

**2009**  
**Canada**  
**CAREER WEEK FAIR**

**Friday November 20, 2009**

9:00 a.m. – 5:00 p.m.

**Saturday November 21, 2009**

10:00 am – 4:00 pm

**Edmonton Expo (Northlands Agricom)**

7515 – 118 Ave, Edmonton AB.

**EXHIBITOR'S BRIEFING  
PACKAGE**

Currie Communications Ltd.

Show Producer

Ph: 780.413.9570 Fax: 780.486.0285 Email: [clare@curriecom.com](mailto:clare@curriecom.com)

[www.canadacareerfairedmonton.com](http://www.canadacareerfairedmonton.com)

# 2009 Canada CAREER WEEK FAIR

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## FUNDERS

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**The 2009 Canada Career Week Fair is a non-profit event made possible through generous funding from:**

Alberta Employment and Immigration  
Government of Canada/Service Canada

## SPONSORS

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**Thank you to our 2009 Major Sponsors:**

Building Trades of Alberta & Construction Labour Relations – An Alberta Association  
Canadian College of Emergency Medical Services  
Edmonton Fire Rescue  
Edmonton Journal  
Edmonton Police Service  
Edmonton Transit System  
Heat and Frost Insulators & Allied Workers Local 110  
Joe FM/Corus Entertainment  
Lakeland College  
Merit Contractors Association  
My Job Finder Inc.  
Norquest College  
Skills Canada Alberta

## FEATURE EXHIBITORS

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**Thank you to our 2009 Feature Exhibitors:**

ATCO Group  
DECSA  
Defence Construction Canada  
Grant MacEwan College  
Retail Council of Canada

## CONTACT INFORMATION

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Clare Denman, Senior Manager  
Show Producer: 2009 Canada Career Week Fair  
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Phone: 780.413.9570 Fax: 780.486.0285 Email: [clare@curriecom.com](mailto:clare@curriecom.com)  
[www.curriecom.com](http://www.curriecom.com) [www.canadacareerfairedmonton.com](http://www.canadacareerfairedmonton.com)

## SHOW SETUP & RENTALS

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Basic booths (and non-profit booths) at Canada Career Week Fair are 10 ft x 10 ft.  
Each booth is provided with:

- 8ft high blue back wall drape
- 3 ft high blue side wall drape
- Blue booth carpeting
- One 800 watt electrical outlet with two plug-ins
- One 8ft skirted table. Table top cloths are white and the table is skirted on three sides.
- 2 folding chairs
- 1 waste basket

Please contact the following suppliers if you require additional items or services to those listed above. For your convenience, order forms are provided in this package, and also available on the Canada Career Week website: [www.canadacareerfairedmonton.com](http://www.canadacareerfairedmonton.com).

Please return your order forms to the suppliers, who will invoice you directly.

### SHOW SERVICES

GES CANADA Exposition Services Ltd.  
7730 – 34<sup>th</sup> Street NW, Edmonton AB. T6B 3J6  
Phone: 877.505.7767 Fax: 877.469.1619 Email: [ABrice@ges.com](mailto:ABrice@ges.com)  
Save time by ordering on line at [www.gesexpo.ca](http://www.gesexpo.ca). Order Deadline: November 4, 2009

### ELECTRICAL SERVICES

ShowTech Power & Lighting  
9797 Jasper Avenue  
Edmonton AB T5J 1N9  
Phone: 780.429.1162 Fax: 780.424.4715

### AUDIO VISUAL RENTALS

INVERT 720  
272, 11215 Jasper Ave, Edmonton AB. T5K 0L5  
Phone: 780.702.6124 Fax: 914.530.7515

### HIGH SPEED INTERNET CONNECTION

Northlands (Edmonton Expo)  
Box 1480, Edmonton AB T5J 2N5  
Phone: 780.471.7299 Fax: 780.471.7172

## SHIPPING

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For your convenience pre-printed shipping labels are provided at the back of the GES order book enclosed. If you choose to ship your display & materials, ensure that all items are clearly addressed as follows and ensure that your courier/delivery person has the delivery instructions that follow:

Your company name  
**CANADA CAREER WEEK FAIR 2009**  
Your booth number  
C/O GES CANADA EXPOSITION SERVICES LTD.  
Northlands Agricom  
7300 – 116 Ave, Edmonton AB. T5J 2N5  
Your delivery carrier name  
Box \_\_\_ of \_\_\_

## DELIVERY INSTRUCTIONS

Please provide your delivery service with the following directions. You may also wish to include the map in this package: Enter Northlands grounds at 112 Avenue and 79 Street. Follow road behind the Horse Race Track. Turn left and enter Hall B from the south overhead doors (B1 & B5).

