



## **2017 Trade Show Package**

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## Steveston Salmon Festival

*Canada's biggest little birthday party since 1945!*

March 31, 2017

Dear Trade Show Vendor:

Welcome to the 2017 Steveston Salmon Festival Trade Show. We look forward to working with you to make this another successful event for everyone!

This year, the festival will celebrate its 72<sup>nd</sup> year and the 150<sup>th</sup> birthday of Canada! In addition, the City of Richmond will be offering an expanded celebration across the village which will draw even more visitors to Steveston. We are excited to be showcasing the products and services each of you bring to our trade show, and this year we are adding to the mix a selection of craft brewers, wineries and distilleries that have become so popular at farmers markets.

The Horticultural Show as usual will complete the indoor exhibit space along the east wall, and will feature a special exhibit by the Richmond Garden Club, who is celebrating their 60<sup>th</sup> anniversary this year.

We are also planning to expand our marketing initiatives, with the addition of new signage, banners and flags to attract visitors to the Trade Show, plus a broader social media campaign and addition of a vendor list and links to your business on our website.

We look forward to receiving your completed Trade Show application, and to another successful Canada Day in Steveston! Please contact us at any time should you have any questions. Thank you for your support and participation.

Yours truly,

Administrative Coordinator  
Steveston Salmon Festival



## Why exhibit at the Annual Steveston Salmon Festival?

Participate in “Canada’s biggest little birthday party” and celebration our nation’s birthday at one of the oldest established community celebrations in Metro Vancouver on July 1<sup>st</sup>!

- Be a part of our continually growing event that has an average annual attendance of over 80,000
- 18,000 square feet of exhibit space at our Indoor Trade Show area
- Expect crowds who come year after year and look forward to our established family event
- Benefit from the relaxing atmosphere where people are receptive to new ideas in the marketplace
- Meet face to face with consumers to demonstrate, sample and sell
- Test market or launch your products and receive instant feedback
- Create awareness of your products and services to thousands of consumers
- Cater to a captive Richmond audience at the only trade show of its kind

## Exhibitor Benefits

- Indoor pipe and drape style set up with 10’ wide x 8’ deep booth space; 8’ back wall and 3’x 8’ side dividers all in festive red and white curtains; includes power, light, skirted table, two chairs
- Outdoor 10’x 10’, 10’x 20’ or custom space to accommodate your special vehicle or display package; you provide your own set-up: tent, tent weights, tables, chairs, and dressing
- Trade Show Exhibitors will be listed on:
  - ✓ Festival Program (7,000 distribution at the Festival)
  - ✓ Trade Show exhibitor roster (1/4 page) in the special Richmond News Festival Feature published the week prior to the festival
  - ✓ Festival social media feeds and other marketing opportunities when possible
  - ✓ Salmon Festival website including your business name and link to your website
- Opportunity to advertise in the Richmond News Festival Feature (to be negotiated between you and the News)

## Your support helps us help the Community

Any surplus funds generated by the Steveston Salmon Festival will be directed towards ongoing projects in and around the community centre for the benefit of the whole community. In previous years we have contributed to building the water park and educational garden. Our current focus is a capital campaign to fund a new children’s playground in Steveston Park.

## Contact Us Today!

To enquire about our Trade Show, please call 604-238-8094 or [tradeshow@stevestonsalmonfest.ca](mailto:tradeshow@stevestonsalmonfest.ca) .

*Deadline to apply is May 1<sup>st</sup> to ensure inclusion in the festival print marketing materials however we will continue to accept applications after this date until all available spaces have been allocated. Applicants will be notified within 10 days of their application status. Applications received and approved after May 1<sup>st</sup> may not be included in the festival print marketing due to publishing deadlines.*



## 2017 STEVESTON SALMON FESTIVAL EXHIBITOR RULES AND REGULATIONS

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1. **THE STEVESTON SALMON FESTIVAL** as used herein refers to the Richmond Agricultural and Industrial Society (RAIS) and its employees and agents.
2. **ALLOTMENT OF SPACE:** booth space is assigned by the Steveston Salmon Festival. In all cases the Salmon Festival reserves the right to reject or accept conditional applications at any time. Applicants will be notified of their application status within 10 days of submission. Every effort will be made to accommodate requests for a specific booth, however the final allocation will be made by the Trade Show committee. The Salmon Festival reserves the right to relocate booths as required should adjustments become necessary.  
  
