

National Conference 2016

Exhibitor's Briefing Package



Fantasyland Hotel &
Conference Centre
Edmonton, Alberta

Mar 2016
1-3

PATHWAYS2016
Gathering Our Nations' Youth for Trades



PATHWAYS 2016 - GATHERING OUR NATIONS' YOUTH FOR TRADES NATIONAL CONFERENCE

March 1-3, 2016

Fantasyland Hotel & Conference Centre
17700 - 87 Avenue, Edmonton, Alberta



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EXHIBITOR'S BRIEFING PACKAGE

EVENT DATES

Wednesday, March 2, 2016, 9:00 a.m. - 4:00 p.m.
Thursday, March 3, 2016, 9:00 a.m. - 3:00 p.m.

LOCATION

Fantasyland Hotel
17700 - 87 Avenue, Edmonton, Alberta, Canada

CONFERENCE HOST

The Pathways 2016 - Gathering Our Nations' Youth for Trades national conference is a non-profit event.

This conference is hosted by:
Sunshine Children's Educational Society
202 Weiss Rd.
Fort McMurray, AB T9H 5B4

EVENT CONTACT INFORMATION

Conference Manager:
Karen McCarthy - Alberta Indigenous Entertainment Group

Email: pathways@scscanada.org.



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TRADE SHOW SET-UP

ROOM 6

- One 6 ft skirted table, skirted on three sides, with white tabletop cloth
- Booths are piped and draped
- 8 ft high back wall drape and 3 ft high side
- 2 chairs

ELECTRICAL SERVICES

Please indicate on the exhibitor registration form whether you require electrical services.

SHIPPING

Please contact Mansour Berih (Fantasyland Hotel) Catering Consultant at 780-444-5502 if you plan to send materials so he is prepared to receive your items and have short-term storage available.

Delivery of materials should be planned for no earlier than seven days prior to the event. Shipment of materials from the hotel should occur no later than three days after the event. The Fantasyland Hotel and Sunshine Children's Educational Society do not accept responsibility for any loss or damage to goods stored prior to, during, or after the conference.

If you choose to ship your display and materials, ensure that all items are clearly addressed as follows:

For Advance Shipping (Shipments arriving on or after February 24, 2016)

Your company name _____

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c/o Mansour Berih - Catering Consultant

780-444-5511

Fantasyland Hotel - Receiving Department

17700 - 87 Avenue, Edmonton, AB T5T 4V4

Your delivery carrier name

Box _____ of _____



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DELIVERY INSTRUCTIONS (During Set-Up Times)

If you are having your exhibit delivered to Room 6 on set-up day, proceed to the second floor of the hotel.

SET- UP AND DISMANTLING

ALL EXHIBITS

Set-Up: Tuesday, March 1, 2016, between 3:00 p.m. and 5:00 p.m.
Wednesday, March 2, 2016, between 5:00 p.m. and 7:00 p.m.

Dismantling: Wednesday, March 2, 2016, between 4:00 p.m. and 5:00 p.m.
Thursday, March 3, 2016, between 3:00 p.m. and 4:00 p.m.

If you cannot set up during your assigned time due to flight scheduling or other major considerations, please contact Karen prior to **March 2, 2016**, to make arrangements, via email (pathways@scscanada.org).

Exhibitor spaces abandoned or not occupied at the time of the opening ceremonies on March 2, 2016, at 9:00 a.m. may be repossessed without indemnity and reassigned by the conference coordinator.

DRIVING DIRECTIONS FOR LOADING BAY

The loading dock is located next to Entrance 52 on the main level and faces 87th Avenue. Exhibitors will be required to use the loading dock to bring in all of their belongings and will need to provide their own carts for transporting materials to Room 6.

Note: Vehicles cannot be left unattended at the loading dock.

PARKING

Complimentary overnight self-parking is provided. Observance of parking signage and regulations is required. The Fantasyland Hotel is not responsible for damage or theft to vehicles that are parked on West Edmonton Mall property. Valet parking is available at a daily rate of \$18.00 per vehicle.

BOOTH ALLOCATION

Upon arriving at the Fantasyland Hotel, check in at the conference registration table located on the third floor. Conference volunteers will help you to locate your booth by identifying your name on the exhibitors list.



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EXHIBITOR NAME BADGES

Exhibitors will receive identification tags upon registering. The tags will have your full name and the name of your organization or company.

TRADE SHOW HOURS

The Pathways 2016 - Gathering Our Nations' Youth for Trades national conference is open to the public on Wednesday, March 2, 2016, from 9:00 a.m. to 4:00 p.m. and Thursday, March 3, 2016, from 9:00 a.m. to 3:00 p.m. Please ensure that your booth is staffed at all times during the trade show.

EXPECTED ATTENDANCE

It is expected that 400 Indigenous youth from across Canada will attend the conference.

