

# ELECTRICAL LEARNING EXP



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## OCTOBER 25, 2023

## 29th ANNUAL

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**Edmonton Alberta**  
**Oct 25, 2023**

River Cree Resort  
Edmonton  
300 East Lapotac Blvd  
Enoch, AB  
T7X 3Y3

# EDMONTON

## ELECTRICAL LEARNING EXPO

### Oct 25, 2023

River Cree Resort – Entertainment Center  
300 East Lapotac Blvd, Enoch, AB T7X 3Y3

The Electrical Learning EXPO provides all companies with an opportunity to show **New Products, New Services, New Innovations**, and give **Presentations & Demonstrations** to a captive, educated audience.

The Electrical Learning EXPO offers attendees an unmatched opportunity to gain knowledge of your products and services. One enhancement after another presents a fresh new look at the endless process of finding new customers.

The Alberta Electrical Alliance has put a great deal of effort into providing a true educational focus. The Electrical Learning EXPO attracts the attendees & decision makers you expect to see. Your experience at the EXPO will be uniquely enriched by the highly productive environment.

Give yourself the **professional advantage** and sign up for your exhibit space today!

### **Who are the EXPO attendees?**

- electrical contractors
- maintenance supervisors
- lighting design consultants
- industrial electricians
- electrical inspectors
- consulting engineers
- architects
- distributors
- utility personnel, energy retailers
- and many other industry professionals

### **You'll Receive All These Benefits**

- Complimentary company listing in AEA's PowerUP e-newsletter, website, and all promotional material
- Veteran exhibitors & AEA members receive priority consideration for booth location
- AEA members receive discounted rates
- All booths include everything no extra costs..no extra planning
- Promotion of your participation is sent in attendee confirmation emails
- Opportunity to participate in the presentation area
- Opportunity to demonstrate your New product in front of a captive audience
- Detailed and **accurate** company listing of all attendees



### **Booth Includes**

# Electrical Learning

- 8' high backwall drapery
- 4' high sidewall drapery
- Booth Carpeting
- 1 – skirted table (4,6 or 8)\*
- 1 – Electrical Outlet
- order your table preference\*

Goodkey Show Services. is the official show contractor. Order online

<https://drive.google.com/file/d/1Qnsm9XGTXUIPbuRLX7qODwYLqYfyZw7/view?usp=sharing>

or Phone 1-780-426-2211 Show code: AEA102523

**YOU... \*\***will be responsible for ordering your size of table (4,6,8). Don't order a table you will get an 8'.

### 10x10 Booth Prices

AEA Members		Non Member
1 Booth	\$890	\$1010 each
multi Booths	\$830	\$1010 each

\*Booth Rates do not include GST

### Exhibitor Schedule

#### Set-up

Tuesday, Oct 24, 2023  
12:00 noon – 10:00 pm

**\*\*All** Exhibitors must be set up Oct 24, 2023 There will be NO forklift available Oct 25 for move in

#### Show Hours

Wednesday, Oct 25, 2023  
? am – 5 pm

#### Seminars Hours

Wednesday, Oct 25, 2023  
? am – 5 pm

#### Take down

Wednesday, Oct 25, 2023  
5:01 pm – 12:00 pm

### Expo Location

Edmonton River Cree Resort  
Entertainment Center  
300 East Lapotac Blvd,  
Enoch, AB T7X 3Y3

**ROOM Rates Book your** room at a discounted rate for AEA guests deadline Sept 21 are set for exhibitors \$179 at The River Cree Resort.



### Main CONTACT

Alberta Electrical Alliance

Tara Ternes

Cell (403) 701-3435

Toll Free (800) 642-5508

E-mail [info@albertaelec.com](mailto:info@albertaelec.com)

[www.albertaelectricalalliance.com](http://www.albertaelectricalalliance.com)



## Exhibitors Agreement



**Please Print**

contact name(s)

title

company

address

city

province

postal code

phone

ext.

cell

other contact #

e-mail

I, a duly authorized representative of the organization listed above, **agree to all Rules and Regulations** contained in this agreement.

Signature Required

Date

**SPACE SELECTION**

If the company listed above is a non-member of the Alberta Electrical Association, refer to the non-member rates

**Member Rates**

Booth 1 (first booth) - \$ 890 ; + Addition Booths - \$830

**Non-Member Rates**

Booth \$1010 each

Add Alberta Electrical Alliance Annual Membership Fee to the total. Please check the box  Yes membership CORPORATE \$550 (Provincial includes all divisions and people) INDIVIDUAL (is one person) \$210.

