

2025 SARDA AG Research

Agricultural Trade Show


**BOOK
NOW!**
2025

Exhibitor's Registration Package

March 27 to 29, 2025

Falher Regional Recreation Complex, Falher, AB





November 2024

Dear Potential Exhibitors:

Please find enclosed the registration package for the 2025 SARDA Ag Research Agricultural Trade Show. Please send us your signed registration form with your payment before January 31, 2025, to reserve your space. Should an invoice be required by your firm, please contact us so we can send you one.

Please also check your power requirements and other booth requirements, the Exhibitor Manual is also attached to your email. This has specifics of what each booth is geared with. If you require additional furniture or power, you will have to indicate in that manual. Additional charges will be accrued with these changes.

A list of possible accommodations has been copied in the latter part of this package for your convenience.

DON'T BE DISAPPOINTED REGISTER EARLY TO GUARANTEE A PRIME LOCATION.

Booth sales: Emily Plihal 780-837-0563

Email: smokyriveragtradeshow@gmail.com

Presented at the time of year when farmers are seeking their 2025 supplies and services. A time of peak interest and high optimism for the farmers. The most opportune time for introducing new products, demonstrating your current product line and creating a positive sales climate for the entire year.

Show Schedule

Thursday March 27th, 2025: 12:00pm – 6:00pm

Friday March 28th, 2025: 10:00am – 6:00pm

Saturday March 29th, 2025: 10:00am – 3:00pm

Move In Schedule

Wednesday March 26th, 2025: 12:00pm – 11:00pm

Thursday March 27th, 2025: 7:00am – 10:00am

Move Out Schedule

Saturday March 29th, 2025: 3:00pm



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RATES

- 10' x 10' Indoor Booth \$975
- Outside Display Area - Village Tents (upon request)
- Outside Equipment Display Area \$50.00/unit above allocated (Allocated one unit free per booth)

LOCATION

The Agricultural show will be held in the Falher Regional Recreation Complex.

DISPLAY PACKAGE

- Packages supplied by Exhibition Installation Services (EIS)

53028 Range Road 224
Ardrossan, AB. T8E 2M1

780-922-4966

Email: info@exhibitinstallation.ca

Complete package is included with this registration form.

Included with your 10x10 exhibit space:

- 8' high back wall drapes
- 3' high sidewall drapes
- 1 600 watt electrical outlet
- 1 8' decorated table
- 2 plastic folding chairs
- General show security throughout
- Outside machinery display area is available upon request
- **All Villages (Tents) include power and heat**

ENTERTAINMENT

- Tradeshow Launch & Exhibitors Night Thursday, March 27 at 7:00 pm Upstairs at Falher Regional Recreation Complex
- Social Evening Friday, March 28 Dinner and Entertainment Located at Centre Chevaliers Fundraiser for Ecole Heritage Community Sports Court More information will be available in coming months

SUPPORT SERVICES

- Dollies for set up and take down
- Show staff on duty during show
- 24 Hour Security
- Special power needs available
- Exhibitors lounge and food booths open daily
- Public address system for paging and program announcements
- Exhibit Installation Services will have a representative on site to serve exhibitors as they arrive.

OVERVIEW

The key to boosting sustainability of an operation for farmers and businesses alike is to improve their production efficiencies so as to maximize returns on expenses and investments. Farmers of the Peace River and Smoky River Regions, as well as elsewhere, must keep abreast of new or improved products, information from research and ongoing farm programs. The SARDA Ag Research Agricultural Trade Show is a good place and time to inform your clientele and or promote and sell your products and services.

FEATURES

- Special theatres for exhibitor sales presentations
- Free draws
- Seminars
- Ladies program
- Exhibitors are businesses, educational institutions, and government

ADVANTAGES

- Agricultural products and services for the display at a single location.
- Integration of related display possible
- Presentation at time of year when farmers are information aggressive and are very receptive to your positive displays

BENEFITS

- A large, dedicated farm audience anxious to learn about your products will be attending
- A number of new sales contacts
- Introduce new advantages and show off your current product line
- The show is also an opportunity to train dealers and distributors

PROMOTION

- Successful sales and educational events are invariably supported by the successful promotion campaigns
- Supported by an extensive promotional campaign such as integrated radio, newspapers, posters, newsletters, **Official Show Guide**, etc.
- Our high impact promotional program will attract the farming community to the show and your exhibit
- The three-day SARDA Ag Research Agricultural Trade Show will allow you to introduce your products and services to the Peace Region. Farmers will discover what is available in terms of products and expertise and where they can obtain it. Your industry will gain new and valuable farmer contacts which will ultimately translate into sales. Your exhibits will be the means by which the industry can work together.
- Review the show details contained in this package. To take advantage of this excellent marketing opportunity, reserve your space by filling in the registration form and mailing it today. For more information please feel free to contact us at any time

