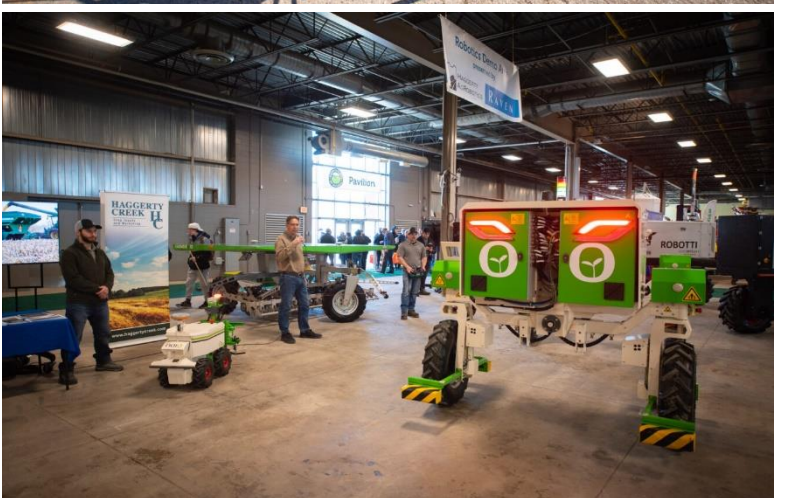




2025 Exhibitor Guide

London Farm Show | March 5 - 7, 2025



PREPARING FOR THE SHOW

WHAT COMES WITH YOUR BOOTH

With your allotted space purchased, you will receive:

- ✓ Booth space as allocated in your confirmation email
- ✓ Drapery behind your booth – Green & White are our show colours
 - Please note the drape on the sides of your booth is split wing- the 5' closest to the back of the booth is 8' high and the 5' drape closest to the front is 3' high drape.
- ✓ An allotment of single day exhibitor admissions – see details under Exhibitor Single Day Passes.
- ✓ Free Wi-Fi (Note: this is intended for personal use – checking email, lesser amounts of data etc.)
- ✓ Free 15-amp electrical connection per booth (heavy hydro is an additional charge)
- ✓ Free parking
- ✓ Pressure washing services
- ✓ Company name and information displayed on our interactive London Farm Show map
- ✓ Load in and load out service to the show (based on the move-in schedule provided in mid-January)

ADDITIONAL ITEMS YOU MAY NEED TO PURCHASE

INCLUDE:

- ✓ Tables & chairs if not providing your own
- ✓ Carpet (note that the BMO Centre is a turf floor, so carpet is optional, not required)
- ✓ Custom exhibitor booths
- ✓ Additional or Heavy Hydro Connections
- ✓ Sign hanging
- ✓ Additional staff passes
- ✓ Dedicated internet (if streaming video)
- ✓ Specialty freight requests & crate storage

SCAM ALERT – THIRD PARTY ADVERTISING/ ATTENDEE LIST

Please be advised that the London Farm Show does not work with a third-party company to manage a show directory or an attendee list. All advertisements for the show are through official media outlets or sent direct in

communication from our show team. You may receive an email or letter from a company, with any of the above listed names, asking you to update your listing in their database. **Delete all emails and recycle all mail received. We do not recommend you respond.**

EXHIBITOR SINGLE DAY PASSES

All exhibitor tickets will be generic and will allow your staff access to the show. Exhibitor tickets are based on the amount of booth space purchased for the show. Your exhibitor ticket is your access into the event. You will receive twelve (12) exhibitor single day tickets for a 10' x 10' booth, and three (3) additional tickets for every additional 10' x 10' purchased, up to a maximum of 60 exhibitor tickets.

Additional exhibitor tickets will be charged at a rate of \$10.00 per ticket and can be purchased through the exhibitor portal. Exhibitor tickets can be distributed in an electronic or printed format. If you do not specify on the exhibitor portal your desired ticket format, you will receive printed tickets by default.

LOTTERIES AND DRAWS

If you would like to host a draw at your booth at no charge to patrons, you may do so. Please complete the “No Charge Draw Request Form” through the exhibitor portal and attach a copy of your ballot with the required disclaimer and send it to WFD Staff.

WFD is requesting the information on the form as a preventive measure to ensure that all draws held on our property fall within Association guidelines. Any information provided is also used as a reference for inquiries received by the public regarding winners and prizes.

