Calgary Stampede & Exhibition
20 Roundup Way SE
Calgary AB T2G 2W1

Please label shipments to the show:

Calgary Baby & Tot Show
BMO Centre, Hall B
October 15th & 16th 2011
Exhibitor Name & Booth

General Admission

General \$12.00 Children under 12 years of age are admitted for FREE.

Parking

General Parking Admission (no in and out privileges) \$13.00

Exhibitor Parking Passes (in and out privileges) available at a discounted rate \$12.00 per day by filling out the Stampede's Event Services Form and faxing to Stampede Event Services, this must be completed and submitted a minimum of 14 days prior to show load in.

It is recommended that all exhibitors pre-purchase their passes from Stampede Event Services. Exhibitors without passes may be denied entrance to Lot 1 for load-in and load-out, at the discretion of the Calgary Stampede parking attendants.

Please Note: Parking cost is NOT included in your package.

Concession

Open on Saturday and Sunday from 10 am to 5 pm. New this year; there will be a cafe located in Hall B for both attendees and exhibitors.

Exhibitor Passes

Each booth will receive four (4) exhibitor badges that will allow your exhibit staff in and out privileges to the trade show space.

Badges must be picked up from the Calgary Baby & Tot Show registration desk located inside Hall B (Passes must be picked up upon load-in). Pick up between the hours of 11 pm – 7 pm on Friday, October 14th or between the hours of 8 am –9:45 am on October 15th. Additional passes will be available for purchase from show production at a cost of \$5 per pass. It is your responsibility to maintain these passes, if you require additional help with passes please call Jennifer James to arrange. **Please note:** Without this pass you and your staff can not gain access to the hall.

Booth Allocation

Your booth number will be available on the website, www.calgarybabyshow.ca, in September. If you cannot find this information, please contact Jennifer James at (403) 294-1644. The map configuration is subject to change depending on final sales and show approval. A final map will be made available upon load-in. Included in your Exhibitor Package:

"A" 10'x20' Style Booth	"B" 10'x10' Style Booth	"C" 5" x10' Style Booth	Little Shoppers Lane 8'x10' Style Booth
Pipe and Drape Walls	Pipe and Drape Walls	Pipe and Drape Walls	Pipe and Drape Walls
2 8' Skirted Tables	1 8' Skirted Tables	1 6' Skirted Tables	1 6' Skirted Tables
4 Folding Chairs	2 Folding Chairs	2 Folding Chairs	2 Folding Chairs
1 Garbage Can	1 Garbage Can	1 Garbage Can	1 Garbage Can
Booth & Aisle Carpeting	Booth & Aisle Carpeting	Booth & Aisle Carpeting	Booth & Aisle Carpeting
4 Exhibitor Passes	4 Exhibitor Passes	4 Exhibitor Passes	4 Exhibitor Passes
4 Attendee Passes*	4 Attendee Passes*	4 Attendee Passes*	4 Attendee Passes*

**These will be mailed in September to the address listed on your application.*

Additional Rentals

GES Canada

P: (403) 243-2212 F: (403) 243-3868

Additional equipment rentals, including carpet, tables and chairs, can be ordered through GES Exposition Services Canada.

Please Note: GES Show Services will have a desk located on-site. Last minute orders are at the exhibitor's expense and will be directly billed to you by GES. Payment is due upon receipt. This package can be downloaded from The Calgary Baby & Tot Show website (www.calgarybabyshow.ca) under Forms.

New this year, GES will be charging for material handling, additional booth set up, storage and shipping. Please review their new rates and policies in their package or online at www.thecalgarybabyshow.ca under exhibitor info/forms. Exhibitors that bring their own booth and materials and do their own setup will not be subject to this fee.

The Calgary Stampede & Exhibition Show Services

P: (403) 261-0377 F: (403) 237-6959

Parking, power, audio visual services, internet access/connections, custom signs, banners and banner hanging are available to you by direct order from the Calgary Stampede. Please see the enclosed Stampede package for more information on these products and services or download online at www.thecalgarybabyshow.ca under Exhibitor info/forms.

Please Note: All of the above services and orders are at the exhibitor's expense and will be directly billed to you by the Calgary Stampede or GES Show Services. Payment is due upon receipt.

Final Payment

ALL BALANCES ARE NOW DUE. Please ensure payment has been made and received by Charmed Life Inc. To clear up your account, please call @ 403-294-1644.

Security

Security is provided after hours.

If you see non-exhibitors on the show floor, after show hours please report it to the Show Office. Odd or illegal activity should also be reported.

