

**Spruce Meadows**

**Vendor Manual**



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We sincerely hope that this guide to successful exhibiting will help put you and your company on the right track toward success at Spruce Meadows. It is our firm belief that vendor opportunities are the most cost-effective vehicles available to companies competing in today's marketplace and with the proper planning your company will make the most of its investment in our services. Please call us anytime to discuss the events.

Spruce Meadows Exhibit Team

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## I. Show Planning

### 1. Planning and promotion

Advanced planning is a key tool in getting the word out about your participation at Spruce Meadows. Not only will you alert existing and prospective customers to be on the lookout for your product ahead of time, but you will also establish yourself as a major player in the industry. Pre-Show promotions can significantly enhance the final results of your exhibit efforts by increasing the number of visitors who will seek you out at Spruce Meadows.

**1.1 Complimentary Passes** – Spruce Meadows provides complimentary entrance passes to all Vendors registered for events. These passes save your customers time and money and increase the likelihood of them visiting your booth. Energetic use of these passes is perhaps the most important and effective promotion device to draw attention to your product. They can be distributed through:

- Direct mailings to customers.
- Your sales representatives and distributors.
- Your stores and retail outlets.
- Promotional mailings and customer newsletters.
- Other unique methods your company decides upon.

**1.2 Direct Mail** - Direct mail can not only become an effective awareness tool for your participation at Spruce Meadows but it should also be consistently and repeatedly applied to generate commitments to your product after the event. That is why it is so important to plan your direct mail campaign well in advance. Your Pre-Show direct mail effort is designed to create interest and excitement about your company and your products. Your Post-Show direct mail effort is designed to motivate buying decisions and deliver sales. Don't wait until the event is over to develop the second phase of your direct mail campaign. It should be ready to roll the day the event closes.

- **Telemarketing** - Extend a personal invitation to visit your display and follow-up with complimentary passes to encourage attendance.
- **Advertise** - Advertise your participation at Spruce Meadows! Advertise in the Tournament Guide and take advantage of any web site advertising available.

**1.3 Social Media** – If you are active on social media such as Facebook, Twitter and Instagram don't forget to leverage these marketing tools to increase your reach and visibility. If you are using Facebook tag Spruce Meadows (@sprucemeadows), on Twitter use the Spruce Meadows handle (@spruce-meadows) or #sprucemeadows. With Instagram use #spruce\_meadows. Our Social Media team will endeavour to retweet and promote your comments through our social media platforms.

## 2. Staffing your booth

You want the best salespeople you have working your booth. An extension of this rule is that a Spruce Meadows event is not the place for sales training. The atmosphere is noisy, crowded, intimidating, and highly charged - hardly conducive for training. You want your booth staff to be ready for action, to take advantage of every opportunity to reach your objective.

There are many things to consider when choosing your event sales staff:

- Salespeople should have a good personality and excellent customer service skills.
- The staff should be technically knowledgeable.
- They must be product knowledgeable.
- The sales staff must make it easy for the customer to stop and talk.
- All sales staff must have a good attitude about trade shows and the role that they play in the company's marketing strategy.

Booth staffers must feel responsible for the quality of the customer's time in the exhibit:

- Staffers should be punctual, arriving on time ready to work, staying for the entire shift, and returning from breaks promptly.
- Utilizing proper welcoming, qualifying, presenting, and closing skills is critical to the successful company's participation at Spruce Meadows.
- The staffer should commit quickly for follow-up action (whatever that might be), assure the customer that follow-up action will be taken, and thank the customer for visiting the booth.

## 3. Participation at the Event

Once you get to the event, there are three primary ingredients to a successful, well-managed trade show experience. They can be broken up as follows:

### 3.1 Move-in/move-out

The first step toward a smooth move-in/move-out process is to **READ THIS MANUAL**. The most common vendor mistake is to put this thick stack of papers aside for later, but later never comes and important details will be overlooked. If you have any questions after reading this manual, call the Show Manager immediately for clarifications. Most importantly, you should:

- order all services prior to the deadlines. Keep in mind, anything ordered on the floor will cost more. [See point #4 below]. Order everything you need in the correct size, color, and quantities.
- have as much work as possible done on your exhibit before it is packed or shipped.
- number and label your crates and boxes according to contents for easy move-in and set-up.
- provide special instructions for your electrical requirements.
- arrive at the venue early to see your booth location and find the Exhibit Office.
- confirm, revise, or initiate orders for rentals and services that you will require.
- obtain vendor information for yourself and your personnel.

