

## Conference Details

### What

2019 Spring Training

### When

Tuesday, May 7 to  
Wednesday, May 8, 2019

### Where

Delta Edmonton South Hotel  
and Conference Centre  
4404 Gateway Boulevard  
Edmonton, AB T6H 5C2  
Phone: 780-434-6415

### Contact

Karren Graham  
Alberta Culture and Tourism  
[spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca)  
780-638-3837

### Questions

If you have any questions regarding the exhibitor opportunities, please contact [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca)

## An Invitation to Industry Partners

Meet with Alberta's network of visitor information centre (VIC) staff and highlight your tourism product or destination at 2019 Spring Training!

Annual training is provided to front-line VIC staff from across the province. Get connected with the staff who promote Alberta to visitors. Register today as an exhibitor for 2019 Spring Training!

### What is Spring Training?

A two-day training event designed to prepare front-line VIC staff for the upcoming season by providing engaging and effective product knowledge and travel counselling training. The exhibitor tradeshow portion of the event allows Alberta tourism attractions, events, destination organizations, and businesses like yours, to inform staff about the variety of experiences that are available across Alberta for visitors to enjoy. Our event theme for 2019, "**Driving the Visitor Experience**", expresses the importance of connecting with the visitor to create memorable travel experiences that are catered to their unique needs, and further contribute to the growth of tourism in the province.

### Who are the delegates?

Front-line staff that directly engage with visitors at their centres, out in their communities, and online. They connect travellers to Alberta experiences by providing trustworthy, accessible, and personalized trip planning advice and information. The conference sees over 170 delegates representing over 60 communities in Alberta including 10 provincial VICs located at key highway entry points and 50 accredited community/regional VICs.

### Why exhibit?

- Meet and engage with over 170 front-line staff that can help increase visitation to your destination or business.
- Highlight why your tourism attraction, event, destination, or experience is a must stop visit for travellers.
- Increase awareness and gain exposure for your organization.
- Establish and strengthen relationships with those in the tourism industry.
- Network with industry representatives and develop new partnerships.
- Increase tourism to your region and aid in growing Alberta's tourism industry.
- No registration fee to participate.

## How does Exhibitor Tradeshow work?

This Exhibitor Tradeshow will run similar to a **standard tradeshow format**. During the three hour session, you will have the opportunity to freely engage with over 170 front-line VIC staff about your attraction, event, destination, or experience.

VIC Staff will visit each booth to gain key knowledge about your organization that they can then pass on to the visitor. We will provide a list of guiding questions that VIC Staff can use to learn all the essential information about your organization. Deeper exploration and further questioning at each booth will earn VIC Staff extra entries into a draw for door prizes generously donated by participating exhibitors.

Exhibitors will be assigned to one of the afternoon tradeshow sessions on either Tuesday, May 7 or Wednesday, May 8, 2019. You will be assigned a booth and grouped with exhibitors from your region (North, Rockies, Central, South, Edmonton and Area, Calgary and Area, province wide) so that staff will be able to contextualize each region's tourism experiences and destinations.

## Exhibitor Tradeshow

Up to 40 spots per day

### Dates

Tuesday, May 7 and  
Wednesday, May 8, 2019

As a tradeshow exhibitor, you have the option of having your own booth or sharing a booth with one of your partners. A shared booth with partner organizations is a great way for delegates to learn more about your community or region as a whole. Please note that booth size is 10'x10' for single and shared booths.

### Includes:

- Showcasing your tourism experience, destination, attraction, and/or event to over 170 front-line VIC staff.
- Opportunities to establish relationships with other tourism representatives in your region.
- One 10'x10' curtained booth with Wi-Fi, and access to a 1500 watt outlet for your session.
- Draped 6' display table and three chairs (optional).
- Recognition in conference program.
- Distribution of your organizations information/print materials.
- Opportunities to provide giveaways, door prizes or Familiarization (FAM) offerings.
- Registration for up to four exhibitors/presenters.
- A list of delegates attending the event.

# Exhibitor Information Package

## Exhibitor Tradeshow (cont'd)

Please note that meals, refreshments and registration to attend other conference sessions are **not included**.

