

Edmonton  
**EXPO**  
Centre



# VENUE GUIDE





# CONTENTS

Welcome	3
Service Providers	4
Ticketing	6
Venue Layout & Capacity	7
Event Planning & Important Dates	8
Security & Safety	10
Catering Menu	12
Food & Beverage	13
Parking & Getting Here	14
General Rules & Policies	16
Marketing & Media	19

## ADDRESS & CONTACT INFORMATION

7515 118 Avenue, Edmonton, Alberta, T5B 0J2  
780-471-7377 | [contact@edmontonexpocentre.com](mailto:contact@edmontonexpocentre.com)

### **SALES**

780-471-7380 | [sales@edmontonexpocentre.com](mailto:sales@edmontonexpocentre.com)

### **EVENT MANAGER**

Once your contract is complete an Event Manager will be assigned. Your Event Manager will be your main point of contact throughout the entirety of your event.



# WELCOME TO THE EDMONTON EXPO CENTRE

A hub of activity in the Edmonton Metropolitan Region, the Edmonton EXPO Centre is a powerful economic catalyst, providing authentic experiences and limitless opportunities in the most imaginative event space in Canada.

The Edmonton EXPO Centre is a choice destination for the biggest shows of the season as well as private galas and weddings. Visitors can experience an incredible variety of events in our 522,000 feet of space—from conventions and trade shows to rodeos and concerts, and many more.

We are proud to be your chosen venue, and our team looks forward to working together to make your event a success.

Thank you for making the Edmonton EXPO Centre your destination.

Sincerely,

**ARLINDO GOMES**

General Manager, Edmonton EXPO Centre

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## EDMONTON ECONOMIC DEVELOPMENT CORPORATION

The Edmonton Economic Development Corporation has been managing the Edmonton EXPO Centre since January 1, 2018. Learn more about the EEDC by visiting: [eedc.ca](http://eedc.ca)





# LET'S SET THE STAGE.

## **SERVICE PROVIDERS**

If your event requires internet, electricity, janitorial services or additional resources please contact your Event Manager or contact our service providers directly.

**PROUD PARTNERS** | The Edmonton EXPO Centre is proud to partner with our preferred and exclusive service providers: Showtech, Freeman Audio Visual, GES, Showpass and Ticketmaster. They work within our venue every day and provide services that take our events to the next level.





**EXCLUSIVE PROVIDER  
POWER AND RIGGING SERVICES**

When it comes time for your event, you want an experienced contractor working skillfully on your behalf behind the scenes. For over 70 years, Showtech has provided support to thousands of shows across Canada annually.

Showtech Power & Lighting provides certified/licensed electricians to install and remove the services you require to enhance your event.

Services offered include:

- Stage Lighting
- Production and Trade Show Lighting
- Backdrop Packages
- 600/120/208 volt 3 Phase and Single Phase Electrical Connections up to 400 Amp Services
- Mechanical Services – Water, Natural Gas, Compressed Air
- Man-lift and Rigging Services
- Radio Rental
- Telephone Services

Please contact Showtech at [edmonton@showtech.ca](mailto:edmonton@showtech.ca) or visit their website at [showtech.ca](http://showtech.ca). Please note that if your event requires ANY power or rigging you will be required to order through Showtech.



**PREFERRED PROVIDER  
DISPLAY SERVICES & MATERIAL HANDLING**

Their boldness and creativity has made them into the preferred, full service provider for live events on the world stage.

Event organizers and exhibitors all over the world come to GES for their event needs— from event design and delivery, to furnishings and more.

Services offered include:

- Exhibit booths
- Furniture rental
- Custom accessories
- Material handling
- Graphic design
- Fabric printing
- Signage
- Creative services
- Décor
- Installation and dismantling services

For more information, please contact 780-469-7767 or visit [GES.com](http://GES.com).

The Edmonton EXPO Centre does not accept shipments on behalf of third-party events. Please ensure you reach out to GES for your material handling needs.



## FREEMAN

AUDIO VISUAL | CANADA

### **PREFERRED PROVIDER OF AUDIO VISUAL SERVICES | EXCLUSIVE PROVIDER OF INTERNET SERVICES**

Freeman Audio Visual has the creativity, knowledge and resources to consistently produce unparalleled meeting experiences your audiences won't soon forget. With full-service audio visual, presentation and staging solutions, they help customers just like you host memorable conventions, corporate events and trade shows of all scopes and sizes.

