



Atlantic Agricultural *Fall Fair*



Halifax, Nova Scotia, Canada
October 6-10, 2016

2016 Exhibitor Package



atlanticfair.com



www.facebook.com/AtlanticFallFair



[@Atlanticfair](https://twitter.com/Atlanticfair)

Atlantic Agricultural *Fall Fair*



Halifax, Nova Scotia, Canada
October 6-10, 2016

You are invited to be part of the exciting exhibitor pavilion at the new world-class Atlantic Agricultural Fall Fair happening in Halifax in October 2016.

ACT NOW! Limited space is available and is priced cost effectively for all Atlantic Canadian producers.

We are including an **inbound trade mission** to stretch your marketing dollars and time spent away from your business with a high volume, lucrative initiative for companies interested in export opportunities with buyers coming to Halifax from key international markets.

This carefully-crafted exhibition opportunity will be the eastern Canadian equivalent of Toronto's Royal Agricultural Winter Fair but in the feel-good style of Canada's East Coast people, heritage and values.

The Atlantic Agricultural Fall Fair provides an unduplicated opportunity for your organization to:

- Reach high yield consumers who come specifically to "experience" the best of Canada's East Coast agricultural and fisheries economy.
- Make immediate sales while building long-term business and improving market share through both consumer and inbound trade offerings (please note on your exhibitor registration if you like further information on the inbound trade mission).
- Introduce and test-market new products to an eager audience inexpensively pre holiday season.
- Strengthen your competitive position while networking with market-ready customers, the Atlantic Canadian farming community and local media.
- Increase immediate awareness about your products and services in an ideal marketplace over five full days.

A diverse group of Atlantic Canadian agricultural entrepreneurs has come together with the Saltscapes team and "buy local" branded event builder, to create an innovative consumer exposition combined with a performance-driven inbound trade mission for the region's agricultural and fisheries producers and processors.

Your organization will be part of providing an unforgettable opportunity for eager consumers, farm families, and agricultural and fisheries stakeholders to experience the tastes, aromas, sounds, characters and just about everything else the East Coast has to offer in a buy local exhibition!

Thank you for your early consideration of opportunities for this NEW performance-driven consumer and inbound trade show in 2016.

For more information please contact Lisa Sampson directly lsampson@saltscapes.com

Yours in Agriculture,
David Logie
Chairman Atlantic Agricultural Fall Fair
www.atlanticfair.com

2016 Exhibitor Contract

Atlantic Agricultural Fall Fair Halifax Exhibition Centre

Tel: (902) 464-7258, ext. 238 Toll Free: 1-877-311-5877
Fax: (902) 446-3491 E-mail: expo@saltscapes.com
30 Damascus Road, Suite 209, Bedford, NS B4A 0C1

SHOW HOURS:

Oct. 6, 12pm-8pm*
Oct. 6, 4pm-8pm**
Oct. 7, 12pm-8pm
Oct. 8, 10am-8pm
Oct. 9, 12pm-8pm
Oct. 10, 12pm-4pm

*In-bound trade mission vendors
**All other vendors

Atlantic Agricultural Fall Fair



Halifax, Nova Scotia, Canada
October 6-10, 2016

WE WISH TO EXHIBIT IN THE 2016 FALL FAIR:

New Exhibitor: (please one) Yes No

Company Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Contact Name: _____ Title: _____

Tel. Contact Person: _____ Tel. Public: _____ Fax: _____

E-mail: _____ Website: _____

SPACE RATE: No. of Square Feet # of Booths Booking Rates

Emporium	5'x10'	<input type="checkbox"/>	\$595
Booth	10'x10'	<input type="checkbox"/>	\$895

Vendors who choose to participate in the In-bound Trade Mission will be required to pay an additional nominal fee (\$250) for that inclusion.

HST of 15% will be applied to above rates. Full payment is due with application. HST # 831962907 RT0001
If you are sending a cheque, make this amount payable to **AAFF**, 30 Damascus Road, Suite 209, Bedford, NS B4A 0C1

EXHIBIT SPACE (Subject to Availability and Approval of Show Management)

Exhibit space rental fee inclusions: The rental fee for exhibit space includes standard booth drapery, carpet, 1 x 6' table, 2 chairs, Exhibitor Service Kit, a listing in the Show Directory or Addendum (print deadlines apply). 1 electrical outlet (15 amp) per vendor.

ALL EXHIBITORS ARE REQUIRED TO PROVIDE LIGHTING FOR THEIR OWN BOOTH.

NAME BADGES - Print deadlines apply. \$5.00 charge will apply for each additional name badge.

1. _____ 3. _____ 5. _____
2. _____ 4. _____ 6. _____

(4 badges included per 5 x 10 emporium booth. 6 badges included per 10 x 10 booth.)

PAYMENT OPTIONS: Full Payment Due With Application

Total Amount (including 15% tax): \$ _____ Please find my cheque enclosed. Cheque number: _____

Charge to my: VISA MasterCard Card Number: _____ Expiry Date: _____ CVV #: _____

Cardholder Name: _____ Signature for Credit Card: _____

By purchasing a booth and signing below, we agree to the Conditions of Contract on the following page.