Number of booths required  x \$  +  member fee + GST = \$ \_

Total Amount Due

**BOOTH LOCATION**

Please indicate four different location choices. Exhibit space is reserved on a first come, first served basis. AEA members and veteran exhibitors will receive priority. Every effort will be made to accommodate your preference(s).

1.  2.  3.  4.

We desire booth separation from:

1.  2.

3.  4.

**INSTRUCTIONS TO VALIDATE AGREEMENT**

1. Attach a cheque, payable to Alberta Electrical Alliance for the full amount of your request exhibit space.
2. GST #13974558
3. Failing to make payment forfeits your right to exhibit.
4. To answer your questions, call Tara Ternes at (403) 701-3435, or 1-800-642-5508; e-mail: [info@albertaelec.com](mailto:info@albertaelec.com)
5. Return this completed form and payment to Alberta Electrical Alliance.  
Box 80091, Downtown P.O.  
Airdrie, AB T4B 2V8
6. The AEA accepts Credit Card Pay online or call us. <https://alberta-electrical-alliance.square.site/>



## Rules and Regulations

Please read these rules and regulations as this is part of the **Exhibitors Agreement** that you must sign and agree to. This section contains information you must know and agree to.

### 1. RULES AND REGULATIONS

These rules and regulations have been developed for the purpose of providing a well-balanced, well-regulated, attractive and successful Expo. The Alberta Electrical Alliance (AEA) shall have the authority to interpret the regulations and amend them to be in the best interest of the entire exhibition. It is the responsibility of the Exhibitor (and/or designated representatives) to be familiar with the rules and regulations of the Electrical Learning EXPO.

### 2. CONTRACT FOR EXHIBIT SPACE AND DISPLAY

Exhibitors are required to sign the contract and list the nature of the display. Independent sales agencies who are members of the AEA may display products of manufacturers who are not members of the Alliance at the member rate. Exhibitors are not permitted to display merchandise for more than **TWO** manufacturers per booth. AEA must have written confirmation of ALL manufacturers occupying booth space. If AEA has no written confirmation AEA will decline their participation. AEA reserves the absolute right to decline any application for space if in AEA's judgment, the products or services to be shown or demonstrated are unrelated, not compatible with or detrimental to the educational character and objectives of the EXPO or the AEA's purpose. In the event the contract is not accepted, all monies received for the contract will be returned.

The order for booths, assignment of space, and the full payment of rental charge, constitutes a contract or rental of the space assigned. Exhibitor failing to occupy space is **NOT** relieved of the obligation to pay the full rental price.

No exhibit booth may block another exhibitor's view down the aisle. Exhibitors that are not in compliance during the EXPO, will be required to disassemble the section(s) in order to comply.

### 3. ASSIGNMENT OF SPACE

Allocation of available space will be made first come, first served based on size of space. Veteran exhibitors and members will receive priority. AEA reserves the right to make final space assignment or change the space assignment after the acceptance of the application, should it be in the best interest of the show. The floor plan is subject to change without notice.

### 4. PAYMENT OF SPACE

Contracts must be accompanied by the Full payment on or before Sept 18, 2023. Exhibitors failing to make the final payment for their exhibit space as scheduled, shall forfeit their right to participate as an exhibitor. The cost of 1 booth is \$890, + multiple booth purchased \$830, for AEA members, and for non-members \$1010. above prices do not include GST.

### 5. CANCELLATION OR WITHDRAWAL

Upon giving written notice, an Exhibitor may cancel or withdraw from the EXPO prior to Sept 2, 2023, a full refund will be given approximately 30 days after the show closes. After Sept 2, 2023, **NO** refund will be given. In the event all canceled spaces are re-sold and the entire EXPO is sold out, AEA will refund 50% of the monies received for the exhibit space canceled.

### 6. CONTINGENCIES

The AEA reserves the right, for any reason, to terminate the EXPO. In the event of such termination, the Exhibitor waives any and all damages and claims for damages and agrees that the sole liability of AEA shall be to return the Exhibitor's rental payment.

### 7. EXHIBITOR'S REPRESENTATIVE

Exhibitor agrees to notify AEA immediately of any change in its official representative. At least **one** person must be in the Exhibit Booth during **all** hours the EXPO is open. Exhibitor agrees not to assign or sublet the whole or any portion of the rented space covered by this contract. **No two companies can share a single booth without prior approval by AEA.** Exhibitors with NON approved products will be asked to take down their booth immediately with no refund.

