



WINE  FOOD  
SHOW

# Exhibitor Guide





## EVENT DATES & TIMES

Date	Time	Event
Thursday, January 11 <sup>th</sup>	9:00am – 8:00pm	Move In
Friday, January 12 <sup>th</sup>	6:00pm - 11:00pm	Open to the Public
Saturday, January 13 <sup>th</sup>	12:00pm – 5:00pm 5:00pm – 6:00pm 6:00pm – 11:00pm 11:00pm – 12:00am	Open to the Public <i>Break – Closed to public</i> Open to the Public Move Out
Sunday, January 14 <sup>th</sup>	8:00am – 3:00pm****	Move Out

\* Driving into booth permitted until 3:00pm on Thursday. No vehicles/large equipment after 3:00pm.

\*\* Exhibitor booths must be fully set by 4:00pm on Friday. Exhibitors arriving after 4:00 pm to set up will not be permitted to do so.

\*\*\*All equipment and displays must be removed by the 3:00pm deadline on January 14<sup>th</sup>.

\* Saturday will be split into two separate admission events again this year.

The hour break provides time for refreshing your product, cleaning your booth and supplies and as a rest.

\*Light refreshments and snacks available for exhibitors during Saturday show break hour



## PREPARING FOR THE SHOW

### WHAT COMES WITH YOUR BOOTH?

With your allotted space purchased, you will receive:

- ✓ Booth space as allocated in your confirmation email
- ✓ Drapery behind your booth – Draperies are black
- ✓ Please note the drape on the sides of your booth is split wing- the 5' closest to the back of the booth is 8' high and the 5' section closest to the front is 3ft high drape.
- ✓ One (1) 15 amp electrical connection
- ✓ An allotment of exhibitor badges – see details under 'Exhibitor Badges'
- ✓ Free Wi-Fi (note this is intended for personal use – checking email, small amounts of data etc.)
- ✓ Free parking
- ✓ Company name and information displayed on our interactive Wine & Food Show map
- ✓ Load in and load out service to the show (based on the move-in schedule provided in mid-January)

### ADDITIONAL ITEMS YOU MAY NEED TO PURCHASE INCLUDE:

- ✓ Tables & chairs if not providing your own
- ✓ Carpet or floor covering if not providing your own
- ✓ Custom exhibitor booths
- ✓ Heavy hydro connections, or additional hydro
- ✓ Sign hanging
- ✓ Additional staff passes
- ✓ Dedicated internet (if streaming video)
- ✓ Specialty freight requests & crate storage
- ✓ Purchase additional items from our show supplier



## GENERAL SHOW INFORMATION

### EXHIBITOR BADGES

All exhibitor badges will be generic to your company, unless you complete the badge request form, and will allow your staff access to the show. Exhibitor badges are based on the amount of booth space purchased for the show. Your exhibitor badges are your access into the event.

You will receive six (6)

Exhibitor badges for a 10 x 10 booth and two (2) additional for every additional 10 x 10 booth purchased, up to a maximum of 30.

Additional exhibitor badges will be charged at a rate of \$10.00 per ticket (HST included) and can be purchased through the exhibitor portal.

Badges will not be mailed, but can be picked up from the show office during move-in.

### LOTTERIES AND DRAWS

If you would like to host a draw at your booth at no charge to attendees, you may do so.

Please complete the "No Charge Draw Request Form" through the exhibitor

portal and attach a copy of your ballot with the required disclaimer and send to WFD Staff.

WFD is requesting the following information on the form as a preventive measure to ensure that all draws held on our property fall within Association guidelines. Any information provided is also used as a reference for inquiries received by the public regarding winners and prizes.

### ADVERTISING AND MARKETING

The Wine & Food Show does not work with any third-party companies on an exhibitor list, please see the scam alert below.

If you will have a new product or service at the show, please let our team know in advance so we can include this with advertising.

**Facebook:** Western Fair District



## GENERAL SHOW INFORMATION

### SHOW TIMES:

Friday 6 pm – 11 pm

Saturday 12 Noon – 5 pm\*, 6 pm – 11pm

### BOOTH STAFFING:

Booths must be staffed during all hours we are open to the public.

### PRODUCT STORAGE:

Exhibitors that require product delivery before and during the show should be directed to Product Storage, located at the Southwest corner of the Agriplex Pavilion, at the loading docks. See layout for location.

### STAFF ACCESS:

Exhibitors will be allowed in the Agriplex building one (1) hour prior to the show opening Thursday-Saturday.

Access will be from the south man doors between the Pavilion and Arena during show days.

Access will be the south roll up door during move-in on Wednesday-Thursday.