In order to ensure your meeting objectives are surpassed, they have an extensive collection of services available. These include:

- Audio visual services
- Simultaneous interpretation services
- Audience response systems
- Computer and networking services
- Panoramic video projection
- Presentation management
- Webcasting and videoconferencing
- ConnEx Mobile App
- ImaginAction™
- Social media Twitter boards
- Digital signage

Please contact them at their Edmonton EXPO Centre office at 780-454-8840, or visit their website at [freemanav-ca.com](http://freemanav-ca.com) Please note that if your event requires ANY internet services you will be required to order through Freeman.

## showpass

### **CONSUMER SHOW TICKETING**

The Edmonton EXPO Centre is proud to partner with Showpass for trade and consumer show ticketing. With a focus on the future, Showpass has become the leading technology company in the ticketing space and is the only Canadian company with an official Facebook integration.

As of January 1st, 2019, Showpass is the provider of online and onsite ticket sales for trade and consumer shows at the Edmonton EXPO Centre. The Edmonton EXPO Centre and Showpass will work with each show directly to set up events on the Showpass ticketing platform.

## ticketmaster®

### **ENTERTAINMENT & SPORTING EVENT TICKETING**

Ticketmaster is the preferred ticketing provider for entertainment and sporting events at the Edmonton EXPO Centre.

Ticketmaster is the world's leading ticketing company, operating in 19 global markets, providing ticket sales, ticket resale services, marketing and distribution through its website, one of the world's top 10 e-commerce sites on the Internet.





## VENUE LAYOUT & CAPACITY

With 522,000 feet of flexible event space, the Edmonton EXPO Centre offers a variety of rental space options.

The Exposition Centre area of our venue has seven standard halls with convenient gallery rooms as well as a tiered-seating arena space in Hall D. The Conference

Centre area has adaptable, high-capacity Ballroom spaces as well as functional Meeting Rooms.

To view additional information regarding the venue layout please visit: [edmontonexpocentre.com/facility-services/floor-plans](http://edmontonexpocentre.com/facility-services/floor-plans)



# MAKE YOUR GUESTS STOP AND STARE.

## EVENT PLANNING & IMPORTANT DATES

Clear-cut timelines ensure a successful event! Our entire team at the Edmonton EXPO Centre is invested in the success of your event. The information that you share with your Event Manager and our other teams will ensure that we have your needs covered when it comes to Security, Operations, Food & Beverage, Guest Experience and Marketing support.



## **UPON CONFIRMATION OF EVENT**

- Sign and return copies of your event license agreement
- Submit your certificate of insurance

## **6 MONTHS PRIOR TO EVENT - PRELIMINARY EVENT OVERVIEW**

- Consult with your Event Manager regarding your requirements and cost estimates. Some items to include: event overview, date(s) and time(s), move in/out, event space allocations, the type of event and attendees, anticipated attendance

## **2 MONTHS PRIOR TO EVENT**

- Submit floor plans, special permits and / or rigging requirements for approval from Fire Marshal & AGLC (if applicable)
- Submit requirements for all spaces rented as it relates to: power requirements, infrastructure, temporary furniture, technology (phone, Internet)
- Room set-up requirements (including ancillary spaces): layout, lighting, access cards, cleaning requirements, food & beverage
- Access Control: location (where exhibitors will be entering/exiting, dedicated loading dock), exhibitor badges (activation dates, pick up location/date), proxy cards for show management
- Third Party Activations: power, AV, display company, Food & Beverage, decor
- Branding & Sponsorship Activations: nature of activation, proposed location(s)
- Ticketing, Registration & Accreditation requirements: location, times, ticket process
- Transportation requirements: show management (designated parking, passes), exhibitor parking (charge / passes; shuttle drop zones)

## **6 WEEKS PRIOR TO EVENT**

- Confirm event timing and programming
- Confirm: Guest Services, Security, Parking, First Aid, Technology
- Food and beverage requirements: permits for food sampling, catered spaces, concession activation
- Management of VIPs, media or entertainers

- Front of House operations: event signage requirements & location(s), queuing
- Review the event plan with your Event Manager

## **1 MONTH PRIOR TO EVENT**

- Send a copy of show credentials to Event Manager
- Confirm any third party display early move in requests
- Submit your Event Calendar and Social Media Request form