To encourage meaningful interaction with the attendees, we suggest that you refrain from goodie handouts (free pens, candy, etc.) prior to forming a connection with visitors to the booth. Handouts may deter attendees from accessing the information available at your booth.

EXHIBITOR'S PACKAGE

The following are included in the exhibitor's fees:

- Exhibit booth
- Networking event on March 2, 2016
- Breakfast on March 2 and 3, 2016
- Lunch on March 2 and 3, 2016
- Coffee, tea, and snacks
- Conference guide

Please notify the conference coordinator of any dietary restrictions or allergies.

SPECIAL EVENTS - BEVERLY HILLS BALLROOM

All exhibitors are welcome to attend the Opening Ceremonies at 8:00 a.m. on March 2, 2016, the pipe ceremony on the mornings of March 2 and 3, 2016, 7:45 a.m., and the Closing Ceremonies on March 3, 2016.



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CONFERENCE OFFICE

The conference office is located on the fourth level.

HEALTH AND SAFETY

Hand sanitizers will be available throughout Room 6. The Fantasyland Hotel is a non-smoking facility. Smoking is permitted outside the hotel in the designated smoking areas.

HOTELS

The Fantasyland Hotel has reserved blocks of rooms for the conference. The rooms are available on a first-come, first-served basis, so book early. You can reach the hotel at 780-444-3000, toll-free at 1-800-737-3783, or by email at rooms@fantasylandhotel.com.

If you choose not to stay at the Fantasyland Hotel, you can search surrounding hotels at www.expedia.ca/hotels.

TIPS FOR EXHIBITORS

- **#1 tip: stand out.** The trade show will have 30 exhibit booths. Exhibitors who provide interactive displays are always the most popular and memorable.
- **Prepare to be busy.** Staff your booth at all times.
- **Create a highly visible list of your unique programs** (especially as a post-secondary and training institute) to catch the attention of attendees who might not otherwise stop.
- **Make your booth welcoming.** Stand up, move your table to the side, and be approachable.
- **Consider if/when to provide promotional items** (free pens, candy, etc.). Handouts may deter attendees from gaining information at your booth or engaging with you in a meaningful way. Try using an interactive game or quiz instead. Alternatively, hold your promotional items and only provide them to attendees who have attempted to engage with you.
- **Label your equipment.** Ensure all your display items (cords, computers, video machines, displays, etc.) are clearly labelled, or they may not find their way back to you if they get lost.
- **Engage—have fun, smile.** Make the first approach and avoid sitting behind your table.
- **Anticipate questions** from individuals approaching your booth and ensure your staff is prepared to answer them.
- **Stretch and take walks** to prevent foot and back stress. Wear comfortable shoes.



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EVALUATIONS

We value your feedback. Please take a few moments during the trade show to complete the exhibitor evaluation form, which you will find at your booth. Volunteers will pick up your evaluation on each day or you may take it to the registration booth at the end of the day.

VOLUNTEERS

The Pathways 2016 - Gathering Our Nations' Youth for Trades national conference would not be possible without the assistance of volunteers. Volunteers will be wearing coloured T-shirts with the word "Volunteer" written across the back. If you have any questions, please do not hesitate to ask them for assistance.

If you have any concerns or complaints, please see the volunteer coordinator at the conference office located on the fourth level.

TERMS OF EXHIBITOR PARTICIPATION CANCELLATIONS

Cancellations must be received in writing, by **February 12, 2016**. If we have received your cancellation in writing by this date, you will be refunded the exhibitor fee in full, less \$25 for administration fees.

Cancellations received after February 12, 2016 are not eligible for a refund.

Exhibit spaces are assigned and not transferable.

LIABILITY

The Fantasyland Hotel and Sunshine Children's Educational Society will not be responsible or liable for injury to the person or property of the exhibitors, their guests, invitees, employees, or agents.

The exhibitor assumes entire responsibility and liability for losses, damages, and claims arising out of injury or damage to the exhibitor's displays, equipment, and other property brought upon the premises of the Fantasyland Hotel. Exhibitors must provide adequate insurance for their personnel, exhibits, and material against all such hazards.

The exhibitor agrees to refrain from nailing, tacking, screwing, taping, or otherwise physically attaching any decorative or other material to any part of the Fantasyland Hotel premises or to any of the furnishings or fixtures provided.



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SECURITY

The Pathways Team will provide on-site security March 1-3, 2016, between 8:00 a.m. and 6:00 p.m. in Room 6. It is the exhibitor's responsibility to ensure that all personal and company valuables are secured and protected. After hours, the Fantasyland Hotel will provide security.

DISPLAYS

Exhibits are not to exceed the height, width, or depth of space provided. The conference coordinator reserves the right to remove any display that protrudes outside the exhibitor's allotted space.

Thank you for your participation.

If you have any questions, please notify the conference manager, Karen McCarthy. She can be reached by email at pathways@scscanada.org.