### ICE COLLECTION:

Ice Collection- Please DO NOT put ice in sinks. Rolling garbage bins will be dispersed at the end of the evening for you to dump extra ice into.

### GLASSES:

Glasses - Can be picked up by patrons when entering the show but should not be kept at booths.

### WASH STATIONS:

Wash stations will be available on the show floor for patrons to rinse their glasses after sampling.

### GARBAGE:

Please leave any tied off garbage bags and/or flattened cardboard boxes outside of your booth at the edge of the aisle. Show staff will collect garbage at the end of each night. Anything left within your booth space will not be touched.

### KITCHEN USE

Use of the Agriplex kitchen is available to food vendors who noted this request on their contract form. Please contact Kim VanWychen at 226 242 4966 if you require use of the kitchen (there is a \$35 +HST charge.) A \$100.00 refundable deposit will be charged upon booking. If the kitchen is left in good condition, it will be refunded post show.



## MOVE- IN INFORMATION

### **MOVE-IN HOURS:**

Thursday January 11<sup>th</sup> 9am – 8:00 pm

The temporary equipment holding area is in the Northwest corner of the main parking lot. **NO EQUIPMENT IS TO BE PARKED IN THE AGRIPLEX, SPORTS CENTRE OR ON THE MAIN LOT.**

The main parking lots must be kept free from equipment and trailers to allow room for attendees and exhibitor parking.

### **CRATE STORAGE:**

Please note there is no on-site storage of display crates/boxes

### **COLD PRODUCT STORAGE:**

Cold product storage will be available at the southwest corner of the facility, located at the loading docks in the Pavilion

### **CARTS:**

Carts to assist with loading in product will be available but limited. We recommend bringing in your own if you have one.

### **POURERS, SPITTOONS, ETC:**

Exhibitors are required to supply their own smart serve certified pourers, spittoons, water jugs and small garbage cans. Food exhibitors must equip booth with fire extinguisher.

### **DEEP FRYERS:**

Note- no deep fryers (household or industrial) are permitted.

### **DELIVERIES:**

WFD will not accept any deliveries until the first day of move-in, Wednesday January 10<sup>th</sup>. Shipments can be delivered to:

**Western Fair District Agriplex**  
845 Florence St  
London, ON  
N5W 6G6



## MOVE- OUT INFORMATION

### MOVE OUT INFORMATION

Saturday, January 13<sup>th</sup> @ 11:00pm – 12:00am

Sunday, January 14<sup>th</sup> @ 8:00am – 3:00pm

Tear down of booths cannot begin until the show closes at 11:00pm. **WFD staff will be monitoring and enforcing.**

Please **DO NOT** over-serve any alcohol or serve after the Show closes. This will not be tolerated.

Driving into the Pavilion will be permitted once the carpet has been removed. An announcement will be made.

Limited carts/trolleys will be available for use; however, we recommend bringing your own if you have one to use.

All displays must be fully moved out and product removed from Product Storage by the 3:00pm deadline on January 14<sup>th</sup>.

## MANDATORY FORMS & DOCUMENTS TO BE SUBMITTED

### EXHIBITOR INSURANCE

Exhibitors are required to submit proof of insurance. This can be done via the following methods:

1. Provide a certificate of your own insurance from your liability insurer per the specifications in the “Insurance Requirements” PDF attached separately.
2. Obtain insurance coverage from the official insurance provider for the Western Fair District, Vendor Insurance Ltd. The order form can be found in the “Insurance Requirements” PDF attached separately. Please note, a copy of the insurance certificate is required prior to moving your booth in and will be enforced.

### SMART SERVE CERTIFICATION

For staff that will be serving alcohol on site, we are asking that their name and Smart Serve Certification number be provided prior to opening of the event. Please complete the registration form on the Exhibitor Portal and have this submitted before January 5<sup>th</sup>, 2024. This information will be on record in the show office.

### FOOD HANDLER’S CERTIFICATE

A Food Handler’s Certificate is required to be held by at least one member of staff for each booth serving food on site. We ask that a copy of each Certificate be uploaded on the Exhibitor Portal prior to the event. This information will be on record in the show office.

### KITCHEN USE

Use of the Agriplex kitchen is available to food vendors who have requested and purchased access. Please contact Kim VanWychen at 519-438-7203 Ext. 315 if you require use of the kitchen  
Cost is \$35.00 + HST with a \$100.00 (tax incl) refundable deposit charged upon booking. If the kitchen is left in good condition, it will be refunded post show within five (5) business days.

### OFFICIAL SHOW SUPPLIER

Information will be sent at a later date closer to the event.