## **2 WEEKS PRIOR TO EVENT**

- All event requirements due 14 days prior to move in to avoid late service charges
- Final food guarantees are due two weeks prior to event start date - additional charges may apply if submitted late
- Final floor plans due two weeks prior to event move in date

## **1 WEEK PRIOR TO EVENT**

- Pre-event meeting to discuss: services confirmation, technology, staffing, power, space, chattels, move in plan, brief overview of move out, event programming

## **DAY OF EVENT**

- Pre-event meeting with Event Manager

## **POST EVENT**

- Post-event meeting
- Post-event walk-through with Event Manager, facilities, client-designee, security
- Final settlement
- Complete evaluation form



# DAY OR NIGHT, WE HAVE YOU COVERED.

## **SECURITY & SAFETY**

The Edmonton EXPO Centre is committed to creating a safe, comfortable and enjoyable entertainment experience. The Edmonton EXPO Centre is the exclusive provider of venue and event security. To ensure that your event has the appropriate safety and security measures please review the following with your Event Manager.



## **24 HOUR SECURITY DISPATCH**

### **780-471-7222**

In an emergency situation, please call Security Dispatch at 780-471-7222. Do not call 911 as this will be done by Security Dispatch.

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## **BUILDING SECURITY**

The Edmonton EXPO Centre has 24-hour grounds-wide security which is supported by both cameras and alarm systems. Cameras can scan internal and external public areas and mobile security staff can be dispatched quickly to investigate situations needing immediate attention.

## **EVENT SECURITY**

The Edmonton EXPO Centre is the exclusive provider of event security. Deployment of licensed security is available for overnight move in/out periods when show staff and/or exhibitors are not in the venue. When events are in progress, overnight security requirements will take effect after show conclusion until show opening the following day.

Your Event Manager will work with our security management team to determine appropriate staffing levels. A risk assessment will be conducted by our Security Team to determine the staffing levels based on the size and nature of your event.

We recommend that you consider event security within your event spaces and for your activities that may have special security requirements. It is important to share your intended program of activities as soon as possible with your Event Manager. Some areas to consider and highlight for your Event Manager are:

- Special guests, speakers or celebrities
- High profile companies and organizations
- Controversial themes
- Past history of conflicts

## **PRE-EVENT PLANNING FOR SECURITY**

Before the event begins, there are several steps which you can take to help ensure a safe and secure event:

- Provide suppliers and contractors with the safety, security and emergency procedures for the venue
- Distribute this information to your staff and request that they familiarize themselves with the details
- Distribute exhibitor information well in advance of the event and draw exhibitors' attention to key safety, security and emergency information

- Ensure your event has a reliable system of accreditation for all participants of your event including staff, delegates, speakers and guests
- Provide your Event Manager with copies of the accreditation
- Provide up-to-date exhibitor and supplier lists to your Event Manager
- Consider a planned and structured move-in with specific times for deliveries for your contractors and exhibitors

## **FIRST AID SERVICES AND GUIDELINES**

Certified first aid coverage or Emergency Medical Technician (EMT) personnel are available for all events at the Edmonton EXPO Centre. The Edmonton EXPO Centre will staff the first aid office based on the following thresholds: when an event has either 500+ kids or 1000+ total people. Additional first aid or EMT coverage is available upon request. For more information please speak to your Event Manager.

There are two (2) AED's located onsite. One outside of Hall F and one outside of the Hall C First Aid office.

## **FIRE REGULATIONS & SHOW ASSEMBLY GUIDELINES**

The Floor Plans shall contain the following information for all exhibits and displays:

- Legible and accurate information of display areas or booths
- Dimensions of all areas or booths that will be displayed
- All exits and access to exits should be clearly marked and kept unobstructed
- Main aisles should lead directly to exits
- Aisle widths must be posted on the plans
- Location and the amount of combustible or hazardous material located in each hall

In Addition:

- All propane tanks and vehicles must be less than 1/4 of a tank full of fuel for display, vending or demonstration purposes
- City of Edmonton Special Events Fire Prevention will approve all floor plans
- Fire extinguishers are not to be covered or moved - they must remain accessible
- Final floor plans shall be submitted a minimum 14 days in advance of show's opening

Please contact your Event Manager for questions regarding your floor plan or fire regulation.



