

SALTSCAPES



EAST COAST EXPO

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2022 Saltscapes Halifax Exhibitor Package



April 8, 9, and 10, 2022

saltscapes.com

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902-464-7258 • 1-877-311-5877



Greetings!

Like many of you, during the pandemic period, we've had moments of fear, worry, and heartache mixed in with reflection, joy, and hope. And it is with hope and joy that we're excited to announce that we're back.

Registration for the 2022 Saltscapes Halifax Expo is OPEN NOW.

We're back in a way that reflects what Atlantic Canada needs right now. We're back in a way that will bring us all together over the thing we all love the most -- our home and lifestyle.

We're back in a way that celebrates our region and the hard work we're all doing to make our place in the world better. We're back for the Saltscapes Halifax Expo in April 2022.


We know budgets are tight and we are extending your reach and investment in 2022 by combining live and virtual Saltscapes Halifax Expo together.


We believe, even with a return to an 80,000 sq' venue, that a combined live and virtual experience, with a sophisticated on-line platform offering better ecommerce benefits and potentially more curbside pickup options available, is our best opportunity to maximize the event's performance for your business.

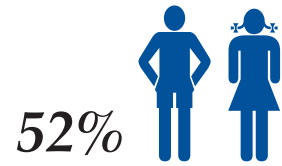
Saltscapes consumer profile

Age

Median: **41** years

 **35%** 21-45 years

 **60%** 46-65 years



52%

with school-aged children in the household

Household Income

Median range: \$78,000

\$ 16% \$50,000+

\$\$ 64% \$75,000+

\$\$\$ 20% \$100,000+

Education/Occupation



Attended University 82%+
Graduated College 58%+
Post-Grad Study 23%+
Professional/Managerial 32%+

Home Value



Median: \$203,902
Cottage ownership: 61%
Home ownership 97% with 72% planning renovations within 2 years



91%

Percentage of visitors who purchased at **Saltscapes Halifax Expo 2019**



77.8%

Percentage of visitors who plan on taking a vacation in Atlantic Canada this year



Average length of stay of visitors at **Saltscapes Halifax Expo 2019**

“I thoroughly enjoyed the demonstrations with the chefs. Excellent! And I loved the promo for the local companies, independent producers, provinces, etc. — “

Here are some key findings from the 2021 consumer exit survey for the first Saltscapes Virtual Expo:

33%	had never attended a Saltscapes live event (seasonal residents, mature students, new regional patriots)
85%	respondents citing the event as excellent or good - overall event satisfaction was high
44%	attended 1–2 hours; and almost 30% visited 3–4 hours or more than once/3 days
75%	were planning a 2021 summer/fall staycation
99%	of consumers are committed to local buying for vacations, entertaining, daily meals and gift giving

Once again, the 2022 Saltscapes Halifax Expo will provide an unduplicated opportunity for your organization to:

- Reach high yield consumers who come specifically to “experience” the best of Canada’s east coast
- Make immediate sales while building long term business and improving market share
- Introduce and test market new products to an eager audience inexpensively
- Strengthen your competitive position while networking with market ready customers and local media
- Increase immediate awareness about your products and services

April 8 – 10, 2022 Live Event
April 11 – June 30, 2022 On Demand



Live and interactive virtual booths...

The online virtual site will allow consumers to upload brochures, videos, show specials, new products and more (free of charge!) from an easy to use web based platform (And we know it works as 2021 virtual event had more than 37,000 booth visits!)



Feature areas and stages...

Will be integrated throughout the live and on demand venues featuring Saltscapes popular contributors, local chefs, producers, musicians and industry experts.

We will leverage the power of our research in regional media across multi platform brands to drive consumer attendance with a targeted (est.)10 million paid and organic impressions.

Thank you for your early consideration of this proven performance dual platform consumer event in 2022.

