

2024 Food & Beverage Expo Registration Package May 7-8, 2024-Saskatoon

SUPPLIER CONFERENCE

Tuesday, May 7, 2024
Prairieland Park Saskatoon
12:00 pm – 6:30 pm

Get ready for an exciting new addition to the 2024 EXPO! After you are done with your set up, our partners at Hospitality Sask are putting together an afternoon of **2 dynamic sessions** that are sure to add value to your business. After the sessions, you'll have the opportunity to network with other exhibitors while enjoying a drink and snack. We're looking forward to growing and expanding this partnership with you.

Agenda

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| 12:00 pm – 2:30 pm | Exhibitor Set up in Hall A |
| 2:30 pm – 4:30 pm | Hospitality Sask Conference/Workshop for all exhibitors, Suppliers and Vendors in the Terrace at Prairieland Park <ul style="list-style-type: none"> • Topics TBA |
| 4:30 pm – 6:30 pm | Exhibitor/Supplier/Vendor Hospitality Suite in The Terrace at Prairieland Park |

Wednesday, May 8, 2024
Prairieland Park Saskatoon
8:00 am – 1:00 pm

The Conference is an opportunity to hear updates from SLGA, including information on the Saskatchewan liquor market, as well as to network with SLGA Liquor Wholesale and Distribution division and other industry people. In addition, this year all suppliers, local producers and RSPs will be in attendance together.

Agenda

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| 8:00 am – 11:00 am | Supplier set up (back up only if you can't be available the 7 th) |
| 8:30 am – 10:00 am | Hot Buffet Breakfast |
| 9:00 am-- 12:00 pm | SLGA Conference for Suppliers, Local Producers and Retail Store Permittees (RSP) <ul style="list-style-type: none"> • Topics TBA |
| 12:00 pm – 1:00 pm | Buffet Lunch |
| 1:00 pm – 5:00 pm | Food & Beverage EXPO |
| 5:00pm – 6:00 pm | Teardown |

EXPO

Wednesday, May 8, 2024

PrairieLand Park Saskatoon

1:00 pm – 5:00 pm (sampling ends at 4:30 pm)

The expo is an exciting opportunity for exhibitors to network with and sample new products to Retail Store Permittees (RSPs) and Commercial Permittees from across Saskatchewan.

Featured Products

- Maximum of four products per booth. Only the four approved products may be on-site for the Expo.
- Products featured must be approved by SLGA.
- Special Order products must have a completed application form submitted to specialorders@slga.com before registration deadline on February 29, 2024. In the application, please specify it is for Expo so product is ordered in time.

Expo Discount

Exhibitors are required to offer a minimum 10% show discount. The discount will default to 10% off the regular wholesale base price, unless otherwise stated in the registration form.

Booth Details

- Water, ice, spit buckets and garbages will be available throughout the expo but not at each booth. Agents/suppliers should bring additional supplies as needed, such as water bottles and ice buckets.
- The move-in will take place in Tradeshow Hall A on Tuesday May 7 from 12:00 pm – 2:30 pm. Booths must be set up by 12:00 pm.
- The move-out will take place immediately at 5:00 pm on Wednesday, May 8 and must be complete by midnight.
- All booths are 10' wide and 8' deep. Within the first 3' from the back wall, display material may be up to 8' high (no material will be allowed higher than 8'). Beyond 3' from the back wall, no materials may exceed 4' in height.

Expo Checklist for Exhibitors

Things to consider:

- Products - what participating products are you bringing and number of samples you will need as you will require this information at the time of registration.
- Booth display – what will you have for backdrops, banners, signs, lighting, and supports such as tape, clips, etc.
- Documents to giveaway – will you have anything to give attendees? E.g.: sell sheets, business cards, etc.
- Promotional items – will you give away anything to attendees? E.g. branded pens.
- Dealer loader offers – will you offer any giveaways with purchase? E.g. “when you order 5+ cases of any product at our booth, we’ll send you X prize.”
- Sample product
 - SK Craft Producers ensure you’re bringing the appropriate quantity of samples and the receipt showing sale of that product has already been submitted to SLGA prior to the Expo.
 - Suppliers going through the DC, make sure product is available at the DC by April 27, 2024. These samples will be delivered to the Expo when you arrive by SLGA.
- Supplies – ensure you have sample cups (attendee estimation is 400-450 people), napkins, garbage.
- Booth staff – ensure you’ve informed SLGA which of your staff will be at your booth, and who will attend the conference on May 6th. We also recommend discussing the sales pitch and strategies with your staff...and ensuring everyone wears comfortable shoes!

