

**CANADIAN WESTERN**  
**Agribition**

2011 Trade Show Exhibitor  
Handbook

## **PURPOSE**

This Trade Show Exhibitor Manual is an attachment to the "**Trade Show Space Contract**". All exhibitors are responsible for and on behalf of their staff and employees, the guidelines set forth in the manual.

If you have any suggestions which you believe would make this manual more useful, they would be greatly appreciated.

**Canadian Western Agribition reserves the final and absolute right to interpret rules and regulations and to arbitrarily settle and determine all matters, questions or differences in regard thereto, or otherwise arising out of, connected with, or incident to the Canadian Western Agribition trade show. It further reserves the right to determine unforeseen matters not covered by these rules and to amend or add to these rules as in its judgement it may determine necessary.**

- 1. Please note that the CWA brand and the name "Agribition" is a Registered Trademark and may not be used under any circumstances without prior written permission from Canadian Western Agribition.**
- 2. Disregard of any rules by the Exhibitor forfeits all monies, rights and privileges.**
- 3. Exhibitors are bound by the terms of the contract they sign at the time of securing exhibit space. In addition, they are under strict supervision of the Canadian Western Agribition Management and agents.**
- 4. Canadian Western Agribition reserves the right to establish and enforce whatever rules are necessary for the regulation of exhibitors.**

# Table of Contents

Booth Design and Regulations	Page 3
1. Exhibitor Code of Conduct	Page 4
2. Procedures of Handling Allegations of Conduct Violations	Page 4
3. CWA Appeals Procedure	Page 4
4. Booth Dimensions	Page 4
5. Subletting	Page 5
6. Soliciting/Give-Aways	Page 5
7. Booth Area Clean-Up	Page 6
8. Signs	Page 6, 12
9. Conduct and Staffing of Exhibits	Page 6
10. Demonstrations	Page 6
11. Cancellations	Page 7
12. Fire Marshall Requirements	Page 7
Information and Guidelines for Fuel Operated Vehicles/Equipment	Page 7
Information and Guidelines for Food and Beverage Exhibitors	Page 8
Rule Violations	Page 8
Evaluations	Page 8
Credentials	Page 8
1. Exhibitor Admission	Page 8
2. Parking	Page 9
Commercial Exhibits Office and Information Centres	Page 9
Move-in Dates and Times	Page 9
Hours of Operation	Page 10
Move-out After Show Closes	Page 10
General Information	Page 11
1. Insurance	Page 11
2. Security	Page 11
3. Access to Buildings	Page 11
4. Consignment of Shipments and Deliveries	Page 11
5. Forklift Assistance	Page 12
6. Electrical	Page 12
7. Handmade Signs	Page 12
8. Federal, Provincial and Municipal Laws	Page 12
9. Non Smoking Facilities	Page 12
10. Provincial Sales Tax	Page 12
11. Emergency Phone Calls	Page 13
12. First Aid	Page 13
Marketing Opportunities	
1. Official Guides	Page 13
2. Other Sponsorship Opportunities	Page 13
Privacy Policy	Page 14

## Exhibitor Code of Conduct

1. Only paid exhibitors in their assigned exhibit space, shall be permitted to solicit business and/or hand out literature within the trade show area.
2. Exhibitors shall be limited to designated areas for the purpose of soliciting and/or business transactions. No soliciting of trade show attendees from a competitor's booth will be allowed.
3. Professional displays are encouraged. Space visible to the public and/or your neighbouring exhibitors must be finished attractively.
4. Undue noise or unseemly methods of demonstrations made in the operation of exhibits will not be tolerated. Sound levels of sound amplification equipment must not interfere with any other persons. CWA may terminate the use of any such equipment or methods. The final decision of what constitutes undue noise and unseemly methods shall rest with CWA.
5. The exhibitor shall conduct their exhibit in a professional and reputable manner and ensure the exhibit is adequately staffed.
6. The exhibitor shall comply with all federal, provincial and municipal laws governing the operation of a business.
7. Exhibitors shall not make false or malicious statement(s) that may injure the professional reputation of another exhibitor.
8. Exhibitors' advertising shall be neither false nor in any way misleading.
9. Exhibitors will provide proper, fair and reasonable service to customers including but not limited to after sale service.
10. Exhibitors recognize that other members will compete for business within lawful practice.
11. Exhibits shall be manned by agents of the Exhibitor during all times when the Show is officially open.
12. The Exhibitor shall make certain that it carries a "Comprehensive General Liability Insurance Policy" of no less than \$2,000,000 to cover them at Canadian Western Agribition. The Exhibitor must furnish on request, proof that adequate insurance is carried.
13. Any and all complaints about an Exhibitor are to be made in writing, addressed to the Trade Show Manager and delivered to the Trade Show Service Centre. Allegations of violations of this Exhibitor Code of Conduct shall be resolved according to the CWA Procedures for Handling Allegations of Conduct Violations. Exhibitors are asked not to confront each other to resolve such violations.

