

Electrical Learning Exp



EDMONTON 2020 March 25

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**Edmonton Alberta
March 25, 2020**

Edmonton River Cree
The Venue
300 East Lapotac Blvd
Enoch, AB
T7X 3Y3



26th Annual

ELECTRICAL LEARNING EXPO

Edmonton Electrical Learning EXPO
March 25, 2020
The Venue
300 East Lapotac Blvd., Edmonton, AB T7X 3Y3

The Electrical Learning EXPO provides all companies with an opportunity to show **New Products, New Services, New Innovations**, and give **Presentations & Demonstrations** to a captive, educated audience.

The Electrical Learning EXPO offers attendees an unmatched opportunity to gain knowledge of your products and services. One enhancement after another presents a fresh new look at the endless process of finding new customers.

The Alberta Electrical Alliance has put a great deal of effort into providing a true educational focus. The Electrical Learning EXPO attracts the attendees & decision makers you expect to see. Your experience at the EXPO will be uniquely enriched by the highly productive environment.

Give yourself the **professional advantage** and sign up for your exhibit space today!

Who are the EXPO attendees?

- electrical contractors
- maintenance supervisors
- lighting design consultants
- industrial electricians
- electrical inspectors
- consulting engineers
- architects
- distributors
- utility personnel, energy retailers
- and many other industry professionals

You'll Receive All These Benefits:

- Complimentary company listing in AEA's PowerUP e-newsletter, website, and all promotional material
- Veteran exhibitors & AEA members receive priority consideration for booth location
- AEA members receive discounted rates
- All booths include everything no extra costs..no extra planning
- Promotion of your participation is sent in attendee confirmation emails
- Opportunity to participate in the presentation area
- Opportunity to demonstrate your New product in front of a captive audience
- Detailed and **accurate** company listing of all attendees



Electrical Learning Exp



Booth Includes

- 8' high backwall drapery
- 4' high sidewall drapery
- 1 – skirted table (4,6 or 8)*
- order your table preference*

Superior Show Service. is the official show contractor. Order online www.superiorshow.com - choose "Alberta Electrical Alliance" Username: abelectric password: 322017 or Phone 1-888-417-4449

YOU... **will be responsible for ordering your size of table (4,6,8). If you require electrical and additional carpet.

10x10 Booth Prices

AEA Members		Non Member	
1 Booth	\$885 each		\$995 each
multi Booths	\$825 each		\$995 each

*Booth Rates do not include GST

Exhibitor Schedule

Set-up

Tuesday, March 24, 2020

12:00 noon – 8:00 pm

**All Exhibitors must be set up March 24, 2020 or give me notice to when you will be setting up.

Show Hours

Wednesday, March 25, 2020

10 am – 5 pm

Seminars Hours

Wednesday, March 25, 2020

10 am – 5 pm

Take down

Wednesday, March 25, 2020

5:01 pm – 12:00 pm

Expo Location

The Venue – River Cree Resort

300 Lapotac Blvd,

Edmonton, Alberta T7X 3Y3

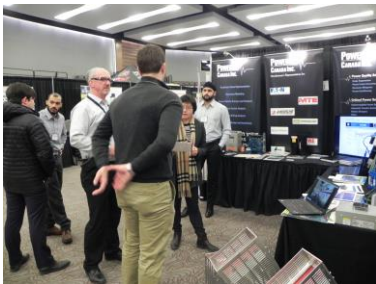
<https://www.rivercree resort.com/>

room rates are set for exhibitors \$? King & Queen

Cut off is

Feb 25.

www.albertaelectricalalliance.com



Main CONTACT

Alberta Electrical Alliance



Tara Ternes

Phone (403) 280-6744 (234)

Toll Free (800) 642-5508

E-mail info@albertaelec.com



Exhibitors Agreement



Please Print

contact name(s) _____ title _____

company _____

address _____

city _____ province _____ postal code _____

phone _____ ext. _____ fax _____ other contact # _____

www. _____

e-mail _____

I, a duly authorized representative of the organization listed above, **agree to all Rules and Regulations** contained in this agreement.

Signature Required _____ Date _____

SPACE SELECTION

If the company listed above is a non-member of the Alberta Electrical Alliance, refer to the non-member rates .

Member Rates

Booth 1 only - \$ 885 each ; + Addition Booths - \$825 each

Non-Member Rates

Booth \$985 each

Add Alberta Electrical Alliance Annual Membership Fee to the total. Please check the box Corporate \$500 (Provincial includes all divisions and people) or Individual \$175 (incl. 1 only)

Number of booths required _____ x \$ _____ + member fee + GST = \$ _____ Total Amount Due

BOOTH LOCATION

Please indicate four different location choices. Exhibit space is reserved on a first come, first served basis. AEA members and veteran exhibitors will receive priority. Every effort will be made to accommodate your preference(s).

