



**2026**

**Exhibitor Manual**

# RED DEER HOME SHOW

March 6 – 8, 2026

WESTERNER PARK, RED DEER

We are excited to be presenting the 2026 Red Deer Home Show.

Welcome to the Exhibitor's Manual! We've put this guide together to make your experience at the show as smooth and successful as possible. Inside, you'll find everything you need to help you organize and prepare for your participation. By taking a moment to review the move-in and move-out schedule, as well as the policies and procedures, you'll ensure a more efficient set-up and display process — saving you both time and costs. We're excited to have you on board and look forward to seeing your great work at the event!

The Red Deer Home Show is an annual event made possible by the dedicated efforts of the BILD-Central Alberta staff and volunteers. Hosted at the fantastic Westerner Park facilities in Red Deer, Alberta, this event enjoys an exclusive partnership with the Westerner Exposition Association. The goal of the show is to bring the latest and greatest in home building, renovations, efficiency, healthy housing, landscaping, and design & decorating to the people of Central Alberta, helping them make informed and inspired choices for their homes.

If you have any questions regarding the information enclosed in the manual, please contact:

Building Industry and Land Development – Central Alberta  
403.346.5321  
[www.bildca.ca](http://www.bildca.ca)  
[info@bildcentralalberta.ca](mailto:info@bildcentralalberta.ca)

Thank you so much for choosing the Red Deer Home Show as a key part of your business's sales and marketing strategy this year. We truly appreciate your involvement and are excited to help showcase your products and services to the community. Your participation plays a vital role in making this event a success!

We look forward to seeing you at the Show!

## **WHO WE ARE**

The **Red Deer Home Show** is proudly owned and operated by the **Building Industry and Land Development Association – Central Alberta (BILD Central Alberta)**. As the voice of the residential construction industry in the Central Alberta region, BILD Central Alberta represents a diverse range of professionals, including home builders, land developers, renovators, trade contractors, building product suppliers, lending institutions, insurance providers, and other service professionals.

## **VENUE**

Westerner Park

4847A 19 St,

Red Deer, AB T4R 2N7

Pavilions: Exhibition Hall, Neeralta Pavilion, Prairie Pavilion

## **OFFICIAL SERVICE CONTRACTORS**

### **GOODKEY SHOW SERVICES LTD (CHAIRS, TABLES, FLOORING, AND MORE!)**

An [Exhibitor Kit](#) and order form are provided via the link provided. Goodkey is the official service contractor and exclusive trade show provider for the Westerner Park and the Red Deer Home Show.

Contact Goodkey Show Services Ltd. at:

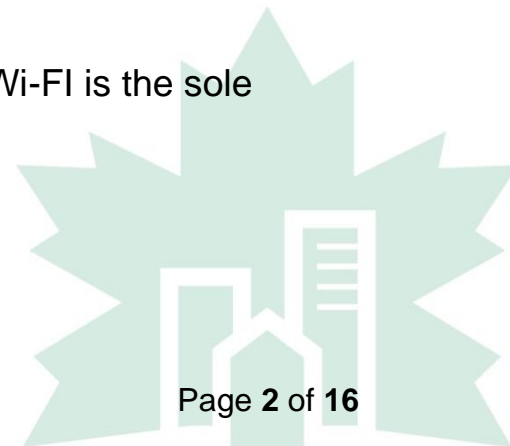
Tel: 403-356-0083

Toll Free: 1-877-726-2211

Online: [www.goodkey.com](http://www.goodkey.com)

### **TOTALCOMM**

For those who are wanting Wi-fi availability, please contact [support@totalcomm.ca](mailto:support@totalcomm.ca) to arrange their services. Cost of Wi-Fi is the sole responsibility of the exhibitor.



## **EXHIBITOR MOVE IN:**

Wednesday March 4 8:00 a.m. – 8:00 p.m.

Thursday March 5 8:00 a.m. – 8:00 p.m.

Friday March 6 8:00 a.m. – 10:00 a.m.

**(Walk in only on Friday – no wheeled carts)**

## **REGISTERING WITH THE SHOW OFFICE**

When you arrive to set up your booth, please check in at the Show Office in Exhibition Hall to pick up your Exhibitor Package. Exhibitor Packages need to be picked up before Friday March 6.

## **SHOW OFFICE HOURS:**

Wednesday March 4 – 8:00 a.m. – 6:00 p.m.

Thursday March 5 – 8:00 a.m. – 6:00 p.m.

Friday March 6 – 8:00 a.m. – 8:00 p.m.

Saturday March 7 – 9:00 a.m. – 5:00 p.m.

Sunday March 8 – 9:00 a.m. – 5:00 p.m.

Monday March 10 – 9:00 a.m. – noon.

## **SHOW DATES AND HOURS (OPEN TO THE PUBLIC):**

Friday March 6 12:00 p.m. – 8:00 p.m.