14. CWA Trade Show Committee shall interpret this Code of Conduct and resolve areas of conflict as they occur. Frequent or flagrant violations of any of the above regulations can result in Exhibitor being barred from future participation at CWA.

## **Procedures for Handling Allegations of Conduct Violations**

Any and all complaints about an Exhibitor are to be made in writing, addressed to the Trade Show Manager and delivered to the Trade Show Service Centre. The complaint must fully state the cause of the complaint. Complaints will not be considered from third parties who have not dealt with the exhibitors of whom the complaint is made.

Upon receipt of a written complaint the Trade Show Manager will acknowledge receipt of the complaint, within a reasonable time, and will detail the procedure to be followed.

If once the Trade Show Manager has examined the facts and believes there is a valid complaint a written report will be presented to a minimum of two Trade Show Committee members summarising the facts of the complaint. These Committee members will review the facts and decide if there is a breach of regulations, and if this is the case, what action is to be taken.

If an exhibitor against whom the complaint has been made does not comply with this procedure or any reasonable requirement of the Trade Show Manager and/or Trade Show Committee members, then the Trade Show Committee members shall be entitled to proceed without them and draw whatever conclusions are reasonable from the available facts.

If a complaint is dismissed then the matter will remain confidential.

If a breach of regulations becomes known to the Trade Show Committee members the Committee members shall have power to act of its own volition even if no complaint has been received.

## **CWA Appeals Procedure**

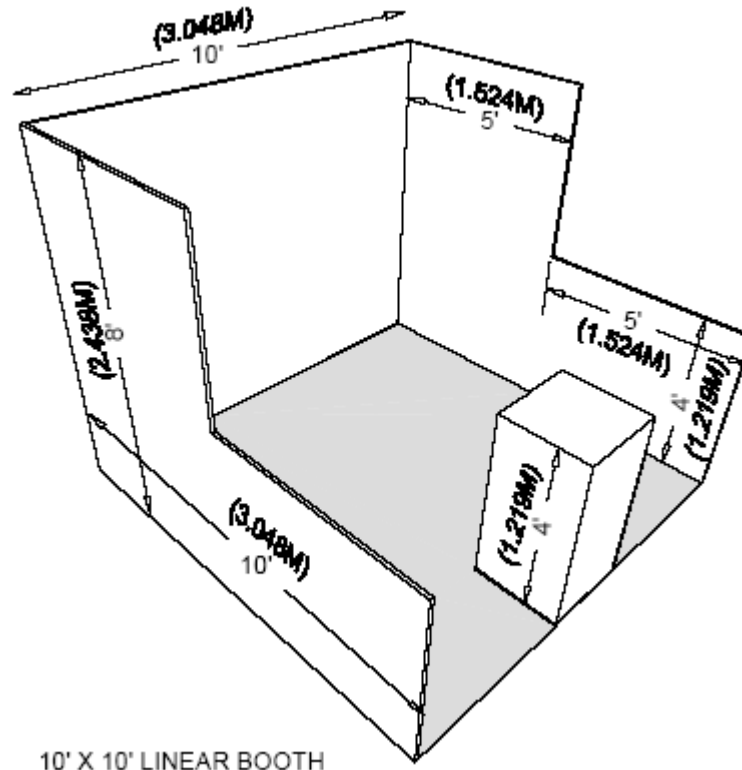
Exhibitors who disagree with actions taken by Agribition as a result of rule violations may appeal to the Board of Directors within 30 days of receipt of notice.