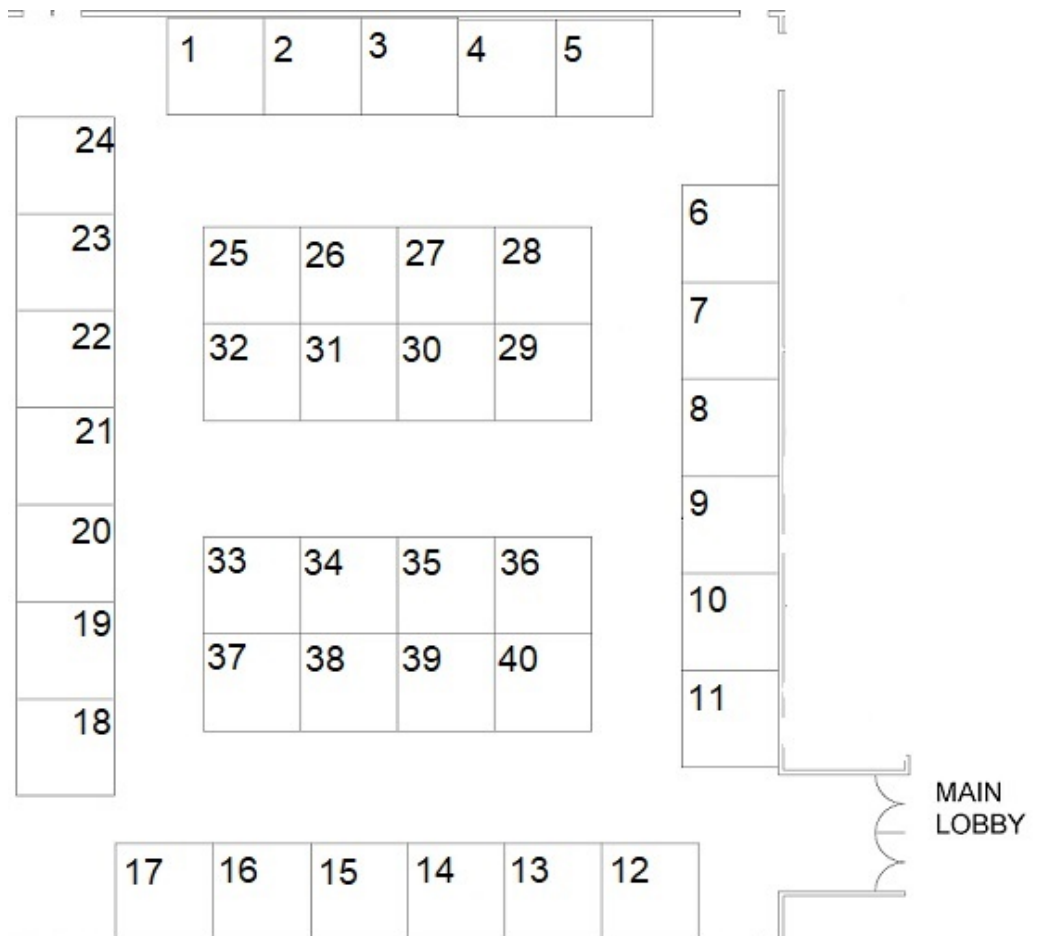
### Time Slots:

- Exhibitor Showcase #1, Tues, May 7 from 1:00 p.m. – 4:00 p.m.
- Exhibitor Showcase #2, Wed, May 8 from 1:00 p.m. – 4:00 p.m.

## Booth Assignment and Configuration

Alberta Culture and Tourism reserves the right to assign all booth numbers, location, and space configuration. Exhibitors planning to set up display equipment that may obstruct visibility must request prior approval from Alberta Culture and Tourism.

Exhibitor tradeshow will take place in the Royal/Imperial room and foyer of the Delta Edmonton South Hotel and Conference Centre. The room is located on the main floor of the hotel and is easily accessible to the parking lot. The layout of the tradeshow is shown below (and may be subject to change).



## Notification

Exhibitor Tradeshow applicants will be notified by **Friday, March 29, 2019** via email whether they have, or have not, been successful. All successful applicants will be sent a confirmation package; other applicants will be placed on a waiting list should additional opportunities arise. If opportunities do become available, all waiting list applicants will be placed into a lottery draw and contacted if successful.

## Application Submission

E-mail a completed Exhibitor Application Form and Exhibitor Request Form by **March 25, 2019** to [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca). A confirmation of the receipt of your application form will be provided within two business day.

If you do not receive notification, please contact Karren Graham at [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca). Applicants will be notified by **March 29, 2019** via email on whether or not their application has been successful.

## Hotel Information

This event will take place at the Delta Edmonton South Hotel and Conference Centre.

### Parking

Complimentary parking is available at the hotel.

### Accommodation

A block of rooms is available through a group rate at the Delta Edmonton South Hotel and Conference Centre. Room rates are based on single or double occupancy (\$145/night + tax). A reference code will be provided if you are confirmed to participate in the event. Rooms may be booked at the discounted rate until **Tuesday, April 9, 2019**.

