



The Mane Event

230-1210 Summit Dr, Unit 468, Kamloops, BC V2C 6M1
info@maneeventexpo.com | www.maneeventexpo.com
P: 844-578-7518 | F: 866-720-7576

Dear 2020 Exhibitor:

Welcome to the Mane Event!

Thank you for your participation in The Mane Event 2020 at Westerner Park in Red Deer, AB! Your exhibitor kit contains all the information you need to help manage your booth successfully.

Please take a few minutes to review and read the material carefully. We recommend that you order your required services as soon as possible in order to take advantage of the advance order discounts.

Included in the cost of your booth space is a 750 watt power outlet, draped back and side walls (excluding bulk space booths), exhibitor wristbands, a listing on The Mane Event website, and a listing in the full colour Show Guide available free to all attendees. If you wish to advertise in the Show Guide or take advantage of Sponsorship opportunities please contact our office - it's a great way to increase your exposure at the expo!

Please contact us with any questions; we look forward to seeing you in Red Deer!

Regards
The Mane Event Staff

Gail Barker

President
gail@maneeventexpo.com
(844) 578-7518 ext 102

Ron Barker

Director Of Sales
ron@maneeventexpo.com
(844) 578-7518 ext 101

Nicole Barker

Assistant Manager
nicole@maneeventexpo.com
(844) 578-7518 ext 103

Tamara Hill

Marketing Coordinator
tamara@maneeventexpo.com
(844) 578-7518 ext 104

Triston Hill

Sales Assistant
triston@maneeventexpo.com
(844) 578-7518



THE MANE EVENT
April 24 - 26, 2020
Westerner Park
Red Deer, Alberta

Exhibit Hours

Friday, April 24, 2020:	9:00AM - 6:30PM (7:00PM - Youth ProAm Competition)
Saturday, April 25, 2020:	9:00AM - 6:30PM (6:45PM - Equine Experience)
Sunday, April 26, 2020:	9:00AM - 5:00PM

Doors will be open for exhibitors to come in each morning at 8:00am. Please be sure to have your wristbands while using the clearly marked & designated "Exhibitor Only" entrance at the back of the building. Without your exhibitor wristband, you will be required to purchase admission. For more information please see "Exhibitor Admission" section below.

Exhibit Check In

Please ensure to check in at The Mane Event Show Office before commencing setting up of your booth space. At this time we will provide you with wristbands, complimentary name badges and booth location. See Floor plan for Show Office Location.

Exhibit Move-In

Exhibitors can use any available entrance to move in. Please be sure it is not disrupting other exhibitors from their set up.

Wednesday, April 22, 2020:	9:00AM - 1:00PM (Bulk Space & Exhibitors With Trailers ONLY) 2:00PM - 6:00PM (General Move In)
Thursday, April 23, 2020:	8:00AM - 8:00PM (General Move In)

Please ensure move-in is complete by Thursday, April 23, 2020 at 8:00PM.

If you attempt to move in before or after the scheduled move-in date and times you may lose the opportunity to exhibit at future events. Exception: All booths in front of a freight door are LIFO booths (last in, first out). If you are in one of these locations, please contact Mane Event Staff to facilitate the best arrival time.

LATE ARRIVAL & FORFEITURE OF EXHIBIT SPACE

If you fail to set up your display within your exhibit space by 8:00PM on Thursday, your space will be forfeited by default. If you are not able to arrive at the facility to set up as scheduled, please call The Mane Event Management at (844) 578-7518.

Move-Out Hours

Sunday, April 26, 2020:	5:01PM - 11:59PM
Monday, April 27, 2020:	9:00AM - 12:00PM

Please DO NOT start packing up or moving out before Sunday, April 26, 2020 at 5:01PM. If you fail to comply with this policy, you may lose the opportunity to exhibit at future events. All exhibitor materials must be removed from the exhibit facility by Monday, April 27, 2020 at 12:00PM.

