

Spruce Meadows Vendor Manual Summer Series 2023

As of March 13, 2023

Table Of Contents

I. Show Planning	3
1. Planning and promotion	3
2. Participation at the event	3
3. Show service provider	3
4. Expected booth display standards	4
5. Vendor services	5
6. Propane inspection	5
7. Customs broker.....	6
8. Move in & move out	6
9. Wi-Fi	7
10.Preshow shipping.....	7
11.Promotion and awareness.....	7
II. Post Show	8
12.Post show shipping	8
III. Contact information	8
13.Spruce Meadows Staff	9
14.Other contacts	9
15.Travel Information	9

I. Show Planning

1. Planning and promotion

Advanced planning is a key tool in getting the word out about your participation at Spruce Meadows. Pre-Show promotions can significantly enhance the final results of your exhibit efforts by increasing the number of visitors who will seek you out at Spruce Meadows.

1.1 Social Media – If you are active on social media such as Facebook, Twitter, Instagram, and TikTok don't forget to leverage these marketing tools to increase your reach and visibility. If you are using Facebook tag Spruce Meadows (@sprucemeadows), on Twitter use the Spruce Meadows handle (@spruce-meadows) or #sprucemeadows. With Instagram use #spruce_meadows and tag @spruce_meadows. Our Social Media team will repost promote your posts through our social media platforms.

2. Participation at the Event

2.1 Move-in/move-out

The first step toward a smooth move-in/move-out process is to **READ THIS MANUAL**. The most common vendor mistake is to put this thick stack of papers aside for later, but later never comes and important details will be overlooked. If you have any questions after reading this manual, call the Show Manager immediately for clarifications. Most importantly, you should:

- order all services prior to the deadlines. Keep in mind, anything ordered on the floor will cost more. Order everything you need in the correct size, color, and quantities.
- have as much work as possible done on your exhibit before it is packed or shipped.
- number and label your crates and boxes according to contents for easy move-in and set-up.
- provide special instructions for your electrical requirements.
- arrive at the venue early to see your booth location and find the Exhibit Office.
- confirm, revise, or initiate orders for rentals and services that you will require.
- obtain vendor information for yourself and your personnel.

3. Show Service Provider

Spruce Meadows works with Global Convention Services to provide all vendor booth needs.

Your booth fee includes the following display services:

- 8' skirted table
- Folding chair(s)
- Standard exhibit sign - size dependent on booth space [this will be retained by Spruce Meadows for future events]
- 1000-Watt, 110 VAC duplex electrical outlet
- 2 lights per booth
- Daily aisle cleaning

Alternative table sizes are available at no charge. If you wish to change your table size, please indicate on the Global Convention Services forms which are provided through our website and return them **directly to Global Convention Services at least 14 days prior to show dates**. Note: There is a \$20.00 fee for the removal or changes in table size during move-in. To ensure prompt service, Global Convention Services information forms **MUST** be sent directly to Global Convention Services **NOT** Spruce Meadows.

If you require additional electricity, display services, or other show services, please contact Global Convention Services Inc. directly at:

Global Convention Services

Adam Amor

C: 403-831-8429

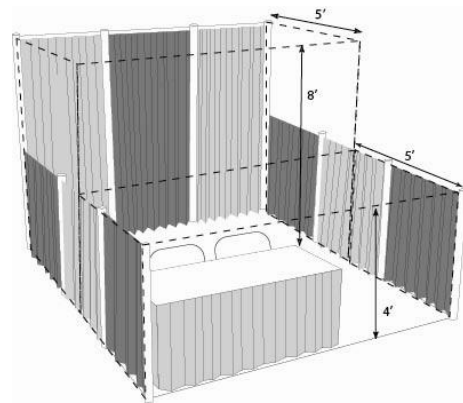
9168 52nd Street SE - Calgary, Ab – T2C.5A9

Email: calgary@globalconvention.ca or aamor@globalconvention.ca

To ensure prompt service, Superior Show Service information and forms **MUST** be sent directly to Global Convention Services **NOT** Spruce Meadows.

4. Expected Booth Display Standards

- Handouts of promotional material or products are strictly prohibited outside the confines of your exhibit space.
- Perimeter booths are permitted to exceed 8 feet in height, provided the display is finished on all sides.
- Island booth display cannot exceed side wall drape line (typically 5 feet in height) to ensure sight lines are maintained between booths.
- Contests, free draws, raffles, or the sale of tickets are not permitted.
- Any signage displayed within the booth must be professionally produced. Absolutely no handwritten signage will be allowed.
- Encroachment over the booth line into the aisle is not permitted. Should the booth set up extend into the aisle, the Vendor will be expected to ensure product is placed within the booth perimeter.
- As Spruce Meadows is a farm, it is strongly suggested bringing plastic bins with lids to store any additional items and that all food vendors store their product in Rubbermaid-type containers.
- Spruce Meadows Management reserves the right to veto any signage within or around the booth.
- For more information, please read the “Terms of Conditions” posted on our website.