ADVERTISING AND MARKETING

Print advertisements are done through our show, with show guide ads being available for purchase on your exhibitor portal. **The London Farm Show does not work with any third-party companies on an exhibitor list.** Please see the scam alert for more information. If you will have a new product or service at the show, please let our team know in advance so we can include this with advertising.

Facebook: London Farm Show/Western Fair District

Twitter: @LdnFarmShow @WesternFair

RULES & REGULATIONS

FIRE REGULATIONS

London Farm Show management works closely with the London Fire Department on the London Farm Show. Each year we are physically inspected by Fire Department personnel to determine there are no infractions, including blocked exits, fire cabinets, or exit signs. Western Fair District security is also on site during the show dates to ensure fire exits are not blocked by parking. Your cooperation is appreciated. Exhibitors are required to ensure that they have taken fire regulations into account with their booth display, including equipment safety as outlined below. If you are concerned about anything you are planning to display, please contact show management.

For a complete listing of all WFA (Western Fair Association) rules & regulations governing show exhibits, please [click here](#).



EQUIPMENT SAFETY:

For any equipment with hydraulics, batteries, or gas/diesel, please ensure that tanks are filled with the minimal amount possible, hydraulics are maxed out and supported, and that the battery is disconnected.

ELECTRICAL INSPECTIONS

London Farm Show management works closely with the Electrical Safety Authority to ensure that all precautions are taken with items being sold or displayed at the show. An inspector will be on site during move-in to ensure safety standards are being followed. Common issues that arise are:

- Extension cords without ground pins
- Electrical plugs used for water-devices that are not GFCI
- Equipment that is not approved for sale in Canada (needs to have CSA sticker)

If you do not have a CSA sticker, you can apply for consideration [here](#).

BOOTH OPERATIONS & SELLING:

During the hours of the show, booths are required to be staffed by a competent individual representing your company.

Tear down of booths prior to the end of the official close may result in exhibitors not being invited back to future shows. More importantly, the customer **ALWAYS** notices.

Balloons can be used as part of a booth display but are not to be distributed to the public.

Booths are split wing – with the 5' closest to the aisle being 3' tall. Please ensure display items are located at the back of the booth to not block your neighbour's sightline.

IN-BOOTH FOOD AND BEVERAGE:

Any food or beverage requests in your booth are to be booked through Western Fair Food & Beverage (Agriplex), or through the BMO Centre (BMO). **Please note that BMO exhibitors are not permitted to have food and beverage on the turf floor, so lunch vouchers or private rental options will be offered instead.**

INSURANCE

Exhibitors must provide proof of insurance and can either:

OPTION 1: Provide a certificate of your own insurance from your liability insurer per the specifications below.

MUST BE NAMED AS ADDITIONAL INSURED:

Western Fair Association, 316 Rectory St, London, ON N5W 3V9

Corporation of the City of London, 300 Dufferin Ave, London, ON N6A 4L9

London Optimist Sports Centre (for those located in the BMO Building), 295 Rectory Street, London, ON N5Z 0A3.

SPECIFICATIONS: General Liability insurance coverage of at least \$2,000,000 inclusive of bodily injury and/or property damage per occurrence during the occupancy period of February 28 – March 8, 2025 (Agriplex exhibitors), or March 3 – 7, 2024 (BMO exhibitors).

CONDITIONS: It is a condition of your contract to hold harmless the Western Fair Association, London Optimist Sports Centre, and the Corporation of the City of London against all charges of liability. Failure to provide proof of insurance may result in immediate termination of your contract, forfeiting all monies deposited and removal from the show without further consultation or financial recourse against Western Fair Association. Exhibitors who do not have Comprehensive General Liability insurance are deemed personally liable. Further, the Owner reserves the right to require the Exhibitor to provide any additional insurance coverage as may be required by the Owner in the circumstances of any undertaking carried on by the Exhibitor, its servants, agents, employees or otherwise on the Owner's premises.

OPTION 2: You may obtain insurance coverage from the official insurance provider for the London Farm Show, Vendor Insurance LTD. This company specializes in special event insurance and offers inexpensive exhibitors' insurance. See the exhibitor portal insurance task for this form.