Saturday March 7 10:00 a.m. – 6:00 p.m.

Sunday March 8 10:00 a.m. – 5:00 p.m.

## **MOVE IN**

- Use the rear (east) doors and overhead (truck) doors for move-in. The front doors will be locked during move-in and non-show hours.
- **Semi-Trailers:** Large semi-trailers are not allowed on the show floor for unloading. Forklifts will be available through Goodkey Services to unload these units, on a first-come, first-served basis. Contact Goodkey Show Services for forklift services.
- **Forklift Availability:** Forklifts are available on Wednesday and Thursday only, until 4:00 pm. After 4:00 pm on Thursday, no forklift service will be provided. Exhibitors must be present during forklift service and agree to indemnify Show Management against any claims or actions related to the use of complimentary forklift or scissor lift services.
- **Weather & Temperature:** The overhead doors will be open most of Wednesday and Thursday, and the Exhibition Halls may be cold during move-in and move-out.
- **Messy Weather:** In case of bad weather, vehicles won't be allowed to park in the pavilions for unloading. Loads will be fork-lifted from the entrance doors to your display area.

- **Carry-in:** Carry-in only once the aisle carpets are down on Thursday evening.
- **Tools:** Trades are allowed to have tools only in the area they are currently working on. Any saws that are being used must have dust collectors.
- **Cleanliness:** Please keep your display area tidy and avoid leaving discarded components in the aisles or in other exhibitor booths.
- **Safety:** BILD Central Alberta considers the exhibit floor a construction site during move-in and move-out. **No children or pets allowed** during these times for safety reasons.

Booths must be show ready by Friday March 6, 2026 at 11:00 a.m. for inspection.

### **INCLUDED WITH YOUR BOOTH RENTAL**

- Each booth will receive four (4) exhibitor passes for a 10x10 booth and two (2) additional passes for each additional 10x10 booth to a maximum of 12 passes per exhibitor.
- 8 ft high booth draping on back and 3 ft high sides
- One electrical outlet
- Access to the Exhibitor Lounge during show hours
- Free listing in the online exhibitor directory
- Evening security

### **NOT INCLUDED WITH YOUR BOOTH RENTAL**

- Flooring (Flooring is mandatory)
- Tables
- Chairs
- Liability Insurance
- Wi-Fi/Internet

### **MOVE OUT**

**Sunday, March 8: 5:01 p.m. – 9:00 p.m.**

**Monday, March 9: 8:00 a.m. – 12:00 noon**

- **Aisle Carpet Removal:** Carpet will be removed Sunday at 5:00 p.m. Once cleared, vehicles can enter to load heavy items.
- **Removal/Disposal:** All items brought to the show must be removed or disposed of after the event, or a cleanup charge will apply. This includes double-sided tape left on the floor.
- **Storage Charge:** Any items left at Westerner Park after move-out on Monday will incur a tear-down and storage fee.
- **Vehicle Access:** Vehicles, including vans, cannot enter the show floor before the show ends and carpets are removed.
- **Dollies:** Dollies may only be used once aisle carpets are removed.
- **Overhead Doors:** Doors won't open until after the show closes.
- **Forklifts:** Available once the aisle carpets are cleared.



**EXHIBITORS ARE NOT PERMITTED TO REMOVE AND/OR DISMANTLE ANY PART OF THEIR BOOTH UNTIL THE OFFICIAL ANNOUNCEMENT CLOSING THE SHOW AT 5:00 P.M. ON SUNDAY.**

### **AISLE AND PUBLIC AREA SPACE**

- Aisle and public area space may not be used for exhibit purposes, general solicitation, or literature distribution. All exhibitors and material must be contained in your booth space proper.

### **ANIMALS**

- No animals are permitted unless certified as Service Animals and/or approved, in writing, by Show Management.

### **BOOTH ACTIVITIES**

- Any exhibitor demonstrating may not operate machinery or products that exude harmful fans, fires, and items generating heat etc.
- **Subletting, trading, & selling of exhibit space is strictly prohibited.**
- Two or more firms may not exhibit in a single space unless two or more booths are leased and prior approval has been provided, in writing, by the Show Management.
- All selling, soliciting, and distribution must remain within the booth space of an exhibitor. No exhibitor may use the aisle for these purposes.

### **BOOTH DISPLAY PARAMETERS**

- Each individual booth is 10ft by 10ft and will be provided with 8ft high drape across the back of the booth and 3ft high dividing drape on each side of the booth. Booth personnel, including demonstrators, models, and sales staff, are **required to confine their sales activities and distribution to within the booth space.**
- No distribution of literature or solicitation elsewhere in the show is allowed, including aisles.

### **BOOTH STAFFING**

- Booths must be staffed, and completely operational at all times during show hours.