To reserve your space, send in the Exhibitors Registration Form to
Emily Plihal SARDA Ag Research Agricultural Trade Show

Box 118
Donnelly Alberta
T0H 1G0

Phone: (780) 837-2900
Cell phone: (780) 837-0563

Email: smokyriveragtradeshow@gmail.com
Website: www.sarda.ca

RESERVE
YOUR
SPACE
TODAY

2025 SARDA AG Research Agricultural Trade Show

March 27, 28, and 29, 2025 • Falher, AB

EXHIBITOR REGISTRATION FORM

Please send this form to: smokyriveragtradeshow@gmail.com

ORGANIZATION: _____

ADDRESS: _____ POSTAL CODE: _____

TELEPHONE: _____ EMAIL: _____

REPRESENTATIVE: _____

DESCRIPTION: _____

DISPLAY SPACE: (Booths will be allotted on a first come, first serve basis. To ensure your prime location you must submit payment with your registration form to avoid disappointment. The organizers reserve the right to determine the location of the exhibit.)

1. BOOTHS: (enter number of booths required.)

Arena/Complex # of Booths _____ x \$975/booth (10' x 10') = \$ _____

Curling Rink/Complex # Booths _____ x \$975/booth (10' x 10') = \$ _____

Your booth space includes the following:

- 8' back wall drape
- 3' sidewall drape
- 1 - skirted table per booth
- 2 - chairs per booth
- 1- 800 watt outlet at back of booth

Booth allocated by SARDA _____

Preferred booth (if booths become available) :

First _____ Second _____ Third _____

2. Outside Displays:

Parking lot display # of units _____ x \$50/unit = \$ _____ (1 unit free/ booth) (outline what you would like bring in comments (section 5), size, weight, movability)

3. Log Cabin seminars:

Log Cabin # of Hours needed _____ x \$100.00/hour = \$ _____

(The trade show will post seminar times but your responsibility to advertise further)

(We will coordinate a date/time with you)

4. Other: Outdoor tents but will have to be arranged directly with the show coordinator

5. COMMENTS:

(outline any additional requirements or requests, outline your outdoor display)

Remember if you require changes to your booth fill out the show service handbook forms and email to info@exhibitinstallation.ca before March 10. Note: Extra chairs, tables and table changes are free but need to be booked with the show company before March 10, any other booth upgrades are at your cost and must be booked before March 10.

Payment

Cheque (Make payable to **Sarda Ag Research Trade Show**)

E-transfer (Email to Manager@sarda.ca)

Credit card (Call **780-837-0563** for phone in option)

Name on Credit Card: _____

Type of Card: VISA MC
OTHER _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Amount to be charged: \$ _____

Signed _____

Date: _____

Credit Card Authorization By signing this form you authorize SARDA Ag Research Agricultural Trade Show to charge your card for the amount list above.

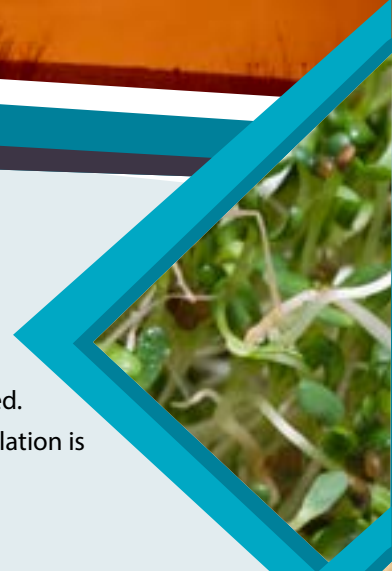


PLEASE FILL: PARTICIPATION SUMMARY

1) Booth (s)	\$ _____
2) Extra outdoor equipment	\$ _____
3) Seminars	\$ _____
4) Other	\$ _____
Total	\$ _____



Terms and conditions

EXHIBITOR AGREES TO THE FOLLOWING TERMS AND CONDITIONS:

