

Saskatoon Pet Expo EXHIBITOR'S MANUAL

Saskatoon Prairieland Park

November 19 & 20, 2016

IMPORTANT!

Please review the contents of this manual carefully and be sure to pass along necessary information to those individuals setting up and staffing your booth.

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WELCOME!

We would like to thank you for your participation in the upcoming Saskatoon Pet Expo hosted by FUNKY Functions.

Please note that FUNKY Functions will be advertising this event via radio broadcasts, mail-out invitations, email broadcasts, Facebook, Saskatoon Kijiji, Twitter, Instagram, television, billboard, newspaper advertisements, plus notices posted on the Saskatoon Pet Expo website. Although we will do our best to notify the Saskatoon greater community, we highly encourage your personal invitations to your clientele contacts to supplement communications. For Exhibitors new to trade shows, we have added Tips for Trade Show Displays in Appendix A.

Thank you for making the 2016 Saskatoon Pet Expo a success and we look forward to seeing you and your company at this year's exciting event.

1. LOCATION

Saskatoon Prairieland Park
Hall C
503 Ruth Street West
Saskatoon, SK
S7K 4E4

2. EXPO TRADESHOW SCHEDULE (subject to change)

Friday, November 18, 2016

- 5:00 PM Move In Day

Saturday, November 19, 2016

- 7:00 – 8:30 AM Final Booth Set-up
- 9:00 AM Show Opens
- 5:00 PM Show Closes

Sunday, November 20, 2016

- 9:00 AM Show Opens
- 5:00 - 8:00 PM Commence move-out (earlier move-out is discouraged)

3. BOOTH MATERIALS

- One 8 ft x 10 ft draped booth (8 ft H back drape, 4 ft H side drape)
- One 6 ft skirted table and 2 chairs
- One 400 watt, 120 volt receptacle
- Wireless internet capability

4. CRITICAL DATES

- August 15, 2016 R.S.V.P. to show invitation
- September 30, 2016 No refunds after this date
- October 31, 2016 Payment of booth space due.
- November 19th & 20th Show date

5. BOOTH GUIDELINES & RESTRICTIONS

These guidelines and restrictions are intended to provide a foundation for constructing a commercial exhibit at the Saskatoon Pet Expo. Exhibitors are expected to create attractive, eye-catching displays that do not infringe on adjacent or neighboring booths or aisles. All booth displays, signage, decorations and products must be contained entirely within the booth.

FUNKY Functions reserves the right to restrict exhibitors which, because of noise, method of operation, or any other reason become objectionable, or otherwise detract from, or are out of keeping with the character of the Saskatoon Pet Expo as a whole.

6. CARPETING

Exhibitors are required to provide their own carpeting or flooring for their booth. Must be 8' x 10' in size. Contact Hub City Display for rental prices (306) 653-3705 if required.

7. ELECTRICAL SERVICES

Included with each booth is one 400 watt, 120 volt receptacle. If additional electrical services are required, please contact FUNKY Functions. An additional fee will be charged if extra power or voltage can be supplied. **Please remember to bring along a power bar if you require more than one outlet, plus an extension cord as the outlet may be located outside your booth.**

8. PARKING

Exhibitors are encouraged to park away from the main entrance during show times.

9. FIRE REGULATIONS

Booth decorations and construction must conform to the fire regulations of Saskatoon Prairieland Park. Cloth and other flammable materials must be flame-proofed.

Prohibited Materials and Merchandise

- Flammable liquids or dangerous chemicals
- Fireworks
- Blasting agents
- Explosives
- Flammable cryogenic gases
- Storage or display of ammunition and/or fire-arms.

10. NON-EXHIBITOR SOLICITING

If you, as an Exhibitor, are approached or observe anyone soliciting on the floor who is not an Exhibitor, please notify FUNKY Functions immediately. This practice is not allowed.

11. SALES PROMOTION ACTIVITY

Exhibitors must restrict their sales promotion activities to the confines of their exhibit booth(s) and such activities must not interfere with or offend any other Exhibitor or Visitor. An Exhibitor desiring to hold a booth prize draw may make the draw at their own booth and either contact the winner after the show or provide the prize and details to FUNKY Functions.

12. PAYMENT OF ACCOUNT

Full and final payment for booth rentals must be made prior to **October 31, 2016**.

13. SECURITY PRECAUTIONS

We ask that you use common sense when leaving your booth space unattended. FUNKY Functions and Saskatoon Prairieland Park **do not** assume any responsibility for losses incurred from pilferage or any other causes. Exhibitors should take all possible precautions to protect their own property and should have appropriate insurance as set out under **Section 10 – INSURANCE** on the Registration Form. Do not leave small items such as briefcases, calculators, cameras, laptop computers and cellular phones in unattended booths.

