



**PONOKA TRADE FAIR**  
**APRIL 27 AND 28 2018**

**Ponoka and District Chamber of Commerce**  
 Box 4188, Ponoka, AB T4J 1R6 Phone (403) 783-3888 Fax (403) 783-3886  
 E-mail: chamberp@telus.net

**2018 TRADE SHOW REGISTRATION FORM & CONTRACT**

COMPANY NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY / TOWN \_\_\_\_\_ PROVINCE \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

PHONE # \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

FAX# \_\_\_\_\_ EMAIL \_\_\_\_\_

Number of booths required: \_\_\_\_\_

Please see floor plan for booth #

1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

	Ponoka Chamber Member	Non-Member	Total
1 <sup>st</sup> booth (10'X10')	\$395.00	\$495.00	_____
2 <sup>nd</sup> booth	\$285.00	\$285.00	_____
½ booth (5'X10')	\$225.00	\$275.00	_____
Extra tables	\$36.00 x # of tables		_____
Extra chairs	\$3.00 x # of chairs		_____
Carpeting	\$ 100.00 x # booths		_____
Passport Program	\$50.00		_____
Power (1 outlet)	\$45.00		_____
		<b>Sub-total</b>	_____
Less \$50.00 early bird discount*			_____

GST \_\_\_\_\_

TOTAL \_\_\_\_\_

\*All booths include one skirted table and two chairs. Additional items must be pre-ordered as on site requests are charged at a higher rate and are billed to vendor. Early bird discount must be registered with paid deposit by Feb. 14, 2018. There will be NO refund on deposits after March 14, 2018.

Please indicate whether you would like to participate in the Vendor Spotlight.:

Vendor Spotlight - Yes No

Additional vendor spotlights if available. – Yes No

\*\*Please make cheques payable to Ponoka and District Chamber of Commerce we also accept debit, Visa, MC, and cash.

Card Holder's Name: \_\_\_\_\_

Card # \_\_\_\_\_

Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

A deposit for 50% of fees is required to book your booth. Balance of fees is due by March 14, 2018. Credit cards will be processed for balance of funds on March 14 unless prior arrangements have been made with management.

Signature: \_\_\_\_\_ I have read, understand and agree to abide to rules of the show as outlined.

Will you be having a door prize? \_\_\_\_\_

If so, what will you be giving away? \_\_\_\_\_

Please note door prizes will be drawn at 4:00 p.m. at your own booth on Saturday. Vendors will be responsible for contacting winners and delivery of door prizes.

What type of booth display will you be having?

On-site sales  Future Sales  Information booth  Other

The Trade Fair Committee reserves the right to deny any registration at their discretion without explanation.

**Statement of Accounts** - Statements will be given out upon request registration at the Trade Fair. We asked that you have **your account paid by March 14, 2018**. If you paid your deposit by credit card, your final payment will be posted on March 14th 2018 unless we are notified prior to the date.

### **PARTICIPANT INFORMATION**

The Ponoka and District Chamber of Commerce is hosting its annual trade fair this spring at the Ponoka Arena Complex (4410-54 St.) on April 27 and 28, 2018. The hours of the show will be Friday from 3 p.m. to 9 p.m. and Saturday from 10 a.m. to 4:30 p.m.

The rate for a 10' x 10' area is \$395.00 plus G.S.T. for Ponoka Chamber members and \$495.00 plus G.S.T. for non-Chamber members. Early bird registration deducts \$50.00 before February 14<sup>th</sup>, 2018. A second booth rate will be offered at a reduced rate of \$285.00 plus G.S.T. Half booths are also available for \$225 for Ponoka and District Chamber of Commerce Members and \$275 for non Chamber members. A 50% deposit is required. To book your booth contact the Chamber of Commerce at 403-783-3888, fax 403-783-3886 or email at [chamberp@telus.net](mailto:chamberp@telus.net). Your booth will be reserved upon receipt of deposit. Please fill out and submit the registration form.

The Ponoka Chamber of Commerce will be placing ads in local and regional papers and posters to be placed around the community and area. As well, various radio advertising will be purchased and our in-house DJ will be announcing your personalized ad copies throughout the day to maximize your exposure at the trade fair.

The Trade Fair Committee reserves the right to deny or cancel any registration at their discretion without explanation.

All booth renters will be covered by a Chamber of Commerce Business license while at the show and in the arena complex.

### **What can the Trade Fair do for your Business?**

The trade fair will give your business or organization an opportunity to have a high profile in this go-to central Alberta community. It will provide your business with a large number of good prospects for less than the cost of normal sales calls. It offers an important opportunity for the public to see your display and demonstrate your products and services and is an excellent way to make on-the-spot sales or contacts for future sales.

### **Trade Fair Advantages:**

- You can see more people in less time than would ever be possible in the field.
- You can make quality contacts for future sales approaches.
- You can instill your image and branding in the minds of the public and the industry.
- You can stay abreast of what's new in the industry; innovations, opportunities, trends, even competition.
- You can use the preparation time as an opportunity to refresh your staff's product knowledge
- **For only an additional \$50. You can ensure more traffic to your location through our Passport Program.**

If you have any questions, please feel free to contact the Chamber of Commerce Monday through Friday from 9:00 to 3:30 at 403-783-3888 or email at [chamberp@telus.net](mailto:chamberp@telus.net)

**Setup and Tear-Down** – The Ponoka Arena will be open for set-up from 9:00am to 2:00pm on Friday, April 27, 2018. Tear down is from 4:30pm to 7:00pm on Saturday, April 28, 2018. **You must wait until after 4:30pm to pack up your exhibits.** We ask that all exhibitors please use the **west door** to exit and enter the building for loading in and out for the Trade Fair. The west door will be locked once the Trade Fair starts. We also ask that all exhibitors use the west parking area for vehicle parking. There will be overnight security provided by the Chamber on Friday, April 27.