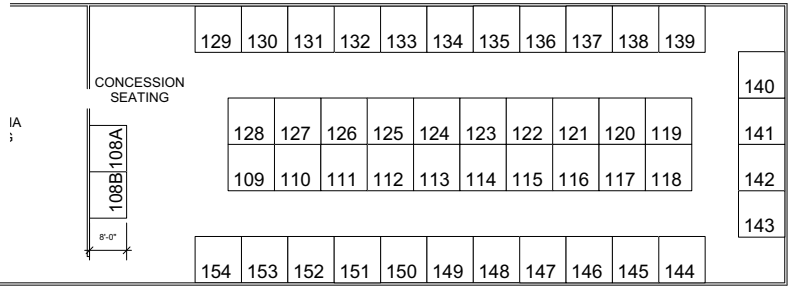
1. It is understood that the SARDA Ag Research Agricultural Trade Show (here on out known as S.R.A.T.S.) may not be able to assign a booth to the Exhibitor. In this event, the fee will be refunded.
 2. Upon cancellation of this contract by the Exhibitor, the Exhibitor will forfeit his payment if cancellation is not received in writing at least 14 days in advance.
 3. Weight restrictions must be observed in the appropriate areas.
 4. It is agreed that the space should not be sublet without permission of S.R.A.T.S.
 5. The Exhibitor agrees to abide by all regulations and rules adopted by S.R.A.T.S.
 6. The Exhibitor will hold S.R.A.T.S. harmless from any damage, expense or liability arising from any injury or damage to said Exhibitor, his agents, servants or employees, or to the property of the said building or the approaches and entrances.
 7. If the Exhibitor fails to comply in any respect with the terms of this agreement, all rights of the Exhibitor on account hereof will be retained by S.R.A.T.S. as liquidated damages for breach of this contract and S.R.A.T.S. may thereupon rent the said space.
 8. The Exhibitor's property shall be placed on display and exhibited at his own risk and S.R.A.T.S. assumes no responsibility for loss and damage thereto. The Exhibitor shall assume all responsibility for loss or damage thereto. The Exhibitor shall assume all responsibility for loss or damage to his property due to all external causes however caused.
 9. The Exhibitor is responsible for the placement and cost of insurance related to his participation in the Show.
 10. The Exhibitor agrees to remove his exhibit equipment from the show building by 8:00 pm of the last day of the Show, but not before 3:00 pm.
 11. Exhibitors are liable for any damage caused to building, floors, walls, columns, furniture, fixtures, equipment or to standard booth equipment, or to other exhibitor's property. Exhibitor may not apply paint, lacquer, adhesive or other coating to building, columns, walls and floors or to standard booth equipment.
 12. Exhibitor must provide a fire extinguisher in their booth at all times
 13. Sarda AG Research and the Town of Falher must be listed as additional insured for the event.
(proof of insurance must be provided before the event)
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Exhibitor Signature _____

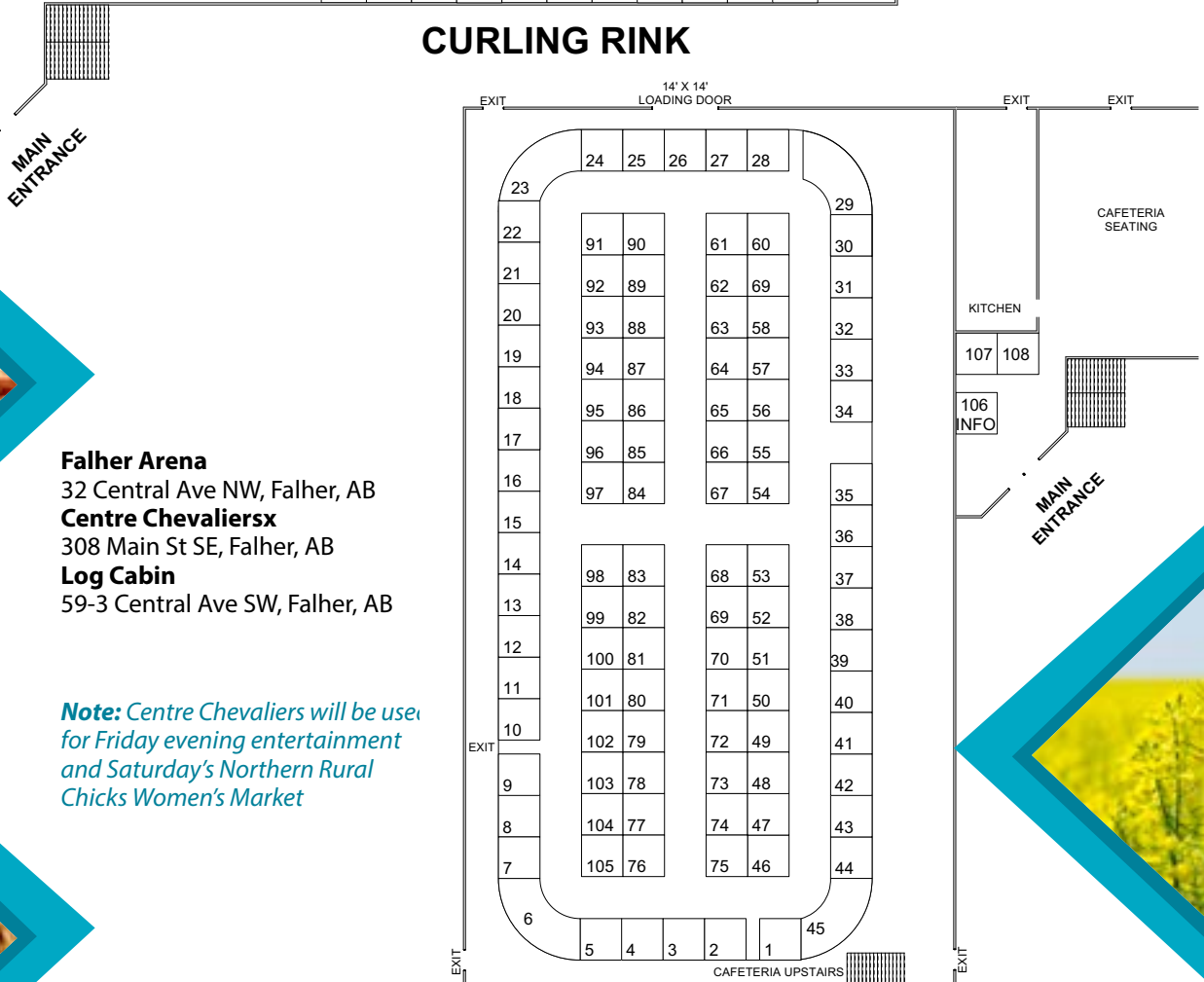
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EXHIBITOR DISPLAY BOOTHS