OUTDOOR SPACE: due to limited availability, all requests for an outdoor space are subject to a wait list. Any repeat vendors have first right of refusal for the same space they occupied the year before (see 6. “Grandfathering” below). Any new applicants interested in an outdoor space will be wait-listed in order of application date.
3. **USE OF SPACE:** the space contracted is to be used solely for the Exhibitor whose name appears on this application and only for those products/services listed on the Exhibit Space Contract. The Exhibitor agrees the allotted space shall not be assigned, shared, subleased in whole or in part except with the written approval of the Salmon Festival.
  - a. Minimum indoor booth space is 8x10 and includes: 8’ high backwall drapes, 3’ high sidewall drapes, one 6’ x 2’ skirted table, two folding chairs, one 600 watt power service, one 150 watt light.
  - b. Minimum outdoor space is 10x10. Salmon Festival provides space only. Exhibitor is responsible for providing their own tent, tent weights, table, chairs, and any other required display material.
4. **VANCOUVER COASTAL HEALTH REQUIREMENTS:** Preparation and/or serving food or beverages of any kind must be approved in advance by the Salmon Festival and is subject to VCH rules and regulations. Booths preparing and serving food must complete a “Temporary Food Booth Application” and return to the Salmon Festival office by June 1<sup>st</sup>. A temporary food premises permit is required for each booth that will be serving or sampling food. At all times during food service there must be at least one person in your booth with a Food Safe Level 1 Certificate. The Steveston Salmon Festival is not responsible should your booth be closed by VCH if it is found in violation of its requirements.
5. **CONTRACT FOR SPACE RENTAL:** Payment is due at the time of booking. No refund will be made for space that is not used or for space that is unused during any portion of the show.
6. **GRANDFATHERING:** Steveston Salmon Festival reserves the right to grandfather a repeat exhibitor, including assigned booth space. Grandfathered exhibitors will be given first option, then applicants will be considered on a first come basis if space becomes available. Should there be multiple applicants with the same product, the Steveston Salmon Festival reserves the right to accept only one same-product exhibitor. **Deadline to confirm your return, including application and full payment, is April 30.**
7. **PAYMENT & CANCELLATION: Full payment is due at the time of booking.** Payment will be accepted by cheque payable to Richmond Agricultural and Industrial Society, or by credit card. If paying by credit card, an invoice will be emailed to you via Square for secure payment on-line.  
*Please note: NSF fee is \$34.50 (subject to change).*
  - **Early Bird Discount: Approved application and fees paid by April 21<sup>st</sup> save 10%**
  - **CANCELLATION:** Either party may cancel this contract on condition the WRITTEN NOTICE of such cancellation is received by the remaining party as scheduled hereunder; refunds will be applied as indicated. Charges will apply uniformly and whether or not the space is resold.
    - **Cancellation prior to April 30<sup>th</sup> – 90% refund**
    - **Cancellation from May 1<sup>st</sup> to May 31<sup>st</sup> – 50% refund**
    - **After May 31<sup>st</sup> no refund**



## 2017 STEVESTON SALMON FESTIVAL EXHIBITOR RULES AND REGULATIONS

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### 8. SET UP GUIDELINES AND HOURS OF OPERATION:

#### a. **Indoor set-up must be done on June 30<sup>th</sup> from 2:00pm to 8:00pm.**

- i. Please do not arrive any earlier than 2:00pm as prior to this time we are busy setting up the venue and will be unable to receive you.
- ii. Exhibitors will be unable to access the grounds by vehicle on July 1<sup>st</sup> due to road closures and restricted access, except by prior arrangement with the Trade Show coordinator.
- iii. The venue will be opened for vendor access at 7:00am on July 1<sup>st</sup> for final set up.

#### b. **Outdoor set-up begins at 7:00am July 1.**

- i. Please note that due to road closures surrounding the venue, vehicle access will be limited in the area. Road closures take effect at 8:30am.
  - ii. Any outside exhibitors bringing in vehicles and trailers for display must be in place no later than 8:00am. Late arrivals may be refused entry or relocated to a less desirable area as a result. The Trade Show coordinator will work with your team to schedule your arrival so the set up crew is prepared to assist with settling you into your allotted space.
    1. It is preferred that these types of exhibits be delivered on June 30, however we do understand that is not always possible.
  - iii. Outdoor exhibitors may deliver and store items inside the net shed building on June 30 if they wish to do so; items may be delivered between the hours of 2:00pm and 7:00pm. All stored items must be removed by 8:30am on July 1<sup>st</sup>. Please ensure you clearly label ALL of your items so there is no mix-up with other vendors during the rush to set up.
- c. **Security:** Indoor exhibit building will be secured overnight; grounds will be monitored and patrolled by on-site security however the safety of anything left outside overnight cannot be guaranteed.
- d. **Vehicle Access:** With the exception of display vehicles/trailers, exhibitors will be unable to access the grounds on July 1<sup>st</sup> by vehicle, except by prior arrangement and only for exceptional circumstances.

