

EXHIBITOR MANUAL

Western Canada Water's Annual Conference and Exhibition is the premier event for the water industry in Western Canada

Welcome to the Western Canada Water's Exhibition held in conjunction with our 2016 Annual Conference.

Benefits of Exhibiting

- Dedicated Exhibit time, there are no other activities happening during the Exhibition.
- Reach your target audience, water professionals are continually looking for the best tools and technologies that will help them protect public health by providing safe water.
- The WCW Annual Conference and Exhibition is the only Conference where representatives from every segment of the water business come together in our region.
- The Exhibition is the Icebreaker event for the Conference.
- Listing in the Conference Show Guide and the Pre Conference Issue of the WCW Magazine.
- Receive delegate list pre and post Conference.
- WCW sponsorships are available to companies who want to maximize exposure at the Conference.

Exhibit Fees Include...

- One 10' x 10' draped booth
- One 6' skirted table, two chairs
- 800w/110v Power
- Two Company Representative Registrations

Company representative registration includes Tuesday evening Show Reception, Opening Breakfast, Luncheons, and access to all Technical Sessions.

Additional representative registrations can be purchased.



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Preliminary Program

The following is a *tentative* outline of the program to date:

TUESDAY, OCTOBER 4, 2016

- 9:00 AM – 4:00 PM **Exhibition move-in***
- 12:00 PM – 8:00 PM Registration open, TELUS Convention Exhibition Hall CD
- 4:30 PM – 9:00 PM **Exhibition Open * 'Hockey Night in Calgary'**

WEDNESDAY, OCTOBER 5, 2016

- 7:30 AM – 8:30 AM Opening Breakfast, TELUS Convention Centre Macleod AB
- 8:30 AM – 10:00 AM Opening Ceremonies, Awards and Key Note, TELUS Convention Centre Macleod AB
- 10:00 AM – 2:00 PM **Exhibition Open ***
- 12:00PM – 1:30 PM **'Lunch and Learn' on Exhibition Floor***
- 2:00 PM – 5:00PM **Exhibition Teardown ***
- 2:00 PM – 5:00PM Technical Sessions, TELUS Convention Centre
- 3:30 PM – 4:30 PM Municipal Service and Suppliers Association AGM, Marriott Hotel
- 5:00 PM – 8:00 PM YP Pub, Palomino Smokehouse
- 8:00 PM – 11:00 PM 'Back to the 80's' Entertainment Night, Marriott Hotel Kensington A-D

THURSDAY, OCTOBER 6, 2016

- 7:00 AM – 8:00 AM WFP Breakfast, TELUS Convention Centre Macleod AB
- 8:00 AM – 5:00 PM Technical Sessions, TELUS Convention Centre
- 12:00 PM – 1:30 PM WCWEA Luncheon, TELUS Convention Centre Macleod AB
- 6:00 PM – 10:00 PM Gala, Hyatt Ballroom

FRIDAY, OCTOBER 7, 2016

- 7:30 AM – 9:00 AM WCS AWWA Breakfast, TELUS Convention Centre Macleod AB
- 8:00 AM – 12:00 PM Technical Sessions, TELUS Convention Centre

* Denotes events on the Exhibition Floor.

General Information

EXHIBIT ONLY PASSES

Complimentary exhibit only passes allow you the ability to offer your customers and prospective buyers a FREE one-day exhibit hall admission – a value of \$100. These one-day exhibit hall admissions are for Tuesday only. They may not be used for employees of your company or your distributors. Research conducted by the Centre for Exhibition Industry Research confirms that exhibitors who invite prospects by using the complimentary passes attract better, more qualified traffic at their booths than exhibitors who do not.

You are free to market the passes with your own company branding. **You MUST provide WCW with a list of confirmed passes no later than September 19, 2016** (see page 5). We cannot guarantee pass availability after September 19, 2016.

MATERIAL HANDLING

ST. GEORGE Show Service Inc is the official show contractor. Please review their accompanying manual carefully. It contains information and order forms for each of the many services offered. The Exhibition space is NOT carpeted. Mendelssohn Commerce is the official customs broker for exhibitors joining us from outside Canada.

