



LONDON WESTERN FAIRGROUNDS:  
CANADA'S LARGEST ALL BREEDS SHOW  
CANAMEQUINE.CA

ALL BREEDS EQUINE EMPORIUM  
"FOR THE LOVE OF HORSES"

## ENCLOSED ARE PARTICULARS FOR THE CAN AM ALL BREEDS TRADE SHOW.

Please **FILL OUT the Contract** and send back with payment method in addressed envelope.

Please enclose cheque for payment or :

If you would like to pay by Visa/ Mastercard / Am Ex please fill out the following:

Card Type:           **VISA**                   **M/CARD**                   **AMEX**  
Card Name :

\_\_\_\_\_

Card number:

\_\_\_\_\_

Expire Date :

\_\_\_\_\_

LAST 3 Digits on Back \_\_\_\_\_

Thank you in advance.

**Best Regards,  
Bill Brown**



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## WELCOME TO THE 2011 CAN AM EQUINE EMPORIUM

As many of you know I have just taken over the responsibility to run the operations of the Can Am Equine Emporium. Myself and my team look forward to this challenge as we believe strongly that the Can Am is a very needed show that brings together the many different Breeds and Breed owners under one roof. With the Equine world being so diverse, the common link of all disciplines is the "Love of the Horse". This year at Can Am we have tried to listen to many Surveys done previously and adapt the show to the needs of the Vendors, Suppliers, Sponsors and most importantly your customers.

**New Entrance** - When you arrive you will notice a New change with the New Entrance now located on the West side of the building. This change was designed to address the parking concerns of the busy Western Fair grounds during the Spring Break week. This New move will give the show a very New initial look as people enter directly into the Trade Show Area. The Western Fair is working closely with us to ensure there is proper signage etc. for ease of FREE parking for all.

**New Food services will be available this year.** By changing the entrance, this is designed to alleviate much of the congestion as people entered the show and had to walk through the food concession line up to get into the trade show. We will also have another food court "Bridle Park" set up to offer different foods while allowing people an opportunity to sit and relax. The menu is being looked at for a fresh food selection.

**New RAM Stallion Alley** – To high-lite and showcase the many Breeds, the New RAM Stallion Alley in the Trade area will feature Top Stallions from the many Breeds. The Stallion Alley will allow the public to view these prize Stallions and talk to their owners while visiting these horses.

**New FREE Mini Extravaganzas** - The Extravaganza in the evening as we know it will not happen this year. Instead we will offer FREE mini Extravaganzas through-out the day. These Mini Shows will feature our Canadian Cowgirls, The Royal Winter Fairs – Leather and Lace (Dressage/ Reining ), Road Horses, Many Breeds and other exciting acts for the public's FREE viewing.

**New FREE Clinicians/Speakers** – The Can Am continues to be a leader in FREE education and clinics. Working closely with the University of Guelph, many top educators will be on hand. The Award winning "Equimania" will be on site before it goes to the Kentucky Parks "World Equestrian Games". Cindy Ishoy (Dressage Olympic Medalist), Susan Harris (Anatomy in Motion), Harvey Stevens (Reining Champion), Gillian Sutherland (Dressage), Bob Jefferies, Gayle Ecker and many others will be on hand. These are just a few of the changes you and your customers will see.

My dedication is to ensure that there is good value for your customer that comes to spend their time at our show. This starts by ensuring there is good value for their time and admission. I don't believe that anyone will find better FREE education and entertainment in the horse industry and promise to strive to continued excellence. Myself and my team look forward to an exciting show and wish you all the best.