# CREATE YOUR DREAM MENU.

## FOOD & BEVERAGE

The Edmonton EXPO Centre aims to create memorable experiences by offering quality dining services. We believe that an outstanding dining experience contributes to meaningful social and networking experiences for your guests, allowing them to build strong connections and forge important ongoing relationships. Come enjoy a memorable meal prepared by our finest chefs using fresh ingredients and a creative touch!



**JIJU PAUL | EXECUTIVE CHEF,  
EDMONTON EXPO CENTRE**

To view the Edmonton EXPO Centre Menu, please visit our website at: [edmontonexpocentre.com/facility-services/catering-services-menus](http://edmontonexpocentre.com/facility-services/catering-services-menus)

For special catering requests please contact your Event Manager.

**FOOD & BEVERAGE**

The Edmonton EXPO Centre is the exclusive provider for onsite food and beverages. No show is permitted to bring in outside food and/or beverages.

PLEASE NOTE: Food and beverage guarantees are due two weeks before event start date.

**FOOD & BEVERAGE SAMPLING**

The Edmonton EXPO Centre exhibitor policies with respect to food and beverage sampling within the venue are as follows:

- Sample portions are to be no more than one (1) oz. (28 grams) per serving
- Advise the Edmonton EXPO Centre 30 days in advance as to how many booths you will be operating and the product you will be sampling
- Fill out and submit the Food Sales & Sampling Form
- If you would like food and beverage items to be used as a traffic promoter to your booth (i.e. coffee, soft drinks, bottled water, popcorn, cookies, etc.) please contact your Event Manager
- It is your responsibility to comply with all Alberta Health Services regulations. For further information, please contact the Edmonton Alberta Health Services office at 780-735-1800 or [edmontonzone.environmentalhealth@albertahealthservices.ca](mailto:edmontonzone.environmentalhealth@albertahealthservices.ca) or your Event Manager

**SERVICE OF ALCOHOL**

The Edmonton EXPO Centre is an Alberta Gaming, Liquor and Cannabis (AGLC) licensed venue and provides licensed service areas for trade show attendees and/or exhibitors and catered events. The consumption of alcoholic beverages is restricted to the designated event area outlined in your license agreement.

As the sampling of alcohol carries a much higher potential risk to public health and safety, Exhibitors who wish to distribute alcohol samples from their booth must first contact Edmonton EXPO Centre Food Services team

(780) 471-7327 or [foodservices@edmontonexpocentre.com](mailto:foodservices@edmontonexpocentre.com). All requests must be approved in advance by the Edmonton EXPO Centre and must meet the requirements of the Alberta Gaming and Liquor Commission (AGLC).

**SELLING OF CANNABIS**

Cannabis products can only be bought and sold at a licensed Cannabis retailer at their place of business. There is no legislation that would allow a retailer to sell outside of their licensed location, and no legislation that allows for the sale of cannabis on the Edmonton EXPO Centre grounds. As a result, any part of the cannabis plant, or any product containing THC or CBD, cannot be sampled or sold at the Edmonton EXPO Centre.

Outside of Cannabis events, Exhibitors may only provide “Tombstone” information to guests. Tombstone information includes a company’s name, logo, location and store hours. Outside of a Cannabis event, Exhibitors may not promote strains, brands, prices or other elements related to cannabis.



# ONCE YOU'RE HERE, THE FUN BEGINS.

## **PARKING & GETTING HERE**

The Edmonton EXPO Centre offers 3,900 parking stalls. Contact your Event Manager to coordinate all of your parking requirements, and receive parking passes in advance as needed. When hosting an event at the Edmonton EXPO Centre it is important to consider how your exhibitors and show guests will access the building and your event.



## EXHIBITOR PARKING

All exhibitors are required to use the 79th Street entrance off of 112th Ave. Please contact your event manager to set up online parking passes for your exhibitors. Please encourage your guests to use the 73rd Street entrance off of 112th Ave for easier entry onto the grounds.

Not driving? Here are other easy ways to access the Edmonton EXPO Centre!

## EDMONTON PUBLIC TRANSIT (ETS)

The Edmonton EXPO Centre can be accessed via the LRT by using the Coliseum stop and crossing over the pedway to the EXPO grounds. There are also several bus stops near the Edmonton EXPO Centre.

## COOP TAXI

COOP Taxi is the official taxi partner of the Edmonton EXPO Centre. To order a taxi please call 780-725-2525.

