



WeeStock™
2011

**Vendor/Sponsor
INFO PACKAGE**

Saturday, October 29, 2011

Show: 10:00 am - 4:00 pm

Edmonton Aviation Hangar, 11410 Kingsway Ave.
Edmonton, Alberta, Canada

Thank you for your interest in becoming an exhibitor/sponsor at WeeStock™ 2011! Please read the following information, application form and terms & conditions. If you have any questions, do not hesitate to contact us at wee@weestock.ca. It's going to be an AMAZING SHOW!

*Sincerely,
Christina Dennis & Leah Seidl, Producers*

What is WeeStock™?

WeeStock™ is a fabulous new event in the Edmonton area that focuses on bringing the goods & services of independent, boutique and family-owned businesses to families with babies and toddlers. Our first event was held in Spruce Grove, Alberta on May 1st, 2010. The guest count was over 1500 with guests present from all over Alberta. Our second event, held on November 20th, 2010 at the Mayfield Trade Centre in Edmonton was an greater success with over 2000 guests in attendance. Our third event is scheduled at the Aviation Hangar (11410 Kingsway Avenue) in Edmonton for Saturday, October 29, 2011 from 10 am to 4 pm.

How can I be involved as a business owner?

Our first two events have been well attended and our popularity is growing. Our most popular guest demographic are mothers between the age of 25 and 35. If you choose to be involved at this event, you will be sure to see valuable return on your investment. We are passionate about small business owners that provide unique, quality items to babies & toddlers or their caregivers. We want to highlight BOUTIQUE (businesses that re-sell quality items) and INDEPENDENT (businesses that design & manufacture their own products). We have a couple of different levels of involvement available:

Exhibitor

If you own an independent, boutique and/or family-owned business that sells baby/toddler/family products, you can qualify to be an exhibitor at our show (see our application for all qualifications). A space at our event starts at only \$99 (see application for options) and includes:

- a space at our event (see application for options) with 8' back draping and 3' side draping
- your business logo and a link to your business website on our official website
- opportunity to contribute small items to 50 "Early Bird Prize Bags" at the event

Sponsor

If you'd like to be involved in our show as an exhibitor and have a chance to have your business advertised to our demographic, sponsorship is for you! Our event sponsor package is \$1000 and includes:

- your business LOGO & website link largely displayed on our extensive print/web display advertising
- a half page B&W ad in our 3000 show programs (\$75.00 value)
- an 10' x 8' space with a table at our event to sell/promote your goods/services with 8' back draping and 3' side draping (\$219.00 value)
- opportunity to contribute small items to 50 "Early Bird Prize Bags" at the event
- opportunity to include promotional material in 500 shopping bags at the event (\$100.00 value)
- opportunity to provide us with a relevant service of \$1000 + in lieu of payment. Services could include but are not limited to: printing, advertising, promotions, staffing, event entertainment etc.