### 3.2 Correct boothmanship

Trade Show studies have shown that 80% of show attendees remember **MORE** about the salespeople manning the booth than the booths themselves! This statistic tells us one thing - your

success depends largely on the collective talent, product knowledge and energy level of your sales staff.

FIRST of all, every vendor should distribute an on-site manual that includes the following information to all staff:

- A staff schedule of who will be working the booth on a daily and hourly basis
- A staff schedule of pre-show and daily "wrap-up" meetings
- Where they will be staying
- A map showing the exhibit venue and your booth location
- A diagram of your booth layout and location
- A list of products being displayed
- A product pricing structure
- Explanation of pre-show advertising and promotion
- Objectives and goals to be met at the event
- Sales goals and rewards for success

SECOND, as you think about staff motivation, also consider how to avoid burnout. Here are some tips:

- Schedule an hour break after a staffing period of two or three hours.
- Check the event schedule and anticipate peak traffic times. Let some staffers go on a break during slow periods.
- Drink plenty of fluids. Most venues are very dry and dehydration can feel like fatigue.
- Eat and drink sensibly: it affects not just your physical well being, but your mental attitude.
- Know your limits and take time to rest when needed.
- Avoid using a "canned pitch". This will numb your brain and your listening skills. Instead, ask a few good qualifying questions, listen to the answers, and base your demonstration on what you've heard.

### 3.3 Selling techniques

The art of selling at any event is how well you can communicate and/or demonstrate your product or service, so that visitors to your booth can relate, understand, and respond to your presentation. Remember, selling at any event is very different than selling in a store, or on a telephone. It is much more intimidating. Even the strongest salesperson can have trouble selling at open events. Booth staff should be knowledgeable, friendly, and approachable, not aggressive. Your ability to **ASK QUESTIONS** at the event and distinguish between a customer wanting to purchase and a visitor just looking, will determine the degree of success you will achieve. Your job will be to sell the customer on the benefits of your product and your company in a minimum amount of time, to determine the visitors need, desire and budget.

There are acceptable and decidedly unacceptable behaviours. For example, it is not acceptable to sit. It is expected that very early in the conversation you find out exactly what the customer needs.

You must look better and act better than your competition. This is not the time to offend because you won't have the time to recover. The following suggestions will help you differentiate yourself from your competition:

- Don't leave your booth unattended - be available.
- Use good nonverbal communication.

- Don't offend - no eating, drinking, or chewing gum in your booth.
- Make a positive impression - dress upscale to your audience. Keep your clothes neat.
- Be actively involved with your booth visitor - take responsibility for engaging the attendee in conversation.
- Smile and make good eye contact.

The event environment is public and every motion and gesture, no matter how slight, is a public one. By consciously sending warm, confident, and positive signals at all times, you are telling attendees that you are someone worth knowing.

The "Four S's" of selling at any event:

**Stop Them** - Your first contact with a customer is often made through a simple greeting and good eye contact. There are many polite and enthusiastic ways to greet prospects and introduce them to the features and benefits of your product or service.

**Speak to Them and Listen** - After you have gained the customer's attention with an interesting, open-ended question and attentively listened for the answer, identify the customer's needs. Ask the customer to talk about themselves through questions which require more than a "yes or no" response. Listen carefully to their answers, and begin to develop your method and words to describe the benefits of your product to satisfy their needs. Be careful not to appear solicitous, apply extreme courtesy, and most importantly listen! If your product should satisfy their needs, move to the next step in your plan. Otherwise, politely and briefly summarize your sales presentation and thank the prospect for their interest.

**Set Up an Appointment** - By listening carefully and responding with polite and enthusiastic questions, you're ready to make your targeted presentation. You can describe your product's benefits verbally, with a demonstration, through sales and prospect interaction, or any of the many other sales techniques which have been successful for your sales staff.

**Sell Them** - Restate or summarize your product's prime advantages to the customer and have an acknowledged agreement with them. If appropriate, ask for the order; or gain agreement and commitment to the action you want them to take. If you still don't achieve their commitment, explore, through polite and enthusiastic questioning, what is needed to satisfy the customer's needs. Remember, if you have properly recognized the customer's needs, your failure to gain their agreement may mean they still have an objection for you to overcome. Since their needs and your advantages are unchanged, keep on selling until you get their commitment to do what you have asked them to do.

Lastly, remember these do's and don'ts when you are staffing your booth:

**Do**

- Be enthusiastic.
- Smile: The first impression is always the last.
- Be carefully groomed.
- Use prospect's name
- Know your competition.
- Keep moving in the booth.
- Be on time for your shift.
- Keep the booth clean.
- Wear comfortable clothes and shoes.