Exhiting During Event

Please remember side doors are not meant to be used or propped open during the event, as any persons entering without paying admission and receiving a wristband will be asked to leave the premises. If you must exit and return during the event, please use the designated "Exhibitor Only" entrance at the back of the building. The doors will be clearly marked for your convenience.



THE MANE EVENT
April 24 - 26, 2020
Westerner Park
Red Deer, Alberta

Show Office Hours & Information

The Show office is located at the rear of the Stockmens Pavilion, please refer to the Floor Plan when locating the Show Office. The Mane Event Staff can be reached at (844) 578-7518.

Wednesday, April 22, 2020	9:00AM - 6:00PM
Thursday, April 23, 2020	8:00AM - 8:00PM
Friday, April 24, 2020	8:00AM - 9:00PM
Saturday, April 25, 2020	8:00AM - 9:00PM
Sunday, April 26, 2020	8:00AM - 6:00PM

Show Decorator Information

GOODKEY SHOW SERVICES

Phone: (780) 426-2211 | Toll Free: (877) 726-2211

E-Mail: info@goodkey.com | Website: www.goodkey.com

SHOW DECORATOR DISCOUNT PRICE DEADLINE DATE

Place your order with Goodkey Show Services by April 9, 2020 to take advantage of advance order discount rates. After the deadline you will pay on-site pricing. Please refer to the Show Decorator Kit for more information, [which can be found at online here](#).

BOOTH EQUIPMENT

Each 5' x 10' and 10' x 10" booth will be set up with 8' high black drape and 4' high black side dividers and 750 watts of power. If you require 8' high side walls please submit a written request for approval.

SHOW DECORATOR SERVICES

Additional booth equipment can be rented from the show decorators located in the hallway between the Prairie Pavilion and Stockmens Pavilion, please refer to the Floor Plan for location. They will be available for rent. You may also bring in your own furniture and accessories.

Questions regarding janitorial services should be directed to Goodkey Show Services.

Internet/Phone Services

Telebyte Communications provides Wired Internet and Phone service in addition to Self-Service Wireless Internet at Westerner Park.

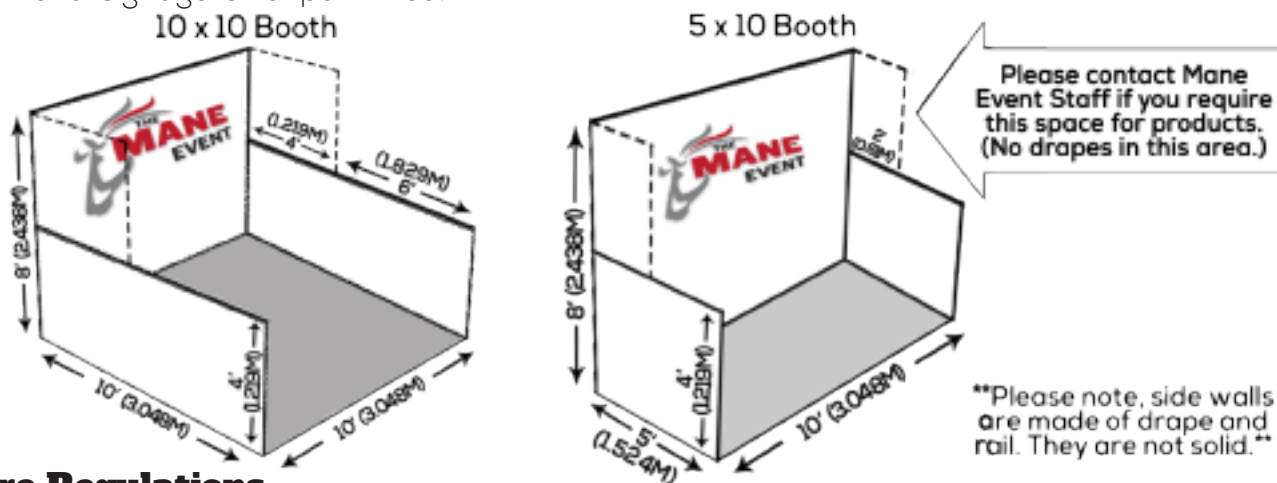
To access the Self-Serve Wireless service connect to the wireless network named "Telebyte" on your wireless device and follow the registration prompts to select your price plan, create your account and pay by credit card. No pre-registration is required. See link below for rates & plans.