**Exhibitors Passes** – Exhibitors will receive two passes upon registration. If more are required please let us know in advance. Exhibitors using the main entrance of the Trade Fair must be wearing an exhibitor's pass. Please make sure you are wearing your official nametag at all times. This allows our security and committee members the opportunity to know that you are a vendor and belong in that area before and after show times. Please note that this is a non-smoking building. You must step outside for your smoking requirements. Remember to take your nametag.

**Displays** - All booth display materials must be retained within your rental area. We also ask that you respect your fellow vendors in regards to space, traffic and noise. If you have any issues that need to be addressed, please let us know at the Chamber Booth. The Chamber booth will be clearly marked with Chamber of Commerce signage.

**Food handling information**– If you intend to serve food at your booth, there are temporary food service applications that need to be submitted to Alberta Health Services. A copy needs to be faxed to AHS and the Chamber 403-783-3886 one week prior to the Trade Fair.

**Door Prizes** – Thank you to all of you who indicated that you are bringing door prizes. If you are bringing a door prize, please remember to also bring a small draw box which we encourage you to decorate according to the theme. You will be displaying and taking entries for your door prize at your booth.

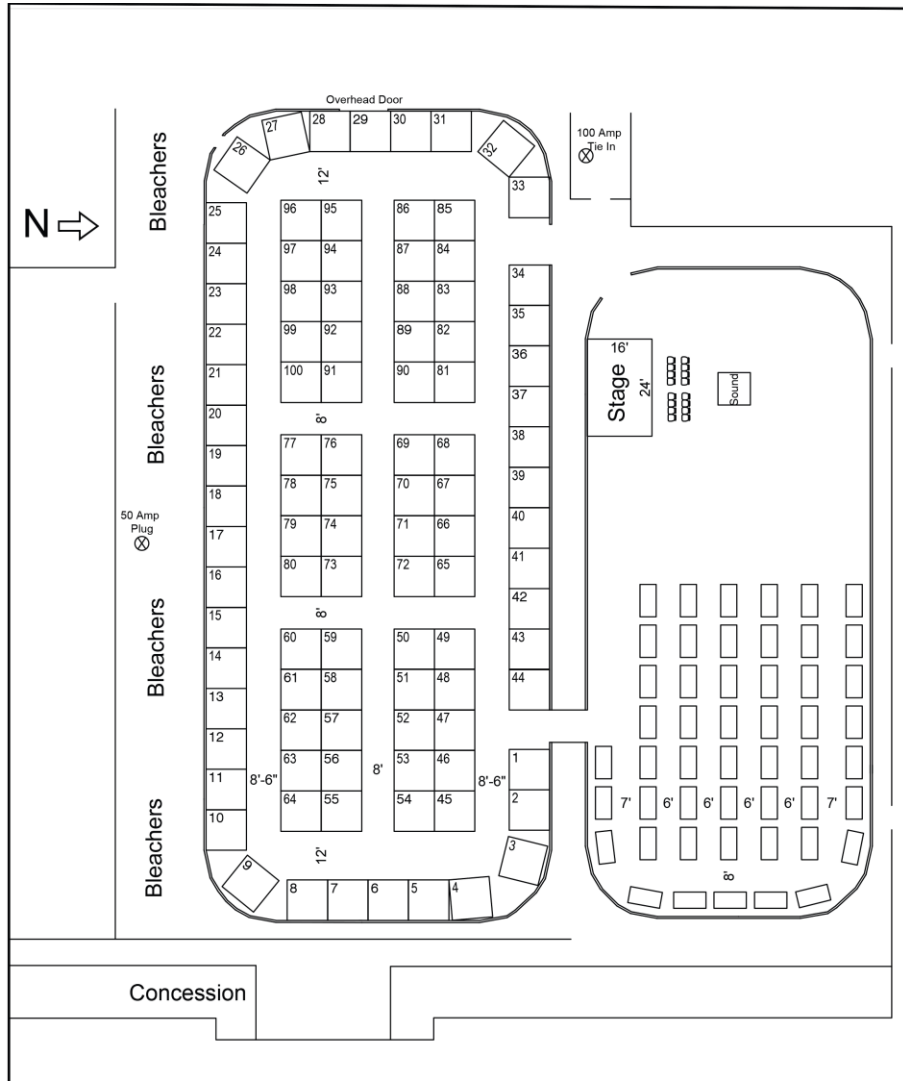
**Directions** – The address of the Ponoka Arena Complex is 4310 54 Street. If you are coming from Highway 2, take the Highway 53 exit east. Follow Highway 53 through a set of lights (intersects with Highway 2A). After the lights, take your second left on to 54 Street. From this point you will see the Stampede Grounds to your right and a school and the arena will be to your left. You can unload your equipment at the back doors to the small arena which is on the west side of the building

**Accommodation** – Should you require accommodations for the weekend, please contact one of the local hotels: Canalta Ponoka or the Ponoka Stampeder Inn. Exhibitors are responsible for the booking and payment of their own rooms.

**Promotions** – The Ponoka Chamber of Commerce promotes the Trade Fair with an extensive promotional campaign including:

- Full page ads in 6 weekly newspapers (30,000)
- Flyers through area schools (3000)
- Posters

- Newspaper ads, articles and an event insert
- Radio ads – Sunny94, KG 95.5, Muskawacis Radio
- Radio remote broadcast on Saturday, April 28<sup>TH</sup>.



Show: Ponoka Trade Fair  
 Date: April 2014  
 Venue: Ponoka Arenas  
 Show Code:

Date Modified: November 6, 2013  
 File:  
 Notes: Farmers Market - 50 spaces (4' x 8')  
 Revision # 3