CURLING RINK



Falher Arena
 32 Central Ave NW, Falher, AB
Centre Chevaliersx
 308 Main St SE, Falher, AB
Log Cabin
 59-3 Central Ave SW, Falher, AB

Note: Centre Chevaliers will be used for Friday evening entertainment and Saturday's Northern Rural Chicks Women's Market

FALHER ARENA

SARDA AG Research

Agricultural Trade Show

2025 SARDA AG Research Agricultural Trade Show

Accommodations

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2025

**Accommodations are the responsibility of the exhibitors.
Please book your accommodation early to avoid
disappointment.**

Falher

Falher Hotel 780-837-2041
Honeycomb Inn 780-837-3500
The Yellow House B&B 780-837-2786

Girouxville

(10 km west of Falher)

Girouxville Inn 780-323-3568

Grimshaw

(88.6 km NW of Falher)

Pomeroy Inn and Suites 780-332-2000
Dee-Jay Motel 780-332-4298

High Prairie

(70 km SE of Falher)

Family Inn Motel 780-523-4999
Days Inn 780-523-3050
Key Inn 780-523-4581
Northern Lights Motor Inn 780-523-3394
Peavine Inn & Suites 780-523-2398
Pomeroy Inns & Suites 780-523-2398
Raven Motor Inns 780-523-3350
Royal Star Motor Inn 780-523-5011
Villa Motel 780-523-3314

McLennan

(20 km east of Falher)

The Lodge at Kimiwan 1-855-546-4926

Nampa

(38 km north of Falher)

Big Country Inn 780-322-3730

Peace River

(68 km north of Falher)

Quality- Sawridge Inn and Conference Centre
780-624-3621

Peace Valley Inns 780-624-2020

Chateau Nova Inn 780-624-3344

Best Western Plus 780-617-7600

Hi Point 780-624-0033

Best Canadian Motor Inn 780-624-2586

Western Budget Motel 780-624-3445

Third Mission Heritage Suites 780-624-3883

Valleyview

(82 km south of Falher)

The Raven Motel 780-524-3383

Hi-Valley Motor Inn 780-524-5588

Paradise Inn & Suites 780-552-2338

Pomeroy Inn & Suites 780-552-2341

Valleyview Motor Inn 780-524-5272

The Western Valley Inn 780-524-4000

2025 SARDA AG Research Agricultural Trade Show

The Smoky River region, covering 1000 square miles, is the southern gateway to Alberta's mighty Peace Country, Falher is located in the centre of this growing and progressive farming region. The Smoky River Agricultural Trade Show will draw from a farm population of nearly 30,000 people (over 8,000 farms). In all, the Peace River country extends from Grande Prairie - Valleyview in the south to High Level - Fort Vermilion in the north.

Crops: Northern Alberta accounts for 18% of the Alberta barley acreage. As well, 40% of Canada's forage seed crops and 40% of Alberta's canola is produced in the Peace River area. Oats, flaxseed, hay and other crops contribute significantly, along with a developing livestock industry.

Alberta produces over 30% of Canada's honey production. Falher is well known as the "Honey Capital of Canada". Clover, alfalfa, and canola production in the Peace has contributed greatly to the success of honey production.

Secondary agricultural industries include honey, oilseed, and forage seed processing, and livestock feed. All these industries rely on the primary grain industry for which the Peace River country is well known.

Exhibitors and attendees of the Smoky River Agricultural Trade shows can reach Falher by driving north from Edmonton on one of two scenic provincial highways. Or, you may choose to arrive by charter airline to the Town of Peace River, or fly directly to the Smoky River Regional airport located near Donnelly, about 10 km from Falher.



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SARDA
AG RESEARCH