### **CLEANING**

- Common show areas will be cleaned and the waste containers emptied each evening, commencing Thursday through to Sunday of the Show.
- **Cleaning of individual booths is the responsibility of the individual booth holder.**
- Show Management accepts no responsibility for any loss or damage to exhibits, displays, or products as a result of performing this service.
- Should the area directly in front of your booth need cleaning attention notify Show Office as soon as possible.

## DISPLAY HEIGHT

- An exhibitor can build their display to a maximum height of 8ft on all three sides. All exposed areas of the exhibit must have finished surfaces including back and sides.
- **Graphics, logos, or print facing into another booth will not be allowed.**
- **Any part of any booth needing a finished surface or graphic covered will be draped at the expense of the exhibitor.**
- Show Management will determine if such drape is needed and shall have final say regarding this rule.
- With written approval from Show Management, booth heights may extend to 10ft but materials on the back and side of the display must be covered with black, as to not interfere with other exhibitors in adjoining booths. All extending walls must be neatly finished on both sides. The aisles, passageways and overhead spaces remain strictly under control of the Show.
- Show Management reserves the right to refuse entry or to have removed, at the exhibitor's expense, any display which is not in accordance with these rules and regulations. If any doubts exist, the exhibitor must provide details, in writing, and have such exhibits approved by Show Management. Show Management shall have final say with regard to the height and side rail regulations.

## ELECTRICAL

- One standard 120-volt, 1500-watt electrical outlet hook-up is included per booth.
- All power will be shut off after closing of event each day.
- If 24-hour power is required, please contact Goodkey Show Services Ltd. to make arrangements.
- If you require additional electrical services, please contact Goodkey Show Services Ltd., which will be billable to the exhibitor.

## EXCLUSIVITY

- No exhibitors will have exclusive rights to products, unless it is in writing provided with application process.

## EXHIBITING COMBUSTIBLE MATERIALS

- **No combustible materials may be used at any time during the Show including propane gas and helium in any size container.**
- **Helium balloons are not permitted at Westerner Park.** In the instance of loose helium balloons being caught in venue ceilings, an hourly charge will be charged to the exhibitor for their removal by the Westerner Park.

## EXHIBITOR DEMONSTRATIONS

- Exhibitors using audio systems and/or live entertainment must keep amplification at a conversational level. Failure to do so will result in the immediate discontinuation of all amplification. The **sound** from any and all booth activity, including audio presentations, equipment, demonstrations, must not intrude and violate the rights of any and all adjacent exhibit areas. Show management has the right to determine when sound constitutes interference with others and must be discontinued. Failure to adhere to the above may result in the exhibitor being removed from the Home Show.
- Light and Laser shows or demonstrations must not project beyond the exhibitor's booth.
- Stages, if used in exhibits, must face the inside of the booth in order to prevent the audience from blocking the aisles.

## EXHIBITORS LOUNGE

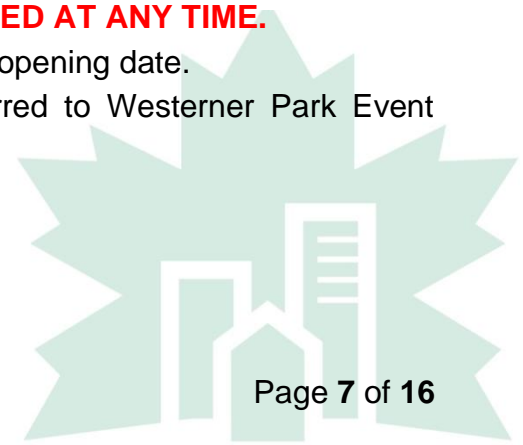
- An Exhibitors' Lounge will be provided for Exhibitors and their guests in the Trailblazer Room. The lounge is a great place for booth personnel to have a quiet break away from their booth, and it enables booth personnel to invite prospects into the lounge to finalize a business deal or write up an order away from the Show floor.
- The Trailblazer room is located on the second floor between the Prairie and Neeralta Pavilions. The second floor can be accessed by either the stairwell or elevator near the concession stand in the Galleria.

## EXHIBITOR PASSES

- Booth personnel must have **their exhibitor identification badge on at all times** during show hours.
- Exhibitor badges must be shown at doors for entry into the show.
- Any exhibitor without a name badge may be denied entry.
- Extra exhibitor badges may be purchased in advance from the BILD-CA Office. See attached order form.

## FIRE SAFETY

- Knowledge and compliance with applicable local, provincial, and federal building and fire codes is mandatory, and is the sole responsibility of the exhibitor and their staff/contractors.
- **NO FIRE OR FLAMES (OPEN OR COVERED) ARE ALLOWED AT ANY TIME.**
- All exhibits must pass Emergency Services inspection before opening date.
- Any questions regarding specific situations should be referred to Westerner Park Event Services prior to the opening of the Show.