Spruce Meadows has a very strict rule with regards to sight lines within all venues. Vendors are not permitted to block in any way sight lines along aisles. Any Vendor disrespecting this rule will be asked to remove all product displayed in this area.

5. Vendor Services

5.1 Exhibit Office

The Show Office is located inside the main entrance of the Equi-Plex. The office is open 1 hour before and ½ hour after all shows. Upon arrival, please register at the Exhibit Office to receive your arrival information. This will include your parking passes, vendor passes, a current exhibits layout and schedule of events.

5.2 Exhibit Venue Access

VENDORS ARE ALLOWED ACCESS ONE HOUR PRIOR TO SHOW OPENING ONLY. Only vendors with the relevant vendor pass will be allowed entry into the venue[s]. For security reasons, no access into the exhibit area[s] will be granted until one hour prior to show times. Likewise, vendors will be asked to leave the exhibit area ½ hour after the show closes each evening.

5.3 Security

Although Spruce Meadows cannot be held responsible for vendors' booths or product, security is provided by Spruce Meadows during "closed" hours.

- Vendors are to remain in their exhibit area until the public has left the building.
- Please cover or pack away small items when exhibit areas are closed.
- There will be no security on the last day of each event after 10:00 a.m.
- Please remove all valuables from your exhibit immediately following the closing of the show.
- Vendors are responsible for arranging their own insurance coverage.

5.4 Vendor Passes

Vendor passes will be provided for exhibit personnel only. For security purposes, passes must be worn at all times while exhibiting at Spruce Meadows and must be worn to enter exhibit areas one hour prior to show opening. Passes will be issued as outlined on the application - if extra passes are required, they can be purchased at \$15.00/per pass.

5.5 Vendor Parking

Vendor parking will be available during the events. Your parking passes will be included in your Arrival Information available upon registration at the Exhibits Office.

5.6 Vendor Booth Staffing

Vendors must be on time and have their booth open and ready when the trade fair is open to the public.

A Spruce Meadows representative will open any booths that are unattended at time of opening. Late arrivals and early closings of booths will be noted on file - such infractions will jeopardize future participation at Spruce Meadows Trade Fairs.

6. Propane Inspection

Any vendor using propane in their booth will be required to have the equipment available for inspection prior to the event - the time and place to be determined by Spruce Meadows. The cost of the inspection will be shared among vendors.

7. Customs Broker

Individuals are required to declare with the Canadian Customs authorities (CBSA) all goods that they are forwarding or carrying into Canada whether they be of a personal or commercial nature. There are many regulations that cover the importation of goods into Canada. The most important of these are the marking and labelling of clothing and household goods. It is important to research the commodities you are exporting to Canada as there are several regulations that may restrict the articles you propose to enter Canada. All customs clearances can be completed by either the individual exhibitor or through the services offered of the official customs broker;

Film Logic Customs Brokers Inc. - YYC
Telephone: (403) 452-2244 ext. 101

Generally, goods being imported into Canada can be divided into two categories: display goods intended for re-export and goods intended for sale or disposition in Canada.

Display Booths and Display Goods - Not for Sale

This covers goods intended for display only and not for resale. They would include display booths, stands, tables, backdrops, decorations, display merchandise, tents and other housings when they form part of the entire display. Display goods may be entered on a "Temporary Admission Permit" or on an ATA Carnet. No payment of duty and taxes would be required on such goods; however, customs may request some form of security to ensure that the articles are exported from Canada. The official broker can assist you in accommodating this form of import and re-export.

Goods Intended for Sale

Goods which are entering Canada for purposes of being offered for sale are subject to Canadian duties and taxes. These duties and taxes are payable at time of importation. Please note however that for the benefit of registered vendors attending the Spruce Meadows event, we have established a Customs Bonded facility that would allow for the deferment of duties and taxes until the goods are removed for sale in Canada. At the end of the show, duty and taxes are paid on all goods sold or disposed in Canada. By implementing this procedure, outlays of cash at time of import are alleviated. To benefit from this provision, you will need to contact the official show customs broker in advance of the merchandise being dispatched to Canada as there as specific qualifying conditions.

8. Move-in & Move-out

Please note the dates and times of move-in for each event are provided in the event brochure. During move-in, you will be able to drive directly to the door nearest to your exhibit space. Please unload your products and displays as quickly as possible and park your vehicle in one of the vendor parking lots, to allow other vendors access. Large items can be moved in prior to the main move-in dates. Any trailers parked outside the designated vendor parking areas, will be moved into the appropriate locations under the guidance of Spruce Meadows and assistance of Global Convention Services. Move out will

commence when the show closes on the Sunday of each event. Products **must not be removed** from the exhibit areas until this time.

9. Wi-Fi

Spruce Meadows has Wi-Fi available for market vendors. The fee for this service is included in your booth fee. Please ensure devices and software are up to date and current. Out of date devices may not connect to the network or have a slow connection.

10. Pre-show shipping

Pre-Show Shipments - The following guidelines apply to all pre-show shipments. Please advise Shipping and Receiving in advance of shipments (403-369-9781 or warehouse@sprucemeadows.com) and to arrange pickup or delivery of product.

