



March 25 - 28, 2009
Northlands, Edmonton, Alberta
www.farmandranchshow.com

Please complete and return to:
2008 Northlands Farm & Ranch Show
P.O. Box 1480 Edmonton, AB T5J 2N5
Toll free: 1-877-471-7472 Fax: (780) 471-8112
Email: farmandranchshow@northlands.com

EXHIBIT SPACE APPLICATION/CONTRACT • PAGE 3

Pages 3 and 4 must be completed and signed

1 CORPORATE INFORMATION • ALL correspondence, including invoices, will be sent to the address and contact person below

Company Name: _____
Contact Name: _____ Title: _____
Address: _____
City:Prov./State: _____ Postal/Zip Code: _____
Telephone: (_____) _____ Fax: (_____) _____
Email: _____ Website: _____

2 EXHIBIT SPACE REQUIREMENTS • Please provide complete information

INDOOR SPACE REQUIREMENTS

We request _____ square feet of indoor exhibit space configured as: _____ ft. X _____ ft.
Preferred indoor booth numbers: _____

OUTDOOR SPACE REQUIREMENTS

We request _____ square feet of indoor exhibit space configured as: _____ ft. X _____ ft.
Preferred outdoor booth numbers: _____

3 PAYMENT OPTIONS • Deposit is due with Application
FULL Payment is required on Contracts submitted after December 14, 2008

PLEASE CHECK ONLY ONE OF THESE OPTIONS

[] Cheque is enclosed. If you are paying by cheque, please mail with contract to the address above.
CHARGE MY CREDIT CARD: [] VISA [] MASTERCARD

Credit Card Number _____ Expiry Date _____
Card Holder's Name _____ Signature _____

\$ _____ Deposit Amount \$ _____ Full Amount _____
Please initial here if you would like us to process deposit now and final payment on December 14, 2008

4 ACKNOWLEDGEMENT OF TERMS & CONDITIONS

I hereby accept Northlands' offer to provide space in the 2008 Northlands Farm & Ranch Show to the undersigned.
I have read, understand, and agree to the Terms and Conditions of this Application/Contract as listed on Page 1.

Contact Name (Please print): _____ Date: _____
Signature: _____



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PRODUCT INFORMATION • We propose to exhibit the following products and/or services:

6

NEW PRODUCT & MARKET INFORMATION

YES, we plan to show new products/services NO, we do not intend to show new products at this time UNCERTAIN

If yes, please provide details: _____

We market the following products/services for your company. (Please check the appropriate products/services for your company. Please limit

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Accommodations <input type="checkbox"/> Advertising & Promotion <input type="checkbox"/> Crop Production <ul style="list-style-type: none"> <input type="checkbox"/> Seeding Technology <input type="checkbox"/> Applicators <input type="checkbox"/> Attachments <input type="checkbox"/> Augers <input type="checkbox"/> Combines <input type="checkbox"/> Farm Structure <input type="checkbox"/> Fertilizers <input type="checkbox"/> Tillage Equipment <input type="checkbox"/> Parts & Repairs <input type="checkbox"/> Grain Trailers <input type="checkbox"/> Grain Drying/Aeration <input type="checkbox"/> Grain Processing <input type="checkbox"/> Grain Storage & Handling <input type="checkbox"/> Grain/Seed Cleaners | <ul style="list-style-type: none"> <input type="checkbox"/> Grain and Feed Marketing <input type="checkbox"/> Harvesting Equipment <input type="checkbox"/> Monitors Meters and Gauges <input type="checkbox"/> Parts & Service <input type="checkbox"/> Rock Pickers and Diggers <input type="checkbox"/> Scales <input type="checkbox"/> Seed Treatment <input type="checkbox"/> Spraying <input type="checkbox"/> Livestock Production <ul style="list-style-type: none"> <input type="checkbox"/> Attachments <input type="checkbox"/> ATV's <input type="checkbox"/> Bale Processors/Movers <input type="checkbox"/> Livestock Handling Equipment <input type="checkbox"/> Farm Structures <input type="checkbox"/> Feed Handling/Processing <input type="checkbox"/> Fencing | <ul style="list-style-type: none"> <input type="checkbox"/> Grain and Feed Marketing <input type="checkbox"/> Haying Equipment <input type="checkbox"/> Livestock <input type="checkbox"/> Trailers <input type="checkbox"/> Manure Spreaders <input type="checkbox"/> Scales <input type="checkbox"/> Tanks & Waterers <input type="checkbox"/> Financial Programs & Services <input type="checkbox"/> Management/Consulting <input type="checkbox"/> Home Decor/Lifestyles <input type="checkbox"/> Landscaping/Horticulture <input type="checkbox"/> Other <input type="checkbox"/> Wells/Water <input type="checkbox"/> Waste management <input type="checkbox"/> Tools & Shop Equipment <input type="checkbox"/> Travel/Tourism <input type="checkbox"/> Tractors |
|--|---|---|