- Know the locations of the restrooms and restaurants.
- Sell the company rather than the product.
- Establish a team atmosphere.

**Don't**

- Sit or read in the booth.
- Eat or drink in the booth.
- Chew gum in the booth.
- Cluster - two or more booth mates.
- Ignore prospects.
- Talk on the phone, other than for event business.
- Talk with other booth personnel, unless business related.

## 4. Show Service Provider

Spruce Meadows works with Superior Show Services [www.superiorshow.com] to provide all vendor booth needs.

Your booth fee includes the following display services:

- 1 - 8' decorated table
- 2 - chairs per exhibit
- 1 - standard exhibit sign -1' high x 8' long [this will be retained by Spruce Meadows for future events]
- One 1000 Watt, 110 VAC duplex electrical outlet
- Daily aisle cleaning.

Alternative table sizes are available at no charge. If you wish to change your table size please indicate on the Superior Show Services forms which are provided through our web site and return them **directly to Superior Show Service at least 14 days prior to show dates**. Note: There is a \$20.00 fee for the removal or changes in table size during move-in.

If you require additional electricity, display services, or other show services, please contact Superior Show Service Inc. directly at:

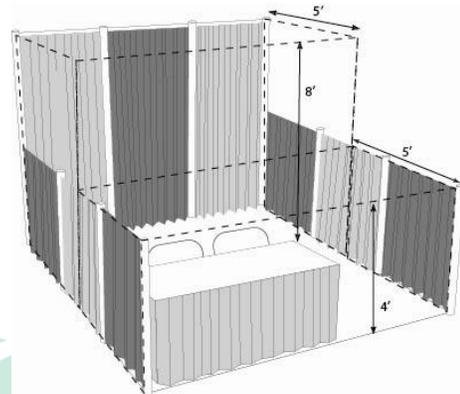
**Superior Show Service**

8599 - 111 Street  
 Fort Saskatchewan  
 AB T8L 3V1  
 Tel: (780) 992-0404  
 Fax: (780) 992-4449  
 Toll free: 1-888-417-4449  
 Email: [info@superiorshow.com](mailto:info@superiorshow.com)

To ensure prompt service, Superior Show Service information and forms **MUST** be sent directly to Superior Show Service **NOT** Spruce Meadows.

## 5. Expected Booth Display Standards

- Handouts of promotional material or products are strictly prohibited outside the confines of your exhibit space.
- Perimeter booths are permitted to exceed 8 feet in height, provided the display is finished on all sides.
- Island booth signs cannot exceed 8 feet in height.
- Contests, free draws, raffles or the sale of tickets are not permitted.
- Any signage displayed within the booth must be professionally produced. Absolutely no handwritten signage will be allowed.
- As Spruce Meadows is a farm, it is highly recommended that all food vendors store their product in Rubbermaid-type containers.
- Spruce Meadows Management reserves the right to veto any signage within or around the booth.
- For more information, please read the “Terms of Conditions posted on our website.



Spruce Meadows has a very strict rule with regards to sight lines within all venues. Vendors are not permitted to block in any way sight lines along aisles. Any Vendor disrespecting this rule will be asked to remove all product displayed in this area.

## 6. Promotion & Awareness

The Spruce Meadows tournaments attract close to 400,000 on-site visitors each summer. This impressive and world-leading attendance number pales in comparison to the millions world-wide who watch the action on television. More than 200 pages of editorial coverage is also realized over the competitive season. To complement this, Spruce Meadows participates in a number of paid and partnered advertising and promotion initiatives using a variety of mediums.

**6.1 International** - Television is an instrumental driver for world-wide awareness. However, with more than 400 media accreditations issued annually, the on-site presence of the major news wire services and the Spruce Meadows story are sure to reach fans around the world. The Spruce Meadows Television footprint reaches nearly 100 countries around the world. A host of networks and distribution channels carry 130 hours of production originating from Spruce Meadows. These networks include the likes of CBC, Rogers Sportsnet, CTV, SKY Sports, Fox Sports Net, Fox Sports International and Eurosport.

**6.2 National** - National newspaper coverage, advertising and promotion are paramount to the nation-wide awareness and recognition that Spruce Meadows enjoys. Shaw Media, the National Post, Sun Media and the Globe & Mail all factor into the national media plan. The plan includes additional editorial and advertising initiatives designed to draw attention to Spruce Meadows Tournaments and to the programs being carried on CBC and Rogers Sportsnet.

