

## Exhibitor Guide 2024

### Signatures Butterdome Spring Craft Sale

Welcome to the Signatures family of shows! Thank you for joining us. Please take a moment to review this guide to ensure a successful show experience and to take advantage of advance pricing options.

### Show Details

Show Website	<a href="https://butterdome.com">https://butterdome.com</a>
Show Manager	Francine Leduc   <a href="mailto:fleduc@signatures.ca">fleduc@signatures.ca</a>
Show Location	University of Alberta   Butterdome 11440 – 87 Avenue NW Edmonton, AB   T6G 1C9

### Key Dates & Times

Thursday, May 2 <sup>nd</sup>	<b>NEW MOVE-IN TIME</b> – Start at 10am - Load-in until 6pm - set-up continues to 7pm Move-ins on Friday morning will not be permitted due to TV shoot.
Friday, May 3 <sup>rd</sup>	10 a.m. – 9 p.m.
Saturday, May 4 <sup>th</sup>	10 a.m. – 6 p.m.
Sunday, May 5 <sup>th</sup>	10 a.m. – 5 p.m.   <b>Load-out from 5 p.m. until 9 p.m.</b>

### Building Access Times for Exhibitors

Friday <u>ONLY</u>	8 a.m.
Saturday and Sunday	9 a.m.

### Admission Prices

General Admission \$8. | Senior (65+) \$6 | Free for ages 17 and under  
University of Alberta students with valid ONE card \$4  
50% off General Admission Friday after 5 p.m.  
Customers may pick up a FREE re-admission ticket at the show.

### Complimentary Tickets

All exhibitors are entitled to six (6) complimentary admission tickets to the show. You are encouraged to use these tickets as a marketing tool to promote attendance at the event by running giveaways on social media or through other channels. Complimentary tickets must be requested in advance, no later than **April 18<sup>th</sup>, 2024** using this [link](#). Should additional tickets be required, these can be purchased in advance or onsite for 50% off the regular sale price.

### Scam/Phishing Emails

Beware of fraudulent emails falsely associated with Signatures Shows. These scams often request urgent information, offer the likes of attendee lists, exhibitor directory listings or travel/accommodation discounts and include suspicious links. Official event communications will only be sent from @signatures.ca domains. If you receive a suspicious email or are unsure whether a message is legitimate, please contact [info@signatures.ca](mailto:info@signatures.ca) for verification.

## *Show Suppliers*

Global Convention Services – Display/Electrical – Please use the order form found in the Exhibitor Resources area if you require additional display equipment. Please note that post and crossbars are not supplied on the open corner – these must be rented from Global Convention Services.

Recall Trade Show Logistics – Shipping – [rmccall@rogers.com](mailto:rmccall@rogers.com) – 416.509.6103

## ***\*Butterdome Only\* Booth Numbers***

Booth numbers are **not** provided in advance of load-in. You will receive your booth number on set-up day after completing the load-in procedure outlined in the ‘Load-In/Load-Out’ section below. You are not required to provide a booth number to suppliers for advanced ordering as we will be supplying this information to them.

## *Parking Info*

University of Alberta Parking Services is responsible for all parking areas around the Butterdome; all parking is available on a first-come, first-served basis. Multi-day parking passes are **not** available. Varsity Parking is exclusively reserved for oversized vehicles and vehicles with trailers; all other vehicles will be refused. Please review the [Parking Info Sheet](#) for complete details.

## *Load-In/Load-Out*

For exhibitors bringing their own goods to the show, we will email you a load-in pass in advance of load-in. This pass must be printed and placed on the dash of your vehicle when you arrive onsite.

## *Load-In Steps*

- Upon arrival onsite, proceed to the west load-in doors of the Butterdome building.
- Unload your vehicle in the loading area as quickly as possible and move your vehicle to the parking area.
- Once your vehicle is moved, an attendant will give you a [ticket](#) to receive your booth number. **Booth numbers will not be given out without the ticket.**
- Proceed to the registration desk with your ticket and collect your exhibitor badges and booth number.
- Dolly your goods to your booth and unload the dolly immediately. **Do not take more than one (1) show dolly or remove a dolly from circulation by leaving your goods on it.**
- Return the dolly to the load-in area and proceed with your booth set up.
- Proceed with your booth set up.