MOVE-IN INFORMATION: AGRIPLEX

MOVE IN INFORMATION- AGRIPLEX

Friday February 28th @ 7:00am – 5:00pm (Early move-in)

Monday, March 3rd @ 8:00am – 6:00pm

Tuesday, March 4th @ 8:00am – 8:00pm*

* Driving into booth permitted until 3:00pm on March 4th **No large equipment/ vehicles will be able to drive into the building after 3:00pm.**

- Due to health and safety factors, there will be no hanging of any signs in the Agriplex Arena, only in the Agriplex Pavilion and Lobby.
- The temporary equipment holding area is in the Northwest corner of the Main Parking lot. NO EQUIPMENT IS TO BE PARKED IN THE FLORENCE STREET LOT OR ON THE MAIN LOT.
- The main parking lot must be kept free of equipment and trailers to allow room for attendees and exhibitor parking.
- Any display rental enquiries should be directed to the official show service supplier. Exhibitor Order Forms for any additional show items you may require will be found on your exhibitor portal. All forms, with required payment, made payable to the show service supplier, are to be forwarded directly to their office.
- Move-in schedules will be sent in late January to allow you time for scheduling drivers and staff. Move-in times and dates are based on location within the building and proximity to loading doors – those that are furthest from the loading doors in both buildings will move-in first.
- Move-in schedules are guidelines for those needing to ensure equipment gets into the building in a timely fashion. If you do not require forklift assistance and can set your display up with just your staff, you may arrive late on Tuesday to set up your booth.
- Those that are in front of load in doors will be moved in last.

DOOR DIMENSIONS (AGRIPLEX):

- Please ensure all display equipment can fit within our largest loading doors, which are:
- 20' wide by 19' tall (Arena)
- 20' wide by 16' tall (Pavilion)

SHIPPING INFORMATION:

Agriplex Facility Address:

Western Fair District

845 Florence St, London, ON, N5W 6G6

FORKLIFT OPERATIONS:

Western Fair District and Boneyard Event Services staff will provide forklift services at no charge to exhibitors during move-in and move-out. Forklift services are on a first-come, first-served basis, based on the move-in schedule sent ahead of the show move-in dates. Exhibitors are to check in with the dock supervisor upon arriving to be scheduled for a forklift time.

Forklift lifting capacities are 10,000 LBS – if you are bringing an item to display that exceeds this capacity, please contact show management.

ON SITE CRATE STORAGE:

Please be advised there is limited onsite storage. You will be responsible for storing any needed material within your booth space. Any exhibit crates which do not fit in the exhibitor booth will be stored outside along the Agriplex fence line. Please come prepared with tarps.

PRESSURE WASHING:

Pressure washing is available during the following times on the ramp outside the West loading doors of the Agriplex pavilion:
Friday February 28th @ 7:00am – 4:00pm
Monday March 3rd @ 7:00am – 4:00pm
Tuesday March 4th @ 8:00am – 3:00pm

MOVE-IN INFORMATION BMO CENTRE

MOVE IN INFORMATION- BMO CENTRE

Monday, March 3rd @ 8:00am – 6:00pm

Tuesday, March 4th @ 8:00am – 8:00pm

- Designated move-in times will be developed and released by WFD Staff closer to the Show. This will be based on the Show Floor layout in accordance with the loading door.
- Driving into the BMO Centre is not permitted without prior approval from show management (ex. Lawn tractors)
- Due to health and safety factors, no signs will hang from the ceiling in the BMO Centre.
- The temporary equipment holding area is in the Northwest corner of the Main Parking lot. **NO EQUIPMENT IS TO BE PARKED IN THE FLORENCE STREET LOT OR ON THE MAIN LOT.**
- The BMO parking lot must be kept free of equipment and trailers to allow room for attendees and exhibitor parking.
- Exhibitor parking will be available behind the BMO Centre and in the WFD Lot, located beside the CNR Lot on Rectory St (please reference layout).
- No vehicles are to park in the CNR Lot or they may be towed.
- If the parking lot is full, you can park in the main lot and walk or take the free shuttle back to your venue.
- Please note there is no indoor on-site storage of display crates/boxes. Please come prepared with tarps.
- **The BMO Centre has turf flooring.** Due to the turf flooring, only tape provided by facility for additional flooring will be allowed.
- To protect the turf, cardboard pieces or equivalent products will be available to place between the legs, wheels, and sharp edges on the turf.
- Please **DO NOT** bring in items containing gasoline, oil, straw, hay, or anything else that would get ground into the turf – this includes

food items. If you are looking to bring in a specific item for your display, and have questions about it, please contact show management.