If you require a Wired Internet or a Phone Line please ensure that your request is submitted a minimum of one (1) week prior to your requested install date. Note that availability may be limited on these services by venue, booth location and other technical factors. See link below for rates and plans. [For more information on Telebyte Internet Rates please click here](#).

General Exhibit Design Guidelines

The Mane Event has sight line rules within all venues. Exhibitors are asked to remember the Good Neighbour Rule and not to block the view of their neighbours. Any exhibitor disrespecting this rule will be asked to remove all product displayed in this area. If you require 8' high side walls please contact our office by email for approval prior to set-up.

1. Your display/exhibit must conform to the size of your exhibit space.
2. Your display/exhibit must be constructed or arranged so as not to obstruct the view or interfere with the exhibits of others without prior approval from The Mane Event (please all in advance to discuss), and
3. Aerial signage is not permitted.



Fire Regulations

The following is provided for your convenience and is not a complete listing of all applicable Fire Regulations:

1. No hay, straw or like material is allowed in Westerner Park
2. Any tents must be made from fire proof material and have a label indicating so
3. Your exhibit must conform to the boundaries of your contracted space and may not extend into any adjacent booth or any public aisle and/or fire lane within the trade show floor
4. No display or exhibit shall be installed or operated that will interfere in any way with access to any exit, or the visibility of any exit sign and
5. No display shall block access to firefighting equipment, such as fire extinguisher stations, fire hose cabinets and fire hydrants.
6. Largest permitted tent is a 10x20 (200 sq ft).

Smoking

Smoking is prohibited inside all buildings, including barns and arenas at all times.

Security

Uniformed security personnel will be on duty in the exhibit halls during event hours and will be circulating in the trade show buildings when they are closed to the public.

If you should experience a security issue, please contact The Mane Event office at (844) 578-7518. Exhibitors are responsible for the security of their possessions and are advised to keep a careful watch over them. The Mane Event, Mane Event staff and/or contractors are not responsible for any theft.



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Westerner Park
Red Deer, Alberta

Shipping Information

Please see Exhibitor Shipping Labels provided for your convenience. Place one on each piece shipped to ensure proper delivery. Alternately, see Westerner Park Contact Information for shipping address.

The exhibitor is responsible for the cost of shipping their merchandise and/or display materials to the expo, as well as returning any unsold products and/or display materials to their home location. **All shipments to Mane Event staff must arrive between Tuesday, April 21st and Thursday, April 23rd, 2020.** Mane Event staff will be on-site to accept shipments starting on the Tuesday before the show.

Please arrange any return shipments through Goodkey Show Services or your preferred shipping provider. No Mane Event staff is on-site on Monday following the expo so please ensure that you have completed all the necessary documentation, as The Mane Event will not be responsible for shipments delayed or lost due to incomplete documentation. **Any return shipments that require a forklift must be organized and paid for with Goodkey Show Services. As there is no Mane Event forklift on site.**

2020 Booth Space Location

Upon submitting a completed booth agreement and booth deposit, every effort will be made to allocate the requested space. **Management does however reserve the right to move any Exhibitor to another location in the best interest of the expo, at any time, including during the expo.** In order to request the same booth location as 2019 the booth agreement must be submitted to The Mane Event prior to the deadline date of August 1, 2019.

Booth Renewal Policy for 2021

Returning exhibitors will be given the opportunity to renew their booth space or apply for new booth locations before available spaces within the trade show are made available to new exhibitors! **Any booth NOT renewed by August 1, 2020 will be made available to new exhibitors.** In addition, returning Commercial exhibitors who take advantage of the early renewal program will receive \$50 off per 10' x 10' booked! (Not applicable for Non-Profit or Association exhibitors). Please note, a deposit or payment in full must be received by the early renewal deadline for discount to be applied.