**Note:** If your booth needs to be set-up in stages, you [must](#) unload your show dolly, return it to the loading area where others may use it while you work. When you are ready to unload more material from your vehicle, you may take another dolly.

Please notify us if, for any reason, you will not be arriving by 5 p.m. during load-in. Any booths remaining empty by 6 p.m. on set-up day will be reassigned at the discretion of show management and booth fees forfeited. Ensure you allow yourself enough time to complete your booth display by 8 p.m. on Thursday. [Friday morning load-ins/set ups will not be permitted.](#)

**For exhibitors shipping their goods and/or display to the show,** you may arrive any time after 10 a.m. during load-in to set-up your booth. Your crates and/or pallets will be moved to the storage areas by our staff at the conclusion of set-up. Please review the [Shipping Information Sheet](#) for helpful information regarding shipping.

## *Re-stocking*

You may re-stock daily before the show opens to the public (see 'Building Access Times for Exhibitors' on pg. 1). The building can be accessed through the West load-in doors and exhibitors will have until fifteen (15) minutes prior to show opening each day to complete their re-stock.

## *Load-Out Steps*

Your booth tear-down begins after the show closing announcement at 5 p.m. on Sunday.

- Dismantle your display completely in your booth space, pack your goods for transport and leave them in your booth. **Do not take a show dolly to tear down on.**
- Bring your vehicle to the west loading doors. Please note there may be a wait to access the loading area.
- Once at the loading doors, take a dolly, go to your booth and load your goods.
- Load your vehicle as quickly as possible.
- Return the dolly and move your vehicle away from the load-out doors.

We strongly recommend bringing your own dolly or cart as this will help speed up the load in/out process.

**IMPORTANT** - Children under the age of 15 are not permitted in the exhibit hall during load-in/out for liability and safety reasons. We will be enforcing this rule - plan for childcare in advance.

## *Deliveries at the Show*

If you have parcels or deliveries expected during the show, we recommend you have these sent to your hotel (indicate Guest and Room #) or pick them up yourself at the shipper/courier's office. Please refer to [Shipping Information Sheet](#) for complete details.

## *Booth Display Requirements*

Your booth includes 8' black drape on the back and side(s) and 750 watts of electricity. You must bring or rent your own display equipment, extra crossbars, floor covering and lights as necessary for your booth display.

**Tables and chairs** are not included with your booth. Tabletop displays that do not incorporate a design element are not permitted. Display equipment is available for rent from [Global Convention Services](#).

**Floor covering** is not required within your booth area. If you have a floor covering, this should be adhered to the show floor with a high-adhesion, double-sided cloth tape common to trade shows which leaves almost no residue. **The use of duct tape is not permitted.** You may rent floor coverings from [Global Convention Services](#).

**Booth draping** is provided. Fire-resistant black drape is 8' high on all sides (back and two sides, or one side for corner booths). Booth draping can be integrated into your display but must not be considered the main element.

**Crossbars** holding the draping are non-weight-bearing and therefore cannot be used as supports for hard walls, grids, or shelving. Lightweight items may be hung from the crossbars with S-Hooks. You may rent additional crossbars to mount lighting or different colour drape from [Global Convention Services](#).

**Signage** is required to identify your company, and your booth number sign (provided by show management) must be visible. All signs in your booth must be professional in appearance and cannot exceed 8' in height. Handwritten or fluorescent signs are not acceptable.

**Lighting** is required as the overhead lighting will be at a low level. You may bring your own or rent lighting from [Global Convention Services](#) to ensure your display is sufficiently lit to display and showcase your products. It is better to prepare to have a lot of lights than not enough.

Exhibitors with hard wall displays, grid displays, or an assortment of tables in their display, please be aware that the inside dimensions of the booths are smaller than the assigned display space to accommodate the posts, crossbars, and electrical cables that measure approximately 3" in diameter.

Contracted Size	Actual Size
10' x 10'	9'9" deep x 9'9" wide
10' x 15'	9'9" deep x 14'9" wide
10' x 20'	9'9" deep x 19'9" wide

**IMPORTANT** - Display equipment such as racks, stools or chairs, desks, hangers, etc. may not protrude into an aisle. This is a fire code violation which can impede traffic flow and cause corresponding safety concerns. Displays or signage within a booth cannot be taller than 8'. If you are unsure whether your display meets our requirements, please ask us and we will be happy to review and provide feedback.