At the end of the day, vehicles will not be allowed on the grounds until AFTER 5:30pm to ensure public safety. Due to the high number of people in the area, please ensure you drive with extreme care and respect and follow the direction of our volunteers.

#### e. **Operating Hours July 1<sup>st</sup>: All Exhibits are open to the public from 9:00am until 5:00pm.**

- i. Booths must be staffed at all times during operating hours.
  - ii. Break down may begin at 5:00pm, not before. Please assist us with the integrity of the exhibit and as a courtesy to other vendors, do not begin take down of your booth until 5:00pm. If you run out of product or have other reasons for closing early, please remain at your booth and retain your display until closing time.
  - iii. All exhibitor booths must be completely cleared by 6:30pm on July 1<sup>st</sup>
9. **INSURANCE REQUIREMENTS AND LIABILITY:** the Exhibitor is responsible for all damage to the exhibit facility, show property or display equipment. Exhibitors are responsible for all damage caused to same from any cause whatsoever. The Salmon Festival will take reasonable precautions to safeguard Exhibitor's property; however, the Salmon Festival assumes no liability for loss or damage through any cause of goods, exhibits, or other materials owned, rented or leased by the Exhibitor. The Exhibitor shall indemnify the Richmond Agricultural and Industrial Society and City of Richmond against, and hold them harmless from, any complaints, suits or liabilities resulting from negligence of the Exhibitor in connection with the Exhibitor's use of display space. The exhibitor will accept the space in the conditions in which it is rented. The Salmon Festival does not guarantee the structural integrity of rented space.



## 2017 STEVESTON SALMON FESTIVAL EXHIBITOR RULES AND REGULATIONS

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- a. **Third Party Liability insurance certificate is MANDATORY and must be provided no later than June 24 or forfeit your booth space.**
- b. Certificate must meet the following conditions:
  - i. a minimum of \$2 Million per occurrence including bodily injury and death and property damage;
  - ii. City of Richmond, Richmond Agricultural and Industrial Society, and Steveston Community Society named as additional insured.

You will not be permitted to open your exhibit without proof of insurance.

### 10. GENERAL GUIDELINES AND RESTRICTIONS

- a. The Salmon Festival reserves the right to limit the generation of noise, dust, smoke, litter, method of operation, creation of safety hazards or any other results, which may become objectionable or otherwise distract from, or be out of keeping with, the character of the festival.
- b. To ensure exhibitors have a good sightline from the aisle, displays must not exceed the drapery or encroach into the aisles.
- c. Exhibitors must confine their exhibit and all activities including distribution of advertising material within the limits of their allotted space. Please do not stand in or block the aisles in any manner.
- d. Booths must be maintained in a tidy and orderly manner throughout the show; please ensure you leave your booth area clean and all garbage removed at the end of the day. Steveston Salmon Festival complies with the City of Richmond requirements for event waste management. Please refer to the attached Environmental Best Practices for further information. A representative from the environmental committee may be in contact with you in advance to review your disposal plan.
- e. All signage must be professional in appearance.
- f. All products/services offered for sale must be listed on the application and approved in advance.
- g. The following is NOT permitted:
  - i. Due to fire regulations open flame of any kind including candles (Indoor and Outdoor)
  - ii. Helium Balloons (Indoor only)
  - iii. Gaming activities of any kind, including but not limited to raffles and games of chance
  - iv. Soliciting of charitable donations
- h. All free prize draws or giveaways must be approved by the Salmon Festival. Sample ballots must be provided in advance. Please consult the Trade Show Coordinator.
- i. In the event it becomes necessary to restrict any installation or activity or to evict an offending exhibitor, the Salmon Festival will not refund exhibit fees or reimburse any other expenses incurred by the exhibitor as a result.
- j. There is no storage space available outside your booth area except overnight June 30<sup>th</sup>. Please make your own arrangements for storing excess product on July 1<sup>st</sup>
- k. Vendors requiring power are responsible for providing their own extension cords.
- l. Outdoor exhibitor tents must be properly weighted or staked down. **NO EXCEPTIONS.** Steveston is prone to windy conditions and untethered tents can become dangerous. Exhibitors must provide their own supplies as the Salmon Festival does not have the resources to provide tent weights.