7

SPECIAL LOCATION REQUESTS • When possible, Northlands will accomodate special requests to location your company.
 We wish to be located:

Near to: 1. _____ Near to: 2. _____

Away from: 1. _____ Away from: 2. _____

1. EXHIBITOR COVENANTS

- a) The exhibitor agrees to abide by all rules and regulations adopted by **Northlands** and sponsors and agrees that **Northlands** shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.
- b) The exhibitor agrees to observe all union contracts and labour relations agreements in force, agreements between **Northlands** and the official contractors serving the show facility and companies operating in the building in which the show is taking place and to observe the labour laws of the jurisdiction in which the building is located. The exhibitor will not do anything directly or indirectly connected with their display which might be a violation of any laws, bylaws, ordinances or regulations of any government or regulatory body.
- c) The exhibitor agrees to obtain, at its own expense, any licences or permits which are required, including without limitation, from government bodies, trade or industry associations, and any other third parties, for the operation of its trade or business during the show and to pay all taxes that may be levied against it as a result of the operation of its trade or business in their space allocated.
- d) The exhibitor agrees not to conduct or be associated with a promotional contest in connection with the show, where a prize or prizes having a value in excess of \$50 are offered, unless the exhibitor (i) satisfies **Northlands** that the contest is being operated in accordance with law and (ii) provides a letter of credit or other security satisfactory to **Northlands** covering the value of the prize(s).
- e) The exhibitor agrees to obey any non-smoking regulations in effect at the facility and agrees to ensure that its officers, agents, employees, and those for whom in law they are responsible for, obey any such regulations.

2. DISPLAY

- a) The exhibitor agrees to occupy the contracted exhibit space during the full term of the show and to exhibit only the products described in this contract.
- b) **Northlands** reserves the right, in its sole and unfettered discretion to:
 - (i) determine the eligibility of exhibitors and exhibits for the show,
 - (ii) reject or prohibit exhibits or exhibitors which **Northlands** considers objectionable, and (iii) relocate exhibitors or exhibits when in **Northlands** opinion such moves are necessary to maintain the character and/or good order of the show.

3. ASSIGNMENT AND SUBLETTING

The exhibitor shall not assign any rights under this agreement or sublet the space without the prior written permission of **Northlands**, which permission may be arbitrarily withheld.

4. INSURANCE

The exhibitor shall obtain and maintain at its own expense during the period commencing on the first move-in date and terminating on the last move-out date a policy of insurance from an insurer acceptable to **Northlands**. The policy of insurance shall protect show management and insure the exhibitor against all claims, demands, actions or proceedings for sums of money, damages, costs, penalties and losses and all liability which may be imposed by law for loss of life, personal injury, or damage to or loss of property arising from or in any way connected with the exhibitor's presence or operations at the show. Policy shall provide coverage of at least \$2,000,000 for each separate occurrence.

5. INDEMNITY

- a) The exhibitor accepts all risks associated with the use of the exhibit space and environs. The exhibitor shall not make any claim or demand or take any legal action, whatsoever, against **Northlands**, the show sponsors or the facility in which the show is held, for any loss, damage or injury howsoever caused, to the exhibitor, its officers, employees, agents or their property.
- b) The exhibitor agrees to indemnify and hold harmless **Northlands**, show sponsors and the facility, their respective officers and employees, against all claims, costs and charges of every kind

resulting from their occupancy of the exhibit space or its environs, for personal injuries, death, property damages or any other damage sustained by the exhibitor or its officers, agents, employees or those for whom in law they are responsible, or **Northlands** or a visitor to the show.

6. EXHIBITOR'S PROPERTY

All of the exhibitor's property at the show shall be at the sole risk of the exhibitor and **Northlands** assumes no responsibility or damage thereto.

7. BUILDING

The exhibitor is liable for any damage they cause to the facility or to any property of **Northlands**, its agents or any other exhibitor. The exhibitor may not apply paint, lacquer, adhesive or other coatings to the facility or to the property of **Northlands**, its agents or any other exhibitor.

8. CANCELLATION AND TERMINATION

This contract may only be cancelled if notice, in writing, is received by **Northlands**. All deposits received up to the date of notice of cancellation are non-refundable. If notice of cancellation is submitted within 90 days or less prior to the first day of the show, the exhibitor is liable for full payment of his space rental under this contract. In the event the exhibitor fails to make payment as aforesaid or fails to comply in any respect with the terms of this contract, **Northlands** reserves the right to cancel this contract without notice and all rights of the exhibitor hereunder shall cease and terminate. Any payment made by the exhibitor on account hereof will be retained by show management as liquidated damages for breach of his contract and show management may thereupon rent said space. Failure to appear at the event does not release exhibitor from responsibility for payment of the full cost of the space rented.