## FLOOR COVERING

- **Floor covering is MANDATORY.** In order to maintain a professional show appearance, it is mandatory that all booth spaces be carpeted or covered with an appropriate floor covering that covers the floor area but does not exceed your booth space.
- You may bring your own flooring or rent from Goodkey Show Services Ltd.

## INSPECTION

- All exhibits **MUST** be complete and ready for inspection by Show Management at 11:00 am the opening day.
- Inspection will include: proper installation of required floor covering, electrical cords and general safety features, proper occupation of assigned booth area.

## INTERNET & PHONE SERVICE

- Internet and phone connections are not provided by Show Management. Contact [support@totalcomm.ca](mailto:support@totalcomm.ca) for Wi-fi/Internet service.

## INSURANCE

- Each exhibitor must provide proof of insurance covering their personnel; all exhibit materials, and equipment for the entire duration of the movie-in, show days, and move-out, including public liability, property damage, fire and theft. Coverage of the liability of a minimum of \$1,000,000 is required. The certificate of insurance should include coverage commencing Wednesday, March 4th, 2026 and terminating no earlier than Monday, March 9, 2026. Failure to provide proof of liability insurance prior to the 1st day of the show will result in termination of the contract without refund of the booth fee.
- **INSURANCE CERTIFICATE MUST NAME "BILD-CENTRAL ALBERTA" and "WESTERNER PARK" AS ADDITIONAL UNSURED.**

## ITEMS NOT PERMITTED

- Candles
- Glitter
- Hay/Straw
- Helium Balloons
- Popcorn Machines or the dispensing of popcorn or peanuts

## LOYALTY PROGRAM

- Effective March 9, 2026, Exhibitor Booths purchased for the 2026 Show will be reserved for purchase for the 2027 Red Deer Home Show. Booths booked within the loyalty period will also receive a \$100 discount off their total 2027 booth space booked within the loyalty period.

- Commencing April 6, 2026, this “Loyalty Blackout” will be lifted, and all display spaces not purchased by 2026 Red Deer Home Show Exhibitors will be available to the general public on a first-come, first-served basis.

### **MASCOT APPEARANCES**

- Mascot appearances are to be confined to your contracted booth space area. At no time are you allowed to conduct this activity outside of your booth unless prior approval is given by Show Management.
- Show Management reserves the right to discontinue any activity and escort persons off the Show Floor that do not comply, and/or are deemed unprofessional.

### **ON-FLOOR SALES**

- Sales are limited to those items that can be carried out in a bag or box.
- **All food and beverage sample booths must have prior written approval before entering the show.** Serving sizes for sample products cannot exceed 56 grams or 54 ml.
- Independent food vendors are not allowed to sell food or beverage products at Westerner Park; unless approved by Show Management.

### **PARKING**

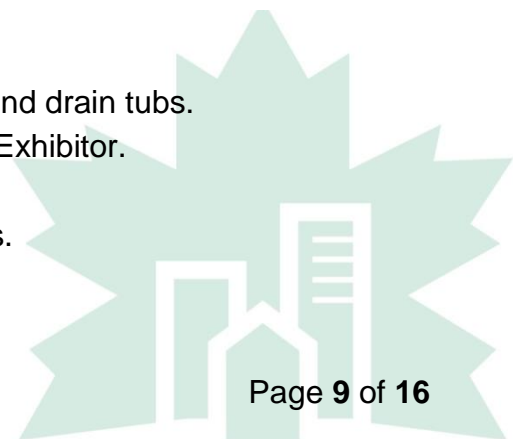
- Parking in fire lanes is not permitted at any time, including during move-in or move-out. If parked in a fire lane, Westerner Park may have your vehicle ticketed and towed at the exhibitor’s expense.

### **SECURITY**

- Evening security services will monitor the Red Deer Home Show.
- Secure your booths accordingly as Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident or any and all causes.
- Show Night Security schedule:
  - March 5 – 8:00 p.m. - 8:00 a.m.
  - March 6 – 8:00 p.m. - 8:00 a.m.
  - March 7 – 6:00 p.m. - 8:00 a.m.
  - March 8 – 5:00 p.m. - 8:00 a.m.

### **SPA/HOT TUB EXHIBITORS**

- Hot tub exhibitors are required to bring their own hoses to fill and drain tubs.
- Any expense to fill spas or hot tubs is the responsibility of the Exhibitor.
- Please keep hoses off the floor to prevent tripping hazard.
- Please ask Home Show management for water drain locations.



## **SIGNAGE**

- **Hanging or attaching signs** or any other booth equipment, material, or lighting from any part of Westerner Park may be allowed but with Show management permission.
- Event banners that are to be hung from trusses must be hung by the on-site provider, Goodkey Show Services, and must be pre-arranged.
- All banners and signs must be professional and installed on the inside of your booth. **No handwritten signs will be permitted.**
- Show management reserves the right to remove any sign or banner considered harmful to the smooth operation and/or image of the show. Any exceptions to these rules require an authorization from Show Management.

