

BOOTH OPERATIONS

Royal Agricultural Winter Fair staff will monitor exhibitor booth operations throughout The Royal. This includes move-in, the duration of The Royal, and move-out to ensure that all exhibitors comply with the rules and regulations of The Royal. Infractions will be issued to exhibitors as needed by The Royal staff and will be recorded in the exhibitor's file. Any repeat infractions may also invoke a fine of \$250.00, booth closure, and /or non-renewal.

OPERATION FOR ALL BOOTHS AND ALL HALLS:

- Must be open for 9am, must close at 9pm (except Sundays and Monday, as we close at 6pm).
- Booth must be staffed at all times.
- Booth must purchase services that are required for adequate daily operations (Power, Wi-Fi, plumbing etc). There is NO sharing of services. Those found sharing services, will be provided notice by ShowTech and/or Royal management to correctly purchase individual required services.
- Any Exhibitor who is unlawfully obtaining services (ie: electrical) will be removed from The Royal at the exhibitor's own expense.
- Pets are not permitted in booth spaces, or in the Enercare Centre. Service animals must be accompanied by appropriate accreditation.
- Booths should have adequate stock to support sales, but not overwhelmed with stock creating fire regulation hazards, and/or poor aesthetics.
- Audio volume within a booth space must not be heard into aisles or opposing booth spaces.
- Booths are to occupy only the space provided in their contract agreement. Placing stock in aisles, on structural aisle beams or on perimeter walls of booth space is not permitted. Items found outside of booth spaces will simply be removed by Royal staff, and returned post Fair at the exhibitor's expense.
- There is limited storage available at The Royal. First Come/First Serve. There is a cost associated with this storage, which includes small movable and lockable storage cage, and a common location for housing. Please email commercial @royalfair.org for pricing and details. Items found under bleachers, or in non-designated storage areas will be removed at the exhibitor's expense.
- Any form of open flame, combustible materials or balloons are strictly prohibited at all times in the Enercare Centre.
- All Exhibition Place, Enercare Centre Rules and Guidelines must be adhered to, and can be found separately under Exhibition Place Rules on our commercial exhibitor's web

page.

- Booths that sample or sell food, please refer to the Food Exhibitor Basics and Forms tab under Exhibitor Kit & Guidelines. Guidelines are provided for Artisanal and food court booths.

EXHIBIT and DISPLAY GUIDELINES

Guidelines and regulations are intended to provide a foundation for constructing a Commercial Exhibit at The Royal. Exhibitors are expected to create attractive, professional, eye-catching displays that do not infringe on adjacent or neighbouring booths or aisles.

ALL BOOTHS, ALL HALLS

- Canopy or Tent structures and ceilings are not permitted. This applies to all booths, all sizes and all formats. This includes **BOTH** structural framework and coverings.
- All booths must display a professionally produced sign, using the same company name as on the signed commercial licence agreement.
- Hand written signs of any size or materials are not permitted, and will be removed.
- Hanging Signs are not permitted for commercial exhibitors of any size or booth style. (Hanging signs are reserved strictly for Royal branding and major sponsors).
- Signage, decorations, displays or products must be contained within the licenced exhibit area as outlined in the Licence Agreement.
- All Booths, all Halls, all sizes have a firm height cap of 8'. This includes all signage, displays and fixtures. The only exception is Food-Court (see Food Court guidelines for height limits). Only major sponsors and foundational partners who have a signage clause specified by contract may be permitted to place signage above 8'.
- All booths (with the exception of Food Court) must have carpet or flooring to cover their entire licenced area.

STANDARD INLINE BOOTH EXHIBITS – Hall A, B, C and Heritage Court.

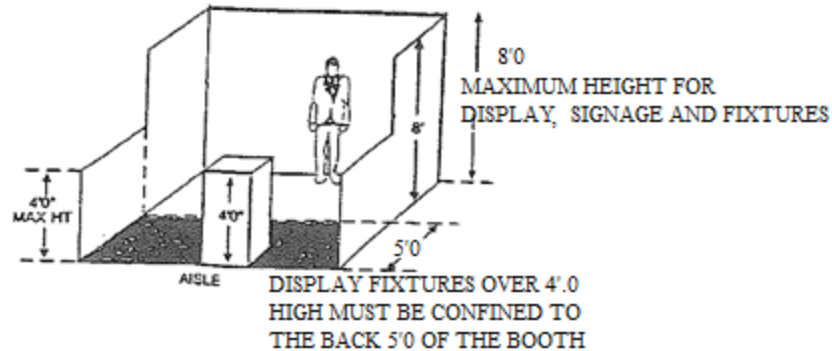
Definition: One or more standard booth units in a straight line.