## **BOOTH DESIGN AND REGULATIONS**

### **1. Booth Dimensions**

All trade show spaces (except bulk) come complete with an 8 foot high back drape and two 4 foot high side drapes. All exhibits must remain within the confines of their own spaces and no exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, block other exhibitors (especially those in adjoining booths), occasion injury or disadvantageously affect the display of other exhibitors. Exhibit backdrops are not to exceed 10

feet in height (without permission), including signs and display units. No part of exhibit sidewalls shall be higher than four feet in the front half of the booth. The aisles, passageways and overhead spaces remain strictly under control of the Show. CWA reserves the right to control or prohibit any exhibit (or) violating these guidelines. Special location requirements may be arranged to avoid infractions.



## 2. Subletting

The exhibitor shall not sublet, trade, sell or allow others to occupy, any space allocated to them and no other company/person shall occupy or share possession of the trade show space without the prior written consent of CWA. **This includes any materials or promotional materials not pertaining to your booth, only materials relating to the Exhibitors' product/service may be made available with the exhibit space.**

## 3. Soliciting/Give-Aways

Soliciting and/or distribution of literature outside of your allocated trade show space is prohibited. Material that could have an adverse affect on the facilities or livestock are not to be handed out to the public ie. balloons, yardsticks, stickers. Additionally, distribution of condoms and/or sexually inferred materials is strictly prohibited.

CWA approval is required for all give-aways. **There will be no registrations for drawing, giveaways or gaming operations of any kind without prior approval from CWA.**

## 4. Booth Area Clean-Up

Exhibitors are responsible for keeping their assigned booth space swept/vacuumed and clean at all time. Exhibits are reflections of business. Our Official Display Company offers a booth cleaning service.

## 5. Signs

**Signs must not exceed the booth height regulation. They must fit within booth dimensions without blocking the view of another exhibitor.** Exhibitors shall clearly display through professional signage prices of products for sale and identifying signage which is professionally printed. **No poster board signs of any kind will be permitted. CWA does not allow "Discount, Clearance or For Sale" signs in your booth. You may however use the wording "Rodeo Special" or "Agribition Special". This will be strictly enforced.**

## 6. Conduct and Staffing of Exhibits

Professional displays are encouraged. Space visible to the public and/or your neighbouring exhibitors must be finished attractively.

Undue noise or unseemly methods of demonstrations made in the operation of exhibits will not be tolerated. Sound levels of sound amplification equipment must not interfere with any other persons. No microphones will be allowed. CWA may terminate the use of any such equipment or methods. The final decision of what constitutes undue noise and unseemly methods shall rest with CWA.

The exhibitor shall conduct its exhibit in a professional and reputable manner and ensure its exhibit is adequately staffed.

Exhibits shall be manned by agents of the Exhibitor during all times when the Show is officially open. Frequent or flagrant violations of this regulation can result in Exhibitor being barred from future participation at CWA.

## 7. Demonstrations

**Each exhibitor has the responsibility to ensure proper flow of pedestrian traffic through the exhibit buildings. Large crowds, who congregate to watch demonstrations, usually interfere with the flow of traffic in aisles and often create excessive crowds in neighbouring booths. This infringes on the rights of other exhibitors. Aisles must be kept clear and free of obstruction at all times.**

**Demonstration areas should not be placed on the aisle line of your exhibit booth if you expect many people to congregate at any given time. Space should be utilized within your own exhibit area to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in aisles, or overflow into your neighbours' exhibit space on either side or across**

**the aisle, management will have no alternative but to request that your presentation be limited or eliminated.** Remember, undue noise or unseemly methods of demonstrations made in the operation of exhibits will not be tolerated and no microphones will be allowed.

## **8. Cancellations**

### **NO REFUNDS WILL BE PAID ON LATE CANCELLATIONS OR NO SHOWS.**

Twenty-five (25%) of fees owed will be retained on cancellations prior to October 1, 2011. No refunds will be paid on cancellations or "No shows" after this date.

## **9. Fire Marshall Requirements**

All skirting and materials for booths or displays must be fire retardant and meet the requirements of NFPA 701.