## 2017 STEVESTON SALMON FESTIVAL EXHIBITOR RULES AND REGULATIONS

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- m. The Salmon Festival reserves the right to exclude or limit the sale or promotion of select items, including but not limited to: bottled water, temporary tattoos, Canadian flags and similar Canada-themed novelties. All Exhibitors/Vendors must have written authorization from the Salmon Festival to sell and/or use these items for promotion.
- n. **Under NO circumstances will any vending or free handouts of any kind (including literature) be permitted outside your designated booth space or anywhere on the Festival grounds or on the parade route.**

11. **INTERPRETATION AND ENFORCEMENT:** the management of the Salmon Festival rests with the Richmond Agricultural and Industrial Society. These conditions of contract, display rules and regulations form part of the contract between the exhibitor and the Salmon Festival. All matters in question not covered by these regulations are subject in the first instance to the decision of the President of the Richmond Agricultural and Industrial Society or a duly authorized representative. All parties shall adhere to all decisions so made.

**It is the responsibility of the exhibitor to be familiar with these rules and regulations. Please ensure you share this information with everyone who will be part of your exhibit team.**



The City of Richmond is asking your cooperation in providing services and activities in a waste conscious manner at special events. We are aiming for 80% waste diversion by 2020, and we therefore ask for your support in this endeavour. In consideration of our goal, we recommend the following best practices for providing food and services in a sustainable and environmentally-friendly manner:

Reduce		ReUse	Educate
<ul style="list-style-type: none"> <li>Support the local food economy by buying local. Download a local food guide at <a href="http://www.richmondfoodsecurity.org/documents/richmonds-local-food-guide/">www.richmondfoodsecurity.org/documents/richmonds-local-food-guide/</a></li> <li>Use cloths/rags instead of paper towels for wiping up</li> <li>Avoid expanded Polystyrene (Styrofoam) containers</li> <li>Avoid single-serving packaging by using bulk dispensers for condiments (e.g. ketchup) and requesting bulk distributors to not individually package their products</li> </ul>		Reuse or take away any containers, boxes and plastic film used to wrap your products	Ensure on-going training of staff and new staff as they come on shift on recycling and waste reduction procedures  Please see below on what can be recycled
Vendors	Exhibitors		
<ul style="list-style-type: none"> <li>Choose 100% paper or recyclable plastic plates, beverage cups, and cutlery</li> <li>Consider dropping off any leftovers at a food recovery outlet, like the Food Runners program (<a href="http://www.foodbank.bc.ca/how-we-help/food-recovery/food-runners-faqs">www.foodbank.bc.ca/how-we-help/food-recovery/food-runners-faqs</a>) or call 604-830-9786)</li> </ul>	<ul style="list-style-type: none"> <li>Replace single-use booth materials with durable, reusable options (e.g. canvas)</li> <li>Opt for reusable takeaways (e.g. stationery made from recycled content)</li> <li>Reduce paper consumption by going digital, direct attendees to digital collections</li> <li>Consider using tablets to take orders</li> </ul>		

You will be offered the following for recyclables and compostables; however you must provide your own garbage bin or bag. Please keep all recyclables as clean and dry as possible.

### Recycling

Mixed Containers	Soft Plastic & Polystyrene (Styrofoam)	Glass Containers	Food Scraps	Mixed Clean Paper
<p><b>Blue plastic bag</b></p> <ul style="list-style-type: none"> <li>Plastic/paper cups &amp; lids (e.g. coffee cups, iced coffee cups)</li> <li>Refundable beverage containers (e.g. cans, bottles)</li> <li>Aerosol cans &amp; caps</li> <li>Microwavable bowls/cups/lids</li> <li>Paper food containers/cartons (e.g. ice cream cartons)</li> <li>Plastic containers/trays/caps (e.g. bakery containers, deli trays)</li> <li>Gable-top containers (e.g. milk, cream cartons)</li> <li>Spiral-wound paper cans &amp; lids (e.g. frozen juice, cookie dough)</li> <li>Aluminum foil (e.g. foil wrap, aluminum food trays/containers, pie plates)</li> <li>Plastic clamshells (e.g. salad containers)</li> <li>Tins &amp; lids</li> <li>Plastic jars (e.g. peanut butter jar)</li> </ul>	<p><b>Clear plastic bag</b></p> <ul style="list-style-type: none"> <li>Plastic bags</li> <li>Plastic wrap</li> <li>Expanded Polystyrene (Styrofoam)</li> </ul>	<p><b>Grey Basket</b></p> <ul style="list-style-type: none"> <li>Clear or coloured glass bottles and jars (e.g. soya sauce &amp; salad dressing bottles, pickle jars)</li> </ul>	<p><b>Beige Container or Green Cart</b></p> <ul style="list-style-type: none"> <li>Food scraps</li> <li>Coffee grounds, filters, paper tea bags</li> <li>Plant material</li> <li>Solid fat &amp; grease</li> <li>Soiled paper (e.g. paper plates, towels, napkins, bags, takeout containers)</li> <li>Waxed cardboard</li> </ul> <p><i>Waste loads with more than 25% visible food scraps will be surcharged an additional 50% to their cost of disposal</i></p>	<p><b>Yellow Bag</b></p> <ul style="list-style-type: none"> <li>Unsoiled paper</li> <li>Newspaper</li> <li>Flattened corrugated cardboard</li> <li>Paper egg cartons</li> <li>Paper gift wrap</li> <li>Writing and home office paper</li> <li>Note pads</li> <li>Construction paper</li> </ul>



