

*Red Deer Sportsman
& Outdoor Adventure Show
44th Annual*

**February 26, 27, 28, 2010
Westerner Park**

Central Alberta's #1 Outdoor Sales Event

**DON'T
MISS
IT!**

BRING THE OUTDOORS INDOORS

The Red Deer Fish & Game Association (a non-profit conservation organization) has brought the Sportsman Show to Central Albertans for 43 years! The public can browse and buy your products; from hunting and fishing lodge vacations, houseboat rentals, camping to white water rafting, RV's, boats, ATV's, motorcycles, hunting and fishing accessories, taxidermy, outdoor art, and golfing.

IN FACT, IF IT'S OUTDOOR ORIENTED, WE'LL HAVE IT THERE!

WINTER DOLDRUMS

Those who enjoy the great outdoors have found the winter long and are starting to make their summer plans. Now is the ideal time to get a head start on summer sales, launch spring and summer campaigns or show new products. There will be demonstrations and outdoor seminars!

WE'LL BRING THE PUBLIC INTO THE SHOW, THE REST IS UP TO YOU!

WE'LL DO THIS!

Our extensive advertising throughout Central Alberta will cover the electronic and print media. We will give you ample time to move in, help with special equipment – if you need it – to set up your display, make arrangements for any necessary storage. Have available more electrical services and carpet/furniture rentals from GES (403) 347-7144 and security Friday and Saturday nights.

SEND US YOUR EXHIBITOR APPLICATION NOW!

An Affiliate of the Red Deer Fish & Game Association

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& Outdoor Adventure Show
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2010

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Westerner Park**

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**CENTRAL ALBERTA'S
#1 OUTDOORS
SALES EVENT**

JEFF CHOCHOLACEK

Cell (403) 505-1656 • Phone (403) 346-1873 • Fax (403) 347-3059
email: hobicat@telus.net

**RED DEER SPORTSMAN & OUTDOOR ADVENTURE SHOW
BOX 2
RED DEER, ALBERTA T4N 5E7**

TYPE OF EXHIBIT SPACE

BOOTH SPACE

- 10X10 BOOTH SPACE \$350.00 + GST:**
 8 Foot Back Curtain - 4 Foot Side Curtain
 1 - 8 Foot Skirted Table and 2 Chairs
 1 - Electric Duplex Box
 3 Exhibitor Working Passes
 2 - 10' x 10' (\$595.00 + GST)

20X20 BOOTH SPACE \$750.00 + GST:

- 1 - 8 Foot Skirted Table and 2 Chairs
 4 Foot Curtain Where Applicable
 4 Exhibitor Working Passes
 Power available through GES

600 SQUARE FEET \$1050.00 + GST:

- 1 - 8 foot Skirted Table and 2 Chairs
 4 Foot Curtain Where Applicable
 4 Exhibitor Working Passes
 Power available through GES