## SET-UP AND DISMANTLE

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Please adhere to the following set-up schedule in order to accommodate the move-in of vehicles and other major displays. *(If you cannot set up during your assigned time due to air-flight arrivals or other considerations, please contact the Show Producer prior to November 13<sup>th</sup> to make arrangements).*

### All Booths:

- Set-Up: Thursday, November 19<sup>TH</sup> from **1:00 pm to 7:00 pm** (unless otherwise notified in writing)

### Edmonton Transit System:

- Set-Up: Wednesday November 18<sup>th</sup> from 2:30 pm – 4:30 pm and/or Thursday November 19<sup>th</sup> from 9:00 am to 11:00 am

### Skills Canada Alberta :

- Set-Up: Thursday November 19<sup>th</sup> from 1:00 pm to 7:00 pm

### Edmonton Police Service, Edmonton Fire & Rescue, Canadian College of Emergency Medical Services:

- Set-Up: Thursday, November 19<sup>th</sup> from 7:00 pm – 9:00 pm (unless otherwise notified)

### All Exhibitors:

- Dismantle:** Saturday, November 21<sup>st</sup> @ 4:00 p.m. No early dismantling will be allowed.

## DRIVING DIRECTIONS FOR LOADING BAY

Enter Northlands grounds at 112 Avenue and 79 Street. Follow the road behind the Horse Race Track. Turn left and enter Hall B from the south overhead doors (B1 & B5). Maps are included in this package.

## PARKING

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Parking at the loading bay is only permitted during set-up and dismantle times. For all other times, parking is free in the Northlands general parking lot. A shuttle will run from the south parking lot in the event the north parking lot is full.

## BOOTH ALLOCATION

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Your booth number is identified on your cover letter to this package. To locate your booth(s), see the attached Floor Plan.

Funders, Sponsors, Feature Exhibitors and Major Display locations are planned by the fair producer, all other booth allocations are by random draw.

Participants at the Canada Career Week Fair will be able to locate your booth by identifying your name on the Exhibitor display boards which will be located by the Fair entrance locations throughout the exhibit hall. In addition, the Official Show Guide (handed out free of charge to all participants), and the Edmonton Journal Supplement will include the floor plan and exhibitor list to use as a reference tool.

## EXHIBITOR IDENTIFICATION TAG

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Basic Exhibitors will receive 4 exhibitor identification tags, which you will find at your booth site during set-up. These tags allow your staff entrance to the Show Floor, and Exhibitor's Lounge. Exhibitor Tags will have the name of your organization only and should be rotated if you have more than 4 personnel. Tags will not be personalized.

## OPENING DAY EXHIBITOR BREAKFAST

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Alberta Employment and Immigration, and the Government of Canada/Service Canada, are delighted to host an opening day breakfast for all Exhibitors. Your tickets are included in this package.

**Friday, November 20th:** 7:30 a.m. – 8:30 a.m.  
**Type of breakfast:** Full breakfast  
**Location:** Edmonton Expo, Northlands Agricom, Hall E

**Remember to bring your breakfast tickets.** Additional tickets are available from Currie Communications for \$25 each, and must be purchased prior to November 6th.

## FAIR HOURS

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The 2009 Canada Career Week Fair is open to the public on November 20<sup>th</sup> from 9:00 am to 5:00 pm, and November 21<sup>st</sup> from 10:00 am to 4:00 pm. Attendance and parking are free.

Exhibitors are expected to be present at their booth during fair hours.

## HOSPITALITY

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The Canada Career Week Fair is a non-profit event, and therefore hospitality services available to exhibitors are limited. **Please ensure that your exhibit staff knows what is available**, as they may wish to bring their own lunch (particularly if they have dietary restrictions):

### EXHIBITOR LOUNGE

The Exhibitor/Volunteer Lounge, located in Salon 5 (up the stairs), will be open to exhibitors/volunteers throughout Fair Hours. Only coffee, tea, water (and possibly light snacks) will be available throughout the fair hours. You must have an exhibitor or volunteer badge to enter.

### CONCESSION STANDS

Fast food and beverages can be purchased at the Agricom Concession Stands in the lobby. Line-ups can be lengthy during meal times.

### PRE-ORDERED BOXED LUNCH

**NEW!** You may wish to **pre-order a boxed lunch** from Northlands. They will deliver your lunch directly to your booth. An order form is included in this package and also available on the Canada Career Week Website. **Food orders must be received by Northlands no later than November 6<sup>th</sup>**, or additional service charges apply. You will be invoiced directly by Northlands.

Northlands Agricom is a non-smoking facility.

## HEALTH & SAFETY

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Hand sanitizing stations will be available throughout the lobby. Due to influenza concerns, please ensure that you clean your hands often.

## HOTELS

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The Canada Career Week Fair does not have a promotion with any hotel. There are no recommended hotels in walking distance of the Fair site. Past exhibitors have chosen to stay in the downtown area, and drive or take the LRT to the Agricom.

## ON-SITE SHOW OFFICE

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If you have any questions or concerns during the event hours, please come to Currie Communications' show office located outside of Hall C. The show office phone number (during show hours only) is 780.471.7201.