Insurance

Exhibitors should carry \$2 million worth of liability insurance to participate in the show. Your insurance company should transfer your insurance to include BMO Centre and Charmed Life Inc. for the weekend. If you do not have an insurance provider, please feel free to contact Debbie Leary, P. Leary Insurance at 403-245-4781 or debbie@plearyinsurance.com. You can find a copy on the website under exhibitor info/forms.

Alberta Health Services

All food exhibitors must understand and comply with Alberta Health Services Regulations. Food exhibitors can expect an ABHS member to visit your booth during the show.

Alberta Health Services requires any exhibitor who is planning on sampling, selling or giving away any type of food and/or beverage at the show to follow their guidelines and fill out and return the Alberta Health Services Participant Application Form for Special Events & Trade Shows to show management by September 15, 2011. The guidelines and application form are available on the Calgary Baby & Tot Show website (www.calgarybabyshow.ca) under exhibitor info/forms. If you do not complete this form by the deadline or neglect to inform the show of your intentions you may face a \$150 fine as charge to the show by Alberta Health Services. Please fax applications to 403-451-7830 and follow up at 403-294-1644 to confirm that it has been received.

Alberta Health Services requires any exhibitor who is planning on performing or hosting in their booths any of the following Personal Services such as Massage, Tattooing, Ear/Body Piercing, Barbering, Face Painting, Electrolysis, Hairdressing/Braiding, Esthetics (manicures, pedicures, waxing) etc. to meet Alberta Health Services requirements for events. To see these requirements please download a copy from www.calgarybabyshow.ca under exhibitor info/forms.

Please call Jennifer James at 403-294-1644 to inform the show if you are planning on having any of the above mentioned food and beverage or personal services in your booth at the show this year.



Sink and Wash-Up Facility Guidelines (As per Alberta Health Services)

Food Samplers

Each and every operator who wishes to provide food samples must have the following minimum wash-up facilities:

- Clean-up sink or plastic basin.
- Adequate supply of cold water (ie. jug with spigot).
- A means of heating the water (ie. coffee urn).
- Handsoap from a pump dispenser.
- Papertowels.
- Bleach for sanitizing any surfaces or utensils.

Food Sales

Each and every operator who wishes to sell food must have the following minimum wash-up facilities:

- Clean-up sink.
- Adequate supply of hot and cold running water.
- Handsoap from a pump dispenser.
- Papertowels.
- Bleach for sanitizing any surfaces or utensils.

NOTE: These requirements only apply to those operators who process their food on-site.

- Processing includes cutting up of the product, simple heating, etc.
- Operators who offer foods which are in a pre-packaged/pre-processed state are
- Exempt from these requirements.

If the operator or trade show manager wishes to negotiate any alternatives to the above requirements, please call Public Health at 403-943-8095.

Calgary Exhibition & Stampede Concessionaire Conditions

A form must be filled in and sent to the RoundUp Concession Dept. if an exhibitor is planning on selling or providing food or beverage products at the Show. Some general guidelines are:

- Sample items must be restricted to a 2 ounce liquid portion (maximum) or a toothpick size food portion.
- Concessionaires agree to comply with all health and safety regulation/food handling requirements.
- Concessionaires agree to pay 20% commission on gross sales. Payment is to be made nightly to the Concession stand at the front of the hall, within twenty minutes of event closing. Concessionaires must keep satisfactory proof of all sales; otherwise amount payable will be at the discretion of the Concession Manager. Government regulations require GST to be charged on the 20%.
- For more information on forms please contact Stampede Concessions at (403)261-0180

Propane Gas and Fuel

Fire Regulations Use of propane gas is not permitted in the show. No open flame permitted in the show.

Motor vehicles or gasoline powered equipment on display shall be restricted to half a tank of fuel and be equipped with a lock-on type gasoline cap. Batteries need NOT be disconnected. Keys must be removed from all vehicles.

Money Matters

Unfortunately, the Show Office is unable to act as a bank to obtain change or cash cheques. Please ensure you are well prepared prior to the Show commencing.