RED DEER SPORTSMAN & OUTDOOR ADVENTURE SHOW

February 26, 27, 28, 2010
 WESTERNER PARK

SHOW HOURS

Friday - 4 pm - 9 pm
 Saturday - 9 am - 7 pm
 Sunday - 9 am - 5 pm

SET UP TIME

Thursday - 8 am - 10 pm
 Friday - 8 am - 3 pm

MOVE-OUT

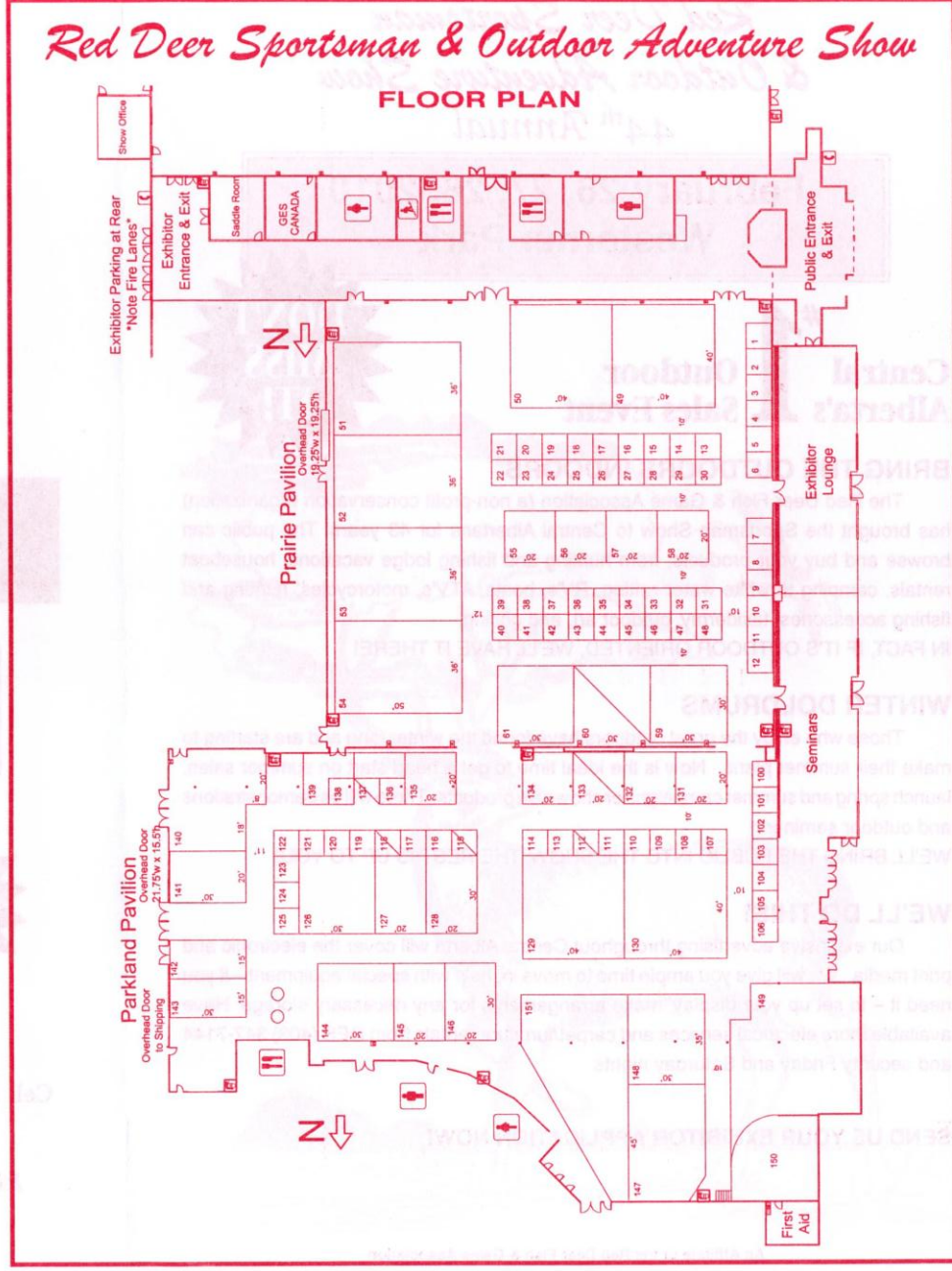
Sunday Evening

BULK SPACE OVER 900 SQUARE FEET

- \$1.50 PER SQUARE FOOT + GST**
 1 - 8 Foot Skirted Table and 2 Chairs
 6 Exhibitor Working Passes
 Power available through GES

GUEST PASSES AVAILABLE AT A \$7.00 CHARGE EACH.
 Night Security Friday and Saturday only.

ALL EXHIBIT SPACE MUST BE PAID IN FULL PRIOR TO SHOW DATES (see contract)





Red Deer Sportsman & Outdoor Adventure Show

February 26-28
2010

P.O. BOX 2, RED DEER, ALBERTA T4N 5E7
44th ANNUAL

SPACE APPLICATION/CONTRACT WESTERNER PARK

COMPANY: _____
 ADDRESS: _____ CITY: _____
 PROV./STATE: _____ POSTAL CODE: _____
 CONTACT NAME: _____ TELEPHONE: (____) _____
 FAX: (____) _____ E-MAIL: _____

BOOTH SPACE: (10 X 10) \$350.00 + GST BOOTH NUMBER(S) _____
 BOOTH SPACE: 2 - (10 X 10) \$595.00 + GST BOOTH NUMBER(S) _____
 BOOTH SPACE: (20 X 20) \$750.00 + GST BOOTH NUMBER(S) _____ POWER: No _____ Yes _____
 BOOTH SPACE: (600 sq. ft.) \$1050.00 + GST BOOTH NUMBER(S) _____ POWER: No _____ Yes _____
 BOOTH SPACE: (Bulk) \$1.50 per sq. ft. + GST BOOTH NUMBER(S) _____ POWER: No _____ Yes _____

EXHIBIT DESCRIPTION: Please supply a specific description of the products/services you wish to display in your booth. This includes raffles, draws and contests. Note: No food vendors allowed at any Westerner Park shows. Certain packaged food booths will be permitted only with prior approval of Westerner Park and Red Deer Sportsman Show. Food samples must not exceed 56 grams or 54 ml.