Fire protection equipment and required exits must not be blocked (some exits are not required for this event and may be blocked if indicated on the assigned set up from CWA).

Propane cylinders for use inside of buildings must be 5 lbs or less.

Larger propane cylinders must be located outdoors and supplied to the indoors with propane hoses. These hoses must enter the building through the wall and not through door ways.

High pressure cylinders must be secured to carts or the wall.

Hay bales in a display are must not exceed 6 small or 2 large in any one area. A distance of 10 feet must be provided to the next display using bales. Excessive amounts of loose straw or hay is not permitted. Spot lights, etc. must not be located on or near the straw or hay.

## **INFORMATION AND GUIDELINES FOR FUEL OPERATED VEHICLES/EQUIPMENT**

Make sure there is no more than two gallons of fuel in each vehicle.

Disconnect the battery in each vehicle.

Please tape the gas caps closed.

Exhibitors are required to have a working fire extinguisher in their booth at all times.

# INFORMATION AND GUIDELINES FOR FOOD AND BEVERAGE EXHIBITORS

If you are a Food Exhibitor please complete the Regina Health District Application for a Temporary Food Service Facility and return to:

Regina Health District, Public Health Services  
Environmental Health Department  
2nd Floor of 2110 Hamilton St - Regina, SK S4P 2E3

All food exhibitors using microwave ovens must keep them on the back counters or underneath the front counter. **NO MICROWAVE OVENS ARE ALLOWED ON THE FRONT COUNTER TOPS.** There also must be a sign that is clearly visible to the public which reads "Microwave Oven in Use" (2 inch lettering).

Companies wishing to sampling food and/or beverage products to the public are limited to a maximum of 3 oz. sample size.

## RULE VIOLATIONS

All rule infractions will be documented. A copy of each recorded violation will be distributed to the Commercial Exhibits office and the exhibitor committing the violation. The disregard of any rule set forth by Canadian Western Agribition by the exhibitor shall forfeit all monies, rights and privileges of the exhibitor.

## EVALUATIONS

All exhibitors will be evaluated by Canadian Western Agribition Trade Show Committee. The evaluations will be used to determine if exhibitors are fulfilling their contractual requirements.

## CREDENTIALS

### 1. Exhibitor Admission

At the time of check-in you will receive a packet containing your parking identification tags and exhibitor admission cards. To purchase additional exhibitor admission cards, either fill out and return the appropriate form provided in the order form handbook or they may be purchased at the Trade Show Exhibitor Service Centre (Credit Union EventPlex). Upon request admission cards will be forwarded in advance up to October 21, 2011. **NO ADMISSION CARDS WILL BE FORWARDED AFTER THIS DATE AND MUST BE PICKED UP AT MOVE-IN TIME.** The following is a breakdown of Exhibitor admission cards/parking tags per exhibit space:

10 x 10 – 2    10 x 20 - 3    10 x 30 – 4    Bulk – 1 per 100 square feet

## 2. Parking

Each exhibitor will receive the corresponding number of parking identification tags with each admission card. **REMEMBER THERE IS NO CHARGE FOR PARKING ON THE GROUNDS.** Parking tags are for identification purposes only and do not guarantee parking space for exhibitors.

### COMMERCIAL EXHIBITS OFFICE AND INFORMATION CENTRE

Upon arriving at Canadian Western Agribition, please check in at the appropriate location (please refer to Important Information on Moving In – page 9) to obtain your Exhibitor Package. These individuals will assist you in locating your booth, and be able to answer any move-in procedures and general questions. These people are here to help you, so feel free to ask.

The Trade Show Exhibitor Service Centre (Credit Union EventPlex) will be open daily from: 9:00 a.m. to 6:00 p.m. during the show.

**Booths will be evaluated periodically throughout the Show by members of the Trade Show Committee and by Show Management. Also during the Show, exhibitors may be asked to participate in a survey and suggest improvements/changes to the Show.**

### MOVE-IN DATES AND TIMES

Listed below are the dates you can begin move-in. **Early move-ins** will be recommended for **large equipment**. Permission can be obtained from the Trade Show Manager if early move-in is required.