1. _____ 2. _____ 3. _____ 4. _____

We desire booth separation from:

1. _____ 2. _____
3. _____ 4. _____

INSTRUCTIONS TO VALIDATE AGREEMENT

1. Attach a cheque, payable to Alberta Electrical Alliance for the full amount of your request exhibit space.
2. GST #13974558
3. Failing to make payment forfeits your right to exhibit.
4. Payments also can be made AEA's online store: <https://squareup.com/store/alberta-electrical-association>
5. Return this completed form and payment to Alberta Electrical Alliance.
Box 80091, Downtown P.O.
Airdrie, AB T4B 2V8

6. The AEA accepts AMEX, Visa & MasterCard, if you wish to use this as your method of payment please fill out the following; Credit Card # _____ Expiration Date _____ 3 digit Code _____
Name on Card _____ Signature _____ to authorize AEA to charge account.



Rules and Regulations

Please read these rules and regulations as this is part of the **Exhibitors Agreement** that you must sign and agree to. This section contains information you must know and agree to.

1. RULES AND REGULATIONS

These rules and regulations have been developed for the purpose of providing a well-balanced, well-regulated, attractive and successful Expo. The Alberta Electrical Alliance (AEA) shall have the authority to interpret the regulations and amend them to be in the best interest of the entire exhibition. It is the responsibility of the Exhibitor (and/or designated representatives) to be familiar with the rules and regulations of the Electrical Learning EXPO.

2. CONTRACT FOR EXHIBIT SPACE AND DISPLAY

Exhibitors are required to sign the contract and list the nature of the display. Independent sales agencies who are members of the AEA may display products of manufacturers who are not members of the League at the member rate. Exhibitors are not permitted to display merchandise for more than **two** manufacturers per booth. AEA must have written confirmation of ALL manufacturers occupying booth space. If AEA has no written confirmation AEA will decline their participation. AEA reserves the absolute right to decline any application for space if in AEA's judgment, the products or services to be shown or demonstrated are unrelated, not compatible with or detrimental to the educational character and objectives of the EXPO or the AEA's purpose. In the event the contract is not accepted, all monies received for the contract will be returned.

The order for booths, assignment of space, and the full payment of rental charge, constitutes a contract or rental of the space assigned. Exhibitor failing to occupy space is **NOT** relieved of the obligation to pay the full rental price.

No exhibit booth may block another exhibitor's view down the aisle. Exhibitors that are not in compliance during the EXPO, will be required to disassemble the section(s) in order to comply.

3. ASSIGNMENT OF SPACE

Allocation of available space will be made first come, first served based on size of space. Veteran exhibitors and members will receive priority. AEA reserves the right to make final space assignment or change the space assignment after the acceptance of the application, should it be in the best interest of the show. The floor plan is subject to change without notice.

4. PAYMENT OF SPACE

Contracts must be accompanied by the Full payment on or before February 15, 2020. Exhibitors failing to make the final payment for their exhibit space as scheduled, shall forfeit their right to participate as an exhibitor. The cost 1 booth is \$885, multiple booth purchased \$825 each, for AEA members, and for non-members \$985. above prices do not include GST.

5. CANCELLATION OR WITHDRAWAL

Upon giving written notice, an Exhibitor may cancel or withdraw from the EXPO prior to February 8, 2020, a full refund will be given approximately 30 days after the show closes. After February 8, 2020, **NO** refund will be given. In the event all canceled spaces are re-sold and the entire EXPO is sold out, AEA will refund 50% of the monies received for the exhibit space canceled.

6. CONTINGENCIES

The AEA reserves the right, for any reason, to terminate the EXPO. In the event of such termination, the Exhibitor waives any and all damages and claims for damages and agrees that the sole liability of AEA shall be to return the Exhibitor's rental payment.

7. EXHIBITOR'S REPRESENTATIVE

Exhibitor agrees to notify AEA immediately of any change in its official representative. At least **one** person must be in the Exhibit Booth during **all** hours the EXPO is open. Exhibitor agrees not to assign or sublet the whole or any portion of the rented space covered by this contract. No two companies can share a single booth without prior approval by AEA. Exhibitors with NON approved products will be asked to take down their booth immediately with no refund.

8. LOSSES

The AEA shall in no way be liable, nor be required to maintain insurance for damage or loss, regardless of the situation, either to person or property, sustained by the Exhibitor and/or employees or representatives. Insurance, if desired, must be obtained at the Exhibitors own expense. Security guard will be hired the day before the show.