Wristbands - Allow Entry Into Expo

Complimentary exhibitor wristbands are provided according to booth size. Two for each 5' x 10' space. Four for each 10' x 10' or 10' x 20' space. Six for each 10' x 30' space or larger. If you require more, additional wristbands can be purchased at the Show Office during move-in or in advance by calling (844) 578-7518 or by purchasing at www.maneeventexpo.com.

Exhibitor Admission

Please wear the supplied exhibitor wristbands for the duration of the weekend. If you do not have your wristband with you, you will be charged daily admission to enter the event. If additional wristbands are needed you can purchase them at the ticket booth at the front door or from the Show Office during set-up. Will Call service will be available if you need to leave a pass for another person to pick up. Go to the Show Office, fill out an envelope with name, company and date picking up then drop off at "Attendee Entrance" with ticketing staff.



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Westerner Park
Red Deer, Alberta

Exhibitor Parking

It is necessary to purchase your parking pass from the parking wickets and pick up a Trailer Identification Card at The Mane Event Show Office. Parking prices vary each year and are set by Westerner Park. There are designated parking areas where you must park vehicles and trailers after move in. Trucks and/or trailers that are not tagged and not parked in the correct location are subject to be towed by the facility at the owner's expense, refer to the Westerner Park Map for correct parking locations. Please note: the commissionaires are very vigilant, to avoid any issues ensure you don't park in a fire lane or in front of an electrical plug-in designated for camping.

Vehicles (without Trailers): East Parking
Trailers (with or without truck): North side of the Show Ring

Exhibitor's Lounge & Food

There is an exhibitor's lounge with a restaurant and restrooms on the second level in the Frontier Room. This area is available to give exhibitors a break from the busy trade show floor, purchase food and beverages without waiting in long lines, and site & meet clients. The food menu will be provided by the exhibitor lounge.

Pet Policy

Unfortunately, due to negligent dog owner and because of the large number of people in attendance, no pets will be permitted inside any buildings at any time. Exception: working service animals.

Trash Disposal

To manage the large volume of trash generated at the event and maintain a professional appearance, we ask that you assist The Mane Event and Westerner Park staff by breaking down your boxes and disposing your trash in designated trash receptacles located throughout the venue. Broken down cardboards can be placed beside the trash receptacles.

Westerner Park Contact Info

4847G 19th Street, Red Deer, AB T4R 2N7
Phone: (403) 343-7800 | Fax: (403) 341-4699
E-mail: askus@westernerpark.ca | Website: <http://www.westernerpark.ca>

Exhibitor Check List

Final Payment	Due: February 1, 2020
Speaker/Demonstration Application	Due: February 14, 2020
Show Guide Insertion Order Due	Due: March 10, 2020
Show Guide Ad Material Due	Due: March 17, 2020
Goodkey Show Services - Early bird Deadline	Due: April 9, 2020
Internet & Phone Services	Due: April 13, 2020
Booth Renewal Deadline for 2020	Due: August 1, 2020

Enjoy the Show!

We want you to have a successful show! If we can be of assistance The Mane Event Staff can be reached at (844) 578-7518.



THE MANE EVENT
April 24 - 26, 2020
Westerner Park
Red Deer, Alberta

Accommodation/Camping

For additional hotels [please visit the website here.](#)

Holiday Inn Express Red Deer North | 6433 Orr Drive (587) 457-7829
Westerner Campgrounds | 4847D-19th Street, Red Deer, AB (403) 352-8801

Airports

Calgary International Airport | 2000 Airport Rd NE, Calgary, AB 133kms | 1h 17m
Edmonton International Airport | 1000 Airport Rd, Nisku, AB 133kms | 1h 16m