Friday, November 18, 2011 - 8:00 a.m. to 8:00 p.m.  
Saturday, November 19, 2011 - 8:00 a.m. to 8:00 p.m.  
Sunday, November 20, 2011 - 8:00 a.m. to 8:00 p.m.

**\*\*\*Please note should space remain unoccupied in the building/area scheduled move-in deadline. Show Management reserves the right to rent or use the space for other purposes without obligation or refund\*\*\***

### Important Information on Moving In

Please come to the Trade Show Exhibitor Service Centre to complete check-in **BEFORE YOU BEGIN TO MOVE IN YOUR EXHIBIT**. At the time of check-in, please have available the address and telephone number of the person in charge of your exhibit booth. Also, if you have a telephone in your booth, please have that number available.

**Trade Show Information Centre Check In Locations:**

Package pick up dates	Location
November 16 to November 18 * (packages will be moved to the Trade Show Exhibitor Service Centre the afternoon of November 18)	Canadian Western Agribition 2 <sup>nd</sup> floor Canada Centre Building
After 1:00 pm on November 18	Credit Union EventPlex

To assist you with your move-in, the Trade Show Exhibitor Service Centre and Shipping & Receiving have two wheel/four wheel trolleys and platform jacks available to exhibitors.

**SHOW HOURS OF OPERATION**

THE DAILY HOURS FOR MANNING YOUR BOOTH ARE AS FOLLOWS:

<b><i>Building</i></b>	<b><i>Hours of Operation –Monday to Saturday</i></b>
Ag-Ex Pavilion	10:00 am to 6:00 pm
Agribition Building	10:00 am to 7:00 pm
Brandt Centre Concourse	10:00 am to end of events
Brandt Centre Link	10:00 am to 7:00 pm
Auditorium Annex	10:00 am to 6:00 pm
Banner Hall	10:00 am to 6:00 pm
Prairie Building	10:00 am to 6:00 pm
Arenas and Credit Union EventPlex	10:00 am to 6:00 pm

**IMPORTANT DAYS:**

International Business Centre Opens - Monday, November 21.

Rodeo Dates - Wednesday, November 23 - Saturday, November 26 – **7:00 PM.**

Purebred Beef Shows Begin - Tuesday, November 22.

Heavy Horse Events Begin - Monday, November 21.

Commercial Cattle Show & Sale - Friday, November 25th (Show) & Saturday, November 26th (Sale)

**MOVE-OUT AFTER THE SHOW CLOSES**

**For your guidance in moving out your display, we would like to point out these rules and regulations.**

Under the terms of your contract, all exhibits and displays must remain in tact until listed closing time on Saturday, November 26. The Show is still open for business to the public and must present a complete show until closing. **ANY EXHIBITOR WHO MOVES OUT BEFORE DESIGNATED TIME WILL BE SUBJECT TO A \$300.00 PENALTY**

**AND MAY NOT BE PERMITTED TO EXHIBIT AT THE 2012 SHOW.**

Exhibitors may remove their exhibit and materials after listed closing time on Saturday, November 26. Exhibitors who plan to wait until later are required to pack up all booth and materials; please take all items which might be stolen easily with you when you leave closing night. Materials not removed from the grounds on November 26 will be stored by Canadian Western Agribition for pick up. Although security will remain in effect until Sunday, November 27 at 8:00 am, Canadian Western Agribition is not responsible for any losses or damages.

All exhibits and related effect must be removed from Evraz Place by Monday, November 28 at 12:00 noon. If not removed, and special arrangements made, Canadian Western Agribition will have it removed at the expense of the exhibitor violating the guideline.

## **GENERAL INFORMATION**

### **1. Insurance**

The Exhibitor shall make certain that it carries a "Comprehensive General Liability Insurance Policy" of no less than \$2,000,000 to cover them at Canadian Western Agribition. The Exhibitor must furnish on request, proof that adequate insurance is carried. If you are unsure if you have sufficient coverage, contact your insurance agent who may be able to add a "rider" to your policy to insure you during your stay at Canadian Western Agribition.

### **2. Security**

Limited security is provided 24 hours a day. Security will begin Friday, November 18 at 8:00 p.m. However, Canadian Western Agribition does not assume the responsibility for stolen products or displays. Security will end Sunday, November 27th at 8:00 am.