## **VEHICLES FOR DISPLAY**

Any vehicles being displayed must be pre-approved by the Show Management and are subject to the following:

- Fuel tanks must not be more than 1/4 full
- Floor protection must be placed under all vehicles not on cement flooring
- No motorized vehicles may be operated on carpeted areas of the building
- No vehicles are permitted to be turned on during show hours
- No outside display vehicles, unless permitted by Westerner Park
- Propane vehicles must not come into the building with propane tank attached. Propane tanks are prohibited within the building
- Vehicles, trailers, or any other motorized devices are not permitted in banquet facilities

## **VISITOR PASSES**

- Visitor passes can be purchased prior to the Red Deer Home Show at a reduced price. See attached order form.
- Contact the BILD-CA office by emailing [info@bildcentralalberta.ca](mailto:info@bildcentralalberta.ca) or calling 403-346-5321 to make arrangements on payment and pick up.

## **THEFT / DAMAGE**

- The Show Management, staff, executive or volunteers shall be held harmless for any liabilities incurred by the exhibitors by whatever means to include loss by theft or any manner of damage or loss to persons, property or business within the exhibit locations, on the exhibit grounds or of the exhibitor.

## **DISPUTE RESOLUTION**

- In all cases of irresolvable disputes between exhibitors or between exhibitors and the Show concerning interpretation of these rules and regulations, the Show will request details of the complaint (s) in writing. Upon receipt of the written complaint(s), the complaint (s) will be forwarded to the Show Manager to be replied to in writing. The Show Manager will review the

facts and decide if there is a breach of the Show rules and regulations and decide what action is to be taken.

We ask all exhibitors to adhere to the rules and regulations and respect Show management, staff, volunteers, fellow exhibitors, event providers, and venue staff. Abuse of any kind will result in denial of future participation and removal from the Show.



## **GENERAL RULES AND REGULATIONS**

### **Objectives of the Building Industry and Land Development Association - Central Alberta (BILD Central Alberta)/ Red Deer Home Show**

The Red Deer Home Show is a project organized by volunteers of Building Industry and Land Development-Central Alberta (BILD-Central Alberta) in conjunction with BILD-Central Alberta staff. The event takes place at the Westerner Park facilities in Red Deer, Alberta, and occupies, under contract of exclusivity, with the Westerner Exposition Association, three pavilions: Parkland, Prairie & Stockmen's Pavilions. The mandate of the project is to present the latest technology and services in home building, home renovations, landscaping and decorating to consumers.

#### **A. Character of Exhibit**

It is understood and agreed by each exhibitor that the Show is undertaken by the BILD-Central Alberta (hereinafter "Show Management") primarily for the education of its members, who represent all phases of the housing industry and Non-members. To this end, each exhibitor agrees as follows:

1. To exhibit only products manufactured or distributed by the exhibitor in the regular course of its business, comprising materials, equipment, apparatus, systems, services, and other component products pertinent to the housing industry.
2. To display such products or services in a manner which is intended to describe and depict the advantages of using such products or services.
3. That due to the great number of companies exhibiting similar or related product lines, Show Management cannot guarantee that company exhibiting similar products (including an exhibitor's competitor) will not be located in a nearby or adjoining booth space.
4. That this application becomes a binding contract upon issuance of the confirmation and invoice.
5. All the booth(s) MUST be manned the entire length of the show. No Exceptions.

Show Management reserves the right:

1. To prohibit any exhibit or part thereof which, in its sole opinion, violates the agreement described herein or is, in any other way, not suitable to or in keeping with the character and spirit of the Show.
2. To close an exhibit which is found to violate this agreement during the course of the Show.
3. To refuse to permit an exhibitor who violates this agreement to participate in one or more future Shows by reason thereof.
4. To change the floor plan (including but not limited to aisle spaces), without notice, in order to comply with fire, safety and accessibility regulations or provide, in its exclusive judgment, a safer, more satisfactory, attractive and successful Show.

Show Management has absolute discretion to exercise these rights.

## B. Exhibit Regulations

Heavy or high equipment such as tractors, trucks, earth moving equipment, cement mixers, scaffolding, roof trusses, elevators, etc., will be assigned locations providing the necessary height and load support for their presentation.

1. Exhibitor will pay the costs of the services of any structural engineer required by Show Management in connection with the Exhibitor's exhibit.
2. Smoke and/or fog-producing machines may not be used at any time.
3. Live animals of any kind (excluding Service Animals) are not allowed on the Show floor.
4. **No exhibitors will have exclusive rights to products, unless it is in writing provided during application process.**
5. **Helium Balloons** are not permitted at the show.
6. **Straw and/or Hay bales are not permitted in the Show.**
7. **Adhesive-backed decals are not permitted in the Show.**
8. **Glitter & Confetti is not permitted in the Show.**
9. All exhibitors must be non-political in nature.
10. Due to the sensitive nature of new products and unique booth displays at the Show, photography and/or video recording of any booths by any attendee/exhibitor personnel other than Official Photographic Contractor for those booths is prohibited. Exceptions are made only when permission is obtained from Show Management and the exhibitor whose booth/product is to be photographed/videotaped and all individuals appearing in the photograph or video.