- Any display rental enquiries should be directed to the Official Show Service provider. Exhibitor Order Forms for any additional show items you may require will be found on your exhibitor portal. All forms, with required payment are to be forwarded directly to their office.

SHIPPING INFORMATION:

BMO Facility Address

295 Rectory Street, London, ON, N5Z 0A3

DOOR DIMENSIONS (BMO):

Please ensure all display equipment can fit within our largest loading doors, which are:
10' wide by 9'6" tall (Building 1)
10' wide by 10' tall (Building 2)

FORKLIFT OPERATIONS:

Western Fair District and Boneyard Event Services staff will provide forklift services at no charge to exhibitors during move-in and move-out. Forklift services are on a first-come, first-served basis, based on the move-in schedule sent ahead of the show move-in dates. Exhibitors are to check in with the dock supervisor upon arriving to be scheduled for a forklift time.

Forklift lifting capacities are 8,000 LBS – if you are bringing an item to display that exceeds this capacity, please contact show management.

ON SITE CRATE STORAGE:

Please be advised there is limited onsite storage. You will be responsible for storing any needed material within your booth space. Any exhibit crates which do not fit in the exhibitor booth will be stored outside along the Agriplex fence line. Please come prepared with tarps.

WHILE YOU ARE HERE:

ONSITE CONTACT INFORMATION

Our WFD team will be onsite during the duration of move-in and show hours. With two locations for the 2025 Farm Show (Agriplex and BMO Centre), we will have WFD staff designated to their own building.

Onsite questions should be directed to the Show Office, where they will be able to answer and/or direct you to the appropriate information or lead.

INTERNET

Wi-Fi is free to all exhibitors and attendees in both the Agriplex and BMO Centre. It is recommended that if you are running a lot of data in your booth or live streaming that you invest in a hard-wired connection. This can be purchased through your exhibitor portal.

Username: wfd-vendor

Password: events2024

EXHIBITOR PARKING

During set up all gates and parking lots will be open. Please do not park in any designated fire lanes or 'no parking' zones.

The BMO lot is very congested during the show. A shuttle service runs each day of the show beginning at 8:00am to 5:30pm.

Both Agriplex and BMO exhibitors are recommended to park in the lot on the corner of Rectory and York Street. Any large equipment or trailer must be parked in this area.

We strongly recommend exhibitors utilize this shuttle, to leave room for customers to park to attend the show.

SHUTTLE:

We will be providing the Shuttle service again this year to transport attendees and staff within buildings and the parking lots, beginning at 8:00am each day of the show and ending at 5:30pm. A shuttle map will be provided closer to show dates but does include each parking lot.

FIRST AID & SECURITY

First Aid is in the show office on the North end of the Agriplex, and upstairs in the BMO Centre. Security can be contacted at 519-636-1452

FOOD AND BEVERAGE

Exhibitors are not permitted to serve or hand out any food or beverages in their exhibit area unless expressly permitted by Western Fair staff, **in writing**. For more information on food & beverage services available at the show, please email Tiffanie at tfournier@westernfairdistrict.com

SELLING OUTSIDE THE BOOTH SPACE

We encourage all exhibitors to sell directly in their booth space. Promotions outside of your allocated exhibit space that are NOT authorized by Show Management will be asked to leave or return to their booth space. This is to protect the investment you have made in this show - we value your business. If you see anyone promoting outside of their booth space, please notify our team immediately.

SHOW DATES & TIMES:

Wednesday March 5th 9:00am – 5:00pm

Thursday March 6th 9:00am – 5:00pm

Friday March 7th 9:00am – 4:00pm

LOST & FOUND:

Lost & found is located in the show office.

ACCESSIBILITY:

The Western Fair Association strives to be an inclusive and accessible venue for both our exhibitors and attendees. We expect our exhibitors to create a welcoming environment that accommodates diverse needs and ensures equal participation for everyone, and we are open to on-going feedback on better ways to make our event accessible and inclusive to exhibitors and attendees alike. For more information on specific accessibility needs, such as Service Dogs, Wheelchairs, Strollers, etc., please email shows@westernfairdistrict.com

DINING AT THE DISTRICT:

Many food and beverage options are available to you while visiting the Western Fair District. [Please click here for more information.](#)

Enjoy a night at the races in our newly renovated, Top of the Fair Restaurant.