### 8. LOSSES

The AEA shall in no way be liable, nor be required to maintain insurance for damage or loss, regardless of the situation, either to person or property, sustained by the Exhibitor and/or employees or representatives. Insurance, if desired, must be obtained at the Exhibitors own expense. Security guard will be hired the day before the show.

### 9. EXPO INFORMATION

Set-up may begin 12:00 noon on Tuesday, Oct 24, 2023, **and must be completed by 10:00 pm that evening.** The EXPO will officially open at ? am and will close 5 pm on Oct 25, 2023. Exhibits must be removed by 12:00 pm Oct 25, 2023.

The **SHIPPING LOCATION** of the EXPO is **River Cree Resort – Entertainment Center**–300 East Lapotac Blvd. Enoch, AB T7X 3Y3 – Phone (780) 930-2612.

Presentation will start ? am, information will be given upon completion and committee approval.

#### **10. MISCELLANEOUS REGULATIONS**

Exhibitors shall not foster or conduct outside activities, which would take qualified attendees from the conference functions, and/or Exposition during scheduled hours.

#### **11. CONTACT**

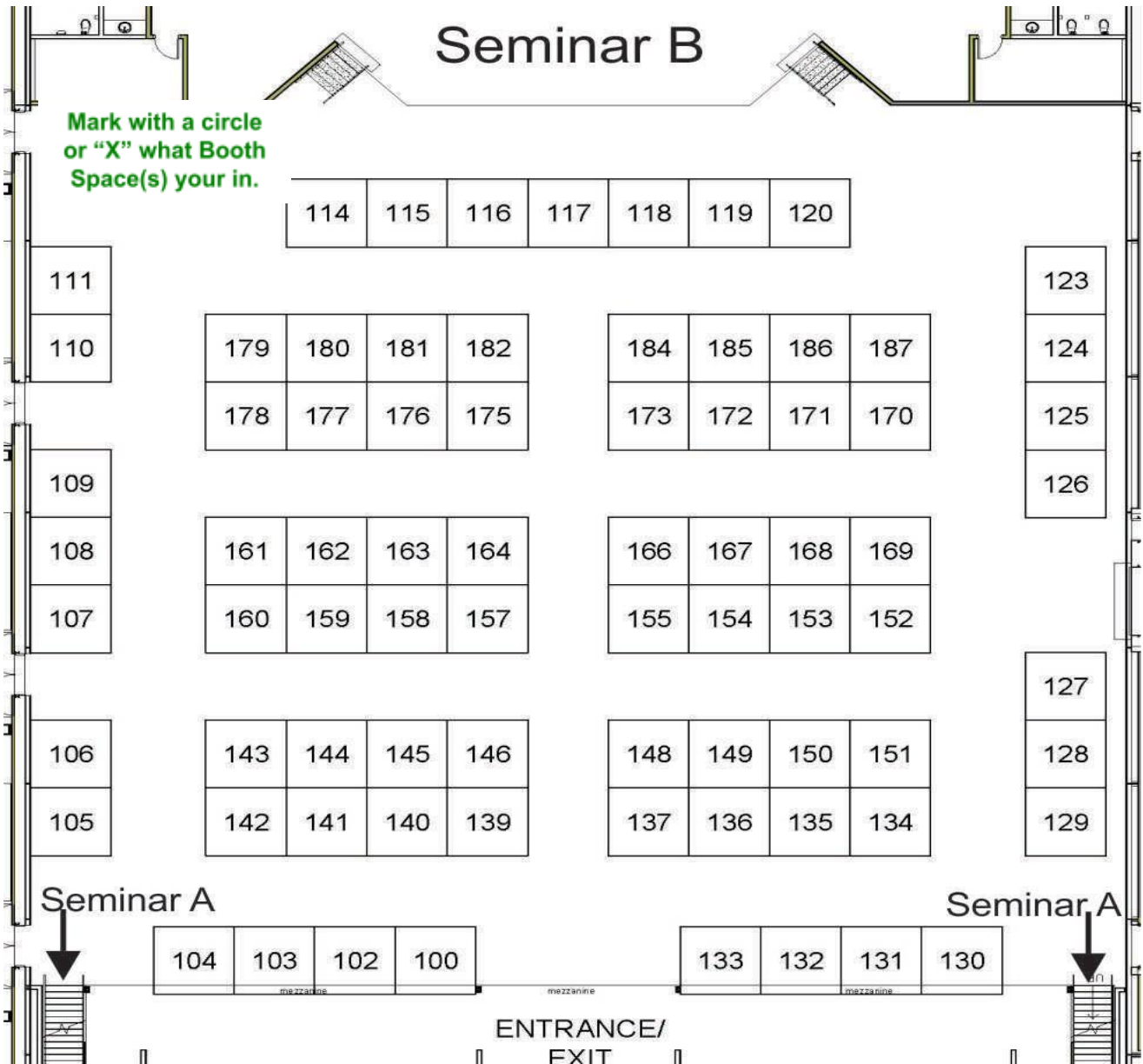
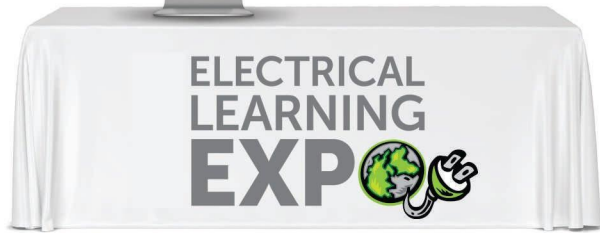
Should you require further information, please contact Tara Ternes at the AEA office. Phone (403) 701-3435, Toll Free 1-800-642-5508, E-mail [info@elecleague.ab.ca](mailto:info@elecleague.ab.ca).