9. EXPO INFORMATION

Set-up may begin 12:00 noon on Tuesday, March 24, 2020, **and must be completed by 8:00 pm that evening.** The EXPO will officially open at 10 am and will close 5 pm on March 25, 2020. Exhibits must be removed by 12:00 pm March 25, 2020.

The **SHIPPING LOCATION** of the EXPO is **The Venue** –River Cree Resort – 300 Lapotac Blvd. – Edmonton, Alberta T7X 3Y3.

Presentation will start ? am, information will be given upon completion and committee approval.

10. MISCELLANEOUS REGULATIONS

Exhibitors shall not foster or conduct outside activities, which would take qualified attendees from the conference functions, and/or Exposition during scheduled hours.

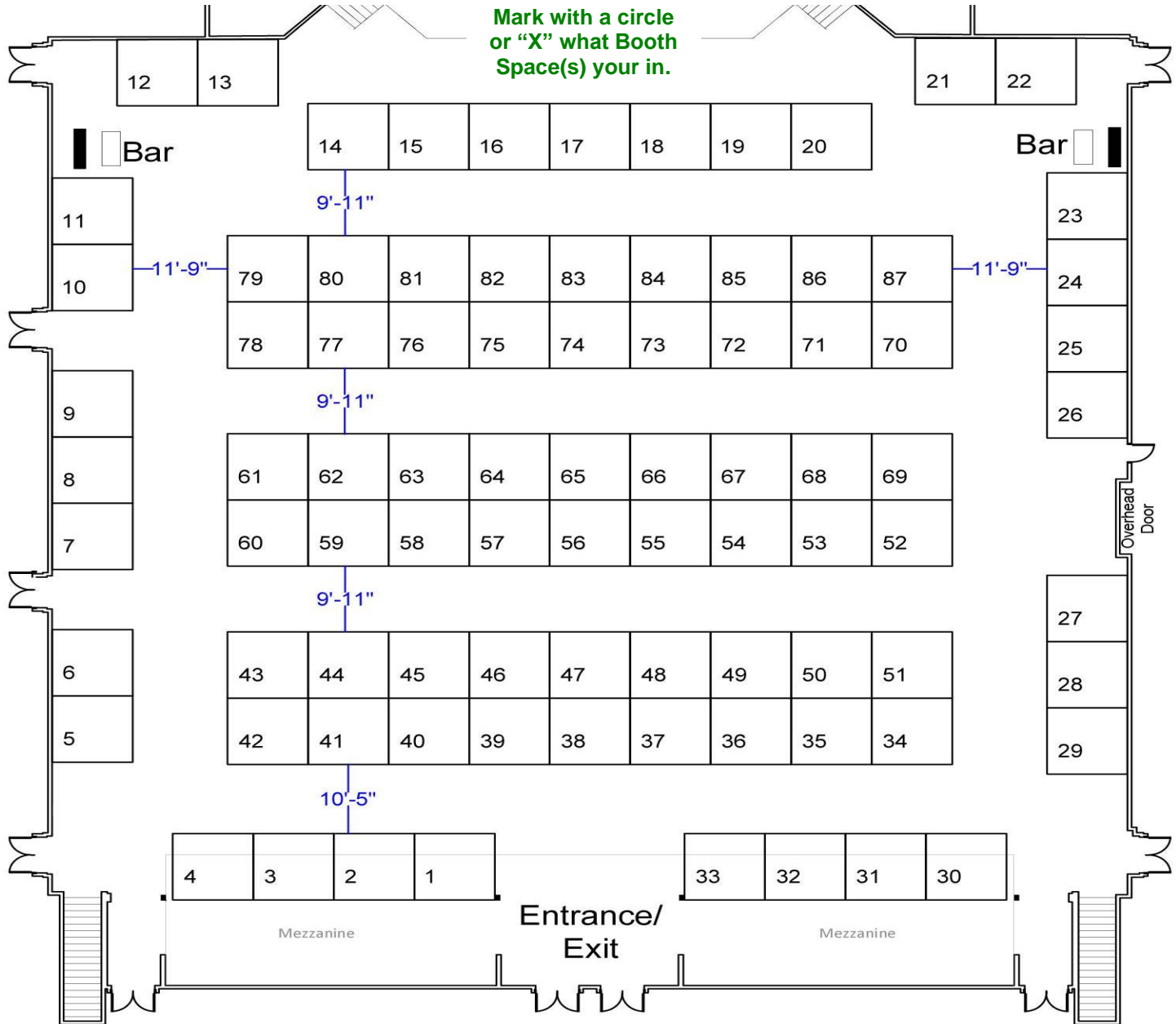
11. CONTACT

Should you require further information, please contact Tara Ternes at the AEA office. Phone (403) 280-6744 (234), Toll Free 1-800-642-5508, E-mail info@albertaelec.com.