**6.3 Regional** - Spruce Meadows dedicates significant resources each year for tournament advertising. These programs focus on the major daily and regional (weekly) newspapers. The advertising and promotions cycle typically runs two weeks prior and throughout the course of the respective tournaments. Electronic programs (television and radio) run on a similar cycle with an emphasis on highly rated times. This coverage equates to the evening news on television and morning drive on radio. It is a Spruce Meadows practice to relate and buy with the electronic media market leaders in our key customer areas.

**6.4 Tournament Show Guides** - A Tournament Guide is printed for each tournament and is distributed to the public as they arrive on-site. This useful publication provides information on all the activities taking place at the tournament, including a listing of every vendor. **This promotional opportunity is available to you at no additional cost, providing we receive your application at least six weeks prior to the tournament.** Vendors will also have the opportunity to purchase advertising in the Tournament Guides and/or on relevant pages of the Spruce Meadows website. You will be contacted by the Advertising Coordinator regarding advertising in the Tournament Guides.

**6.5 Event Passes** - Spruce Meadows produces promotional family passes (\$10 value) for each of the three major tournaments. We encourage you to distribute these passes to your clients and at other events that you attend, in order to maximize attendance at the tournaments and traffic through the show halls. For the International Christmas Market, we provide a limited amount of free admission coupons, which Christmas Market vendors are encouraged to distribute in order to promote the event. **NOTE:** Promotional passes will be distributed approximately four weeks prior to each show.

## 7. Vendor Services

### 7.1 Exhibit Office

The Show Office is located inside the main entrance of the Equi-Plex. The office is open 1 hour before and ½ hour after all shows. Upon arrival, please register at the Exhibit Office to receive your arrival information. This will include your parking passes [n/a for International Christmas Market], vendor passes, a current exhibits layout and schedule of events.

### 7.2 Exhibit Venue Access

VENDORS ARE ALLOWED ACCESS ONE HOUR PRIOR TO SHOW OPENING ONLY. Only vendors with the relevant vendor pass will be allowed entry into the venue[s]. For security reasons, no access into the exhibit area[s] will be granted until one hour prior to show times. Likewise, vendors will be asked to leave the exhibit area ½ hour after the show closes each evening.

### 7.3 Security

Although Spruce Meadows cannot be held responsible for vendors' booths or product, security is provided by Spruce Meadows during "closed" hours.

- Vendors are to remain in their exhibit area until the public has left the building.
- Please cover or pack away small items when exhibit areas are closed.
- There will be no security on the last day of each event after 10:00 a.m.
- Please remove all valuables from your exhibit immediately following the closing of the show.
- Vendors are responsible for arranging their own insurance coverage.

- Following the close of the first weekend of the Christmas Market, there will be 24 hour security in place until opening of move-in of the second weekend, and then again until the opening of move-in of the third weekend. Vendors are responsible for securing their products and exhibit area.

#### **7.4 Vendor Passes**

Vendor passes will be provided for exhibit personnel only. For security purposes, passes must be worn at all times while exhibiting at Spruce Meadows and must be worn to enter exhibit areas one hour prior to show opening. Three passes will be issued to each 10 x10 exhibition space booked - if extra passes are required, they can be purchased at \$5.00/per pass. Passes may be interchanged between personnel within your exhibit team.

#### **7.5 Vendor Washrooms**

Washrooms, reserved for the exclusive use of vendors, are located outside the west door of the Riding Hall [north end of Equi-plex] during the 'Masters' and Christmas Market only. The code required to gain entrance to these washrooms will be in your Arrival Information available upon check-in at the Exhibits Office. We request your cooperation in not giving this access code to anyone who is not a vendor or working at an exhibit.

#### **7.6 Vendor Parking**

Vendor parking during the events is in Lot 8 [n/a for International Christmas Market]. Your parking passes will be included in your Arrival Information available upon registration at the Exhibits Office. Vendor parking for the Christmas Market will either be in the area North of the Equi-Plex or Lot 9, depending on the exhibit hall in which you are exhibiting.

#### **7.7 Vendor Booth Staffing**

Vendors must be on time and have their booth open and ready when the trade fair is open to the public. A Spruce Meadows representative will open any booths that are unattended at time of opening. Late arrivals and early closings of booths will be noted on file - such infractions will jeopardize future participation at Spruce Meadows Trade Fairs.

### **8. Propane Inspection**

Any vendor using propane in their booth will be required to have the equipment available for inspection prior to the event - the time and place to be determined by Spruce Meadows. The cost of the inspection will be shared among vendors.