Top of the Fair is located on the third floor of the Grandstand building at 900 King Street, Western Fair District. It has a splendid view of the racetrack and is full of excitement. Come on out and enjoy our dining experience and night at the races. You will not be disappointed!

EXHIBITOR LUNCH OPTIONS:

WFD will be offering an exhibitor lunch package again this year. Details will be included on your exhibitor portal.

WHERE TO STAY:

To see more on our hotel partners, please [click here](#).



MOVE-OUT INFORMATION: AGRIPLEX

AGRIPLEX MOVE-OUT INFORMATION

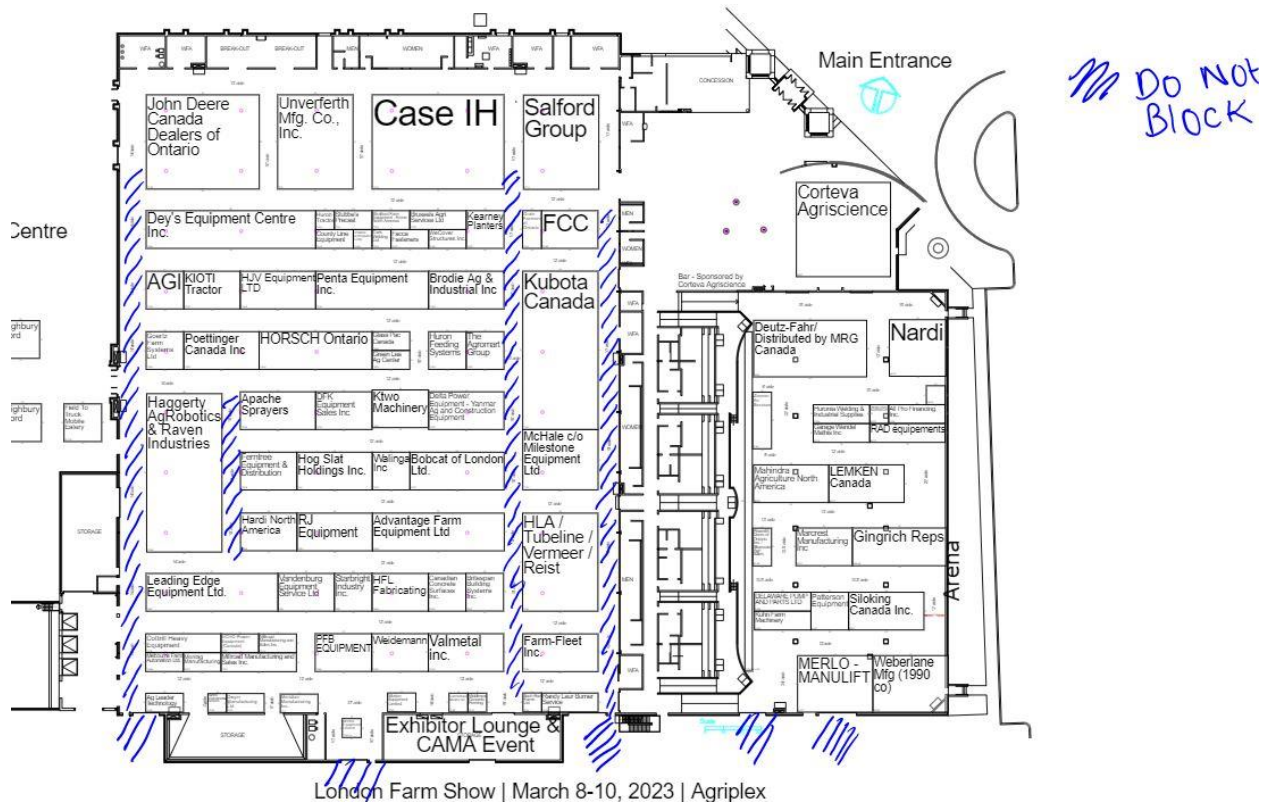
Friday, March 7th @ 4:00pm – 8:00pm

Saturday, March 8th @ 8:00am – 3:00pm

AGRIPLEX MOVE-OUT PROCEDURES:

- Tear down of booths cannot begin until after the show closes at 4:00pm.
- All displays must be fully moved out by the 3:00pm deadline on March 8th.
- Driving into the Arena and Pavilion will be permitted once the carpet has been removed. An announcement will be made.
- If you have any shipments being picked up by outside couriers, please ensure they are properly labelled with both your company's information and who is expected to pick it up, and that couriers are directed to check in with the dock supervisor (located at loading door #3). Our address to the Agriplex is 845 Florence Street, London, Ontario, N5W 6G6.