## LEGEND

- Reserved Parking
- ♿ Disabled Parking
- 🚊 LRT
- Gate (closed during events)





# DARE TO DREAM.

## GENERAL RULES & POLICIES

If we haven't covered it already, you'll find more useful information below! And if you still have some questions, please reach out to your Event Manager—they will be happy to help.



**As a Licensee, it is ultimately your responsibility to ensure adherence to all facility rules and regulations. Should you have any questions regarding the following policies, please contact your Event Manager.**

### **ACCESS CONTROL & CREDENTIALS**

All personnel working within Edmonton EXPO Centre are required to wear a clearly visible company issued identification badge or event credential. General contractors, decorators and all other affiliated contractors are responsible for ensuring their staff and management team display their credentials from the first day of move-in until move-out is completed.

Show management should supply all exhibitors with event credentials prior to being permitted in the exhibit area. A copy of event credentials as well as restrictions associated with access should be provided to your Event Manager at least seven days prior to the event.

### **ACCESSIBILITY**

The Edmonton EXPO Centre is committed to meeting the needs of all our guests. This includes providing an accessible environment and accommodating the needs of people with special requirements. The venue complies with federal, provincial and local regulations, as well as laws governing accessibility and the rights of persons with disabilities.

The Edmonton EXPO Centre is equipped with accessible amenities such as doors, washrooms, elevators and stage ramps. Any specialized requirements you may have should be discussed with your Event Manager as early as possible.

### **ANIMALS**

Animals or pets, except for properly identified guide or service animals, are not permitted in the venue except as an approved exhibit, activity or performance where the use of animals is integral to the event. Please contact your Event Manager if your event will involve exhibiting animals.

### **AUTOMOBILES**

As a general rule, personal vehicles are not permitted into the venue. If absolutely required for booth setup or as part of a display, prior approval is required from your Event Manager in order to facilitate vehicles inside the venue. Large semi-trailers and oversized vehicles and cranes are not permitted into the Halls without prior approval.

Written requests must be made seven (7) days prior to move-in and must include the vehicles height, width, length and weight. All detached trailers and cranes must use footpads to prevent damage to the floor.

### **CANCELLATIONS**

Cancellation policies should be discussed with your Sales Manager prior to requesting your contract. Cancellation details will be referenced in your License Agreement. A cancellation policy will be developed and defined in your License Agreement. This policy will state the deposit amount, cancellation timeline and breach repercussions.

### **DAMAGES & THEFT**

For all thefts contact Edmonton EXPO Centre security at 780-471-7222. Security guards will obtain any pertinent information as required for the file, supplying you with an Edmonton EXPO Centre file number for reference. For thefts, the loss should be reported by you to the Edmonton Police Service for insurance and investigation follow-up. Edmonton EXPO Centre security will assist you with this process. Incident evidence is only provided to the police for investigation purposes.

The Edmonton EXPO Centre is not responsible for the loss of, or damage to, personal property brought onto its premises. The presence of security and/or surveillance personnel does not constitute acceptance by the Edmonton EXPO Centre of any responsibility for the security and safety of your personal property or materials on or near the Edmonton EXPO Centre premises. Edmonton EXPO Centre Security provides 24-hour coverage for general building security and the Edmonton EXPO Centre site. Access control or surveillance personnel are not responsible for goods and property within specific event spaces. We recommend you consider security within your event space. Please contact your Event Manager regarding special arrangements and associated costs.

### **DISPLAY VEHICLES (MOTORIZED)**

Vehicles which are on display are subject to the following conditions:

- Gas tanks must not contain more than 1/4 tank of gasoline or fuel
- Fuel caps must be taped or locked shut, drip pans are required under all vehicles while inside the venue and keys are to be left with our security team or the Event Manager.
- Vehicles that are equipped with pressurized propane or nitrous oxide tanks must have the tanks professionally

purged prior to display in the venue and must be able to provide paperwork as proof upon request.

- All vehicles must be reviewed and authorised by your event manager immediately upon entering the venue.
- Vehicle access is subject to change.

## **INSURANCE**

Your Sales Manager will discuss with you your Indemnification and General Liability requirements precontract. Both the Edmonton Economic Development Corporation and The City of Edmonton must be listed as additional insurers.

## **KEYS**

Keys or access cards may be obtained through your Event Manager with advance notice, and must be returned on the last day of the event.