Authorized Signature _____ Company Name _____ Date _____

EXHIBIT SPACE IS NOT CONFIRMED UNTIL PAYMENT HAS BEEN RECEIVED AND PROCESSED IN FULL.

CONDITIONS OF CONTRACT

1. Exhibitor must have commercial liability insurance with a minimum of \$1,000,000 per incident. If requested by Show Management, the Exhibitor shall provide certificate of proof of coverage.

2. 1 electrical outlet with 2 plugs (15 amp) will be included in the space booked by each Exhibitor. All other electrical wiring and outlets shall be at the Exhibitor's expense and must be arranged through the official electrical service contractor of the AAFF. All operating electrical equipment used in the exhibit must have CSA or equivalent provincial power authority approval. **Exhibitors are required to light their displays.**

3. Space contracted by the Exhibitor may not be sublet without the prior written permission of Management. The Exhibitor may not distribute literature or promotional material from a third party without prior written consent of the Management.

4. The Exhibitor agrees to abide by all regulations and rules adopted by Management in the best interest of the Show. Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the Show.

5. The Exhibitor will be liable for and will indemnify and hold harmless Management from any loss or damages whatsoever suffered by Management as a result of any loss or damages whatsoever occurring to or suffering by any person or company, including without limiting the generality of the foregoing, the Exhibitor, other exhibitors. Management, the owner of the building and their respective agents, servants and employees and members of the public attending the Show, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with the Exhibitor's occupancy of said space.

6. The Exhibitor may use AAFF logo to promote only his/her participation at the Show. It cannot be used in any way that is perceived as an endorsement by AAFF of the Exhibitor's company, product and/or service.

7. Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, product, signs, lighting or sound and to expel exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Show participants and/or attendees.

8. **DISPLAY DIMENSIONS.** The maximum exhibit height is 8'3". If high sidewalls are to be used, they will not exceed 3.5' in depth for a 5'x10' or 6' in depth for a 10'x10' **unless prior approval in advance of the Show commencing is obtained from Show Management.** Installation of an 8' high sidewall will be at the expense of the Exhibitor. Where an unfinished portion of an exhibit is exposed, the offending surface must be made presentable at the expense of the Exhibitor. All exhibits must be kept within the confines of the rented booth dimensions.

Management reserves the right to remove any obstructions deemed to negatively affect adjacent exhibitors. Each Exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. The Exhibitor shall maintain staff in his/her booth space during Show hours.

9. All goods shipped to the Show Contractor must be clearly marked with the name of the Exhibitor and the number of his/her booth location. Goods must

not be shipped to the Show for shipping charges to be paid on arrival, as these will not be accepted. Management assumes no responsibility for loss or damage to goods before or during the period of the Show or after its closing.

10. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Show but must remain intact until after the closing hour of the last day of the Show. The Exhibitor also agrees to remove his/her exhibit, equipment and appurtenances from the Show building by the final move out time or in the event of a failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.

11. Management reserves the right at its sole discretion to change the date or dates upon which the Show is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, 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 the consequence of: fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatsoever beyond the control of the Management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should in any way be rendered unusable, the Exhibitor shall pay for any such space only for the period during which it was or could have been used as determined within the sole discretion of Management. Management will refund monies received from the Exhibitor in the event that the show is not held as proposed by Management.

12. 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 Show rules and regulations. In which case the Exhibitor shall forfeit as liquidation damages all space rental payments made by him/her and any further occupancy of such space.

13. The Exhibitor agrees to observe all union contracts and Labour relations in force and agreements between Management, official contractors serving companies and the building in which the Show will take place, and do so according to the labour laws of the jurisdiction in which the building is located.

14. Management reserves the right to alter or change the space assigned to the Exhibitor if it is deemed necessary and advisable for the best interest of the Show.

15. Assignment of exhibit space: Booth allocations will begin by September 1, 2016, and will be assigned on a first-come, first-served basis, according to availability, and allocation is at the discretion of Show Management.

16. Exhibitors selling food products, prepared in their booth are subject to Nova Scotia Food Safety Regulations. Application for temporary permit is available at novascotia.ca/agri/programs-and-services/food-protection/forms/

17. All beverage alcohol exhibitors must obtain a permit from the NSLC. Contact Carol Andrews for an application form at carol.andrews@theNSLC.com or 902-450-5914. The permit must be displayed in the booth.

18. Exhibit setup MUST be completed by Exhibitor by 8:00pm, Wednesday, October 5, 2016.

CANCELLATION POLICY

This contract may be cancelled by either party providing written notice if received by the other before August 31, 2016 in which case all monies paid by the Exhibitor will be refunded, except for a processing fee of \$100 plus HST. If the Exhibitor cancels after August 31, 2016 he/she will be liable for 100% of the total contracted space costs. By cancelling this contract the Exhibitor forfeits all right or claims to the allocated space and Management is free to rent it to others and collect the cancellation charge as liquidation damages. This cancellation policy is not conditional upon approval of booth location.

- We agree to abide by all rules and regulations adopted by Show Management (**Saltscapes** East Coast Expo) and have read the Conditions of Contract as shown above.
- If this contract is sent to **Saltscapes** East Coast Expo by facsimile, we authorize **Saltscapes** East Coast Expo to take all steps as though the facsimile copy of the contract were original.