Additional Inquiries

If you have any questions, please don't hesitate to contact us:

Jennifer James

D: (403) 294-1644

C: (403) 613-8308

E: info@calgarybabysshow.ca

www.calgarybabysshow.ca

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Exhibitor Agreement

1. Exhibitor Covenants

- a) The Exhibitor agrees to (i) obey all laws, by-laws, ordinances and regulations governing the use of the facility and operation of The Calgary Baby & Tot Show, (ii) abide by the rules and regulations of the city, fire and police departments and any other government or regulatory body having the authority to regulate the facility and The Calgary Baby & Tot Show, and (iii) obey all laws, including those pertaining to health and safety, consumer protection and protection of visitors to The Calgary Baby & Tot Show.
- b) The Exhibitor agrees to abide by all rules and regulations governing The Calgary Baby & Tot Show established from time to time by The Calgary Baby & Tot Show.
- c) The Exhibitor agrees to observe, to the extent applicable, all union contracts and labour relations and agreements in force between The Calgary Baby & Tot Show (i) and contractors providing services to the BMO Centre, and (ii) governing companies operating in the BMO Centre, Stampede Park in which The Calgary Baby & Tot Show is taking place.
- d) The Exhibitor agrees to obtain, at its own expense, any licences or permits which are required for the operation of its business during the term of The Calgary Baby & Tot Show and to pay all taxes, including all applicable sales taxes, of any nature or kind that may be levied against it as a result of the operation of its trade or business in its contracted space.
- e) The Exhibitor agrees not to conduct or be associated with any promotional contests held at or in connection with The Calgary Baby & Tot Show unless (i) the Exhibitor satisfies The Calgary Baby & Tot Show that the contest is being operated in accordance with applicable law; and (ii) the prior written consent of The Calgary Baby & Tot Show is obtained.
- f) The playing, performing, reproductions, broadcasting or other use at The Calgary Baby & Tot Show of any music, materials, devices, processes and dramatic rights (The Works) that is the subject of any third party copyright, trademark, industrial design, patent or any other intellectual property right, by the Exhibitor or its agents, representatives or employees is prohibited without the express written consent of The Calgary Baby & Tot Show. The Exhibitor agrees to indemnify and save harmless The Calgary Baby & Tot Show and the BMO Centre, Stampede Park (and their respective officers, directors, employees, insurers, agents and representatives and those for whom the Exhibitor is responsible in law) against any and all claims, losses, liabilities and damages (including legal fees and expense) costs and charges arising from or as a result of any unauthorized use of any work by the Exhibitor; its agents, representatives, employees and those for whom the Exhibitor is responsible in law.
- g) The Exhibitor agrees to occupy the contracted exhibit space during show hours and to promote or advertise only the services described in this agreement, and in accordance with the rules and regulations stipulated by The Calgary Baby & Tot Show. Services shall be limited to promoting ones business, selling of goods and services and the sharing of industry information and knowledge.

2. The Calgary Baby & Tot Show Rights

- a) The Calgary Baby & Tot Show reserves the right, in its sole discretion to: (i) determine the eligibility of Exhibitors and exhibits for The Calgary Show, (ii) reject or prohibit exhibits or Exhibitors which The Calgary Baby & Tot Show considers objectionable, inappropriate, disruptive to The Calgary Baby & Tot Show, other Exhibitors or Show attendees; (iii) change or modify the layout of the Show and/or relocate exhibits or Exhibitors; (iv) cancel, in whole or in part, the Show due to an event of force majeure; or (v) change the date, location and duration of the Show; without any liability to The Calgary Baby & Tot Show.
- b) The Calgary Baby & Tot Show shall have the right to establish and amend or modify any regulations governing use of the BMO Centre, Stampede Park and The Calgary Baby & Tot Show.

3. Assignment and Subletting

The Exhibitor shall not assign any rights or sublet space under this agreement without the prior written consent of The Calgary Baby & Tot Show, which consent may be withheld at The Calgary Baby & Tot Show's sole discretion.

4. Indemnification

The Exhibitor agrees to indemnify and hold harmless The Calgary Baby & Tot Show and the BMO Centre, Stampede Park, their respective officers, directors, agents, representatives and employees, against all claims, losses, liability, damages (including legal fees and expenses), costs and charges of every kind including, but not limited to, claims and losses (i) resulting from exhibitors occupancy of the exhibit space and/or its environs, (ii) The use of equipment or devices furnished or used by the Exhibitor or others persons in connection with the Show, and (iii) personal injuries, death, property damage or any other damage sustained by the Exhibitor, The Calgary Baby & Tot Show, the BMO Centre, Stampede Park, sponsors and visitors to The Calgary Baby & Tot Show and their respective directors, officers, agents, representatives and employees or those whom the Exhibitor is responsible in law.

