



**Vendor Village**  
**2019 Exhibitor Package**

# Vendor Village

## 2019 Exhibitor Package

### Event Background

The Edmonton Airshow was resurrected in 2015 to not only bring a major entertainment option to the Edmonton region, but to reinvigorate the aerospace, defense, transportation, and manufacturing sectors in Alberta.

Our 4 key pillars are:

#### Recruitment

- Canadian Forces and First Responders
- New industry
- New entrants into the job market
- Relocation of business to the Edmonton Region
- Major networking opportunities both locally and abroad

#### Retention

- Keep companies and employees in the region
- Provide a yearly market incentive for businesses to stay and expand

#### Rewards

- Employee/business top performers

#### Recognition

- Charitable contributions
- Business successes
- New acquisitions

### Key Demographics

#### Families

- Parents aged 30-45.
- Mom is the primary purchaser of tickets.
- Household income between 75K and 100K per year.
- Have children in the age range 4 – 14
- Interested in Outdoor Recreation, Camping, Music Festivals, Sporting Events.

#### Speed Demons

- Males aged 25-40.
- Income between 70K and 90K per year.
- Work in industry, development, management, engineering. More likely to have a ticketed trade.
- Interested in Beer, Rock Music, Car Racing, Extreme Sports, Aviation, Motocross.

# Vendor Village

## 2019 Exhibitor Package

### Key Demographics Geographic Area

As of 2018, approximately 75% of our attendees drive to the site from the metropolitan Edmonton area. The main thrust is from an area 50-60km from the city centre of Edmonton. Currently, we are exactly within the expected results of 90% of Airshows in North America.

### Event Line Up and Attendance

Our yearly attendance and highlights are as follows:

#### 2015

Inaugural show  
No jet teams  
~27,000

#### 2016

F-16 viper team  
CF-18 demo team  
3<sup>rd</sup> Battalion Princess Patricia's Light  
Infantry parachute drop  
Inclement weather  
~33,000

#### 2017

RCAF 431 Air Demonstration Squadron –  
Snowbirds  
deHavilland Vampire  
Erickson Warbird Collection  
Canadian Forces Skyhawks (army)  
~40,000

#### 2018

Heavy smoke from forest fires  
Acts could not fly in until the last minute  
Show was finally allowed to proceed at  
10am  
Highlights were the Air National Guard  
(Alaska) C-130J search and rescue, T-  
33, and the RCAF CT-142 "Gonzo"  
maritime surveillance trainer  
~12,500 – due to smoke and people  
cancelling for health reasons

#### 2019 (current year)

Return of the Snowbirds  
A-10C Thunderbolt II demonstration  
team and heritage flight  
CF-18 demo team (first year we've had  
both RCAF assets)  
Multiple warbirds planned  
Enlarged static display line  
Expected attendance ~55,000+

# Vendor Village

## 2019 Exhibitor Package

### Applicant Information

**Legal Business Name:** This is the name of the person or entity that will enter into the license agreement with Edmonton Airshow, if selected. If your company is not a legally registered company, please use your personal name.

**Operating Name:** This is the name that you do business as, and that appears on your exhibit.

**Contact Information:** Let us know how to best reach you. Please provide the contact person, phone number, email address, and website (if applicable). We will communicate with you at these addresses and mainly through email.

**GST Registration Number:** If you are a GST registrant, please indicate your valid and current GST registration number.

Upon the approval of this application by Edmonton Airshow, at its sole discretion, the applicant is hereby bound to the obligations contained within this document and the application form.

### Insurance Requirements

The Edmonton Airshow's number one priority is safety! Appropriate insurance is required to ensure the protection of all parties involved.

Licensees must have in force a minimum of:

1. Commercial General Liability (CGL) insurance with limits of not less than two million dollars (\$2,000,000.00) per occurrence, covering liabilities for bodily injury, personal injury, death and property damage including products and completed operations liability. The Edmonton Airshow may, in its sole discretion, request that you have in force CGL in excess of \$2,000,000, ranging from \$5,000,000, \$10,000,000 or other depending on the risk of your operations. This insurance shall name "Edmonton Airshow" as additional insureds.
2. Standard automobile insurance providing third party liability coverage for bodily injury and property damage insurance for limits of at least two million dollars (\$2,000,000.00), inclusive and in respect of any one claim for the injury to, or death of, one or more persons or damage to, or destruction of, property.

# Vendor Village

## 2019 Exhibitor Package

You must provide to Edmonton Airshow a certificate of insurance confirming that the minimum insurance is in place at the time of application or by no later than the **August 1** deadline.

Any additional insurance requirements will be conveyed to you and a reasonable deadline to provide certification of this insurance will be set.

### Vendor Village Space Allocation

Every effort will be made to accommodate requests for specific exhibit /concessionaire locations; however final placement will made be at the sole discretion of Edmonton Airshow. Edmonton Airshow reserves the right to relocate as required.