Sincerely,

Ross Millar  
President  
Can Am Equine Emporium

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**CAN-AM EQUINE MARKETING INC.**  
www.canamequine.ca  
347345 15th Sideroad,  
Orangeville, Ontario L9W 2Y8

**ROSS MILLAR GROUP**  
Phone: 416.587.0003  
Fax: 519.941.3994  
Email: rmillar@bell.net



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### POLICIES AND PROCEDURES

1. **ADMISSION TO ARENA** – No person will be permitted to enter the arena except show participants, show photographers and show management personnel. Attendant will not be permitted in the arena until summoned by order of the show officiator.
2. **BARN OFFICE** – Personnel will be available commencing 8:00am one day prior the event. Following move-in, hours for shavings and hay delivery will be posted.
3. **PETS** - No pets are allowed at any time.
4. **HORSES** – are to be under full control and accompanied by a second person following the animal at all times with-in any building.
5. **HEALTH PAPERS**
  - a. Please check with your veterinarian regarding boarder crossing regulations. Negative Coggins test within 12 months is required.
  - b. **Veterinarian Inspection** – At the Show committees discretion, any animal may be subject to an examination by the show veterinarian as a safeguard against communicable equine disease.
6. **MANURE DISPOSAL**- Manure disposal is provided in designated areas. **Shavings** are the only acceptable bedding.
7. **Parking** - There are designated parking areas for cars and horse transports. Please ensure that you DO NOT leave vehicles adjacent to the building where they will interfere with animals or other exhibitors's acces.
8. **P.A. SYSTEMS** – Do to the possible unforeseen problems with any mechanical device, the P.A. system and event calls over that system are considered a courtesy
9. **RESPONSIBILITY** - Can-am Marketing Inc. and the owners of the show grounds facility will not be responsible for any article of any kind or nature that may be lost, or destroyed or in any way damaged. Each exhibitor will be responsible for any injury that may occur to any person or any animal, or damage to any property while on the show grounds by any horse owned or exhibited by him/her, and shall identify the management against all legally established claims or damages of any kind or nature that may grow out of any injury occasioned by any horse owned or exhibited by him/her. THE SIGN APPICATION FROM SHALL BE DEEMED AN ACCEPTANCE OF THESE RULES AND ALL POLICES.
10. **RETURNED CHEQUES** - There will be a \$100 charge for returned cheques.
11. **SCHEDULE** – Show management reserves the right to change or modify the schedule of events as necessary to accommodate the events received.
12. **SHOW OFFICE** – The show office is located in the main lobby of the show grounds. Temporary telephone number during the show is 519.217.2502
13. **SHOW OFFICE HOURS** – Any variations in the following schedule will be posted on the Show office door. Exhibitors are requested to report to the show office at arrival and before unloading anything, to pick up show packets, or correct any pending items.

Thursday	8:00am to 9:00pm
Friday	8:00am to 8:30pm
Saturday	8:00am to 8:30pm
Sunday	8:00am to 8:30pm

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### POLICIES AND PROCEDURES

14. **SMOKING AND FIRE REGULATIONS** – Smoking is prohibited in all areas of the Can-Am show. No open flames! No pressurized propane tanks allowed in or around the buildings. No accumulation of litter or rubbish. All entrances, aisles, stairways, etc, must be free and clear of obstructions. All stall curtains to be of a flame retardant material.
15. **STABLING** - No refunds on stalls after closing date. Each exhibitor is responsible for the cleanliness of his/her aisle. All stalls are to be mucked and horses are to be bathed, exercised and back into there stall before 9:00am. Shavings must be used, no straw is permitted. Horse must be wash in designated wash areas.
16. **No vendor tear-down or move out-** until Sunday after 5:00pm. This must be completed by Midnight<sup>l</sup>.
17. **No Horses** – are permitted in the trade area.
18. **Wrist bands must be warn at all times.**
19. **TRADE AREA** – Opens Friday and Saturday at 9:00am and will be closing at 8:00pm. Sunday will open at 9:00am and will be closing at 5:00pm. Your booth must be staffed during this time.
20. **Main arena** – is open for horse exercise from 7:00am to 8:30 am only.
21. **SHARING OR SUBLEASING EXHIBIT SPACE-** is expressly prohibited unless pre-approved by Can-am Marketing inc. the contract of any exhibitor who violates this policy will be cancelled with out refund.