We agree to pay the RED DEER SPORTSMAN & OUTDOOR ADVENTURE SHOW (the licensor) the appropriate space rate, plus GST. We have read and understand the conditions of the application/contract on the reverse, and agree to abide by them. Faxed copies will be considered as original application/contract.

THIS APPLICATION MUST BE RETURNED WITH A DEPOSIT OF \$350.00 PLUS 5% GST
 We will endeavour to honour your choice of space, but final assignment will remain with the RED DEER SPORTSMAN & OUTDOOR ADVENTURE SHOW to create a more effective show.
BALANCE OF BOOTH COST MUST BE PAID IN FULL 30 DAYS PRIOR TO SHOW.
EXHIBITOR APPLICATIONS LESS THAN 30 DAYS PRIOR TO THE SHOW REQUIRE FULL PAYMENT.
ALL FORKLIFT WORK WILL BE BILLED DIRECTLY FROM THE WESTERNER TO THE EXHIBITOR.

EXHIBITOR AUTHORIZED SIGNATURE _____ PLEASE PRINT NAME _____

DATE / MONTH / YEAR _____

OFFICE USE ONLY			
Date Rec'd _____	_____	@ \$ _____	\$ _____
Space # _____	_____	GST _____	\$ _____
Rcpt # _____	Date _____	Amount \$ _____	TOTAL \$ _____
Rcpt # _____	Date _____	Amount \$ _____	DEPOSIT \$ _____
TOTAL \$ _____		BALANCE DUE _____	\$ _____

CONTRACT / SPACE APPLICATION

READ CAREFULLY – AVOID MISUNDERSTANDING

(NOTE: The words "Show" or "RDS&OAS" refer to the Red Deer Sportsman & Outdoor Adventure Show. "Show Management" refers to the Red Deer Fish & Game Association or RDF&GA, its agents or employees. "Exhibitors" refers to the applicant for exhibit space. "Westerner or Exhibit Facility" refers to the Red Deer Exhibition Association.)

These regulations have been established for the mutual benefit and protection of Exhibitors, Visitors and the RDF&GA. With such additions or changes as may be made from time to time, they are an integral part of the space application and thereby form a contract upon acceptance, to which the exhibitor agrees.

* Any exhibitor not moved out by Sunday will pay a \$500.00 late charge to Westerner Association or Red Deer Sportsman & Outdoor Adventure Show.

1. Days and hours for move-in, for exhibiting and for move-out are specified.
2. (a) Booth space or bulk space is contingent with a first-come, first served basis. Exhibitors agree to accept reassignment.
(b) RDS&OAS maintains the right to assign any space which will create a more effective show. Products or services which are not outdoor related will be limited at the RDS&OAS discretion.
(c) Exhibitor agrees there will be NO SUB-LETTING of their booth space.
3. Liability:
(a) Although security will be provided for the show Friday and Saturday nights neither Show Management nor the Westerner can or will be held responsible for damage to, loss or theft of property belonging to, or injury to, any exhibitor, his agents or employees. Each exhibitor is expected to carry his appropriate insurance. Upon signing contract, exhibitor is signing a release.
(b) Exhibitor agrees to indemnify the RDS&OAS for any and all damages to the Westerner's building and property.
(c) Exhibitor agrees to protect, save and hold the Red Deer Sportsman & Outdoor Adventure Show and Westerner harmless for any damages or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, its agents, employees or subcontractors.

4. Cancellation:

In the event this application is not accepted, space rental fees or deposits made to the Red Deer Sportsman & Outdoor Adventure Show will be returned. If after acceptance of the application by the show, no amount paid or payable by the exhibitor is refundable in the event the exhibitor does not use the reserved space. The Sportsman & Outdoor Adventure Show shall have full power in the interpretation and enforcement of all rules and regulations contained herein or otherwise and the power to make such amendments thereto and such further rules and regulations governing participation in the show as it shall consider necessary for the proper conduct of the show.

5. Restrictions:

- (a) EXHIBITOR PASSES MUST BE WORN TO ENTER THE SHOW. PLEASE USE EXHIBITOR ENTRANCE AT EAST GALLERY.
- (b) Exhibitors must remain within their own exhibit area in distributing literature, product samples or materials or demonstrating their products.
- (c) Exhibitors will not be admitted to the exhibit area more than 30 minutes before the Show opening and must vacate the building within 30 minutes of the Show closing, unless prior arrangements are made with the RDS&OAS.
6. Exhibitors must keep displays fully set up until 5pm Sunday.
7. All forklift work will be billed directly from the Westerner to the exhibitor.
8. I have read the full contract and agree to all the regulations of the Red Deer Sportsman & Outdoor Adventure Show and sign the contract of my own free will.