## Program Schedule

(\*Subject to change)

### Tuesday May 7, 2019

Time	Function
7:15 a.m. - 8:15 a.m.	Registration and Breakfast
8:15 a.m. - 9:20 a.m.	Opening Program, Elder and AB News Reel
9:20 a.m. - 10:15 a.m.	Travel Counselor Training
10:15 a.m. - 10:30 a.m.	Refreshment break
10:30 a.m. - 12:00 p.m.	Travel Counsellor Training Cont'd
12:00 p.m. - 1:00 p.m.	Lunch
1:00 p.m. - 2:45 p.m.	Exhibitor Tradeshow #1
2:45 p.m. - 3:00 p.m.	Refreshment break (exhibitors included)
3:00 p.m. - 4:00 p.m.	Exhibitor Tradeshow #1 continued
4:00 p.m. - 4:20 p.m.	Closing notes

### Wednesday May 8, 2019

Time	Function
7:15 a.m. - 8:15 a.m.	Registration and breakfast
8:15 a.m. - 9:30 a.m.	Verbal Judo / Crucial Conversations
9:30 a.m. - 9:45 a.m.	Refreshment break
9:45 a.m. - 10:45 a.m.	Concurrent breakout sessions - Session 1
11:00 a.m. - 12:00 p.m.	Concurrent breakout sessions - Session 2
12:00 p.m. - 1:00 p.m.	Lunch
1:00 p.m. - 2:45 p.m.	Exhibitor Tradeshow #2
2:45 p.m. - 3:00 p.m.	Refreshment break (exhibitors included)
3:00 p.m. - 4:00 p.m.	Exhibitor Tradeshow #2
4:00 p.m. - 4:20 p.m.	Closing notes

# Exhibitor Application Form

## Main Contact Information

Contact Person \_\_\_\_\_

Organization/  
Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City/Town \_\_\_\_\_ Province/  
Territory \_\_\_\_\_ Postal Code \_\_\_\_\_

Contact Phone \_\_\_\_\_

Email \_\_\_\_\_

## Exhibitor Opportunity

Exhibitor Tradeshow Options	Date	Booth
Exhibitor Tradeshow #1	Tuesday, May 7, 2019	<input type="checkbox"/> Single booth <input type="checkbox"/> Shared booth
Exhibitor Tradeshow #2	Wednesday, May 8, 2019	<input type="checkbox"/> Single booth <input type="checkbox"/> Shared booth

Number of organizations participating in your exhibitor opportunity including your own organization: \_\_\_\_\_

Region you are representing: \_\_\_\_\_

Are you new to the event?  Yes  No

Provide a brief description of the tourism experience(s), destination(s), attraction(s), and/or event(s) you will present:

# Exhibitor Application Form

## Exhibitor Information

Complete this section only if you are applying for the Exhibitor Tradeshow

Please provide the name of your on-site representatives attending the Exhibitor Tradeshow. Up to two representatives may attend for single booths, and up to four representatives for shared booths.

On-site representatives (name and organization):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Provide the name of each organization website as it should appear in the event program:

Will you require a draped 6' display table and three chairs for your booth?

Yes

No

## Exhibitor Terms and Conditions

Please read the following terms and conditions for your exhibitor opportunity at 2019 Spring Training.

### Questions

If you have any questions regarding the exhibitor opportunities, please contact [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca) or 780-638-3837.

We look forward to working with you on this important tourism industry event.

### Protection of Privacy

The personal information that you provide on the Registration Form will be used for the purpose collected. Your information is collected under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy Act (FOIP)* and is protected by the privacy provisions of the Act. If you have any questions about the collection, use or disclosure of your personal information, please contact [karren.graham@gov.ab.ca](mailto:karren.graham@gov.ab.ca) or 780-638-3837.

### Exhibitor Terms and Conditions:

- In the situation that a successful applicant needs to cancel, notification of cancellation must be provided by e-mail to Karren Graham at [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca) no later than **Thursday, April 11, 2019**. Exhibitors who are not able to honor their exhibitor commitment or provide notification of cancellation by **April 11, 2019** will not be considered for Tradeshow 2020. This condition does not apply to extenuating circumstances which will be assessed on an individual basis.
- The exhibitor shall indemnify and hold harmless Alberta Culture and Tourism, its employees and agents, against and from any and all third party claims, demands, actions, or costs (including legal costs on a solicitor-client basis) to the extent arising from the negligence, other tortious act or wilful misconduct of the exhibitor, or those for whom it is legally responsible, in relation to its participation as an exhibitor at the 2019 Spring Training.
- The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the Delta Edmonton South Hotel and Conference Centre ("Delta") premises and will indemnify, defend and hold harmless the Delta, its owner and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims.
- The exhibitor shall, at its own expense, and without limiting its liabilities or obligations herein, insure its operations under a contract of general liability insurance in an amount not less than \$2,000,000 inclusive per occurrence, insuring against bodily injury, personal injury, and property damage including loss of use thereof.
- The exhibitor shall provide acceptable evidence of insurance, in the form of a detailed certificate of insurance, prior to **April 12, 2019**. The Certificate Holder shall be identified as Her Majesty the Queen in right of Alberta as represented by the Minister of Culture and Tourism at Tourism Division, 6th Floor, Commerce Place, 10155 102 Street, Edmonton, AB, T5J 4L6. Such insurance shall not name Her Majesty the Queen in right of Alberta as represented by the Minister of Culture and Tourism as an additional insured but must be endorsed to provide the ministry with 30 days advance written notice of cancellation.

