

"YUKON TRADE SHOW"
Lake Laberge Lions Club
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YUKON TRADE SHOW EXHIBITORS' REGULATIONS AND PROCEDURES

April 30, May 1 & 2, 2010

We are very pleased that you have chosen to participate in the 31th Annual **Yukon Trade Show**.

The following is the list of regulations and procedures. These have been prepared for the purposes of providing a well-balanced, well-regulated, attractive and successful trade show and in an effort to provide the greatest good for the greatest number. The sponsors reserve the right to interpret the rules to satisfy the best interests of the entire show and shall bind the exhibitor.

BOOTH REGISTRATIONS - Registrations will be taken on a first come, first served basis, so register early. The Lake Laberge Lions **Yukon Trade Show** organisers will designate your booth location, taking into consideration your preference. Your booth location (if specified) may be relocated in order to meet designated theme areas. If the nature of your business does not fall within one of the themed areas, we will work with you to ensure that your booth location best meets your objectives. Booth dimensions are, for the most part, 10' X 10' (3 x 3 metre).

RATES AND PAYMENTS - The price of each inside area booth space is \$450, for the basic 10' x 10' (3 x 3 metre) booth space with the minimal electrical outlets. For those exhibitors who require more than 2 power outlets or extra amperage, the booth rate increases to \$500. Outside area space of approximately 20' x 20' will be \$450.

All booth spaces must be confirmed and PREPAID by April 1, or the booth space may be sold to another exhibitor. Cheques are payable to the *Lake Laberge Lions Club* at the above address. We can also accept payment by *MasterCard or Visa*. Requests and payments made after this deadline will be received on a space available basis.

SWEETHEART DISCOUNT – If payment in full is made by **February 14th, 2010**, a discount of **10%** can be taken from your booth costs, including extra power. This discount does not apply to any other extra charges that may be added due to your special circumstances.

CANCELLATION - The sponsors will not be liable for refunds after April 15, nor for any other liabilities whatsoever for the failure to fulfil this contract for any reason other than cancellation of the **Yukon Trade Show**. Full refunds will be available for payment received prior to this date only.

TRADE SHOW HOURS - The Trade Show is open to the public as follows:
Friday 2:00 p.m. to 4:00 p.m. - Handicapped and seniors
Friday 4:00 p.m. to 9:00 p.m. – General Public

Saturday 10:00 a.m. to 6:00 p.m. – General Public

Sunday 11:00 a.m. to 4:00 p.m. – General Public

Exhibitors have one-half hour prior to and at the end of each hour listed above for set-up and clean up each day. Booths must be staffed during all **Yukon Trade Show** hours open to the public. Sale of merchandise will be permitted but under no circumstances can items purchased be removed from the display without some replacement.

MOVE-IN AND MOVE-OUT SCHEDULE - Moving in of materials is scheduled for **Thursday** between the hours of 8:00 a.m. and 8:00 p.m. and **Friday**, between the hours 8:00 a.m. and 12:00 noon, by which time all booths must be completely set-up. Moving out of materials must not begin until the **Yukon Trade Show** closes at 4:00 p.m. Sunday. All materials must be out of the building no later than 12:00 noon on Monday. This includes the outside booth area. Volunteer clean up of the Centre is scheduled at that time.

SPECIAL REQUIREMENTS - Requests for special electrical, air, water and/or furnishings must be submitted, in writing, prior to the **Yukon Trade Show** in as much detail as possible (see **Yukon Trade Show** Booth Contract). Provisions will be made at the discretion of the sponsors and the Whitehorse Curling Club for exhibitors wishing to use a fuel source or outside exhaust. **NO** flammable fluids or substances may be used or shown in booths and all flooring must be covered under any vehicles or equipment exhibits. **NO Helium balloons will be permitted inside the facilities.**

Requests for **drapery and electricity** must be made in advance. The supply is limited. There will be a rental fee of \$100 for booth drapery partitions. Complete that portion of the **Yukon Trade Show** Booth Contract as fully as possible. Contact the *Lake Laberge Lions Club* if you require special accessories such as table covering, table skirting and carpeting.

REGISTRATION - All exhibitors and booth personnel are to be registered and issued identification tags available from the *Lake Laberge Lions Club* co-ordinators on site. The Company signing the Contract will be the Company whose name appears on badges and booth signs unless the *Lake Laberge Lions Club* is otherwise notified.

CHARACTER OF EXHIBIT AREA - Exhibitors are required to set-up, display, and dismantle their exhibits themselves or with help they may secure. Large exhibits are welcome but containers and boxes too large to be stored in the booth must be removed from the exhibit floor. **Yukon Trade Show** management asks each exhibitor to recognise the rights of the other exhibitors. The general appearance of the **Yukon Trade Show** must take precedence over that of any individual exhibitor. **Yukon Trade Show** management will exercise control over objectionable sound levels. Promotion activities conducted must be confined to the exhibitor's booth area.

SECURITY - Booth security will be provided during non-**Yukon Trade Show** hours. Doors will remain locked and security provided at the conclusion of each day until one-half hour prior to **Yukon Trade Show** start. During **Yukon Trade Show** hours, exhibitors are responsible for maintaining and securing their individual booths.

LIMITATIONS OF LIABILITY - The *Lake Laberge Lions Club* and its representatives will be exempted from, or indemnified for, claims by **Yukon Trade Show** participants for injury, damage, loss or liabilities that may arise, directly or indirectly, from the occupation of the **Yukon Trade Show** premises unless such injury, damage, loss or liabilities are due to the negligence of the *Lake Laberge Lions Club*, its representatives, servants or others for whom they may be, in law, responsible.

TICKET DRAWS & ANNOUNCEMENTS - Free gift draws are quite popular, but optional. An exhibitor may hold them at their own discretion. A public address system will be designated for the purpose of live draws or winner announcements. Special announcements may be arranged through the **Yukon Trade Show** co-ordinator on site, but cannot be guaranteed unless booked in advance.

ADVERTISING - **Yukon Trade Show** posters will be displayed, local newspapers and radio station announcements will be used to promote the **Yukon Trade Show** by the *Lake Laberge Lions Club* prior to the **Yukon Trade Show**. **Yukon Trade Show** advertising/map directory will not be issued and exhibitors should make their own arrangements for personal media promotion. We will be working with the media to promote the **Yukon Trade Show** and hope to have full-page advertisements as in previous years.

You should keep this *Exhibitor's Regulations and Procedures*, as this is what governs the **Yukon Trade Show**.

Thank you for your participation.