### **3. Access to Buildings**

Exhibitors will be allowed access to buildings one hour prior to Show opening. Exhibitors will be asked to clear the exhibit area within one hour of closing.

### **4. Consignment of Shipments and Deliveries**

Canadian Western Agribition will begin to accept delivery of your exhibit or merchandise on Tuesday, November 15, 2011. **ANY DELIVERIES RECEIVED PRIOR TO THIS DATE OR SHIPPED C.O.D. WILL BE SHIPPED BACK AT YOUR EXPENSE.**

COURIER DELIVERS MADE DURING THE SHOW SHOULD  
USE THE FOLLOWING ADDRESS:

Canadian Western Agribition  
Shipping and Receiving Department  
Prairie Building c/o Evraz Place  
Lewvan Drive & Exhibition Way  
Regina, Saskatchewan S4P 3J8  
Canada  
(306) 565-0565

**INCLUDE BOOTH NAME, NUMBER AND BUILDING LOCATION**

## **5. Forklift Assistance**

Forklifts and operators will be available during set-up and tear down times. Operators may be contacted from the Exhibitor Service Centre. CWA assumes no responsibility for damage to display or equipment, which may result, directly or indirectly, from the use of the CWA forklift, or other equipment.

**FORKLIFTS MAY NOT BE PRE-BOOKED, SO PLEASE DO NOT ASK.**

## **6. Electrical**

One 800 watt duplex outlet is included with your exhibit space. To order additional electrical outlets please refer to the form in this handbook.

Remember: Electrical equipment to be exhibited MUST be approved or certified by a prescribed testing laboratory.

## **7. Handmade Signs**

We do not permit handmade signs in your booth, this includes price signs. We also do not permit flyers to be distributed or attached to the walls outside of your booth. If Show Management should find any of these signs, you will receive a notice of violation and subject to be not invited back to the 2012 Show. Let's keep our Show looking professional. Signs may be produced on-site at the Exhibitor Service Centre.

## **8. Federal, Provincial and Municipal Laws**

Exhibitors are responsible for complying with all applicable Federal, Provincial and Municipal laws with respect to products and exhibit. This includes, but is not limited to, labour standards legislation with respect to minimum wages and benefits of employees working at it exhibits, municipal business license, social insurance number and immigration requirements.

## **9. Non Smoking Facilities**

Exhibitors are responsible to comply with the Provincial Tobacco Control Act Statute which prohibits the smoking or holding of lighted tobacco inside all buildings on grounds. Individuals contravening this law are guilty of an offence and liable on summary conviction to a fine defined by the Saskatchewan Tobacco Control Act.

## **10. Provincial Sales Tax**

Saskatchewan provincial law instructs sales tax be charged on all retail sale merchandise (with exception of agricultural equipment). For further information please contact: Government of Saskatchewan, Finance Department, Education & Health Tax at (306) 787-0508.

## **11. Emergency Phone Calls**

Please phone the Canadian Western Agribition switchboard at (306)565-0565. All reasonable efforts will be made to assist and relay the message.

## **12. First Aid**

First Aid will be located in areas on the grounds.

# **MARKETING OPPORTUNITIES**

The following are opportunities you may want to consider in order to further promote your business at Canadian Western Agribition.

### **1. Official Guides**

#### *i) The Western Producer*

The Western Producer has been contracted to produce Canadian Western Agribition's Official Farm Guide. Representatives of the Western Producer will be in contact with you shortly regarding rural advertising.

#### *ii) The Leader Post*

The Leader Post has been contracted to produce Canadian Western Agribition's Official Urban Guide. Representatives of the Leader Post will be in contact with you shortly regarding urban advertising.

### **2. Other Sponsorship Opportunities**

Canadian Western Agribition offers a wide-range of sponsorship opportunities from payment in kind to Platinum sponsors.

FOR MORE INFORMATION ON AVAILABLE OPPORTUNITIES: Contact Business Alliance - (306) 924-9592.

# **PRIVACY POLICY**

## ***Show Registrants - "Personal Information Collected"***

Canadian Western Agribition is strongly committed to protecting your privacy. This Privacy Policy applies to information collected by Canadian Western Agribition through registrations. Please read the complete Privacy Policy below and contact us if you have any questions.