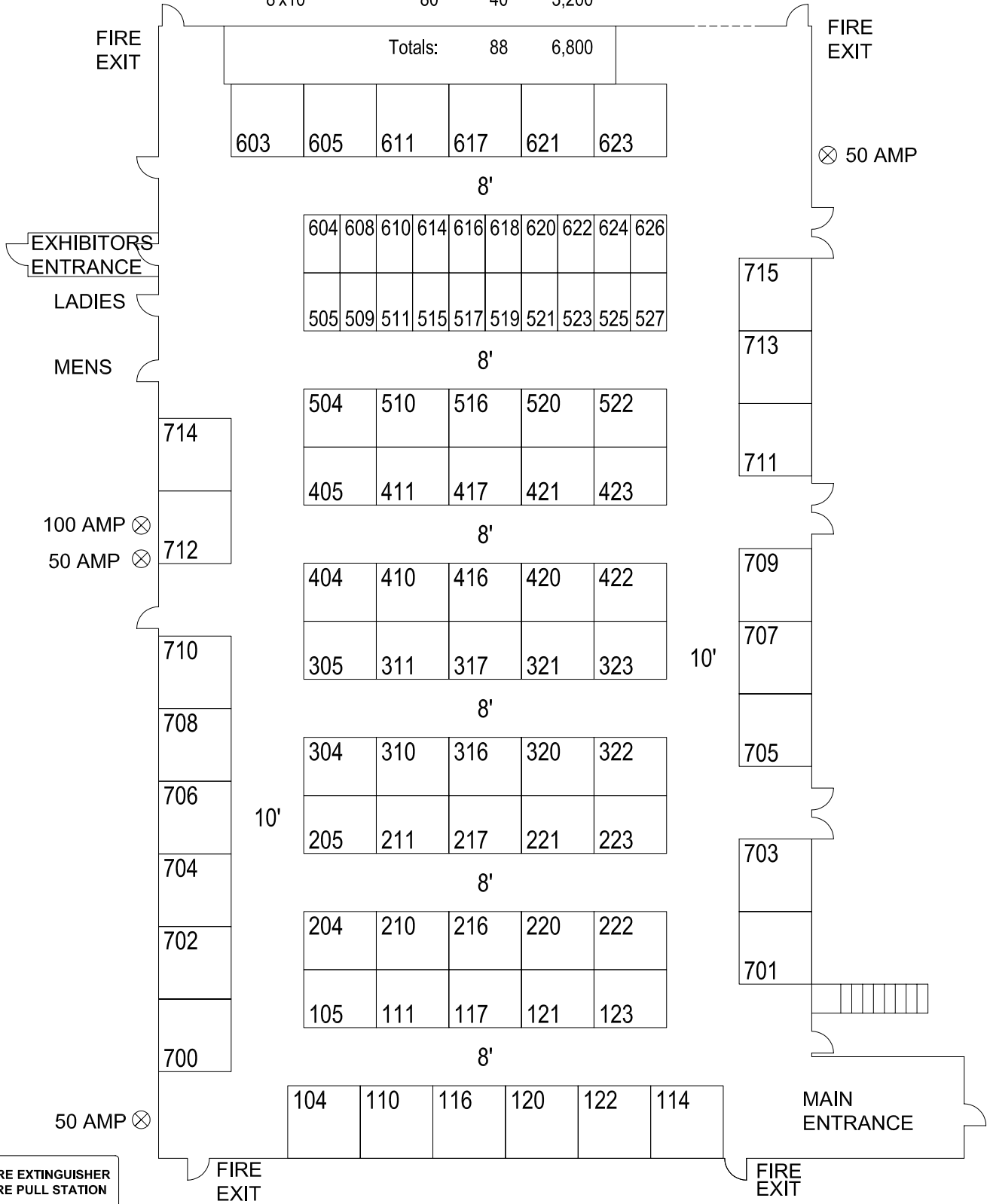
To apply to be an exhibitor or sponsor, please fill out the attached application form and mail it to us along with your payment.

Please visit our website (www.weestock.ca) for more information on the event as we have it.

WeeStock™ 2011 Proposed Floor Plan

Edmonton Aviation Hangar, 11410 Kingsway Avenue, Edmonton

Dimension	Size	Qty	SqFt
10'x10'	100	28	2,800
5'x8'	40	20	800
8'x10'	80	40	3,200



Totals: 88 6,800

603 605 611 617 621 623

8'

604 608 610 614 616 618 620 622 624 626

505 509 511 515 517 519 521 523 525 527

8'

504 510 516 520 522

405 411 417 421 423

8'

404 410 416 420 422

305 311 317 321 323

8'

304 310 316 320 322

205 211 217 221 223

8'

204 210 216 220 222

105 111 117 121 123

8'

104 110 116 120 122 114

FES - FIRE EXTINGUISHER
PS - FIRE PULL STATION

WeeStock™ 2011

Exhibitor/Sponsor Application Form

Applicant's Full Name _____ Business Name _____

Address _____

City _____ Province _____ Postal Code _____

Email _____ Website _____

Phone _____ Fax _____ Cell _____

Facebook page _____ Twitter profile _____

I am applying to be a(n): exhibitor sponsor

*****To be an exhibitor or sponsor at our show, you MUST meet ALL of the following requirements.** Please check them off:

- I am a small business owner in Canada (Sorry, no MLM or direct selling companies.)
- My products/services are geared towards children ages 0-3 and/or their caregivers
- The majority of my products are either HANDMADE or ETHICALLY PRODUCED/FAIR TRADE MANUFACTURED or ORGANIC / My services support the HANDMADE or ETHICALLY PRODUCED/FAIR TRADE or ORGANIC industry

Choose your MAIN category of business:

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> Photography | <input type="checkbox"/> Skin Care | <input type="checkbox"/> Hair Accessories | <input type="checkbox"/> Tutus |
| <input type="checkbox"/> Baby Clothing | <input type="checkbox"/> Breastfeeding | <input type="checkbox"/> Baby Carriers | <input type="checkbox"/> Maternity Clothing |
| <input type="checkbox"/> Womens Clothing | <input type="checkbox"/> Baby Food | <input type="checkbox"/> Jewelry | <input type="checkbox"/> General Food/Desserts |
| <input type="checkbox"/> Books | <input type="checkbox"/> Collectibles | <input type="checkbox"/> Music | <input type="checkbox"/> Dolls |
| <input type="checkbox"/> Baby Blankets | <input type="checkbox"/> Dance/Gymnastics | <input type="checkbox"/> Mommy Groups | <input type="checkbox"/> Publications |
| <input type="checkbox"/> OTHER (please list): | | | |

If applying to be an exhibitor:

Provide a detailed list of all items you wish to sell. Please note that we may ask you to not display certain items so that we can maintain a certain amount of exclusivity at the show.

- Check one: I am enclosing 3-5 photos of the product that I am selling
- I will email 3-5 digital photos of the product that I am selling to wee@weestock.ca
- Photos of the product I am selling are on my website

- Check one: I do not have a logo
- I will email my logo to wee@weestock.ca

QUANTITY	ITEM	COST	SUBTOTAL
	SPACE RENTAL REQUEST: (all booths include wireless internet access)		
	5 x 8' draped inner booth without table	\$99.00	
	10 x 8' draped inner booth without table	\$199.00	
	10 x 10' draped perimeter booth without table	\$249.00	
	ELECTRICAL HOOKUP **You must choose a 10x10' outer booth**	\$60.00	
	SPECIAL REQUEST FEE If you would like to make a special request i.e. to be beside/away from a specific exhibitor, near an entrance etc. please include this payment	\$20.00	
	8' X 2.5' TABLE PROVIDED **Not available for 5 x 8' booths**	\$20.00	
	SHOPPING BAG INCLUSION Include a card, flyer, brochure or coupon in all of our 500 shopping bags by Oct. 1	\$100.00	
	PROGRAM ADVERTISING: Include a black & white advertisement in our program (minimum 3000 printed) - please provide artwork, or we can do artwork for a fee		
	Full page (5 x 8")	\$125.00	
	Haf page (5 x 3.75")	\$75.00	
	Quarter page (2.25 x 3.75")	\$40.00	
	(GST # 85121 3926)	+ 5% GST	
		TOTAL	

Check one: I would like to receive a package of WeeStock™ 2011 printed flyers in the mail
 I would like to receive digital copies of the flyers via email or web download

I would like to add a **small gift** (no coupons, flyers, but you can attach something to your gift) from my business to the 50 Early Bird Prize Bags. I agree to provide my item by mail or drop-off by October 1, 2011 (FREE for exhibitors)

If applying to be a sponsor:

Check one: I will be paying in full for my sponsorship (\$1000 + GST)
 I will be supplying the following service to WeeStock 2011 (to be approved by management) that is worth the same or more than the required amount in lieu of a sponsorship payment:

I HAVE READ & UNDERSTAND THE ATTACHED TERMS & CONDITIONS AND AGREE TO ABIDE BY THEM.

SIGNATURE

DATE

Please mail this **application, your exhibitor/sponsor payment (dated with today's date) AND a cheque post-dated for October 29, 2011 for \$100.00 for the DAMAGE & DISMANTLE deposit** (see Terms & Conditions) NO LATER than **July 15, 2011** to:

WeeStock c/o Leah Seidl, 5 Ironwood Fairway Close, Stony Plain, AB T7Z 2K8 or drop off at Previously Adored Children's Wear in Spruce Grove

Please make cheque payable to "**BLUEFUZE DESIGN INC.**". **Payment will be returned if your application is rejected.** Applications received after July 15, 2011 will not be considered. **Applications MUST include booth payment & damage and dismantle deposit cheque to be valid.** Applicants will be notified by **July 31, 2011 by email (from wee@weestock.ca)** as to whether or not they have been accepted as a vendor/sponsor for WeeStock™ 2011.

How our selection process works:

- we will accept multiple vendors per category but will limit the number to FIVE - there will be 88 vendors maximum in total
- applicants that do not meet ALL of our requirements and/or do not include their full payment and Damage & Dismantle deposit and/or did not adhere to the Terms & Conditions of a previous WeeStock event will not be considered

WE WILL BE JURYING THE APPLICATIONS BY THIS PRIORITY ORDER:

- previous exhibitors that were a positive part of our event and that meet our new criteria
- date and time we receive application and full payment
- quality and originality of product/service

WeeStock™ 2011

Exhibitor/Participating Sponsor Terms & Conditions

For the purposes of these conditions Golly Gee! Baby™ & Whimsical Elements shall herein be referred to as Management, WeeStock™ 2011 shall be referred to as the Show, the vendor or participating sponsor shall be referred to as Exhibitor, and the Kingsway Aviation Hangar shall be referred to as the Venue.