## **LICENSES**

The Client is responsible for obtaining all licenses, permits and approvals from the appropriate regulatory boards and authorities that may be required for staging your Event. The cost of these licenses will be the responsibility of the Client.

## **LOST & FOUND**

The Edmonton EXPO Centre assumes no responsibility for items lost at events. All lost and found items are taken to either the show office or the information desk located across from Hall F. Lost & Found can be reached at 780-471-7346 between 8:30 a.m. and 4:30 p.m., Monday through Friday.





# BRINGING PEOPLE TOGETHER.

## **ADVERTISING, PUBLICITY AND PROMOTION**

We're invested in the success of your event. Find out more below about including music, displays, signage and video advertising to take your event to the next level. To make sure we've aligned our Marketing & Communications, we've included branding, media and photography information. To get in touch with the Edmonton EXPO Centre Marketing & Communications team, please email [marketing@edmontonexpocentre.com](mailto:marketing@edmontonexpocentre.com)

## **BRAND**

Copies of the Edmonton EXPO Centre logo are available from your Event Manager for reproduction and inclusion in your literature and digital assets. The use of any Edmonton EXPO Centre brand, logo, or name without express authorization is strictly prohibited. The Edmonton EXPO Centre supports the need to promote your event outside your licensed space. All requests for promotional and/or directional signage outside the licensed space must be submitted to your Event Manager at least 45 days prior to the first scheduled move-in date.

## **MEDIA**

If you expect your event to generate media interest, please pass on your media relations contact to your Event Manager. Any inquiries received by the Edmonton EXPO Centre Marketing & Communications staff will be passed onto this individual.

## **PHOTOGRAPHY**

The Edmonton EXPO Centre Marketing & Communications team and venue accredited photographer/videographer will be permitted to access any show to help promote the event or gather photos/video footage for future use unless a request is made to restrict access. Photos from events may be used by the Edmonton EXPO Centre for future promotional purposes.

## **RE:SOUND**

Re:Sound is designated by the copyright Board of Canada to license businesses in Canada for the use of recorded music to accompany live events such as receptions (including weddings), conventions, assemblies and fashion shows. The Edmonton EXPO Centre is responsible for collecting and remitting these fees. Please see your Event Manager for further details.

## **SOCAN**

The Society of Composers, Authors and Music Publishers of Canada (SOCAN) requires a license for each day of an event where music will be played. The Edmonton EXPO Centre is responsible for collecting and remitting these fees.

For fee information, please visit [socan.ca](http://socan.ca). The daily fees are not applied to events days where no music is played. Your total fee will be included on your final invoice at the conclusion of your event unless you obtain your own license from SOCAN.

## **TEMPORARY DISPLAYS & SIGNAGE**

Nothing may be taped, nailed, tacked, stapled, glued or otherwise fastened to ceilings, painted surfaces, fire sprinklers, columns, fabric or decorated walls. This policy applies to all surfaces in the building, not just the contracted space. Please pass this message along to your staff, exhibitors and contractors. Doing any of the above may damage the finishes and you will be charged for any costs associated with repair, cleaning or removal.

Banners may be suspended in approved locations within the contracted event space. Banners will only be displayed during event days and in areas in direct proximity of licensed space. The EXPO Centre reserves the right to approve content and location. Please discuss requirements with your Event Manager.

## **VIDEO SCREEN ADVERTISING**

The Edmonton EXPO Centre is pleased to offer complimentary advertising of your event to thousands of guests through video screens located in our venue gallery. To have your event featured on our screens, please ensure you have sent through your Event Calendar and Social Media Request form with an image in our listed screen size. See next section for more information on this form and additional Marketing & Communications support.





# SOCIAL MEDIA, E-NEWSLETTER & WEBSITE

We encourage you to tag @edmontonexpocentre (Facebook and Instagram) or @yegexpocentre (Twitter) in all your posts at our venue.

## GET SOCIAL

With thousands of followers across multiple social media platforms, 10,000+ email subscribers and the edmontonexpocentre.com website, the Edmonton EXPO Centre is able to promote your event to a wide audience. Our Marketing & Communications team is happy to discuss promoting your event through our social media channels, e-newsletters and website. Please ensure that you have filled out our Event Calendar and Social Media Request form at least one month prior to your event, and our team will reach out to you.

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Edmonton  
**EXPO**  
Centre  
Experience More