### In addition, all tradeshow exhibitors must also adhere to the following:

- Booths must be staffed at all times during posted Exhibitor Tradeshow hours.
- Booth space not occupied by the close of the installation period will be forfeited by the exhibitor and the booth space may be reassigned or used by Alberta Culture and Tourism.
- Booth displays and equipment shall not extend into the aisles, including all signs, banners, furniture, etc. without prior consent from Alberta Culture and Tourism. All demonstrations must be confined within the exhibit space.
- Exhibitors are not allowed to distribute any organization information/print materials, from their company or any other company, beyond their assigned exhibitor space.
- Exhibitors are not allowed to sell any products or services directly from their exhibit space. Order forms are acceptable for future fulfillment.
- Animals, birds or pets of any description require prior written authorization.



## Exhibitor Terms and Conditions (cont'd)

- Alberta Culture and Tourism reserves the right to restrict sounds from any source that interface with activities in neighbouring booths.
- Sample food/beverage products may not be distributed or sold by exhibiting organizations except upon written authorization.
- The exhibitor must leave the booth space in the same condition as it was at the time of occupation.
- Inclusion in 2019 Spring Training Conference materials is subject to receiving required company information in time for artwork deadlines.
- All shipping, setup and additional audiovisual (A/V) costs are the responsibility of the exhibitor.
- There is no security service available during the event. Please do not leave personal items or valuables unattended.

**If you have read, understood, and agree to these terms and conditions, please ensure you sign and check off the box below.**

I have read, understood and agreed to the Exhibitor Terms and Conditions for participating in the 2019 Spring Training.

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

# Image Release Form

**MODEL IDENTIFICATION**  
(Internal Use)

**LOCATION**  
Edmonton, AB

**DATE:** May 7-8, 2017

**NUMBER OF PERSONS:**

**DESCRIPTION OF ACTIVITY/  
MODEL:**  
Attendee at the 2019 Spring  
Training

**COLOUR AND TYPE OF  
CLOTHING:**

**PRODUCTION:**

**FILE#**

This personal information is being collected under the authority of the Freedom of Information and Protection of Privacy Act (Alberta) and is subject to the provisions of that Act. My consent allows for collection, use and disclosure of my personal information for the purposes described above. If I have any questions regarding my consent or the use of my personal information, I can contact the Visitor Services Branch of Alberta Culture and Tourism, 6th Floor, Commerce Place, 10155 – 102 Street, Edmonton, Alberta, T5J 4L6. Phone (780) 427-0590 or toll free in Alberta: dial 310-000 then the number.

Please be advised that during the event you may be photographed by our photographer. We need your consent to collect, use and disclose your image.

Please have each attendee complete the Image Release Form or contact Karren Graham at [spring.training@gov.ab.ca](mailto:spring.training@gov.ab.ca) if you do not want to be photographed.

**I, the undersigned model, grant permission to the Government of Alberta (GOA) to collect, use and disclose, as well as to record, film and/or photograph, my physical likeness, quotations and/or appearance (My Image). I understand and agree that the GOA will own all right, title and interest, including any intellectual property, in such recordings, film and/or photographs. This Image Release is governed by the laws in force in Alberta.**

**I understand, acknowledge and consent to all of the following:**

- My Image will be kept in a GOA collection. My participation is voluntary. I will not receive an honorarium or other fee or compensation for the collection, use or disclosure of My Image.
- My Image will be used by the GOA or licensed to other public or corporate bodies for the purposes of advertising or promoting history, culture, tourism and the Province of Alberta.
- This Image Release does not have an expiry date because My Image may be made available to the public through print; television and radio (broadcast, cable and satellite); electronic, digital and web-based materials including social media websites; and as stock photographs or stock footage.

**I waive any right** I may have to inspect or approve My Image or the uses the GOA or others make of My Image.

**I certify that** I have read and understood this Image Release form prior to signing it. I agree to give this permission, consent and release on the stated terms. I agree that this Image Release will be binding on my heirs, and successors.

\_\_\_\_\_  
Name (Please Print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email

\_\_\_\_\_  
Date

\_\_\_\_\_  
Witness Name (Please Print)

\_\_\_\_\_  
Witness Signature