

URBAN encounters



TABLE TOP TRADE SHOW

Bringing the design and supply communities together.

Alberta's top interior design tradeshow.

Wednesday, September 11, 2019

Edmonton Expo Centre, Northlands Park, Edmonton

Tuesday, September 24, 2019

BMO Centre Stampede Park, Calgary



INTERIOR
DESIGNERS
OF ALBERTA

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U R B A N e n c o u n t e r s

TABLE TOP TRADE SHOW

Bringing the design and supply communities together.



INVITATION TO EXHIBIT

The Interior Designers of Alberta (IDA) is pleased to extend this invitation to exhibit at ***Urban Encounters 2019***.

Urban Encounters is a table top trade show held in two locations (Edmonton and Calgary). The main focus is two-fold. Firstly, it is held to showcase the latest products and services for commercial and residential suppliers to the Alberta Interior Design community. Secondly, it is an opportunity to bring the design and supply community together in an informal, social atmosphere to help in the establishment of mutually beneficial client-vendor relationships.

The ***Urban Encounters 2019*** schedule:

Wednesday, September 11, 2019
Edmonton Expo Centre, Northlands Park, Edmonton

Tuesday, September 24, 2019
BMO Centre Stampede Park, Calgary

Over 400 interior designers, architects, industry professionals and students attend ***Urban Encounters*** in each city. These events represent a valuable opportunity to network with industry professionals and showcase your product lines.

The IDA will be providing members with complimentary tickets to attend the event. All non-members will be charged a nominal admittance fee. Trade show exhibitors will also receive invitations to distribute to clients.

A reception will run concurrently with the trade show in the exhibit hall.

We are seeking your participation to make this event a success!

This package contains all the information necessary to help make an informed decision about the merits of exhibiting in ***Urban Encounters 2019***. However, if you require any additional information, do not hesitate to contact the IDA office.

Exhibit space is limited. To avoid disappointment, please register early.

Sincerely,

The IDA Council

Interior Designers of Alberta

EXHIBITOR OPTIONS



As an exhibiting company at **Urban Encounters 2019**, you will receive the following goods and/or services as part of your registration fee:

Table Top Registration:

- One 8' long x 24" wide draped table.

Full Size Exhibit Booth Space Registration:

- One 8' x 10' draped exhibit space with 8' long x 24" wide draped table.
- Access to power.

All Exhibitors Receive:

- One 11" x 28" sign (*easel backed*) displaying the exhibiting company name (*sign is property of IDA, there is a \$25.00 charge for signs not returned in original condition*).
- Two exhibitor passes.
- Two exhibitor luncheon passes. *Additional passes are available at a cost of \$15 per person.*
- PDF Attendee List including all design professional who attended **Urban Encounters 2019**. *In addition to the PDF, an excel version of the Attendee List will be available for a \$50 fee.*

Exhibit Package Pricing (*Add 15% late fee after July 23, 2019)

Table Top Registration:

Exhibit in one city (either Edmonton or Calgary)	\$750 plus GST*
Exhibit in both Edmonton and Calgary	\$1075 plus GST*

Full Size Exhibit Space Registration:

Exhibit in one city (either Edmonton or Calgary)	\$1,450 plus GST*
Exhibit in both Edmonton and Calgary	\$2,425 plus GST*

EXHIBITOR GUIDELINES

1. Exhibit Rules

For all table top registrations, freestanding displays are not allowed. Portable displays that will fit on top of a standard 8-foot long by 24-inch wide table are acceptable. **The maximum height of all displays will be 7 feet from the ground. This policy will be strictly enforced.** This policy does not extend to exhibitors with full size exhibit booth space registrations. One exhibit space per company.

2. Display of Actual Product

Many exhibiting companies choose to replace the display table provided with standalone products such as a desk, chair etc. This is allowed providing the replacement fixtures do not exceed the space allocation. Approval will be required from the IDA office prior to show opening to make the replacement. Please note, the furniture, fixtures or product displays that do not comply with space allocation rules will be removed from the show floor with no compensation given to the exhibitor for exhibit costs.

3. Furnishing Provided

Table Top exhibitors will be provided with a draped 8-foot by 24-inch wide table. Full-Size exhibitors will be provided with an 8' x 10' draped booth with a draped 8-foot by 24-inch wide table. All exhibitors will be provided with an 11" by 28" company sign (*easel backed*) with exhibiting company's name (*sign is property of IDA, there is a \$25.00 charge for signs not returned in original condition*).



4. **Move-in and Move-out**

Exhibitors are responsible for removing any storage crates and/or boxes from the exhibit area prior to show opening. Boxes and crates may not be stored under tables. Storage space under tables is to be confined to literature, samples etc.