Warm Regards,
Linda Gourlay, Founder, Saltscapes Expo
Lisa Sampson, Saltscapes Expo Events

Snapshot of our media advertising

3,771,424

Total Qualified Impressions/Click through from all sources (2021)

2,152,876

Total Impressions from Saltscapes, Advocate Media print publications, digital newsletters and organic social media (March 25–June 30, 2021) plus 3 CAA Atlantic newsletters (March 25–May 2, 2021)

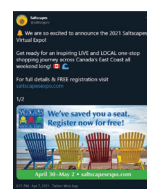


1,173,470

Paid CTV Atlantic TV Sports, CBC (News & Gem) and Bell Media (TSN and CTV News) streaming channels (April 19–May 2, 2021)

445,078

Total Impressions from Facebook, Instagram, Twitter and Youtube Channel Atlantic Wide (April 5–May 2, 2021)



2022 Single Booth Exhibitor Contract

Saltscapes Halifax Expo

Tel: (902) 455-2870, ext. 1803 Toll Free: 1-877-311-5877

Fax: (902) 429-9058 E-mail: expo@saltscapes.com

2882 Gottingen Street,
Halifax, NS
B3K 3E2

Show Hours:

April 8 12pm-9pm

April 9 10am-6pm

April 10 10am-5pm



WE WISH TO EXHIBIT IN THE 2022 SALTSCAPES HALIFAX EXPO:

New Exhibitor: (please one) Yes No

Company Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Contact Name: _____ Title: _____

Tel. Contact Person: _____ Tel. Public: _____ Fax: _____

E-mail: _____ Website: _____

Show Category: (please one) Unique Retail Savour the Flavour Home / Cottage / Garden Culture / Music / Travel
 Living Healthy in Atlantic Canada Saltscapes Pet Place

Product Description (*maximum 100 words for online*): _____

For multiple booths purchases for a Regional Cooperative Group, tourism boards, etc., please contact Lisa Sampson at (902) 422-4990, ext. 1803 or lsampson@saltscapes.com before registering. Specific guidelines apply in 2022 for multiple booth purchases.

SPACE RATE:	No. of Square Feet	# of booths	Booth Rates
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Booth	10x10	<input type="checkbox"/>	\$1440
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HST of 15% will be applied to above rates. Full payment is due with application.

If you are sending a cheque, make this amount payable to **Metro Guide Publishing**, PO Box 1000, 181 Browns Point Road, Pictou, NS B0K 1H0

EXHIBIT SPACE (Subject to Availability and Approval of Show Management)

The rental fee for exhibit space includes standard booth drapery, carpet, table, 2 chairs, Exhibitor Service Kit, a listing in the Show Directory or Addendum (print deadlines apply). 1 electrical plug (7.5 amp) per vendor.

NAME BADGES: *Print deadlines apply. \$5⁰⁰ charge will apply for each additional name badge.*

1. _____ 3. _____ 5. _____

2. _____ 4. _____ 6. _____

(4 badges included per 5 x 10 emporium booth. 6 badges included per 10 x 10 booth. Extra charges apply for additional name badges.)

PAYMENT OPTIONS: *Full Payment Due With Application.*

Total Amount (including 15% tax): \$ _____ Please find my cheque enclosed. Cheque number: _____

Charge to my: VISA MasterCard Card Number: _____ Expiry Date: _____ CVV #: _____

Cardholder Name: _____ Signature for Credit Card: _____

By purchasing a booth and signing below, we agree to the Conditions of Contract on the following page.

Authorized Signature

Company Name

Date

EXHIBIT SPACE IS NOT CONFIRMED UNTIL PAYMENT HAS BEEN RECEIVED AND PROCESSED IN FULL.