## C. Contractor Services

Show Management has agreements with contractors (hereinafter "Official Contractors") to provide various services to exhibitors. These Official Contractors will provide all Show services other than supervision. Exhibitors will provide only the material and equipment that they own and intend to use in their exhibit space. All other items or Show services may be provided only by the Official Contractors or as set forth in the Exhibitor Manual. All services not ordered in advance must be procured through the Show Office. Exceptions to the foregoing will be considered only in cases where Show Management has received a request in writing, via email, from the exhibitor. To be eligible for consideration as an exception, an exhibitor must attach the following to its request:

1. An original, valid certificate of insurance for itself and/or its Exhibitor Appointed Contractor in limits satisfactory to Show Management.
2. A description of the work to be done and the personnel to be used.
3. Evidence of any and all business permits, licenses, insurance, and/or fees that may be required by the applicable province, city or local authorities with respect to the work performed.

An exception will be granted only if it will not interfere **with or prejudice the orderly set up, interim services, or dismantling of the Show.** An exception will not be granted if it is inconsistent with the commitments and obligations assumed by Show Management in any



contract with Official Contractors, or in its agreement with the Leaser of the exhibit space. For services such as electrical, plumbing, telephone, custom cleaning, and drayage (including all movement of material and equipment), no exception will be made, and the Official Contractor must be used.

To make it possible to set up the Show in the limited time available and to avoid confusion and congestion, the official drayage contractor must control all inbound and outbound traffic in loading and unloading areas, or in any other freight traffic patterns.

#### **D. Fire Regulations**

Each exhibitor is expected to be knowledgeable of and adhere to all Federal, provincial, and local laws and regulations while participating in the Show. Show Management has no responsibility for the exhibitors' compliance with applicable laws. Compliance with applicable laws is mandatory and is the sole responsibility of the exhibitor. All exhibitors, service contractors and any other parties exhibiting or working in Westerner Park must comply with all applicable Federal, Provincial, and Municipal building and fire codes, and all exhibits must pass Emergency Services inspection before opening date. Any questions regarding specific situations should be referred to Westerner Park Event Services. This will enable that Department to solve any problems prior to the opening of the Show.

If your fabric structure exceeds 2.3 square meters (25 sq. ft.) BILD - CA will require documentation of meeting CAN/ULC-S109-M Flame Tests of Flame Resistant Fabrics and Films. Additional requirements may be required depending on use and contents. Queries may be directed to Red Deer Emergency Services at 403-346-5511.

#### **E. Care of Building and Property**

Westerner Park prohibits any attachments or installations of materials or parking of corporate vehicles of any kind on the walls, ceiling, columns, floors, or other common areas of the buildings or grounds, inside or outdoors. Exhibitors may not distribute helium balloons or adhesive-backed decals of any type inside the Pavilions. Glitter and/or confetti may not be used or distributed in Westerner Park. The use of hay and straw bales is prohibited inside the Pavilions. Exhibitors may not mark, damage, or otherwise deface any part of the building or property belonging to Westerner Park. Any such damage shall be the sole responsibility of the exhibitor. Exhibitor agrees to indemnify, defend and hold harmless Show Management, its officers, directors, members, employees, and agents from any claims, losses or expenses resulting from its breach if this covenant.

#### **F. Payment Options and Booth Cancellations**

Payments may be made by VISA, MasterCard, or E-Transfer. BILD-CA members have the option of invoice. Balance Due no later than the prescribed deadline date. Any exhibitors not complying with these terms will forfeit all deposit monies and will not be registered as a participating exhibitor. No Exceptions.



Cancellation of booths must be done in writing and received by BILD-Central Alberta, #200, 6700-76 Street, Red Deer, Alberta, T4P 4G6, by the prescribed deadline date. In the event such cancellation is received within the prescribed time period, the full deposit will be refunded less an Administrative Service Charge.

Notice of cancellation received after the deadline shall result in the BILD-Central Alberta retaining all funds advanced by the cancelling exhibitor. BILD-Central Alberta reserves the right to re-rent the cancelled space involved. Building Industry and Land Development - Central Alberta reserves the right to determine the final placement of any exhibitor in the Show regardless of location requests.

#### **G. Assumption of Risks and Release**

As per the Exhibitor Contract, Exhibitors are required to supply a certificate of liability insurance with their registration. Exhibitor expressly assumes all risks associated with, resulting from, or arising in connection with Exhibitor's participation or presence at the Show, including, without limitation, all risks of theft, loss, harm, damage, or injury to the person (including death), property, business, or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, or otherwise. Exhibitor has sole responsibility for its property or any theft, damage, or other loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither Show Management nor the Westerner Park accepts responsibility, nor is a bailment created, for property delivered by or to Exhibitor. Neither Show Management nor the Westerner Park shall be liable for, and Exhibitor hereby release all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages, and liabilities described in this paragraph.