5. Liability and Insurance

- a) The Exhibitor shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy acceptable to The Calgary Baby & Tot Show for the Period commencing on the first move-in date and terminating in the last move-out date. The policy shall name The Calgary Baby & Tot Show as loss insured and insure the Exhibitor against all claims of any kind arising from or in any way connected with the exhibitor's presence or operations at the Show. The policy shall provide coverage of at least \$2,000,000 for each separate occurrence. At the request of The Calgary Baby & Tot Show, the Exhibitor shall provide The Calgary Baby & Tot Show with a copy of such a policy.
- b) The exhibitor is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. The Exhibitor shall not make any claim or demand or take any legal action, whatsoever; against The Calgary Baby & Tot Show, the Show sponsors or the BMO Centre, Stampede Park, for any loss, damage, or injury howsoever caused, to the Exhibitor; its officers, directors, agents representatives, and employees or their respective properties.
- c) Neither The Calgary Baby & Tot Show nor the BMO Centre, Stampede Park will assume liability for the loss or damage, through any cause, including but not limited to, loss or damage caused by the use of equipment, products, goods, exhibits or other materials owned, rented, or leased by the exhibitor.
- d) It is the Exhibitors responsibility to ensure correct amperage and voltages are ordered when using electrical appliances.

6. Booth Display/Conduct

- a) The Exhibitor agrees that no display will be dismantled or goods removed during the term of The Calgary Baby & Tot Show, but will remain intact until the end of the final closing hour on the last Calgary Baby Show day. The Exhibitor also agrees to remove its display and equipment from The Calgary Baby & Tot Show site by the final move-out time, and in the event of a failure to do so, or failure to return the allocated space to the same condition as the move-in date, the Exhibitor agrees to pay for any additional costs and expenses incurred by The Calgary Baby & Tot Show.
- b) The exhibitor can reserve storage space prior to and during the event, by Contacting GES (See GES order form for contact information).
- c) If the Exhibitor is using sound equipment, stereo or otherwise, the use of such equipment must be pre-approved by The Calgary Baby & Tot Show in writing.
- d) Any Exhibitor product sampling or giveaways: are required to be pre-approved in writing by The Calgary Baby & Tot Show.

7. Cancellation and Termination

- a) The exhibitor shall have the right to cancel this agreement by notice in writing to be delivered to The Calgary Baby & Tot Show no later than sixty (60) days preceding the opening day of The Calgary Baby & Tot Show. All monies received by Charmed Life Inc., Financial Agent for The Calgary Baby & Tot Show, up to the date of notice of cancellation are non-refundable and non-transferable. In the event that the Exhibitor (i) notifies The Calgary Baby & Tot Show less than sixty (60) days preceding the opening day of The Calgary Baby & Tot Show that it wishes to cancel this agreement; or (ii) fails to make payments in accordance with the payment schedule set out herein; or (iii) except as otherwise permitted herein, fails to appear at the Show; The Calgary Baby & Tot Show reserves the right to (i) cancel this agreement without notice and all rights of the Exhibitor hereunder shall cease and terminate; (ii) retain any payment made by the Exhibitor as liquidated damages (and not as a penalty) for breach of this agreement; (iii) re-rent the said space; and (iv) bring action against the Exhibitor for payment of the full cost of the space originally agreed upon by The Calgary Baby & Tot Show.
- b) If the Exhibitor violates or breaches any other terms or conditions of this agreement, all payments made by the Exhibitor and all amounts due to The Calgary Baby & Tot Show shall be deemed earned by The Calgary Baby & Tot Show and all deposits received shall be non-refundable and nontransferable. In the event of any violation or breach of the terms and conditions of this agreement, The Calgary Baby & Tot Show shall have the right to immediately occupy the space of the violating and/or breaching exhibitor and realize it in any manner as The Calgary Baby & Tot Show deems appropriate, including but not limited to, re-licensing its use to another exhibitor. The Exhibitor shall not be entitled to any offset or mitigation of the amount due under this agreement as a result of the use or payment for the space by another exhibitor in the Show.
- c) Each covenant by the Exhibitor contained herein is material and of the essence of this agreement and violation of any term or condition hereof by the Exhibitor shall be a default of the entire agreement entitling The Calgary Baby & Tot Show to immediately and without notice revoke the privileges granted to the Exhibitor and take possession of the space of the defaulting Exhibitor. Any such revocation of the privileges granted herein shall be without prejudice to The Calgary Baby & Tot Show to make any claim for damages or enforcement of the payment of any amounts due pursuant to the terms hereof.