## Storage

Storage space for overstock is limited so plan to incorporate storage within your booth space or restock in the mornings. Please remove empty plastic packing bins or boxes to your vehicles or trailers for storage. Fire panels, pull stations, and fire exits must never be blocked or impeded by storage. Empty boxes are not permitted in storage areas as they present a fire hazard.

Booths around the perimeter have paid for dedicated storage up to 5' directly behind their booths. Other exhibitors may not store any goods or materials behind these perimeter storage booths. **Exhibitor goods are not permitted to be placed in storage areas on show dollies or carts.**

## Security

Security controls are in place to prevent thefts during set-up, show hours, and overnight, but we require full cooperation from all exhibitors. The following guidelines should be always observed, including during load-in & load-out:

- Keep your booth always attended.
- Always wear your exhibitor badge.
- If you have any problems, or observe any unusual activity, please make us aware of it immediately.
- Non-exhibitors are not allowed in storage areas at any time or for any reason.
- Do not leave any valuables or cash in your booth unattended during the show or overnight.
- Place a night sheet or another form of barrier, such as netting, on the entrance to your booth overnight.
- Stay in your booth for a few minutes after the show closes each night to allow time for all customers to leave the hall. The hall must be vacated no later than 30 minutes after closing each night.

Signatures cannot assume responsibility for any losses incurred from shoplifting, pilferage, or any other causes. We reserve the right to inspect any box or crate that is removed from the exhibit hall.

## *Conduct*

Show etiquette requires that you conduct your business solely within your booth space with no disruption to your neighbouring exhibitors. If you wish to display or distribute flyers not directly related to your craft, prior permission from show management is required.

The price of work for sale must not be altered or changed during the show. “Reduced Price”, “Sale”, “Show Special”, two-tier pricing (e.g. ~~\$30.00~~ \$25.00 on price tag/ticket), or other signs of this nature are not permitted. Video displays, music, or other attention-grabbing devices require prior authorization for their use by show management.

## *Photography*

Photography of another artisan’s booth or work is not allowed unless you have their permission to do so. Customers must also acquire your consent prior to taking any photos. If you observe anyone taking photos of your work without your permission, please inform show management. Accredited media personnel and show staff are permitted to shoot videos and take photos for promotional purposes.

## *Exhibitor Services*

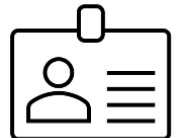
Exhibitors enjoy complimentary material handling for shipments through Recall Trade Show Logistics, discounted hotel rates and free listing on our show website with a product image (if provided). **Note: Any requests for changes to web gallery listings must be received, no later than, 30 days before the show.**

## *Customer Services*

Show customers enjoy free re-admission for the duration of the show, onsite ATMs and an onsite concession.

## *Exhibitor Identification*

Each booth receives up to four (4) Exhibitor Badges containing the name of the artisan/staff and their company. Additional badges can be purchased for \$10.00/each. Badges are only for people working in your booth and must be worn at all times during show hours. Blank badges with only a company name will not be printed.



Please order your badges for the show using this [online order form](#) by **April 18<sup>th</sup>, 2024**. Additional badges will not be available on site and badges are not transferable.

## *Communications*

Free Wi-Fi is available at the Butterdome. Connect to the **Guest@U of A** network and agree to the terms. Please note this is an unsecured network. For exhibitors who process credit card or debit card sales through smart phones or tablets, please ensure to bring all required POS hardware.

## **Regulations/Insurance**

### *Fire Regulations*

The Butterdome, in accordance with the Alberta Fire Safety Code requires that all decorations and material for display are flameproof. This law does not apply to your work. An inspector will be visiting every booth on set-up day to conduct fire tests on all display materials.

It is recommended that you test all your materials prior to arrival for set-up. Hold a flame to a sample of the material for 12 seconds; if it burns for more than 2 seconds after you remove the flame, it is not acceptable.