Edmonton

The Venue – River Cree Resort
 300 Lapotac Blvd.
 Edmonton, AB T7X 3Y3



Set Up
 March 24 Tuesday
 12 Noon – 8:00pm

Show Hours
 March 25 Wednesday
 10am – 5 pm

Take Down
 March 25 Wednesday
 5:01 pm – 12:00 pm

Make sure you make your own shipping arrangements for your stuff to get out



Promote

by Presenting New technology New innovations

Maximize your visibility by placing your company in the spotlight and reserving quality presentation time. Plan to present your company's expertise in the latest technology to the EXPO's participants. Presentation times and content will be reserved by the planning committee.

Advantages:

- Captive audience.
- Your Company advertised specifically in **ALL** promotional material & On-line.
- Elevate your company's exposure giving you a direct selling advantage.
- Drive people to your booth by being the educated expert.

Sign up for your exhibit space early and have the prime time for your presentation. Email the required criteria to info@albertaelec.com to the AEA office. The Planning Committee will review this form, and notices will be sent out with regards to your application. Give enough information so that the committee can make an informed decision based on your application.



Exhibitors interested in maximizing their visibility have the opportunity to schedule a Presentation. Place your company in the spotlight by reserving quality time. Prove your company's a leader in the industry by presenting the latest technology to the EXPO's participants. Presentation times will be reserved on a first come, first served basis. All Presentations will be listed in all promotional material. It drives people to your booth and informs them of much more then they can get by just taking a quick stop in your exhibit.

Presentation Guidelines:

Presentation content is to be of a technical nature. A presenter must be an exhibitor at the Electrical Learning EXPO. Any reference to a specific product shall be for clarification of a technical point only. Only literature pertinent to the presentation may be distributed i.e. technical paper. No sales brochures may be distributed at or near the seminar room.

Please provide as much notice as possible of any changes or cancellations regarding your presentation. There is no charge to the presenter / exhibitor or to the attendee for these seminars. It is your responsibility as well, as a presenter to promote attendance to your customers and intended audience.

Criteria for submissions:

1. **Company** _____ **Contact Person(s)** _____
2. **Title:** (This will likely be used in the promotional materials if the seminar is chosen. Consider a title that will catch an audience's attention)
3. **Presentation synopsis:** 4 - 5 sentence synopsis of the proposed presentation.
4. **Special Requirements** i.e. AV Equipment etc. (LCD projector will be supplied, bring your own laptop).



Main Office: 8599 - 111 Street, Fort Saskatchewan, AB. T8L 4S1
Airdrie Branch: #109, 18 Highland Park Way NE, Airdrie, AB.T4A 2L5
info@superiorshow.com

Alberta Electrical Alliance
March 25,2020
The Venue – River Cree Resort
Edmonton, Alberta

Welcome to the **Alberta Electrical Alliance**. As the official show contractor, we look forward to working with you at this event and want your experience to be as positive as possible. To assist in planning your space, we have created this exhibitor package with order forms showing available rental equipment, **electrical**, and services.

A standard Exhibit Booth will include the following;

- 8' High backwall drape
- 4' High sidewall drape
- 1- 8' decorated table

Your exhibit space includes 1- 8' decorated table. If you wish to change your table size, please indicate your preference below and return to our office. Table changes not ordered before **March 12, 2019** are subject to a fee. Please see display rental form for pricing.

Company Name _____ Booth # _____ No Table 6 Ft. 4ft.

If you require electrical services, it is important that we receive your order early.

Advanced Pricing Deadline

In order to receive advanced pricing, your order must be received with payment before **February 28, 2020**. All orders received after this date will be processed at regular rates. Don't miss out on the chance to order our rental equipment and services at a discounted rate. We also have show specials offering further discounts which are only available until the advanced price deadline.

Benefits of Pre-Ordering

- ✓ Save up to 30% off regular rates
- ✓ No need to wait in line onsite to order equipment
- ✓ Your rental equipment is in your booth when you arrive
- ✓ Ensure the equipment you want isn't sold out

Payment

All orders must be paid in full before delivery of equipment or services. Payment can be made by Visa or Mastercard.

Online Ordering

Please take a moment to create an account on our website at www.superiorshow.com. By setting up an account, you will be able to review order history, save favorite items, and autofill the billing information when placing orders.

To place your order using our online ordering system, please visit www.superiorshow.com

Event ID: **electrical**

Password: **31415**

After placing your order, you will be sent an email confirmation stating that your order was received.

If you have any questions or require personal assistance, please contact our office at your convenience and we will be pleased to help you.

Thank you,

Serving communities through Superior events

Tel: 780.992.0404 | Toll Free: 1.888.417.4449 | Fax: 780.992.0406 | www.superiorshow.com