9. REMOVAL OF EXHIBITS

The exhibitor agrees no display will be dismantled or goods removed during the entire run of the show, but will remain intact until the end of the final closing hour of the last show day. The exhibitor also agrees to remove its display and equipment from the show site by the final move-out time limit, or in the event of failure to do so, the exhibitor agrees to pay for such additional cost as may be incurred.

10. CANCELLATION OR CURTAILMENT OF SHOW

In the event that the facility in which the show is to be held or is held is destroyed or becomes unavailable for occupancy, for reasons beyond the control of **Northlands** and sponsors, or if for any reason **Northlands** is unable to permit the exhibitor to occupy or the space, or if the show is cancelled or curtailed, **Northlands** and sponsors will not be responsible for any loss of profits, damage or expense of whatever nature exhibitor may suffer. The reasons listed include, but are not limited to, such reasons as: casualty, explosion, fire, lightning, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott.

11. NSF CHEQUES

In the event that the exhibitor's cheque is returned by a bank due to insufficient funds, a \$25 administration fee will be charged to the exhibitor.



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HOW TO APPLY FOR EXHIBIT SPACE • PAGE 2

1. COMPANY INFORMATION

The contact name, company name and address is to be completed in full, including phone, fax, e-mail and website (if applicable). This is where all correspondence for the Show will be sent.

2. EXHIBIT SPACE REQUIREMENTS

Describe the amount of space you require in total square feet, and type of configuration (e.g. 10' x 10' or 20' x 20', etc.). List as many options as you wish. Describe your preference, e.g. perimeter, near centre aisle, etc. If we cannot accommodate one of your choices, Show Management will contact you to determine a suitable location.

3. PAYMENT OPTIONS

Deposit is required with application - deposit is 1/3 of your space cost, plus 1/3 GST (applicable to all exhibitors).

You can:

- a) attach a cheque and mail it to us with original application/contract; or
- b) fax us the application/contract, and forward a deposit cheque with 10 business days; or
- c) fax the application/contract with credit card information.
- d) fax the application/contract requested an invoice.

PLEASE NOTE: Deposit is due with application - space will not be allocated without deposit.

A space confirmation/invoice will be forwarded to you upon space assignment; this confirmation will reflect payment received, and balance of final payment due December 14, 2008. This will be the only invoice you receive - a separate invoice will not be generated. If we cannot accommodate your space requirement, your deposit will be refunded in full.

4. PRODUCT INFORMATION

Indicate what products and/or services you plan to display at the Show. This information must be completed before space will be assigned.

5. NEW PRODUCT & MARKET INFORMATION

The information on page 4 will help us serve you better. Tell us about your company's new product you'll be displaying at the Show. This information will be used in media releases and articles on the Show. If you don't want us to use this information, please let us know.

6. SPECIAL LOCATION REQUESTS

Tell us whom you'd like to be placed near or away from (if possible). We'll accommodate your request the best we can.

7. ACKNOWLEDGEMENT OF TERMS & CONDITIONS

This is your Application AND Contract for space. Please read and understand the Conditions of Application/Contract on page 1 of this Contract before signing and dating the document on page 4. Page 4 must be signed and dated before space will be allocated.

8. PRICING DETAILS

See Exhibit Space Rate Table below.

Includes basic on-site materials handling, standard drape, crate storage, 24-hour security, and Show Guide listing. Does not include power, furniture or carpet.

Please make cheque payable to:
2009 Northlands Farm & Ranch Show

Send completed Application/Contract and payment to:
**Northlands
P.O. Box 1480
Edmonton, AB T5J 2N5**

GST #R101577443: 5% Tax applicable to all totals

Regular Exhibit Space Rates Open on July 5th

Sq. Ft.	Rate/Sq.Ft	Space Cost	5%GST	TOTAL
100	\$5.90	\$590.00	\$29.50	\$619.50
200	\$5.90	\$1,180.00	\$59.50	\$1,239.00
300	\$5.90	\$1,770.00	\$88.50	\$1,858.50
400	\$5.90	\$2,360.00	\$118.00	\$2,478.00
500	\$5.90	\$2,950.00	\$147.50	\$3,097.50
600	\$5.30	\$3,180.00	\$159.00	\$3,339.00
700	\$5.30	\$3,710.00	\$185.00	\$3,895.50
800	\$4.90	\$3,920.00	\$196.00	\$4,116.00
1000	\$4.90	\$4,900.00	\$245.00	\$5,145.00

2000 plus Please contact kfiddler@northlands.com