## **COLLECTION AND TRACKING OF PERSONAL INFORMATION**

Canadian Western Agribition collects some personal information about you when you fill out a Registration Form. We collect personally identifiable information such as Company/Farm name, contact name, addresses, phone numbers, email addresses, website address and demographic information such as city/town, province/state and postal/zip code. This information is collected during registration in response to specific requests. This information is necessary to provide you with the optimum level of service.

## **WHAT WE DO WITH COLLECTED INFORMATION**

We use personal information so that we may display a custom, personalized content of show materials to our visitors and further send newsletters, emails, features, promotional material, surveys and other updates to our registrants. We also use collected information to evaluate and administer our service, respond to any problems that may arise and to gauge registrant trends to determine what part of our services are most popular with registrants.

We may extend offers to registrants on behalf of our partners about a particular product or service (not directly related to promotion/production of Canadian Western Agribition) that may be of interest to you, but we will never give out your name or personal information at any time. As result, although Canadian Western Agribition may receive a fee from our partners for this service, Canadian Western Agribition sends all the offers so that your personal information is never shared with any outside third party. A registrant may, at any time, opt out of receiving such information by contacting Canadian Western Agribition directly.

In special cases, third party involvement may exist by way of Official Show Suppliers and/or in the development of Public Show related promotional material. In this case, company contact information will be provided to outside parties only after they agree to maintain the confidentiality, security and integrity of such information.

We may, at times, produce reports for partners containing aggregate information about our registrants such as demographic, age and registration information. This allows us to work more closely with partners to provide content and offers that are most relevant to our registrants. We will never include any personal information about our registrants in these reports.

We reserve the right to use or disclose any information without notice or consent as needed to satisfy any law, regulation or legal request; to conduct investigations of consumer complaints or possible breaches of law; to protect the integrity of our association and our property; to protect the safety of our visitors or others; to fulfill your requests; or to cooperate in any legal investigation.

## **CONTROLLING YOUR PERSONAL INFORMATION**

A registrant may, at any time, change, correct, modify or delete any personal information he/she may have provided to us.

## **SECURITY OF YOUR PERSONAL INFORMATION**

All Canadian Western Agribition employees are made aware of its privacy practices. We limit

access to private and confidential data only to those employees with a specific need to retrieve this information and we store data on multiple service systems in controlled, secure environments. To maintain the highest level of security, we conduct internal reviews of our security measures on a regular basis.

## **YOUTH'S PRIVACY**

Some events of Canadian Western Agribition offer registration to youth under the age of 18. Canadian Western Agribition is strongly committed to protecting the safety and privacy of these individuals.

Youth under 18 who wish to register are asked to have a parent or legal guardian do so for them.

Except as authorized, Canadian Western Agribition will NOT KNOWINGLY:

- collect contact information from a registrant under 18 without parental consent. Contact information will be used only to directly respond to the youth's request and will not be used to contact the child for other purposes.
- distribute to third parties any personally identifiable information collected from children known to be under 18.
- entice a child under 18 by the prospect of a special game, prize or other activity, to divulge more information than is needed to participate in such activity.

## **CHANGES IN CORPORATE STRUCTURE**

In the event of dissolution or winding up of Canadian Western Agribition, all its remaining assets, after payment of liabilities, shall be distributed to one or more recognized charitable organizations in Canada. In such transactions, registrant information, whether personally identifiable or otherwise, may be one of the transferred assets.

## **CHANGES TO OUR PRIVACY POLICY**

We will occasionally update this Privacy Policy as necessary to maintain the highest protection for our registrants and to comply with a changing environment. We recommend that you check the policy when you visit our website to be sure you are aware of and understand our current policy. If we make material changes to this policy or in how we will use or collect your personally identifiable information, we will prominently post such changes prior to implementing the change. We will not make changes in how we handle previously collected personal information that have retroactive effect unless legally required to do so.

## **CONTACT INFORMATION**

If you have any questions about this Privacy Policy or our privacy practices, please visit us at [www.agribition.com](http://www.agribition.com) ; Or you can contact us by mail at:

Canadian Western Agribition  
PO Box 3535  
Regina, Saskatchewan, Canada S4P 3J8