**ALL ISSUES ARE DIRECTED TO BILL BROWN ONLY**



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**LIABILITY INSURANCE DECLARATION OF COVERAGE FORM**

**Return this form to Show Management OR:**

**INTERCITY INSURANCE SERVICES INC.  
15221 YONGE STREET, AURORA, ONTARIO L4G 1L8  
PHONE: (905) 841-8200  
FAX: (905) 841-0030**

Exhibitors **MUST** provide proof of **CURRENT AND IN FORCE COMPREHENSIVE GENERAL LIABILITY INSURANCE** coverage prior to participation in the **2011 Can-Am Equine Emporium**.

Please complete and return whether you have Comprehensive General Liability Insurance Coverage –**OR**- require coverage for the event.

**Please Check ONE:**

**YES, WE DECLARE AND CONFIRM** that COMPREHENSIVE GENERAL LIABILITY INSURANCE is in force, with a **(minimum)** combined limit for bodily injury and property damage of **\$2,000,000 per occurrence** that will respond on my/our behalf for all activities at the show.

**We further DECLARE that our insurance policy names Can-Am Equine Marketing Inc. as an Additional Insured with severability of interest and cross liability clauses.**

**INSURING COMPANY** (not broker): \_\_\_\_\_  
Policy No: \_\_\_\_\_ Limit of coverage \_\_\_\_\_  
Expiry Date of policy \_\_\_\_\_

Exhibitor Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Address: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**-OR-**

**NO**, we currently do not have appropriate insurance coverage for our activities at the show and will require **COMPREHENSIVE GENERAL LIABILITY INSURANCE**.

**NOTE: Intercity Insurance Services Inc. is the official insurance Contractor for the show.**  
To obtain coverage from Intercity Insurance Services, fill in the accompanying application (on reverse) and return to Intercity via fax or regular mail with payment. On receipt, Intercity Insurance Services Inc. will provide insurance documents to you and advise show management of your compliance with this regulation.



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<b>CRITICAL INFORMATION</b>			
DAY		OPEN	CLOSE
Wednesday	Can-Am Equine Floor lay out	12:00 PM	8:00 PM
Wednesday	Special Arrangement Move In	2:00 PM	8:00 PM
DAY	VENDORS / HORSES	OPEN	CLOSE
Thursday	Vendors / Horses	7:30 AM	6:00 PM
	<b>No Vehicles after 4:00 PM on Thursday March 18 (Carry n Only)</b>		
Friday	Vendors / Horses	7:30 AM	8:30 PM
Saturday	Vendors / Horses	7:30 AM	8:30 PM
Sunday	Vendors / Horses	7:30 AM	8:30 PM
<b>TRADE AREA</b>			
Friday	Doors open to Public	9:00 AM	8:00 PM
Saturday	Doors open to Public	9:00 AM	8:00 PM
Sunday	Doors open to Public	9:00 AM	5:00 PM
<b>MAIN AREA</b>			
Friday	Exercise Time for Horses	7:00 AM	8:30 AM
Saturday	Exercise Time for Horses	7:00 AM	8:30 AM
Sunday	Exercise Time for Horses	7:00 AM	8:30 AM
<b>NO VENDORS ARE TO START PACKING UP BEFORE 5:00 PM SUNDAY MARCH 20</b>			
Everything must be removed from the facility by 12 Midnight Sunday March 20, 2011			
Shipping Address to the Facility (Parcels are not to arrive before March 17th			
London western Fair Agri Plex			
845 Florence Street, London, Ont N5W 6G6			
Move in day is Thursday, March 17 at 7:30 AM through 6:00 PM			
There are designated parking areas for Cars; Trucks and Trailers			
Please do not leave vehicle adjacent to the buildings			
Move out day Sunday March 20 -AFTER 5:00 PM			
VENDORS must be cleared from building by 12 Midnight March 20			