Off Ground Services

Canada Post | 6010 67a St (403) 341-7900
Canadian Tire | 2510 50 Ave (403) 342-2222
Costco Wholesale | 162 Leva Ave (403) 347-1424
Dollarama | 160, Leva Ave (403) 340-0135
Dollar Tree | 120 - 2325 50 Ave (403)342-1315
Home Depot | 2030 50 Ave (403) 358-7550
RONA Home Centre Red Deer South | 2610 50 Ave (403) 343-1764
Staples | 100 - 150 Leva Ave (403) 357-1760
UPS Store | 5212 48 St B102 (403) 342-0225
Walmart Supercentre | 2010 50 Ave (403) 358-5842

Taxi Services

Alberta Gold Taxi | 4727 60 Street (403) 341-7777
Associated Cab | 6812 52 Avenue (403) 343-3300

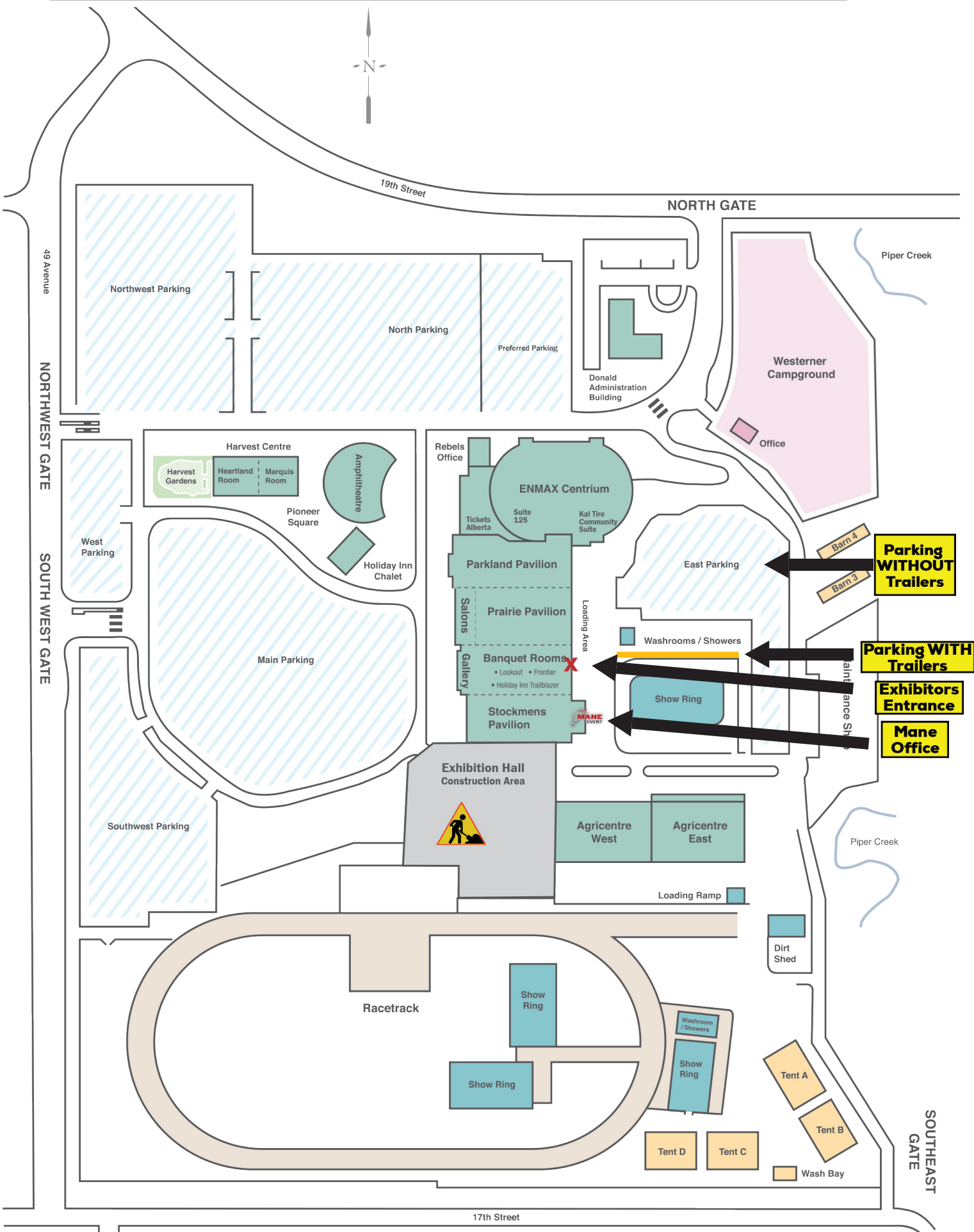
Car Rentals

Avis | www.avis.com (800) 230-4898
Budget | www.budget.com (800) 268-8900
Enterprise | www.enterprise.com (855) 266-9289
Thrifty | www.thrifty.com (800) 847-4389

Restaurants/East Food Nearby

Boston Pizza | 3215 Gaetz Avenue (403) 343-7777
Earls Kitchen + Bar | 2111 Gaetz Avenue (403) 342-4055
East Side Mario's | 2004 50th Avenue #193 (403) 342-2279
McDonald's | 2502 50th Avenue (403) 347-1700
Montana's | 2004 50th Avenue (403) 352-0030
Moxie's Grill & Bar | 2828 Gaetz Avenue (403) 340-0111
Second Cup | 2004 50th Avenue #101 (403) 342-9557
Starbucks | 5250 22 Street #1089 (403) 340-1151
Subway | 2085 50th Avenue (403) 343-6066
Tim Hortons | 5111 22 Street (403) 340-1420
Wendy's | 2410 Gaetz Avenue (403) 346-9466