2024 Food & Beverage Expo Terms & Conditions

BOOTH SPACE ALLOCATION

Saskatchewan Liquor and Gaming Authority (SLGA) will make all booth assignments in the best interest of the Expo and may alter the floor plan and reposition exhibitors if necessary. SLGA reserves the right to reject or prohibit exhibits or exhibitors who do not meet the goals of the expo.

BOOTH DIMENSIONS

All booths are 10' wide and 8' deep. Within the first 3' from the back wall, display material may be up to 8' high. Beyond 3' from the back wall, no materials may exceed 4' in height. Display material and/or equipment must not be positioned in such a manner that it will obstruct or interfere with the view of adjacent exhibits. No exhibitor may injure, mar or in any way deface the building or expo; no nails, hooks, tacks or screws are to be driven into any part of the exhibit space.

EXHIBIT SPACE

Includes high back drape, 8' x 3' high side drape, 1 skirted table, 2 folding chairs.

EXHIBITORS

No more than one exhibiting company will be permitted per booth without prior written permission from SLGA.

EXHIBITOR ACTIVITIES

All activities, promotions, materials, goods & fixtures must be contained within the assigned booth. Should activities create congestion in the aisles; the exhibitor will be required to desist. Sound levels should not interfere with other exhibitors. SLGA may require any exhibitor to immediately reduce the volume of any equipment or entertainment on the show floor.

HOSPITALITY SUITES

No exhibitor shall sponsor, promote, or encourage hospitality suites or rooms during show hours.

LEGAL AGE LIMIT

No persons under 19, including infants, may enter or remain on the show floor during show hours.

FOOD & ALCOHOL

Exhibitors must not sell food or beverages for onsite consumption. Only the four approved products may be onsite for the Expo. Sampling of alcohol may only be done as follows:

- Spirits/Liqueurs: ½ ounce or 14.25 ml
- Wine: 2 ounces or 57 ml
- Beer/RTD/Coolers/Cider: 4 ounces or 114 ml.

RESPONSIBLE ALCOHOL SERVICE

Exhibitors are responsible for ensuring that they do not provide alcohol to a person who is intoxicated. Intoxicated persons must be refused service and must leave the exhibit area. Exhibitors must identify anyone who is intoxicated or disrupting the event to the attention of the event manager. Persons who are serving at the booth are not to consume alcohol before or during their shift.

SET-UP DEADLINE

Booths must be set up one hour prior to the start of the show, SLGA will, without compensation, dispose of any space for which any debts remain outstanding, or are not completely or reasonably set-up by the exhibitor.

MOVE IN

Move-in will take place in Trade Show Hall A on Tuesday May 7 from 12:00 pm – 2:30 pm or as a backup Wednesday May 8 from 8:00 am to 11:00 am. All SLGA and Privately Distributed samples will be sent directly to the Expo site. SK Craft product samples must be brought during move in time.

MOVE OUT

Move-out will take place immediately at 5:00 pm on Wednesday, May 8 and not before. Displays may not be dismantled during show hours. All items must be removed from the building by midnight. If you need to make alternate arrangements, contact exhibitor services.

LOSS OR DAMAGE

Neither SLGA nor Regina Exhibition Park will be responsible for loss or damage to persons, exhibits or decorations by theft, fire, accident, strikes or other causes. SLGA assumes no liability for loss or damage to exhibitor property.

BADGES

During show hours, everyone on the floor, including exhibit staff, must wear a name badge provided by SLGA.

CANCELLATION BY EXHIBITOR

Cancellations received prior to April 1 are eligible for a full refund. Cancellations after April 1 are non-refundable.

CANCELLATION OF SHOW

In the event the Expo is cancelled for any reason beyond the control of SLGA, SLGA shall in no way whatsoever be liable to the exhibitor other than to return to the exhibitor, without interest, such sums as have been paid to SLGA, less any and all legitimate expenses at the discretion of SLGA.

ENFORCEMENT OF RULES

Exhibitors assume all responsibility of obtaining knowledge of all rules, regulations and policies with respect to health, fire prevention, public safety, and alcohol. Exhibitors will be required to observe such further reasonable rules and regulations as SLGA may consider necessary for the safety and well-being of everyone attending. All matters not covered in this contract shall be subject to the judgment of SLGA and any decision made by SLGA shall be final. Failure to observe said rules may result in expulsion from the show. SLGA may cancel without refund the contract of any exhibitor in the event of any violation of the rules and regulations set forth in this contract, or upon violation of any other rules, which SLGA shall establish and make known to exhibitors. If in doubt, please call SLGA. The rules we use are approved and accepted throughout the North American tradeshow industry. They will be enforced onsite, unless prior agreement has been obtained.