#### **H. Indemnification**

Exhibitor shall on a current basis indemnify, defend (with legal counsel satisfactory to Show Management), and hold harmless Show Management, the Westerner Park, and their respective officers, directors, members, employees, agents, and representatives, from any and all claims, demands, suits, liabilities, damages, losses, costs, reasonable attorney's fees, and expenses which result from or arise out of or in connection with: (1) Exhibitor's participation or presence at the Show; (2) any breach by Exhibitor of any agreements, covenants, promises, or other obligations under this agreement; (3) any matter for which Exhibitor is otherwise responsible under this agreement; (4) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret, or other proprietary right; (5) any libel, slander, defamation, or similar claims resulting from the actions of Exhibitor; (6) harm or injury (including death) to Exhibitor, its officers, directors, employees, agents, contractors, or guests; and (7) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance, or otherwise.

## **I. Limitation of Liability**

Under no circumstances shall Show Management or the Westerner Park be liable for any lost profits or any incidental, special, indirect, punitive or consequential damages whatsoever for any of their acts or omissions, whether or not apprised of the possibility of any such lost profits or damages. In no event shall Show Management's maximum liability under any circumstances exceed the amount actually paid to Show Management by Exhibitor for exhibit space rental pursuant to this agreement. Show Management makes no representations or warranties, express or implied, regarding the number of attendees to the Show, or regarding any other matter.

## **J. Eventualities**

In the event that an event, including but not limited to, acts of God, acts, regulations, or orders of governmental authorities; fire, flood or explosion; war, disaster, civil disorder (including labor disputes or demonstrations of any kind), acts of terrorism or other violence, curtailment of transportation facilities, or other emergency, makes it illegal or otherwise impractical for Show Management of the Westerner Park to provide the facilities or services contracted herein, this Agreement shall terminate without further obligation on the part of any party hereto. In the event of postponement or disruption of the Show for any cause beyond the control of Show Management, Show Management shall have no obligation whatsoever to Exhibitors. Settlement by adjustment may be made to each exhibitor on a pro rata basis (not to exceed 25%) for routine commitments that it has found necessary to make for initial organization work. The exhibitor hereby waives any and all claims against Show Management for damages or compensation due to cancellation or postponement of the Show pursuant to this paragraph.

## **K. Attendance**

Admission to the Show will be available to all residents. Show Management makes reasonable attempts to attract qualified attendees to its Show but does not guarantee specific volumes or levels of attendees.

## **L. Amendments**

Show Management, through the Building Industry and Land Development-Central Alberta, shall have full power in the interpretation and enforcement of all Rules contained herein, and the power to make, from time to time, such reasonable amendments thereto and such further Rules and Regulations as it shall consider necessary for the proper conduct of the Show, provided same do not materially alter or diminish the contractual rights of Exhibitor.

## **M. Persons with Disabilities Requirements**

Exhibitor agrees to comply with applicable requirements, regulations and guidelines for persons with disabilities, and agrees to indemnify, defend, and hold harmless Show Management, its officers, directors, members, employees and agents from and against all claims that may be brought against exhibitor on the basis of exhibitor's noncompliance with persons with disabilities requirements. All Exhibitor personnel who may need special assistance or auxiliary aids pursuant to persons with disabilities requirements should contact Show Management as soon as possible.

#### **N. Right of Entry and Inspection**

Show Management, or its designee, shall retain the right and unfettered discretion at any time to enter the leased area occupied by exhibitors and to inspect any material distributed or made available in the leased area.

#### **O. Governing Law and Forum**

This Agreement shall be governed by, construed and enforced according to the laws of the Province of Alberta. The parties hereby agree to submit themselves to the personal jurisdiction of the courts of Red Deer, Province of Alberta, which shall be the exclusive venue for any disputes relating to this agreement.

#### **P. Exhibitor Listings**

By participating in the Show, Exhibitor grants to Show Management a perpetual, fully-paid, non-exclusive license to use, reproduce, and display its name, trade name(s), and the names(s) of its product(s) and service(s) in any directory or other listing of Show exhibitors in any and all media, including, without limitation, print and electronic media. In no event shall Show Management be liable for any errors or the omission of Exhibitor from any directory or other listing.

#### **Q. Force Majeure**

In the event that the facility in which the Show is to be held or is held is destroyed or becomes unavailable for occupancy or BILD Central Alberta is unable to permit the Exhibitor to occupy the facility or the space, or of the Show is cancelled or curtailed, for any reasons beyond the control of BILD Central Alberta, including but not limited to, causality, explosion, fire, lighting, flood, weather, epidemic, earthquake, or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout, or boycott, BILD Central Alberta will not be responsible for any loss of business, loss of profits, consequential or special damages or expenses of whatever nature that the Exhibitor may suffer.