Flame proofing should be done well in advance of the show as materials may require more than one application and will require drying time for maximum absorption. Some facilities require proof of flame proofing, please bring your documentation with you. There are products available in spray or liquid applications at retail stores such as Home Hardware, Lowes & Canadian Tire.

## *Electrical*

Each booth is supplied with 750 watts of electrical power. Power is supplied to individual booths through the installation of a single shared outlet – one plug-in per booth. Bring a power bar, or more if required, for power distribution within your booth. Extension cords must be grounded with three prong plugs. Any electrical product used in your display or being sold by you (e.g. lamps, etc.) must be CSA-approved and have a CSA sticker or stamp.

The overhead lighting in the hall is fluorescent and cannot be adjusted. We encourage you to have your own lighting to complement your products. Displays should be designed so that the lights are mounted securely on a non-conductive material (i.e. e.g. wood or rubber) and are aimed away from draped curtains. Metal clamp-on lamp holders cannot be mounted directly on the metal tubes used in the construction of the display booths.

The use of small appliances such as kettles, irons, portable heaters, or microwave ovens is not permitted in your booth unless additional power is purchased from [Global Convention Services](#).

## *Exhibitor Regulations*

You may only display and sell the products outlined in your contract. The addition of non-juried products, other artisans' work, or commercial products will result in termination of your participation. ***Jewellery products in non-jewellery booths and brand merchandise are not permitted, unless specifically indicated in your contract.***

Your display may not exceed its assigned size or infringe on another artisan's display. You may not conduct business in the aisles or use attention-grabbing devices/methods to draw customers in your booth.

## *Gourmet Food*

Food exhibitors must comply with all federal, provincial, and municipal public health guidelines as well as package-labelling and facility regulations in accordance with Health Canada. All exhibitors with food products must complete the [Alberta Health Services Food Vendor Notification Form](#) and email it to [info@signatures.ca](mailto:info@signatures.ca) no later than **April 2<sup>nd</sup>, 2024**.

All food sampling must take place within your assigned booth space and must have clear ingredient labels with allergen alerts posted.

## *Body Care*

For the health and safety of our attending customers and other participating artisans, soaps, bath bombs, and other heavily scented products must be wrapped and/or tightly contained for display.

## *Insurance*

Liability insurance (minimum of \$5,000,000 coverage) is required. We recommend contacting your regular insurance provider first to provide coverage. If they are unable to provide coverage for the event, there are insurers specializing in trade show insurance. Signatures does not endorse any insurance provider, but information on these insurers is widely available online.

## Hotel Info

We have negotiated reduced rates for our exhibitors at the hotel listed below. Identify yourself as a Signatures Butterdome Spring Craft Sale participant to receive the discounted rate (subject to availability). After the reservation deadline, the rate may still be offered subject to availability and at the hotel's discretion.

**Campus Tower Suite Hotel** – 11145 87 Avenue, Edmonton, AB, T6J 0Y1 | [780.431.4554](tel:780.431.4554)

The hotel offers discounted parking\*, complimentary wi-fi and is within walking distance of the Butterdome.

*\*Vehicles over 6ft will NOT fit in the attached garage*

**Group Code:** **ACT-GFC4261**

**Rates:** Starting at \$135.00/night for a Junior Suite with full kitchenette. One and two bedroom suites also available.

All rates are based on single or double occupancy and exclude taxes.

**Reservations:** Book online [here](#) or call the hotel to make your reservation.

**Deadline:** **April 10<sup>th</sup>, 2024**

## Checklist

- [Ordered Exhibitor Identification Badges](#) - (Deadline: April 18<sup>th</sup>, 2024)
- Made hotel reservations - (Deadline: April 10<sup>th</sup>, 2024)
- [Ordered complimentary show tickets](#) - (Deadline: April 18<sup>th</sup>, 2024)
- Ordered extra power from [EY Centre Electrical Services](#) (if required)
- Hired staff to help (if required)
- Arranged for the shipment of goods (refer to [Shipping Information Sheet](#))
- Arranged for insurance coverage
- Fireproofed materials used in display
- Ordered additional display materials from [Global Convention Services](#). (if required)
- Promoted your participation on social media
- Food vendors – Completed the [Alberta Health Services Food Vendor Notification Form](#)