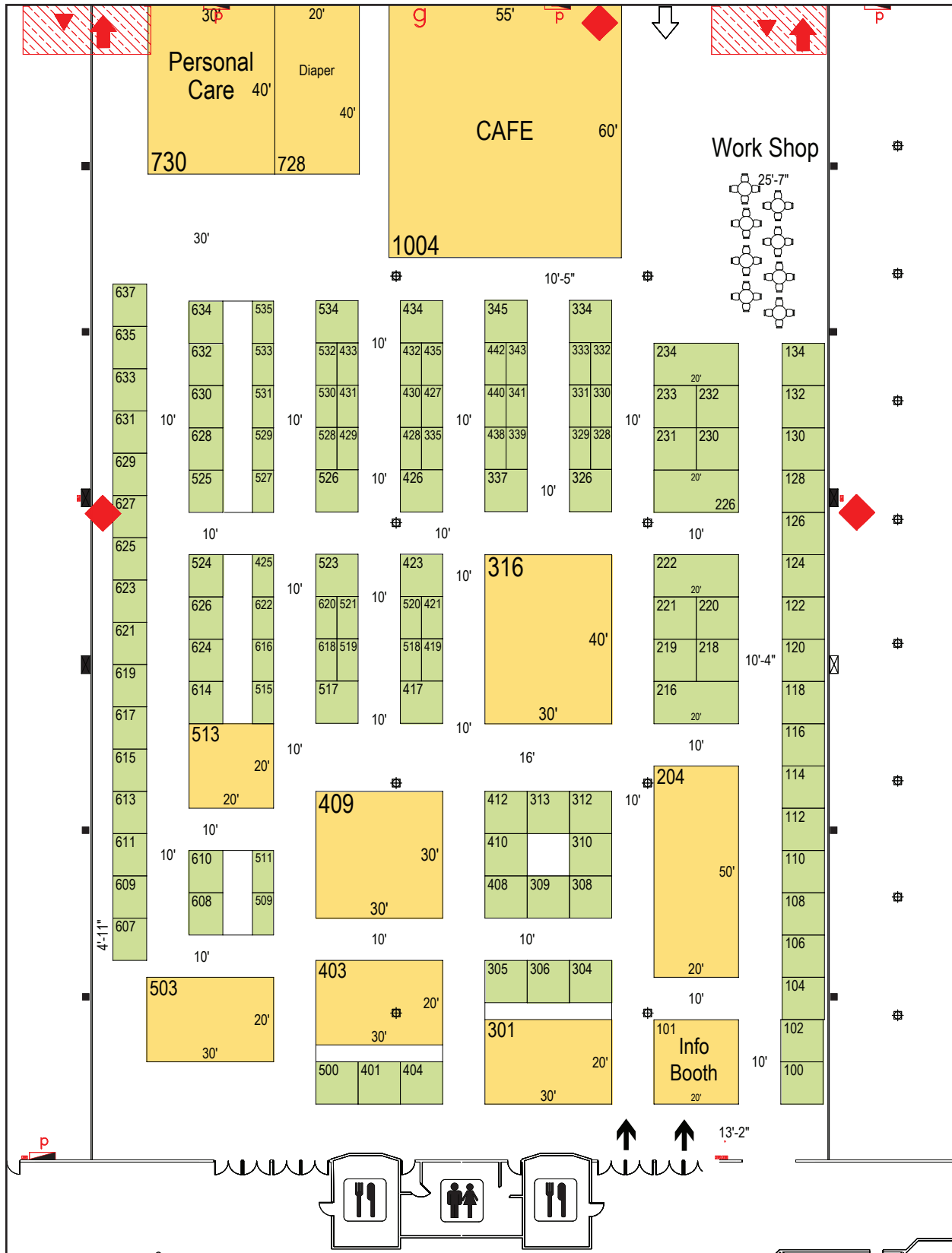
8. Force Majeure

In the event that (i) the BMO Centre, Stampede Park where The Calgary Baby & Tot Show is to be held is destroyed or becomes unavailable for occupancy or (ii) The Calgary Baby & Tot Show is unable to permit the Exhibitor to occupy the BMO Centre, Stampede Park or the space, or (iii) if The Calgary Baby & Tot Show is cancelled or curtailed, for any reasons beyond the control of The Calgary Baby & Tot Show, including but not limited to, casualty, fire, explosion, lightning, flood, weather, epidemic, earthquake or others Acts of God, acts of public enemies, riots, civil disturbances, strike, lockout or boycott, The Calgary Baby & Tot Show will not be responsible for any loss of business, loss of profits, consequential or special damages or expenses of whatever nature that the Exhibitor may suffer.

9. Miscellaneous

- a) Waiver by The Calgary Baby & Tot Show of any breach of any term or provision of this agreement by the Exhibitor shall not be deemed a waiver of any subsequent breach of the same or any other provision hereof.
- b) No Alterations or variations of the terms of this agreement shall be valid unless made in writing and signed by each of the parties hereto.
- c) This agreement shall be governed and construed in accordance with the laws of the Province of Alberta and the Federal Laws of Canada.

Calgary Baby & Tot Show Map



Final Map Configuration May Change at the Show Producers Discretion