14. GIVE AWAYS/SAMPLES

All Exhibitors are free to provide giveaways and/or product samples at their booths. The number of attendees from previous shows are approximately 10,000 – 20,000.

15. HOTELS & TAXI SERVICES

Hotels

Hotel	Address	Phone Number
Four Points By Sheraton	503 Cope Way	306-933-9889
Hampton Inn South	105 Stonebridge Boulevard	306-665-9898
Best Western Plus	3331 8 th Street East	306-986-2400
Holiday Inn	101 Pacific Ave.	877-660-8550
Parktown Hotel	924 Spadina Cres. E (Corner of 25th St. and Spadina Cres. E)	1-800-667-3999 or 306-244-5564
Radisson Hotel	405 20th St. E	1-800-333-3333 or 306-665-3322
Sheraton Cavalier	612 Spadina Cres. E	306-652-6770
Hilton Garden Inn	90 – 22 nd Street East	306-244-2311

Taxi Services

Taxi	Phone Number
(United) Blue Line Taxi	306-653-3333 or 306-652-2222
Comfort Cab	306-664-6464
Saskatoon Radio Cabs	306-242-1221

16. CONTACT LIST

Saskatoon Pet Expo Host:

Bernie Funk
FUNKY Functions Event Planning
1229 Avenue Y North
Saskatoon, SK S7L 3L7
Phone (306) 290-8387
Fax (306) 955-0624
E-mail: funkyplanningservices@gmail.com

17. SMOKING

In accordance with Saskatoon Prairieland Park policy, smoking is prohibited in all Prairieland Park buildings.

18. UNPACKING

During the move-in and move-out times, Exhibitors should unpack crates within their own booth areas and keep aisles clear for the benefit of all. On November 19, 2016, all booths are to be completely set up by 8:30 AM and dismantling or packing of goods is to be completed from 5:00 – 8:00 p.m. on Sunday, November 20, 2016.

***THANK YOU
FOR PARTICIPATING IN THE
2016 SASKATOON PET EXPO!***

Appendix A – Tips for Trade Show Displays

The quality of your trade show displays will make or break your trade show experiences. Exhibitors new to trade shows tend to focus on the flashy – they want to create trade show displays that will draw crowds. But that’s not the point.

It’s not the number of people your displays draw that matters, it’s whether or not your display engages them when they’re there. Use the tips below to create trade show displays that will engage people and get them interested in your products and services.

- Think neatness and visibility.
Use a display board to hang some of your products at customer eye-level to draw them into your display. Make sure your booth is organized and tidy; customers will be turned off by messiness or by having to do too much searching to find what they want.
- Build the impression of demand.
Customers will want your products more if they think they’re in high demand.
- Pull a crowd to your booth.
Use interactive displays, such as quizzes, computer games, contest draws, and demonstrations; it doesn’t need to be fancy to draw people’s interest and get them to cluster around your booth rather than the others.
- Have a stock of promotion items that you can use as trade show giveaways.
Small items that people can take away and use (while being reminded about your business) are best. Be sure you place these items in a location where people will have to walk into or through your booth to get them.
- Use a prize draw or contest.
Having some kind of prize draw or contest as part of your booth is a great way to collect contact information from booth visitors. You can give away promotion items to encourage people to participate.
- Make it easy for booth visitors to get information.
Use signs in your booth to give basic information they might need to know, to save them the trouble of having to wait to ask when you’re busy with another potential customer.
- Make sure you have plenty of promotional literature on hand.
You’ll want to have a good supply of color fliers and brochure, price sheets and business cards that you can hand out to visitors so it will be easy for them to find all the information they need about your business later.
- Be ready to do business.
Be sure to have a good supply of paper, pens, or anything else you need to keep track of information.
- Have your booth attended at all times.
Someone has to be there to greet browsers, engage them in conversation, and take their questions. If you can’t be there every minute the trade show is open, you’ll need to have at least one other person to help in your booth.
- Actively engage booth visitors.
Give people who approach your booth a friendly welcome, and welcome their questions. Be sure your body language is friendly; don’t stand there with your arms crossed over your chest, for instance. “Chat” with booth visitors, and find out what aspect of your business they’re most interested in. Be prepared to offer specific solutions to their questions. The trick is to draw them in without intimidating or overwhelming them.
- Follow up promptly.
Send out email, regular mail, or make the phone calls to follow up on the contacts and leads you made during the trade show as soon as possible. The faster you send them out, the more your business will stand out from the rest.

Trade show displays have to do two things:

They have to be visible and interesting enough to get people over to take a closer look. But once they get there, you have to make that closer look worthwhile by engaging them with conversation and information. Do these two things well and trade shows will be an incredible source of contacts and customers for your business.