1. Exhibitors shall be bound by the conditions, rules and regulations set forth in this agreement and any changes must be made either in person, email or by phone directly to Management. The Exhibitor agrees that Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the Show.
2. No Exhibitor shall be permitted to exhibit unless he/she has paid in full prior to the Show, as per the fees indicated upon registration.
3. Exhibitor must fully comply with any Venue regulations and any and all Government bylaws and rules.
4. Attendance Show hours shall be controlled by Show staff who will specify hours etc. Admission charges will also be at the discretion of Show Management.
5. Management agrees to provide the Exhibitor, in accordance to what they applied for, either an empty space with the dimensions as stated in the Exhibitor's application or a space with the dimensions as stated in the Exhibitor's application with a provided table at the Show.
6. All electrical wiring and outlets shall be at the Exhibitor's expense. All operating electrical equipment used in the exhibit must have C.S.A. or equivalent provincial power authority approval. Electrical use shall be pre-arranged with the Venue.
7. Space contracted by the Exhibitor may not be sublet or re-sold without the prior written permission of Management.
8. Exhibitor will be liable for and will indemnify and hold harmless Management from any loss of damages whatsoever suffered by Management as a result of any loss or damages whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, Exhibitor, other Exhibitors, Management, the owner of the building and their respective agents & contractors, servants and employees and members of the public attending the Show, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with Exhibitor's occupancy of said space.
9. Exhibitors are responsible for adequately insuring their exhibits, equipment and personal effects. Management recommends liability insurance of at least one million dollars in coverage.
10. Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, product, signs, lights or sound, and to expel Exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Show participants, Management, or patrons.
11. Exhibitor agrees to confine his presentation within the contracted space only and to maintain staff in his booth space during all Show hours.
12. Exhibitor agrees to set up his display by the set up time limit in the Show Rules and Regulations. The Exhibitor will not set up his display during the show hours. Exhibitor agrees to supply his own table coverings. Booth will include black draping at the back (8' high) and sides (3' high).

13. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Show but must remain intact until the end of the closing hour of the Show. The Exhibitor also agrees to remove his exhibit, equipment and appurtenances for the Show building by the final move-out time limit, or in the event of failure to do so, the Exhibitor releases Management to cash the Damage & Dismantle Deposit cheque of \$100.00.
14. There will be a \$40.00 fee for NSF cheques.
15. Management shall not be liable in damages or otherwise for failure to carry out the terms of this agreement in whole or in part where caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatsoever beyond the control of Management whether similar to or dissimilar from the causes enumerated herein.
16. Management reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract in which case the Exhibitor shall forfeit as liquidated damages all space rental payments made by him and any further occupancy of such space.
17. Management does not provide exhibitors with exclusivity to any one particular product or service.
18. The Management assumes no responsibility whatsoever for any property placed in the Show and the Management is hereby expressly released and discharged from any and all liability from any loss.
19. If the Management shall consider it inadvisable to hold the said exposition at the time and/or place herein provided, the Management shall have the right to change the date and/or place within the same City, giving the Exhibitor written notice thereof by mail addressed to the address given herein.
20. Management & the Venue reserve the right to reproduce all photographs, images and likenesses taken during the Show for future promotional purposes.
21. Management reserves the right to approve or disapprove of any and all products, materials or displays that are to be carried by the Exhibitor.
22. Exhibitor releases Management to cash the Damage & Dismantle Deposit cheque of \$100.00 if excessive rubbish is left behind at his contracted space or any property of the Management or Venue is damaged by the Exhibitor.
- 23. This contract may be cancelled by either party provided written notice is received by the other at least six (6) weeks prior to the Show, in which case the Exhibitor will be responsible for 50% of the total contracted amount. If the Exhibitor cancels after this date, but prior to 21 days of the Show, then he shall be responsible for 75% of the total contracted space costs. If the Exhibitor cancels within 21 days prior to the Show, he will be liable for 100% of the total contracted space costs.**

By cancelling this contract the Exhibitor forfeits all rights or claims to the allocated space and Management is free to lease it to others and collect the cancellation charge as liquidation damages.