If you have grease or cooking oil, please ensure it does not runoff into the storm sewer system. Collect this waste material in 5-gallon containers and deliver to the City's Recycling Depot at 5555 Lynas Lane.

Four streams will be collected in the patron area, they are:

Bottles & Cans	Mixed Containers
Refundable beverage containers	Containers including all plastic and coffee cups
Food Scraps	Garbage
Food scraps and yard trimmings	All non-recyclables and items for the landfill

If you have questions, please contact:  
**Emy Lai, Environmental Programs Department, City of Richmond**  
 604-233-3318 elai@richmond.ca





### APPLICATION CHECKLIST

- Completed Exhibit Space Application**
- Detailed list of products &/or services to be exhibited (attach separate sheet if necessary)**
- Photos &/or brochures of products &/or services to be exhibited**  
(website link is acceptable)
- A photo or drawing of how your booth will be set up**
- Certificate of Insurance – see Regulation 9.**  
If unable to provide a certificate with your application, please advise when we can expect it.
- Sample ballot for proposed prize draw or giveaway (if applicable)**
- Temporary Food Booth Application (if applicable)**
- Copy of FoodSafe Level 1 Certification (if applicable)**



72<sup>nd</sup> Annual  
**Steveston Salmon Festival**  
 Saturday, July 1<sup>st</sup>, 2017

**TRADE SHOW APPLICATION 17**

Application Date: \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ Email: \_\_\_\_\_

COMPANY \_\_\_\_\_ Website: \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY/PC \_\_\_\_\_

Phone: \_\_\_\_\_ Alt. Phone: \_\_\_\_\_

July 1 contact name/phone: \_\_\_\_\_

Products &/or Services to be exhibited: (please provide a complete list – attach a separate sheet if necessary)

**INSIDE EXHIBIT BOOTH** (10' wide x 8' deep) includes 8' high back-wall drapes, 3' high sidewall drapes, 1 – 6'x 2' skirted table, 2 folding chairs, 1 – 600 watt power service, 1 – 150 watt light.

<input type="checkbox"/> Middle Single booth \$300.00	Inside Exhibit Booth	\$ _____
<input type="checkbox"/> Corner Single booth \$360.00	Extra table	\$ _____
<input type="checkbox"/> Double booth \$600.00	sub total	\$ _____
<input type="checkbox"/> Extra skirted table \$35.00		
	less 10% Early Bird discount (if paid by April 21 <sup>st</sup> )	\$ _____
	Add 5% GST	\$ _____
	GST#802333112 RT0001	
	<b>Total Inside Exhibit booth fee:</b>	<b>\$ _____</b>

**OUTSIDE EXHIBIT SPACE – SUBJECT TO AVAILABILITY – see item 2 rules & regulations.**

I am a returning exhibitor

I would like to be wait-listed. (Please indicate your requirements below should a space become available.)

<input type="checkbox"/> 10' X 10' space \$450.00	Outside Exhibit Space	\$ _____
<input type="checkbox"/> 20'w X 10'd space \$900.00	Optional power	\$ _____
<input type="checkbox"/> custom space \$4.50/sq.ft	subtotal	\$ _____
<input type="checkbox"/> 600 watt power \$25.00	less 10% Early Bird discount*	\$ _____
	Add 5% GST	\$ _____
	GST#802333112	
	<b>Total Outside Exhibit space fee:</b>	<b>\$ _____</b>

We understand that this application becomes a contract after approval by the Richmond Agricultural and Industrial Society.  
 I have read and understood the rules and regulations, and will share this information with my exhibit team.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

<i>Staff Use Only</i>		4925143
Date Application Received: _____	Received by: _____	Total Fees Due: \$ _____
Application Approved by: _____	<input type="checkbox"/> Applicant Notified Indoor Booth # _____	Outdoor Space _____