HOTEL ACCOMMODATIONS

Conference Hotels are the Calgary Marriott Downtown Hotel and the Hyatt Regency Calgary. Both hotels are connected to the Telus Convention Centre.

See wcw16.wcwwa.ca/hotels/ for online booking information

CANCELATIONS

Cancelations received after June 1, 2016 are subject to full contract price.



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Tuesday Evening Exhibit Reception

Wear your favorite team jersey on Tuesday evening. There will be an interactive shooting game that exhibitors can hand out tickets to for attendees to score a set of customized NHL jerseys.. The evening will also feature four food stations serving up arena style munchies from mini donuts to loaded potato skins and a host bar.

We are waiting on the name of a Calgary Flames Alumni that will attend the event. A confirmation is expected in September.



Wednesday Evening Entertainment Night

80's Casino Night - 8:00 to 11:00 pm.

All delegates are invited to a big haired, loud clothed, 80s themed evening of fun. Local 80's band Broken Toyz will entertain while delegates partake in food, drinks, gaming, and prizes. A photo booth will ensure that the leopard print and hairspray is not forgotten.

Note: This event is still available for sponsorship - wcv16.wcvwa.ca/sponsorship/



Municipal Service and Suppliers Association

The WCW Exhibition application includes a mandatory Municipal Service and Supplier Association (MSSA) membership for the year. The \$225 membership fee goes to help MSSA promote attendance to the Exhibition and was instituted by the MSSA Board of Directors. For more information on MSSA membership benefits and the association, visit their website at <http://www.wcmssa.net/>

MSSA AGM

Wednesday, OCTOBER 5, 2016

3:00 PM – 4:30 PM

Telus Convention Center, Macleod A

All members are encouraged to attend the meeting. Refreshments will be provided.

Business:

- Nomination of Vice Chair (Alberta)
- 2016 Exhibition Feedback
- WCW17 Show Sales – Saskatoon, SK September 19-22, 2017



Water For People

A silent auction will be held during the Exhibition Tuesday night and Wednesday from 10 am and will close at 1 pm. There will be an extensive selection of quality items to bid on including an opportunity to take home some special packages.

Please consider supporting WFP by donating an item for the silent auction or a cash amount towards one of the gift packages which volunteers will purchase on your behalf. Most of the items donated will be used for the silent auction but some items may be used for the gift basket draw. We will gladly respect any wishes for the item to be used toward a specific event.

If you are interested in donating items or funds for the auction, please contact Anne Bridgman - anne.bridgman@cwcalgary.com.



Water For People—Canada
De L'eau Pour Tous—Canada



EXHIBITOR MANUAL

Exhibition Booth Supplemental Order Form

Use this form for purchasing Additional Representative Registrations, Water For People Breakfast and Gala Tickets (both events are Thursday, after the close of the exhibition)

Company Name: _____

Contact Person: _____ Title: _____

Address: _____ City: _____

Province/State _____ Postal Code _____

Contact Phone _____ Fax _____

Contact E-mail: _____

Booth includes: One 10' x 10' draped booth, one 6' skirted table, two chairs, 800w110v Power and Two Registrations.

	#	Total
RETURN FORM AND PAYMENT TO		
WCW		
Box 1708		
Cochrane AB T4C 1B6		
p 1-877-283-2003 / 403-709-0064		
f 1-877-283-2007 / 403-709-0068		
Additional Representatives	\$245	_____
WFP Breakfast Thursday October 6	\$30	_____
GALA Dinner Thursday October 6	\$85	_____
	GST 5%	_____
GST No R108199589	GRAND TOTAL	=====

Method of Payment			
Credit Card: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Cheque (make payable to WCW)			
Card Number	Expiry Date	Card Holder Name	Signature

Delegate Information

Your booth includes TWO company reps. Please provide your two company reps names below
These names are required for Conference nametags and are required to enter the Exhibit area.

1	First Name _____	Last Name _____
	included in Booth fee email: _____	
2	First Name _____	Last Name _____
	included in Booth fee email: _____	
3	First Name _____	Last Name _____
	Additional fee email: _____	
4	First Name _____	Last Name _____
	Additional fee email: _____	
5	First Name _____	Last Name _____
	Additional fee email: _____	



Tuesday Exhibition Only Access Pass

Exhibit Only Passes are provided for your CUSTOMERS that would not be attending the Conference. Please provide your company name and the names of your guests. **This form is due September 19, 2016.**

Passes will be available for pickup at the Registration Desk.