Westerner Park Map

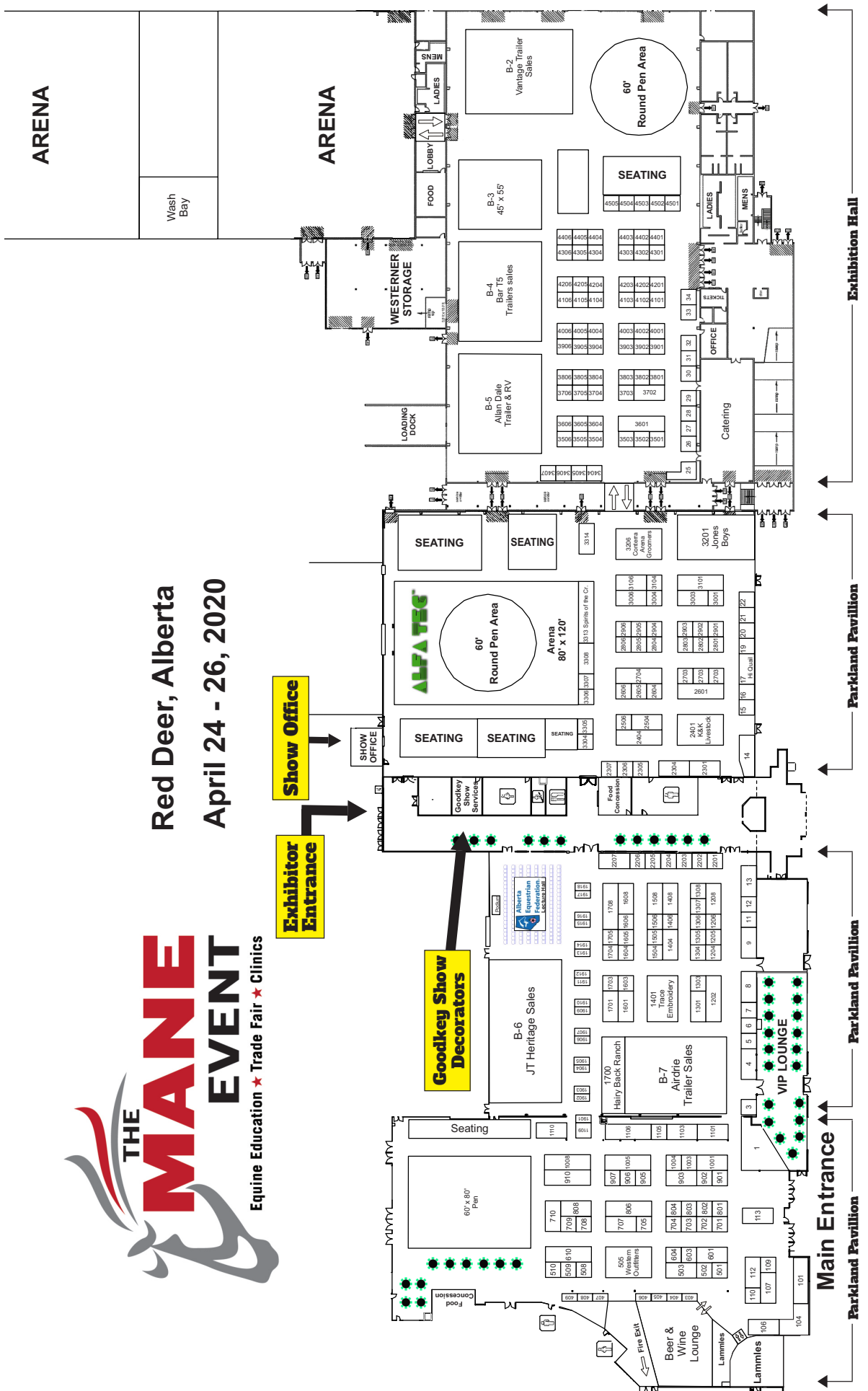


2020 Floor Plan

Please note, floor plan is subject to change.



Red Deer, Alberta
April 24 - 26, 2020



Exhibitor Entrance

Show Office

Goodkey Show Decorators

Main Entrance

VIP LOUNGE

Parkland Pavilion

Parkland Pavilion

Parkland Pavilion

Parkland Pavilion

Exhibition Hall










Show Guide Rate Card & Specs

Send Insertion Order & Inquiries to:
Nicole Barker, Graphic Designer
(844) 578-7518 nicole@maneeventexpo.com

Send materials to The Mane Event:
Email graphics@maneeventexpo.com
or email graphics@maneeventexpo.com

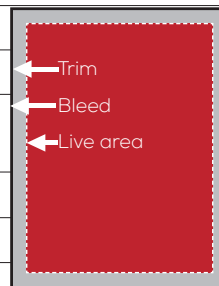
Advertising Rates & Mechanical Specifications

Trim size:	Ad Rate	Bleed	Non-Bleed
Outside Back Cover 	\$1000	8.375" x 10.75" plus 1/8" Bleed	7.375" x 9.75"
Inside Covers 	\$850	8.375" x 10.75" plus 1/8" Bleed	7.375" x 9.75"
2 Page Spread 	\$1200	16.75" x 10.75" plus 1/8" Bleed	15.76" x 9.75"
Full Page 	\$650	8.375" x 10.75" plus 1/8" Bleed	7.375" x 9.75"
1/2 Page 	\$450	7.75" x 4.877"	7.75" x 4.877"
1/4 Page 	\$300	3.78" x 4.877"	3.78" x 4.877"
Business Card 	\$150	3.78" x 2.40"	3.78" x 2.40"

All sizes width by height in inches. Please designate whether your ad is designed for a left or right-hand page (position not guaranteed unless confirmed). Bleed must be included on all sides.

File Preparation

Preferred File For-	PDF with hyperlinks* Other acceptable formats include: InDesign, EPS, TIF
Trim Size	8.375" x 10.75"
Bleed	Extend art 1/8" beyond trim on all sides
Live Area	Text and images are recommended to be at least 1/2" from trim
Binding	Saddle-stitch
Colour	4-colour process, do not include spot colours
Image Resolution	300 dpi (minimum)



*Hyperlinks (including www. or http:// is recommended).
†Package and compress with fonts and images.