- Equipment can remain on the grounds until Monday March 10th for large shipments or with prior arrangements, please see show staff to make arrangements.
- The main parking lot behind the Agriplex will be locked until 30 minutes prior to show close. A security official will be stationed at this gate and will direct trucks into the load-in area before the show ends.
- Move-out will be the opposite of move-in, with those closest to the loading door being moved and assisted first. We appreciate everyone's patience and please be mindful of the driving zones and keep them clear.



MOVE-OUT INFORMATION: BMO

BMO MOVE-OUT INFORMATION

Friday March 7th 4:00pm – 10:00pm

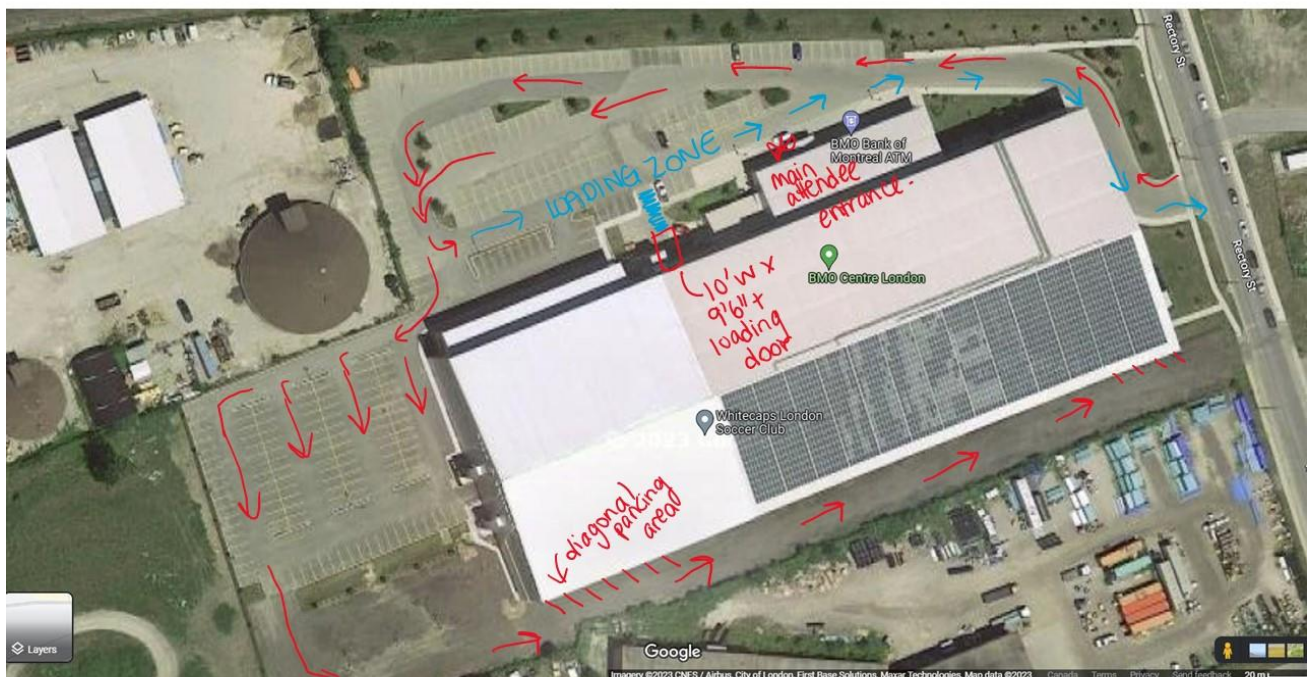
Everything must be removed from the BMO Centre by 10:00pm on Friday March 7th.