- Height including exhibit fixtures, components and signage must not exceed 8' 0".
- All display fixtures over 4' 0" in height must be confined to 5' 0" of the back wall of the exhibitor's space.
- Only with mutual consent between neighbouring booths, and permission from the Royal,

can the divider between two inline booths be raised to the 8' max. This is at the exhibitor's expense for additional curtain (4' to 8').

- All curtain provided by The Royal to define booth space is of specific colour, determined by The Royal. Should a change be requested by an exhibitor, it must be approved by The Royal. The change is at the exhibitor's own expense.

STANDARD BOOTH EXHIBIT – INLINE SPACE DIAGRAM



PERIMETER WALL EXHIBITS

Definition: Standard booth unit located on the outer (north, south or west) perimeter wall of the exhibit floor.

- Exhibit back walls may rise continuously to a maximum height of 8' 0".
- Signage against the wall may go up to a maximum of 8' 0".
- All curtain provided by The Royal to define booth space is of specific colour, determined by The Royal. Should a change be requested by an exhibitor, it must be approved by The Royal. The change is at the exhibitor's own expense.

STANDARD BOOTH EXHIBITS – Food Court ONLY

- Booth Height, Including all signage, menu and fixtures but be at a **maximum of 12'.0"**. Height between booths may also rise to a maximum of 12'.0".
- Hanging signs are not permitted by commercial food court exhibitors
- Only professional signage and menus are permitted
- Booth signage must reflect contracted name.
- Coke, as an official supplier must be used for all front of house branded fridges. Any other branded fridge (ie: Pepsi) must be covered or removed.

PENINSULA & ISLAND EXHIBITS

Definition: Exhibits in four or more standard units back to back with aisles on three sides (peninsula) or on all four sides (island).

- In peninsulas: side wall structures (hard wall or drapery) will be permitted with show management approval, but must afford a full open booth front, OR a minimum of 2 entrance /exits. (One entrance, one exit). No Roof Coverings are permitted.
- Islands /Peninsulas: must be a maximum height of 8' 0" including signage, display and fixtures.
- Islands are preferred to have an open design concept. For those who chose to enclose a booth space MUST have permission from The Royal, and have a minimum of two entrances (One entrance, one exit) to meet fire code.
Islands, as with all booth spaces must not have any form of roof or covering.

BOOTH GRADING (Applies to All Booths, All Halls)

Booth grading will be done multiple times over the course of The Royal to a maximum of 5 times over 10 days and will be recorded in the exhibitor's file. Booth Grading has an overall score of 40 points. To qualify for renewal, exhibitors must attain a minimum of 28 points; however a renewal is not guaranteed based on booth grading above 29 points.

The criteria being graded includes:

- Signage - height, visibility, professionally created and displayed, hosts contracted booth name.
- Booth Products - approved, relevancy, professionally and aesthetically displayed.
- Compliance – based on infractions listed below.
- General Aesthetics - clean, carpeted (flooring), display, welcoming, overcrowding of product, not enough product.

Booth Infractions include, but are not limited to:

- Opening late and closing early as per regular fair hours.
- Canopy tent structures or coverings (will be removed)
- Booth not being staffed at all times.
- Booth and all products displayed are not within the licensed area.
- Products sold are not approved on the License Agreement.
- Sidewall restrictions not adhered to.
- Company signage not posted, not visible or unprofessional (hand written).
- Complaints received from patrons and/or other exhibitors.
- Adherence to Rules & Regulations as outlined in the License Agreement/ Online Kit.
- Non-co-operative with Royal staff, Royal official suppliers, security staff or guests.
- Early pack-up or early move out on closing Sunday (*automatic grounds for non-renewal).