**VISIT OUR  
TRADE SHOW  
BOOTH  
OCT 25, 2023**  
albertaelectricalalliance.com/  
-learning-expo

**EDMONTON  
ELECTRICAL LEARNING EXPO  
OCT. 25, 2023  
River Cree Resort  
Entertainment Center**



**Set Up**  
Oct 24 Tuesday  
12 Noon – 10:00pm

**Show Hours**  
Oct 25 Wednesday  
?am – 5 pm

**Take Down**  
Oct 25 Wednesday  
5:01 pm – 12:00 pm



## Promote

by Presenting New technology New innovations

**Maximize your visibility** by placing your company in the spotlight and reserving quality presentation time. Plan to present your company's expertise in the latest technology to the EXPO's participants. Presentation times and content will be reserved by the planning committee.

### Advantages:

- Captive audience.
- Your Company advertised specifically in **ALL** promotional material & On-line.
- Elevate your company's exposure giving you a direct selling advantage.
- Drive people to your booth by being the educated expert.

Sign up for your exhibit space early and have the prime time for your presentation. Email the required criteria to [info@albertaec.com](mailto:info@albertaec.com) to the AEA office. The Planning Committee will review this form, and notices will be sent out with regards to your application. Give enough information so that the committee can make an informed decision based on your application.



**Exhibitors interested in maximizing their visibility** have the opportunity to schedule a Presentation. Place your company in the spotlight by reserving quality time. Prove your company's a leader in the industry by presenting the latest technology to the EXPO's participants. Presentation times will be reserved on a first come, first served basis. All Presentations will be listed in all promotional material. It drives people to your booth and informs them of much more than they can get by just taking a quick stop in your exhibit.

### Presentation Guidelines:

**Presentation** content is to be of a technical nature. A presenter must be an exhibitor at the Electrical Learning EXPO. Any reference to a specific product shall be for clarification of a technical point **only**. **Only** literature pertinent to the presentation may be distributed i.e. technical paper. **No** sales brochures may be distributed at or near the seminar room.

Please provide as much notice as possible of any changes or cancellations regarding your presentation. There is no charge to the presenter / exhibitor or to the attendee for these seminars. It is your responsibility as well, as a presenter to promote attendance to your customers and intended audience.

### Criteria for submissions:

1. **Company**  **Contact Person(s)**
2. **Title:** (This will likely be used in the promotional materials if the seminar is chosen. Consider a title that will catch an audience's attention)
3. **Presentation synopsis:** 4 - 5 sentence synopsis of the proposed presentation.
4. **Special Requirements** i.e. AV Equipment etc. (LCD projector will be supplied, bring your own laptop).



5. Email or fax this information to the AEA office.

Email; [info@albertaelec.com](mailto:info@albertaelec.com)

Phone 403-701-3435 or 1-800-642-5508

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## CALGARY 2024

The Alberta Electrical Alliance and a few industry associations are teaming up to provide both the exhibitors and attendees a grand experience for future “Electrical Learning EXPO’s”. From 2024 on, this event will only be every TWO years.

Committees, industry associations and influencers all agree we work better together. AEA has always consulted our members with what they need and want. We are very excited to provide the 2023 EXPO as we haven’t had an “in person” Electrical Learning EXPO in a couple years. Those that are participating in the 2023 expo will receive a discounted rate for being such a great supporter.

If you’re interested in being part of this NEW EXPO.

Please contact Tara phone 403-701-3435 or email [tara@albertaelec.com](mailto:tara@albertaelec.com)