Ad Calendar

Insertion Order Due:
March 10, 2020

Ad Materials Due:
March 17, 2020

Expo Dates:
April 24 - 26, 2020
Red Deer, AB

Packages

Create a customized advertising package that best fits your marketing needs. Contact Ron Barker, Director of Sales, at (844) 578-7518 ext 101 or ron@maneeventexpo.com to design your customized package.

Acceptance of Advertising

All advertising is subject to approval. The publisher reserves the right to reject any advertising that does not meet the standards of The Mane Event.

All ads must be print ready. Any graphic design needed will be charged at \$60 per hour with a one hour minimum.

Liability

Notwithstanding to whom bills are rendered. Advertisers, Agency and Service, jointly and severally shall remain obligated to pay The Mane Event the amount of any bills rendered by The Mane Event within the time specified and until payment in full is received by The Mane Event. Payment by Advertiser to Agency or to Service, or payment by Agency to Service shall not constitute payment to The Mane Event.

**Send Insertion Order & Inquiries to:**

Nicole Barker, Graphic Designer
(844) 578-7518 nicole@maneeventexpo.com

Send materials to The Mane Event:

Email graphics@maneeventexpo.com

Show Guide Insertion Order

Order Date _____

Company Name _____

Contact Name _____ Company to Invoice _____

Phone _____ Fax _____ Email _____

Address _____

City _____ Province/State _____ Postal/Zip _____ Country _____

The Mane Event: Red Deer 2020 Show Guide

Insertion Deadline: March 10, 2020

Material Deadline: March 17, 2020

Headline/Subject if emailing: (Company Name)(Size of Ad)(Red Deer 2020 Show Guide)

Special Instructions _____

Cost _____ +Tax(5%) _____ =\$ _____

Cheque MasterCard Visa

Credit Card Number _____

Expiration Date _____ CVV _____

Name on Card _____

Ad Size

- | | |
|---|---|
| <input type="checkbox"/> Outside Cover (\$1000) | <input type="checkbox"/> Inside Cover (\$850) |
| <input type="checkbox"/> 2 Page Spread (\$1200) | <input type="checkbox"/> Full Page (\$650) |
| <input type="checkbox"/> 1/2 Page (\$450) | <input type="checkbox"/> 1/4 Page (\$300) |
| <input type="checkbox"/> Business Card (\$150) | |

*Please indicate whether your ad is designed for:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Black & White | <input type="checkbox"/> Four Colour |
| <input type="checkbox"/> Bleed | <input type="checkbox"/> Non-Bleed |

Payment Terms

- Net/30 Days once you have received the invoice via email and/or fax

Contract Terms

- All advertising must be confirmed by an insertion order.
- Cancellations received after the closing date will be billed at the full amount.
- The Mane Event will not be liable for failure to insert an ad for any cause.
- The Mane Event reserves the right to use ad copy placed in a previous Mane Event Show Guide in the event that new ad copy is not submitted prior to the material deadline.

I agree to the terms under which this contract is issued, and I consent to receiving faxes and/or emails sent by or on behalf of, The Mane Event

Printed Name _____ Signature _____

Title _____ Date _____

RUSH

DO NOT DELAY

CANNOT DELIVER BEFORE APRIL 21, 2020

TO: _____

Exhibitor Name

C/O: The Mane Event
4847G-19th Street
Red Deer, AB T4R 2N7

SHOW SITE

EVENT: THE MANE EVENT 2020 _____

Booth #: _____ No. _____ of _____ Pcs

RUSH

DO NOT DELAY

CANNOT DELIVER BEFORE APRIL 21, 2020

TO: _____

Exhibitor Name

C/O: The Mane Event
4847G-19th Street
Red Deer, AB T4R 2N7

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Red Deer, AB T4R 2N7

SHOW SITE

EVENT: THE MANE EVENT 2020 _____

Booth #: _____ No. _____ of _____ Pcs

The above labels are provided for your convenience. Place one on each piece shipped to ensure proper delivery.
If more labels are needed, copies are acceptable.