Please note that all shipments to Spruce Meadows must be freight pre-paid. Shipments sent C.O.D. WILL NOT be accepted. Please ensure that all shipment fees, duties, customs fees, and G.S.T. are also pre-paid. Note: these fees will not be paid by Spruce Meadows, which could result in a receiving delay. **Pre-show crate storage is available for out-of-town vendors (outside a 100 km radius from Spruce Meadows) only.**

Please address all pre-show shipments to your company name (include a contact name, telephone number and your booth number) care of Spruce Meadows at the following address:

“YOUR EXHIBIT NAME” and “YOUR COMPANY NAME”
“Booth Number and Tournament Name”
c/o Spruce Meadows Shipping & Receiving
18011 Spruce Meadows Way SW
Calgary, AB Canada T2X 4B7

11. Promotion & Awareness

The Spruce Meadows tournaments attract close to 400,000 on-site visitors each summer. This impressive and world-leading attendance number pales in comparison to the millions world-wide who watch the action on television. More than 200 pages of editorial coverage is also realized over the competitive season. To complement this, Spruce Meadows participates in a number of paid and partnered advertising and promotion initiatives using a variety of mediums.

11.1 International - Television is an instrumental driver for world-wide awareness. However, with more than 400 media accreditations issued annually, the on-site presence of the major news wire services and the Spruce Meadows story are sure to reach fans around the world. The Spruce Meadows Television footprint reaches nearly 100 countries around the world. A host of networks and distribution channels

carry 130 hours of production originating from Spruce Meadows. These networks include the likes of CBC, Rogers Sportsnet, CTV, SKY Sports, Fox Sports Net, Fox Sports International and Eurosport.

11.2 National - National newspaper coverage, advertising and promotion are paramount to the nationwide awareness and recognition that Spruce Meadows enjoys. Shaw Media, the National Post, Sun Media and the Globe & Mail all factor into the national media plan. The plan includes additional editorial and advertising initiatives designed to draw attention to Spruce Meadows Tournaments and to the programs being carried on CBC and Rogers Sportsnet.

11.3 Regional - Spruce Meadows dedicates significant resources each year for tournament advertising. These programs focus on the major daily and regional (weekly) newspapers. The advertising and promotions cycle typically runs two weeks prior and throughout the course of the respective tournaments. Electronic programs (television and radio) run on a similar cycle with an emphasis on highly rated times. This coverage equates to the evening news on television and morning drive on radio. It is a Spruce Meadows practice to relate and buy with the electronic media market leaders in our key customer areas.

11.4 Tournament Show Guides - A Tournament Guide is printed for each tournament and is distributed to the public as they arrive on-site. This useful publication provides information on all the activities taking place at the tournament, including a listing of every vendor. **This promotional opportunity is available to you at no additional cost, providing we receive your application at least six weeks prior to the tournament.** Vendors will also have the opportunity to purchase advertising in the Tournament Guides and/or on relevant pages of the Spruce Meadows website. You will be contacted by the Advertising Coordinator regarding advertising in the Tournament Guides.

II. Post-Show

Post-Show Shipments - Post-show crate storage is available for out-of-town Vendors for a **maximum of (5) working days following the event.** Please advise our Shipping & Receiving Department of your post-show shipping arrangements prior to move-out. All post-show shipments must be pre-paid. You will be charged storage fees of \$1.00 per pound/week for any items left on Spruce Meadows property after the closing day of the event. Vendors will be charged storage fees if their items are not picked up after five days.

III. Contact Information

Spruce Meadows

Email: Exhibit.Programs@sprucemeadows.com

Exhibit Phone: 403-974-4268

Spruce Meadows Exhibits Office (*During Event*) (403) 974-5863

Spruce Meadows Exhibits Fax (403) 974-4266

Shipping & Receiving (403) 369-9781

Krista Poffenroth – Exhibits Manager

Global Convention Services

Adam Amor

Email: calgary@globalconvention.ca or
aamor@globalconvention.ca

Phone: 403-831-8429

Customs Broker

Film Logic Customs Brokers Inc. - YYC

Telephone: (403) 452-2244 ext. 101

12. Travel Information

Spruce Meadows is located on the south side of Calgary, approximately two kilometres west of Highway #2 on Spruce Meadows Trail (Highway 22x).

To make travel bookings, please contact:

Bridget MacQueen

Maritime Travel

Calgary, AB T2E 5T2

www.maritimetravel.com

Telephone: (403) 662-8427

Fax: (403) 531-9779

E-mail: bmacqueen@maritimetravel.ca

13. Hotels

Courtyard by Marriott – Seton

3750 Market Street SE

Calgary, Alberta

587-349-7599

[Hotel in Southeast Calgary | Courtyard Calgary South \(marriott.com\)](http://marriott.com)

Carriage House Inn

9030 Macloed Trail

Calgary, Alberta

403-253-1101

[Carriage House Hotel & Conference Center - South Calgary, AB](http://marriott.com)