- Move-in (set-up) will run from 12:00 p.m. – 3:30 p.m. in each location.
- Move-out (tear-down) will run from 8:05 p.m. – 9:30 p.m. in each location.
(NOTE: **Exhibitor move-out is not permitted prior to 8:05 p.m.**)

5. **Electrical Services**

Electrical service (power) is not supplied for table top spaces in either location. Extra charges apply for services not included, payable directly to the service provider.

CALGARY	EDMONTON
<p>Calgary Stampede (Calgary) www.calgarystampede.com Phone: (403) 261-0377 eventservices@calgarystampede.com</p>	<p>Showtech Power Lighting Forms (Edmonton) www.showtech.ca / e.showtechordering.com Phone: (780) 429-1162 <i>*Showtech will contact exhibitors prior to ordering deadline.</i></p>

6. **Hospitality**

Exhibitors will be provided two luncheon passes for self-serve boxed lunches between 12:00 p.m. to 2:00 p.m. Additional passes are available for \$15 per person.

A cocktail reception with a cash bar will be located within the trade show exhibit area in each location. Continuous food service featuring a selection of hot and cold hors d’oeuvres will run from 4:00 p.m. to 7:30 p.m.

7. **Parking**

Exhibitors will need to pay for parking upon arrival for Move-in.

- **Edmonton EXPO Centre:** Please save the receipt and show them to the parking cashiers to gain re-entry for the event later in the day.

8. **Special Requirements**

If you have any special requirements or would like to arrange for special services, i.e. slide projection screen, ability to use computer terminals etc. please contact the IDA office **prior to making** concrete arrangements with service providers. Space is limited and is based on a first-come, first-serve basis. It may be necessary to assign specific spaces to accommodate any special requirements.

9. **Show Service Contractors**

Both Edmonton and Calgary show services will be provided by **GES Canada** (www.gesexpo.ca). Contact GES or visit <https://e.ges.com/CA-00056635> for any special furniture, materials handling or signage requirements.

CALGARY	EDMONTON
<p>#3030, 2600 Portland St. SE Calgary, AB T2G 4M6 Phone: (403) 243-2212</p>	<p>7730 – 34 Street Edmonton, AB T6B 3J6 Phone: (780) 469-7767</p>

SPONSORSHIP

The Interior Designers of Alberta proudly offers several opportunities at *Urban Encounters 2019* through a small, but significant corporate sponsorship program. All sponsorship funds are allocated to improving the Interior Designers of Alberta's continuing education program and other member services.



LEVELS OF SPONSORSHIP	RECOGNITION RECEIVED
Bronze \$500	Company name listed in the program as a sponsor. Company name listed on the website. Company name listed in the next newsletter issued following the show.
Silver \$750	Same as Bronze. <i>PLUS:</i> Company listed on the event sponsorship sign.
Gold \$1000	Same as Silver. <i>PLUS:</i> Company name announced during trade show.
Platinum \$1,500 <i>plus</i>	Same as Gold. <i>PLUS:</i> Company name posted as the sponsor of the complimentary meal. <i>PLUS:</i> Company will be permitted to display a promotional sign at entrance to trade show.

If you would like to participate in the Sponsorship Program, please complete and return the Sponsorship Application by August 7, 2019.

If you wish additional information on the Sponsorship Program, please contact the IDA office:

Phone: (780) 413-0013
 Fax: (780) 413-0076
 E-mail: info@idalberta.ca

DOOR PRIZES

Multiple door prizes are offered as part of our attendance promotion campaign.

If you would like to make a donation in the form of product or gift certificates for a door prize, we suggest it have a minimum \$250 retail value.

Please indicate any door prize donation(s) on the Sponsorship Application form.

SHOW SCHEDULE



EDMONTON SHOW SCHEDULE

Wednesday, September 11, 2019

12:00 p.m. – 3:30 p.m.	Exhibitor Move-in
12:00 p.m. – 2:00 p.m.	Exhibitor Luncheon
4:00 p.m. – 8:00 p.m.	Urban Encounters 2019 Trade Show
8:05 p.m. – 9:30 p.m.	Exhibitor Move-out

CALGARY SHOW SCHEDULE

Tuesday, September 24, 2019

12:00 p.m. – 3:30 p.m.	Exhibitor Move-in
12:00 p.m. – 2:00 p.m.	Exhibitor Luncheon
4:00 p.m. – 8:00 p.m.	Urban Encounters 2019 Trade Show
8:05 p.m. – 9:30 p.m.	Exhibitor Move-out

NOTE: *Exhibitor move-out will not be permitted prior to 8:05 p.m.*

DEADLINES & TIMELINE

July 23, 2019:	Exhibitor Registration Forms due (*Add 15% late fee after July 23, 2019) NOTE: <i>Registration is on a first come first served basis. Registration may close early if sold out.</i>
August 7, 2019:	Sponsorship & Door Prize Forms due
August 23, 2019:	Power/Electrical & Additional Services Forms due Creation of preliminary floor plan Cancellation & Refund deadline
September 4, 2019:	Booth assignment and floor plan finalized Exhibitors provided with show details