#### **R. Sponsorship Exclusions**

The Red Deer Home Shows reserves the right to negotiate sponsorship arrangements with various companies, which may include limitation or exclusion of corporations, logos, advertisements, and products. Sponsorship contracts are subject to be reviewed on a yearly basis and are subject to change.

#### **S. Relaxations**

Exhibitor has the right to request relaxations to these rules and regulations. Exhibitor may exercise that right by notifying Show Management, 30 days prior to Red Deer Home Show dates. Requests for relaxation are to be directed to BILD Central Alberta, #200, 6700 – 76 Street, Red Deer, AB, T4P 4G6; or Fax: (403) 342-1301; or email [info@bildcentralalberta.ca](mailto:info@bildcentralalberta.ca)

Show Management has the power to:

1. Entertain exhibitor requests for relaxations to these rules and regulations; and
2. To make a decision(s) in accordance with these rules and regulations, and to impose procedures; and
3. To do such further and other acts as are required by these procedures or as are necessary or incidental to the powers set out in subsections (i) and (2) hereof.

The decision of Show Management shall be final and binding upon the exhibitor concerned.

*Notwithstanding anything to the contrary herein, Exhibitor agrees that this Agreement is subject to the terms of a lease Agreement between Building and Land Development Association - Central Alberta (BILD Central Alberta) and the Westerner Park under which Building and Land Development-Central Alberta has leased the premises of which the Show Space herein let is a part. Exhibitor agrees to be bound by all terms and conditions thereof as to the use and enjoyment of the premises.*

**Thank you for participating in the Red Deer Home Show.  
We wish you every success during the Show!**

**BUILDING INDUSTRY AND LAND DEVELOPMENT ASSOCIATION - CENTRAL ALBERTA**  
**#200, 6700 – 76 Street, RED DEER, ALBERTA T4P 4G6**  
**Phone: (403) 346-5321**  
[www.bildca.ca](http://www.bildca.ca)   [info@bildcentralalberta.ca](mailto:info@bildcentralalberta.ca)

## **2026 RED DEER HOME SHOW EXHIBITOR BOOTH AWARDS**

To recognize all the hard work and effort our exhibitors put into their booths, the Red Deer Home Show management hands out awards for Exhibitors who stand out from their competition and peers. The categories are listed below:

### **CATEGORIES**

- Best Small Booth: one (1) (100 sq. ft.)
- Best Medium Booth: two (2) – four (4) booths (200 – 400 sq. ft.)
- Best Large Booth: five (5) booths and up (500 sq. ft.)
- Best Landscaping Booth
- Judge's Choice

### **WHAT DO OUR JUDGES LOOK FOR!**

- Booth Design – Quality and uniqueness.
- Staffing – Professional appearance, welcoming, friendly demeanor and approachable
- Branding – Use of corporate logo and/or brand with the design of the booth.
- Interactive Components – use of technology/interactive products/ services to engage the consumer.
- Overall Appeal – cleanliness, neatness, and attractive layout.

### **WHAT ARE THE BENEFITS**

- Receive an award to display in your booth/ location of business.
- Social media announcement during show from Home Show accounts.
- Recognition at Exhibitor Reception.

All awards will be distributed on Friday.





**2026 RED DEER HOME SHOW**  
**EXTRA EXHIBITOR PASSES AND**  
**CLIENT ONE-DAY TICKETS ORDER FORM**

**1) EXTRA EXHIBITOR BADGES (optional):**

Included with each 10 x 10 booth are 4 badges. Additional exhibitor badges can be purchased for \$10.00 each.

\_\_\_\_\_ # of extra exhibitor badges

**2) CLIENT ONE-DAY PASSES:** Your exclusive opportunity to invite clients, prospects, employees, associates and friends to the upcoming Red Deer Home Show at a reduced rate! Purchase Pre-Sale tickets for \$8.00 per ticket (approx. 40% savings).

\_\_\_\_\_ # of Guest One-Day Tickets

**3) CLIENT ONE-DAY PASSES (bulk purchase):** Your exclusive opportunity to purchase admission tickets at reduced price and pay only for the tickets that are used! Purchase Pre-Sale tickets for \$8.00 per ticket (approx. 40% savings).

\_\_\_\_\_ # of Guest One-Day Tickets (minimum of 100 tickets; minimum charge of 10 tickets)

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone#: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Method of Payment**

Debit (in-person @ BILD-CA office or Home Show office)

Credit Card (VISA or MC below)

\_\_\_\_\_

Card Number Expiry Date CVV

\_\_\_\_\_

Cardholder Name

\_\_\_\_\_

Sponsor Applicant Signature

\_\_\_\_\_

Date