### NO CHARGE DRAW REQUEST

If you would like to host a draw at your booth at no charge to attendees, you may do so. Please complete the “No Charge Draw Request Form” and attach a copy of your ballot with the required disclaimer and send to WFD Staff. WFD is requesting the following information on the form as a preventive measure in ensuring that all draws held on our property fall within Association guidelines. Any information provided is also used as a reference for inquires received by the public regarding winners and prizes.





## EXHIBITOR BADGES & PASSES

Exhibitors **MUST** wear an allotted badge to gain access to the event. These will be scanned, and you must receive a hand stamp if you will be exiting and returning to the event that day. Each 10 x 10 booth receives six (6) exhibitor badges and every additional 10 x 10 booth purchased receives an additional two (2) up to a maximum of thirty (30). Badges cannot be traded therefore if you have eight (8) different staff, you will need eight (8) badges/wristbands.

If you require more than the number of passes provided with your booth, additional badges wristbands can be purchased in the Show Office for \$10.00 each (HST included). Single day tickets for customers/guests are also available for \$8.00 each (HST included). To order additional passes in advance, please contact [shows@westernfairdistrict.com](mailto:shows@westernfairdistrict.com)

## PRODUCT LIST AND REQUIREMENTS FORM

Companies are asked to list all items (brands), products or services you will be exhibiting in your booth during the Show, along with the number of tickets will be required per sample of each product.

Exhibitors sampling alcohol: For any product on site please ensure your staff have a **physical copy of an invoice** stating that the alcohol brought into the show was purchased through the Special Occasions Permit at one of the following: LCBO, The Beer Store, or the Manufacturer's Retail Store. Product Storage staff will collect and keep a copy on file for the AGCO inspectors.

Please list all the items (brands), products or services you will be exhibiting in your booth during the show. The information form must be completed and returned to show management before the deadline noted on your invoice.

## BEVERAGE AND FOOD SAMPLING REGULATIONS FORM

As a beverage sampling exhibitor, you can be held legally liable for the safety and sobriety of your customers. You can lower your liability risks by ensuring that each alcohol sample does not exceed LCBO guidelines. As a food sampling exhibitor, you must ensure you are not serving full size portions to patrons. Also, please note cash cannot be accepted for food or beverage sampling transactions.

Please carefully review the guidelines listed on the Form before signing and ensure all staff working the event know and understand the guidelines as well. **These will be strictly enforced, and violators may be subject to eviction from the event.**

## HOW IT WORKS: SAMPLING & REDEMPTION

Items dispensed at Exhibitor's Booths are limited to products manufactured, processed or distributed by the exhibiting firm.

### BEVERAGE SAMPLING EXHIBITORS

As an exhibitor you can be held legally liable for the safety and sobriety of your customers. You can lower your liability risks by ensuring that each alcohol sample does not exceed AGCO guidelines.

### BEVERAGE GUIDELINES:

\*One sampling per product per person only.

\*\*Sampling prices cannot be less than the cost of the product and are calculated by dividing the retail price of the product by the number of samples in it.

No over-serving of alcohol will be tolerated under any circumstances.

- 23% alcohol volume or greater, maximum serving 30 ml (1 oz)
- 7% alcohol volume to 23% alcohol volume, maximum serving 60 ml (2 oz)
- Less than 6% alcohol volume, maximum serving 115 ml (4 oz)
- Cash cannot be accepted for food or beverage sampling transactions.
- Free sampling of alcohol is not permitted.

### FOOD SAMPLING EXHIBITORS:

Food samples must be morsel or hors d'oeuvres size and be served on a plate no larger than 6 inches in diameter. No full-size portions, sandwiches etc.

- Cash cannot be accepted for food or beverage sampling transactions.

### COUPON REDEMPTION:

- All exhibitors – receive \$.80 (cents), less HST (\$0.707965), on a \$1.00 redeemed ticket.
- Locked and numbered ticket boxes will be issued to each exhibitor for the redeemed sample tickets. They will be distributed to each booth at the start of each day. Exhibitors are responsible for returning them within 1/2 hour after show closes. All returned boxes are then emptied and only (dry) tickets are weighed.
- **Please DO NOT leave your boxes in your booth - they must be given to the clerk in Product Storage located in the South East side of the Agriplex.**
- We cannot guarantee wet tickets will be counted on the same day they are received. To ensure that tickets are not misplaced or stolen, please advise your staff to immediately put the tickets into the locked box.
- The daily ticket count for the previous day can be obtained from the Show Office Four (4) hours after the show opening.
- Saturday's count will be forwarded by mail with the reimbursement cheques to the contact noted on the Exhibitors Contract Form. If the mailing information is different or if the cheque should be made out to a different company, please notify show staff in advance of the event.
- Cheque reimbursements will be issued within four (4) weeks following the close of the show.