BMO MOVE-OUT PROCEDURES:

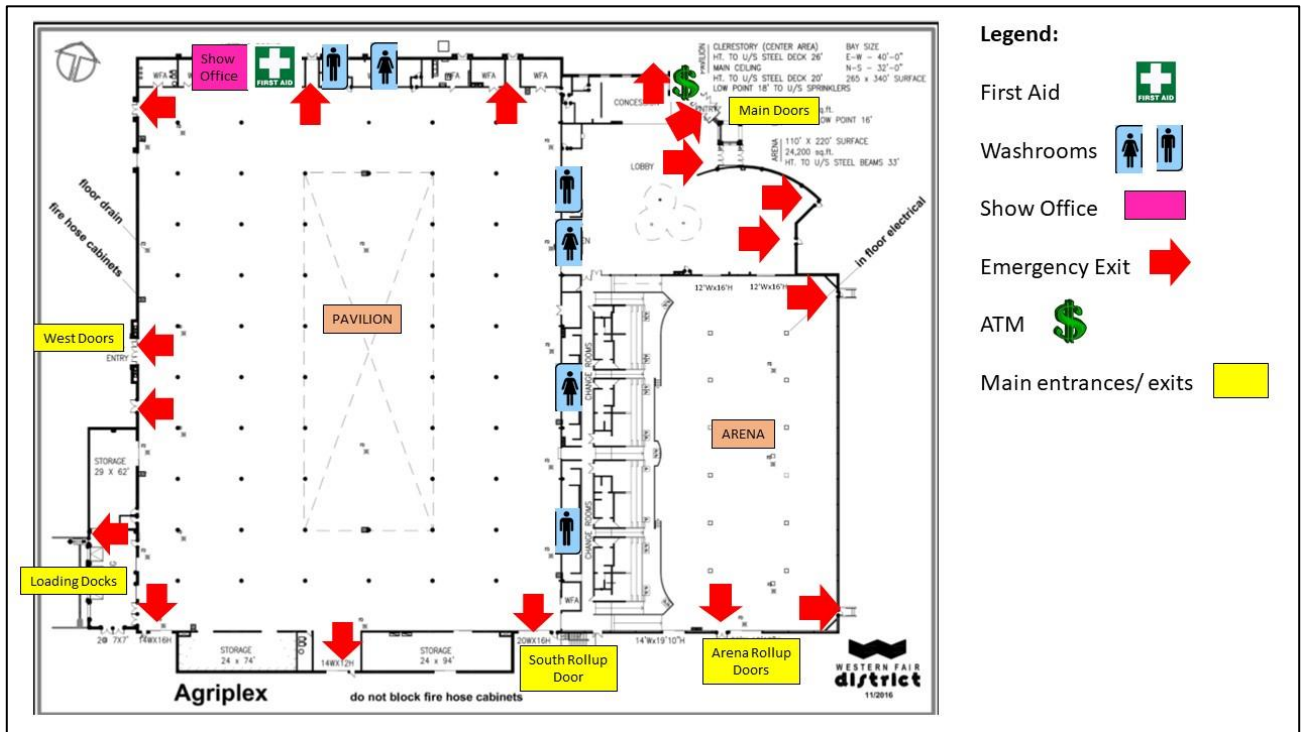
- Tear down of booths cannot begin until after the show closes at 4:00pm.
- **To ease congestion in the BMO parking lot during the first wave of move-out, large trucks and trailers will need to wait until 5:00pm to enter the BMO lot.**
- From 4:00pm-6:00pm we will move-out exhibitors that can carry-out or cart through the loading door, or the front doors of the building to their vehicles. Small driveable vehicles such as lawn mowers can be driven out through the loading door, if special care is taken. We ask that all exhibitors maintain clear laneways, exits and entrances and follow direction from our security/traffic staff to ensure a smooth exit from the lot. When in doubt, ask for assistance and clarification.
- Additional carts will be available, please return these to the loading doors when you are finished with them, to aid the move out for everyone.

- Boneyard Event Services will support the move-out process by moving hydro and curtain lines out of aisles and out to the perimeter of the show floor to facilitate exhibitor exit prior to our large exhibit move out.
- The second wave of move out will start with the areas closest to the loading bay and will receive forklift assistance first. Forklift assistance will proceed based on proximity to the loading bay.
- Please register for forklift service with our Dock Supervisor who will arrive at 2:00pm on Friday. Please be advised that we will process the larger exhibit move-out starting with those closest to the loading door.
- The address for pickups is 295 Rectory Street London, ON N5Z 0A3.

GARBAGE: Our staff will have extra bins ready for garbage, and the main bins are located next to the main BMO loading doors. Please clean up your booth.



MAPS: AGRIPLEX



MAPS: BMO CENTRE