## TIPS FOR EXHIBITORS

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- Pre-order your lunches.** Use the form enclosed. You may be too busy to leave your booth, or there can be considerable line-ups at the concession stands.
- Please refrain from goodie handouts** (free pens, candy etc.) **during the morning on Friday**, November 20<sup>th</sup> as there will be a large number of students in attendance. Handouts may deter them from the other information at your booth. Or, only provide handouts to students who have attempted to engage appropriately with you.
- You may wish to have a list of **Job Postings** at your booth, as this may be the most frequently requested information.
- Review the focus of the event / audience / message and choose appropriate materials and display signage. Your booth communicates a message to the public and is a stage for information exchange. Visual messages should provide a clear idea of what you do.
- 'Handouts' are a good tool, but try to keep paper to a minimum. Many attendees end up with so much paper, they may never read it. Try writing a personal message on your business card for an attendee, like reminding them of what you talked about.
- Have a few **press kits** available for any media inquires.
- Attempt to measure the impact of your display on participants.
- Respect others. If you have audio visual aids please keep the noise level low.
- Ensure all display items (cords, computers, video machines, displays etc.) you bring are **clearly labeled**, or they won't find their way back to you if they get lost.

- Anticipate questions from individuals approaching your display and ensure your staff are prepared to answer them. Examples of questions that may be asked include:
  - What skills and experience do you look for in the employees you hire?
  - What kind of entry level positions exist within your organization?
  - What job openings do you have now?
  - Are graduate degrees important in advancing in your organization? If so, which ones?
  - How would you describe the corporate culture?
  - May I contact you at a later date?
  
- It's the personalities that visitors remember. Engage – have fun, entertain, interact, smile☺. Make the first approach – avoid sitting behind table.
  
- Staff your booth adequately at all times (minimum of 2 staff).
  
- Stretch and take walks to prevent foot and backache stress. Wear comfortable shoes (or bring another pair to change into if you're there for the entire day).

## EVALUATIONS

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We value your feedback. Please take a few moments during or after the Fair to complete the Exhibitor Evaluation form which you will find at your booth. Volunteers will pick-up your evaluation on November 21<sup>st</sup>, or you may take it to the show office during fair hours.

To give us a better understanding of the views and opinions from the general public, volunteers will be randomly surveying participants during the Fair. Information on the effectiveness of promotional and marketing initiatives is also collected.

## INTERVIEW SPACE

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On-Site interview booth(s) space will be made available November 20<sup>th</sup> and 21<sup>st</sup>. There will be no booking of this area so usage will be on a first come first serve basis. If you are interested in conducting an on-site interview, please escort your potential employee to this area. The room(s) will be equipped with 1 table and 2 chairs.

## VOLUNTEERS

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Every year, 60 – 80 Volunteers help out with the Canada Career Week Fair. You'll see them wearing blue t-shirts. Please help us to thank these individuals and encourage their continued participation by demonstrating your appreciation of their time in whatever way you can. If you have any concerns or complaints, please address them to staff in the show office only. Thank you.

**If you would like to donate promotional items as a gift for our volunteers, please let us know.**

**Gift items can be dropped off at the on-site show office. Thank you.**

## TERMS OF EXHIBITOR PARTICIPATION

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### CANCELLATIONS

Currie Communications Ltd. must receive cancellations **IN WRITING** by **October 2, 2009**. If we have received your cancellation in writing by the date mentioned, you will be refunded in full. Cancellations received after October 2, 2009 **are not** eligible for a refund.

Exhibit spaces have been assigned and confirmed. They are not transferable.

Exhibitor spaces abandoned or not occupied at the time of opening of the Fair (9:00 am November 20<sup>th</sup>) till 4:00 pm November 15<sup>th</sup> may be repossessed without indemnity and reassigned by the Fair Producer.

### LIABILITY

The Funders, Show Producer (Currie Communications Ltd.), or Edmonton Expo will not be responsible or liable for injury to the person or property of the exhibitors, their guests, invitees, employees or agents. All property of an exhibitor is understood to remain in their care, custody and control and transit to or from within the confines of the exhibit areas.

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 Edmonton Expo and GES Show Services. 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 premises or to any of the furnishings or fixtures provided.

### SECURITY

The Northlands Agricom will provide on-site security November 19 from 7:00 p.m. through to November 20, 9:00 a.m., and November 20 from 5:00 p.m. through to November 21 at 10:00 a.m. It is the exhibitor's responsibility to insure and/or protect valuables.

### DISPLAYS

Exhibits are not to exceed height, width or depth of space provided by the show producer. The show producer reserves the right to remove any displays which protrude outside of the exhibitors allotted space. For workplace health and safety reasons, the use of operational equipment such as vehicles, demonstrations of working power tools, or the presence of fuels must be cleared with the show producer no later than October 30<sup>th</sup>, 2009.

**THANK YOU!** If you still have questions, please contact Currie Communications Ltd.  
780.413.9570

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