CONDITIONS OF CONTRACT

1. Exhibitor must have commercial liability insurance with a minimum of \$1,000,000 per incident. ALL beverage alcohol vendors must include on their certificates of insurance a clause indicating that liquor liability is included. [Proof of coverage is required as a condition of acceptance.](#)
2. 1 electrical outlet with 1 plug (7.5 amp) will be included in the space booked by each Exhibitor. All other electrical wiring and outlets shall be at the Exhibitor's expense and must be arranged through the official electrical service contractor of the Saltscapes Halifax Expo. All operating electrical equipment used in the exhibit must have CSA or equivalent provincial power authority approval. Exhibitors are required to light their displays.
3. Space contracted by the Exhibitor may not be sublet without the prior written permission of Management. The Exhibitor may not distribute literature or promotional material from a third party without prior written consent of the Management.
4. The Exhibitor agrees to abide by all regulations and rules adopted by Management in the best interest of the Show. Management shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the Show.
5. The Exhibitor will be liable for and will indemnify and hold harmless Management from any loss or damages whatsoever suffered by Management as a result of any loss or damages whatsoever occurring to or suffering by any person or company, including without limiting the generality of the foregoing, the Exhibitor, other exhibitors. Management, the owner of the building and their respective agents, 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 the Exhibitor's occupancy of said space.
6. The Exhibitor may use Saltscapes Halifax Expo logo to promote only his/her participation at the Show. It cannot be used in any way that is perceived as an endorsement by Saltscapes Halifax Expo of the Exhibitor's company, product and/or service.
7. Management reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, product, signs, lighting or sound and to expel exhibitors or their personnel if, in Management's opinion, their conduct or presentation is objectionable to other Show participants and/or attendees.
8. DISPLAY DIMENSIONS. The maximum exhibit height is 8'3". If high sidewalls are to be used, they will not exceed 3.5' in depth for a 5x10 or 6' in depth for a 10x10 unless prior approval in advance of the Show commencing is obtained from Show Management. Installation of an 8' high sidewall will be at the expense of the Exhibitor. Where an unfinished portion of an exhibit is exposed, the offending surface must be made presentable at the expense of the Exhibitor. All exhibits must be kept within the confines of the rented booth dimensions. Management reserves the right to remove any obstructions deemed to negatively affect adjacent exhibitors. Each Exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. The Exhibitor shall maintain staff in his/her booth space during Show hours.
9. All goods shipped to the Show Contractor must be clearly marked with the name of the Exhibitor and the number of his/her booth location. Goods must

not be shipped to the Show for shipping charges to be paid on arrival, as these will not be accepted. Management assumes no responsibility for loss or damage to goods before or during the period of the Show or after its closing.

10. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the Show but must remain intact until after the closing hour of the last day of the Show. The Exhibitor also agrees to remove his/her exhibit, equipment and appurtenances from the Show building by the final move out time or in the event of a failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.

11. Management reserves the right at its sole discretion to change the date or dates upon which the Show is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, 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 the consequence of: fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike or by any cause whatsoever beyond the control of the Management whether similar or dissimilar from the causes enumerated herein. In the event that the exhibit space to be used by the Exhibitor should in any way be rendered unusable, the Exhibitor shall pay for any such space only for the period during which it was or could have been used as determined within the sole discretion of Management. Management will refund monies received from the Exhibitor in the event that the show is not held as proposed by Management.

12. 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 or refuses to abide by Show rules and regulations. In which case the Exhibitor shall forfeit as liquidation damages all space rental payments made by him/her and any further occupancy of such space.

13. The Exhibitor agrees to observe all union contracts and Labour relations in force and agreements between Management, official contractors serving companies and the building in which the Show will take place, and do so according to the labour laws of the jurisdiction in which the building is located.

14. Management reserves the right to alter or change the space assigned to the Exhibitor if it is deemed necessary and advisable for the best interest of the Show.

15. Assignment of exhibit space: Booth allocations will begin at Saltscapes Halifax Expo 2022 for contracts received and paid by March 31st, 2022, and will be assigned on a first-come, first-served basis, according to availability, and allocation is at the discretion of Saltscapes Halifax Expo.

16. Exhibitors selling food products, prepared in their booth are subject to Nova Scotia Food Safety Regulations. Application for temporary permit is available at

<https://novascotia.ca/nse/food-protection/forms.asp>

17. All beverage alcohol exhibitors must obtain a permit from the AGFT (Alcohol, Gaming, Fuel & Tobacco). The permit must be displayed in the booth. The permit application can be found at <https://beta.novascotia.ca/nslc-liquor-manufacturer-offsite-retail-permit>

18. Exhibit setup MUST be completed by Exhibitor by 8:00pm, Thursday, April 7, 2022.

CANCELLATION POLICY

This contract may be cancelled by either party providing written notice if received by the other before February 28, 2022 in which case all monies paid by the Exhibitor will be refunded, except for a processing fee of \$100 plus HST. If the Exhibitor cancels after February 28, 2022 he/she will be liable for 100% of the total contracted space costs. By cancelling this contract the Exhibitor forfeits all right or claims to the allocated space and Management is free to rent it to others and collect the cancellation charge as liquidation damages. This cancellation policy is not conditional upon approval of booth location.

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- We agree to abide by all rules and regulations adopted by Show Management (Saltscapes Halifax Expo) and have read the Conditions of Contract as shown above.
 - If this contract is sent to Saltscapes Halifax Expo by facsimile, we authorize Saltscapes Halifax Expo to take all steps as though the facsimile copy of the contract were original.