Sponsoring Company: _____

Contact Person: _____

RETURN FORM BY SEPTEMBER 8, 2016

WCW Box 1708 Cochrane, AB T4C 1B6

p 1-877-283-2003 / 403-709-0064

f 1-877-283-2007 / 403-709-0068

Names are required for nametags and are required to enter the Exhibit area.

First Name _____ Last Name _____

email: _____

First Name _____ Last Name _____

email: _____

First Name _____ Last Name _____

email: _____

First Name _____ Last Name _____

email: _____

First Name _____ Last Name _____

email: _____

Passes are not intended for employees or distributors.



TERMS AND CONDITIONS

DATES

Western Canada Water (WCW) reserves the right, at its sole discretion, to change the date or dates upon which the show is held or to cancel the show and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Exhibitor to WCW.

ASSIGNMENT

The Exhibitor shall not assign this contract or sublet the space or any part thereof or permit same to be used by any other person, without the prior written consent of WCW. Any attempt to do so is null and void and will result in immediate cancellation of this contract with no refund.

RULES & REGULATIONS

The Exhibitor shall comply with all rules and regulations set by WCW for the show and agrees that WCW's decision to adopt and enforce any such rule or regulation shall be final and binding.

COMPLIANCE

The Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.

INDEMNITY

The Exhibitor shall indemnify and hold harmless WCW and the facility from and against any loss, injury or damages whatsoever suffered by WCW as a result the Exhibitors failure to comply with the terms and conditions of this contract or as a result of the Exhibitors participation in the show, including without limitation, any third party claim against WCW with respect to loss, injury or damage sustained or suffered by any other exhibitor, the owner of the building, attendees of the Exhibition, and their respective directors, officers, agents and employees.

LOSS OR DAMAGE

In consideration of the Exhibitors participation in the show, the Exhibitor hereby releases WCW and the facility, their directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Exhibitor in connection with the show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of WCW or otherwise.

CANCELLATION

This contract may be cancelled by either party provided written notice is received by the other before June 1, 2016 in which case all monies paid by the Exhibitor will be refunded less an administration fee of \$50.00 per booth. If the Exhibitor cancels after such date, it will be responsible for the full contract price. Cancellations must be made in writing, on company letterhead. MSSA membership will not be refunded unless company is not interested in receiving those member benefits. In this case, cancellation notice should also contain notice of membership cancellation.

CONDUCT

WCW reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound and to expel exhibitors or their personnel if, in WCW's opinion, their conduct or presentation is objectionable to WCW or to other Exhibit participants.

DISPLAY

Exhibitors display must comply with all requirements of WCW and of the owner of the building, including maximum height requirements.

STAFF

Exhibitors must provide at least one person per booth, during Exhibition hours. The Exhibitor agrees to confine its presentation to the contracted space only.

SHIPPING

Goods must not be shipped to the show with any shipping charges to be paid on arrival and any such goods will not be accepted by WCW. WCW will assume no responsibility for loss or damage to the Exhibitors goods or property before, during or after the show.

INSURANCE

The Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. The Exhibitor agrees to furnish immediately to WCW, upon request, certificates of insurance pertaining to all policies of insurance carried by the Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies.

If the Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to WCW at law or under this contract, WCW shall have the right to take possession of the display space for such purposes as it sees fit and the Exhibitor will be held liable for the full contract price for the said space.

MOVE – OUT

The Exhibitor agrees that no display may be dismantled or goods removed during the scheduled time of the Exhibition. The Exhibitor agrees to remove the exhibit, all equipment and accessories from the event building by the final move out time. In the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred by WCW.

TERMS & CONDITIONS

WCW reserves the right to make adjustments to the floor plan and move booth assignments if deemed necessary.

WCW reserves the right to cancel this contract and to withhold possession of the space or to expel the Exhibitor if the Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulations, in which case the Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting WCW other rights and remedies at law under this contract as a result of such failure to comply.