### Vendor Village Aesthetics and Requirements

- We require that you:
  - Display the exhibit in a professional manner and in good structural condition.
  - Maintain products presentable, clean and free of damage.
  - Have professionally created and clear signage (hand-written signs will not be permitted).
  - **NOTE – one professionally produced sign advising the name of your exhibit will be provided by the Edmonton Airshow.**
- All signage must be contained within the exhibit designated area and will be prohibited from being on the midway line.
- Be respectful of the other licensees by not encroaching on their space or blocking their sightlines.
- Keep the exhibit clean and free from packing boxes and papers.
- Utilize the waste management containers provided and ensure that no garbage is within or around their space or within their tents.
- Keep the exhibit fully stocked and staffed at all times during the hours of operation.
- Have staff that is alert and professional, and that maintain a professional appearance and attitude with guests at all times. Your staff is not permitted to work outside of their allocated exhibit space.
- Conspicuously display the permits required by any government agency.

***FOD (or flying object debris) is a major concern within the airport site and all exhibitors must be actively aware of any FOD potential. No handouts, giveaways are allowed without the prior consent in writing of Edmonton Airshow***

***For insurance, safety and liability reasons, the only tents allowed on site will be those erected by the Edmonton Airshow tent supplier.***

# Vendor Village

## 2019 Exhibitor Package

### Credentials & Parking

You will receive one (1) General Parking Pass and two (2) Credential passes per booth purchased. The complimentary parking pass will provide exhibitors access to the parking lot to the south of Gate 1.

If you need to purchase additional Accreditation passes, please add additional passes when filling out your application form.

Once on site, if you require additional Accreditation passes, please contact [Bryce Doherty on 780-263-3700](mailto:Bryce.Doherty@edmontonairshow.com)

### Vendor Credentials

If you are selected to operate an exhibit at this year's Airshow, each of your staff must have a valid Exhibitor Pass for each day that he or she is operating the exhibit.

Staff with an Exhibitor Pass may enter the Edmonton Airshow grounds prior to the Edmonton Airshow gates opening and must leave when Edmonton Airshow closes each day.

- You may choose to purchase additional 2-Day Accreditation Pass (\$20 per pass).

### Power

We are happy to provide generator power should you require it. Please advise us of your needs when you fill out the Application Form and we'll get back to you with costs (which are dependent on your power needs).

### Sales

Telus, Rogers and Bell are all accessible on the site (we have 4 towers surrounding our venue) and your POS machines will work with their 3G, 4G and 5G cellular networks.

### Additional Tables, Chairs and Linens

Should you require additional items for your exhibit, we are happy to provide you with your needs via our official supplier. Just let us know when you fill out your Application Form.

# Vendor Village

## 2019 Exhibitor Package

### Set Up

Set up for the event will be on FRIDAY AUGUST 16 between 9am and 3pm. During this time you will be able to drive your vehicle on site and park near your exhibit space.

### Strike Down

Strike down for the event will be on SUNDAY AUGUST 18 between 5pm and 6.30pm. During this time you will be able to drive your vehicle on site and park near your exhibit space.

SHOULD YOU NEED TO RESTOCK YOUR EXHIBIT DURING THE DAY PLEASE CONTACT BRYCE DOHERTY ON 780-263-3700.

We will have staff available to drive you to your vehicle via flatbed UTV. **We're here to help you so don't hesitate to ask!**

### For Fly In Exhibitors

Due to the vastly increased military presence and interest in this year's event, we will not be able to provide static line space for fly in exhibitors. We CAN however place your aircraft on the grassed area within the Vendor Village area (alongside your tent).

We will have tow vehicles on site to assist in placement of your aircraft.

### Key Contact

For further information please contact:

Bryce Doherty  
Vendor Village Co-ordinator  
Phone: 780-263-3700  
Email: [exhibits@rweevents.ca](mailto:exhibits@rweevents.ca)

# Vendor Village

## 2019 Exhibitor Package

### Application Form

(Send completed form to Bryce Doherty at [exhibits@rweevents.ca](mailto:exhibits@rweevents.ca))

First Name

Last Name

Company Legal Name

Operating As Name

Website

Email

Phone

Cell

GST Number

Description of exhibit including list of all items that will be sold or promoted onsite

Please advise the name that you wish to be displayed on the exhibit sign provided by Edmonton Airshow:

#### Tent Sizes

10' x 10' \$750.00 plus GST

10' x 20' \$1000.00 plus GST

20' x 20' \$1750.00 plus GST

#### Space Only (No Tent)

Please contact Bryce Doherty on **780-263-3700** to discuss your requirements and to receive a quote for space. A minimum of 1000 sq ft of space is required without a tent order.



# Vendor Village

## 2019 Exhibitor Package

### Power

Yes, I will need power.

I will need to plug in the following items:

---

### Additional Items

Yes, I will need extra tables, chairs etc.

I will need the following items:

---

Add \_\_\_\_\_ Parking Pass(es)- \$10

Add \_\_\_\_\_ Accreditation Pass(es) -\$20

### For Fly In Exhibitors

Indicate expected arrival date and time: \_\_\_\_\_

Aircraft Type: \_\_\_\_\_ Aircraft Identification: \_\_\_\_\_

***For insurance, safety and liability reasons, the only tents allowed on site will be those erected by the Edmonton Airshow tent supplier.  
NO POP UP TENTS WILL BE ALLOWED ON SITE.***