### **9. Customs Broker**

Individuals are required to declare with the Canadian Customs authorities (CBSA) all goods that they are forwarding or carrying into Canada whether they be of a personal or commercial nature. There are many regulations that cover the importation of goods into Canada. The most important of these are the marking and labelling of clothing and household goods. It is important to research the commodities you are exporting to Canada as there are several regulations that may restrict the articles you propose to enter into Canada. All customs clearances can be completed by either the individual exhibitor or through the services offered of the official customs broker;

#### **Elias Pizarro**

World Wide Logistics

Div. of World Wide Customs Brokers Ltd.

Telephone: (403) 291-2543, Fax: (403) 291-0361

Generally, goods being imported into Canada can be divided into two categories: display goods intended for re-export and goods intended for sale or disposition in Canada.

### **9.1 Display Booths and Display Goods - Not for Sale**

This covers goods intended for display only and not for resale. They would include: display booths, stands, tables, backdrops, decorations, display merchandise, tents and other housings when they form part of the entire display. Display goods may be entered on a "Temporary Admission Permit" or on an ATA Carnet. No payment of duty and taxes would be required on such goods; however, customs may request some form of security to ensure that the articles are exported from Canada. The official broker can assist you in accommodating this form of import and re-export.

### **9.2 Goods Intended for Sale**

Goods which are entering Canada for purposes of being offered for sale are subject to Canadian duties and taxes. These duties and taxes are payable at time of importation. Please note however that for the benefit of registered vendors attending the Spruce Meadows event, we have established a Customs Bonded facility that would allow for the deferment of duties and taxes until the goods are removed for sale in Canada. At the end of the show, duty and taxes are paid on all goods sold or disposed in Canada. By implementing this procedure, outlays of cash at time of import are alleviated. To benefit from this provision you will need to contact the official show customs broker in advance of the merchandise being dispatched to Canada as there are specific qualifying conditions.

## **10. Move-in & Move-out**

Please note the dates and times of move-in for each event are provided in the event brochure. During move-in, you will be able to drive directly to the door nearest to your exhibit space. Please unload your products and displays as quickly as possible and park your vehicle in one of the vendor parking lots, to allow other vendors access. Large items can be moved in prior to the main move-in dates. Any trailers parked outside the designated vendor parking areas, will be moved into the appropriate locations under the guidance of Spruce Meadows and assistance of Superior Show Service. Move out will commence when the show closes on the Sunday of each event. Products **must not be removed** from the exhibit areas until this time.

## **11. Communications**

**Wireless Internet Service** - Spruce Meadows has Wireless Internet Service available for all of the events. The fee for this service is included in your space application fee.

## **12. Pre-show shipping**

**Pre-Show Shipments** - The following guidelines apply to all pre-show shipments. Please advise Shipping and Receiving in advance of shipments (403-974-4546). Please note that all shipments to Spruce Meadows must be freight pre-paid. Shipments sent C.O.D. WILL NOT be accepted. Please ensure that all shipment fees, duties, customs fees, and G.S.T. are also pre-paid. Note: these fees will not be paid by Spruce Meadows, which could result in a receiving delay. Pre-show crate storage is available for out of town vendors (outside a 100 km radius from Spruce Meadows) only. Please address all pre-show shipments to your company name (include a contact name, telephone number and your booth number) care of Spruce Meadows at the following address:

“YOUR EXHIBIT NAME” and “YOUR COMPANY NAME”

“Booth Number and Tournament”

c/o Spruce Meadows Shipping & Receiving

18011 Spruce Meadows Way SW

Calgary, AB Canada T2X 4B7

## II. Post-Show

### 13. Follow-Up Execution

Unfortunately, many vendors lose additional sales opportunities because they fail to follow-up leads and contacts. Before each event you should develop a coordinated sales lead plan. Several points for a good lead follow-up program are as follows;

- Set a realistic goal for the number of leads you plan to collect during the event.
- Plan your lead follow-up system ahead of the event. It should be ready to roll as soon as the event ends.
- Design or use a lead collecting system that makes recording and retrieval easy. Remember to prioritize and sort leads for easy follow-up.
- Set deadlines for all follow-up activities and brief all staff on the importance of meeting deadlines and their individual roles in the project.
- Set up a system to record and review the results of your follow-up program.
- Set a date for the final review.

Most importantly, make sure your staff follows through on all leads, inquiries, and requests for information as quickly as possible. Customers react most favourably when sales leads are promptly followed. You should have contacted all of your leads within two weeks after the event with at least a "thank you" or follow-up letter, and/or a telephone call.

### 14. Event evaluation

- ° **Analyze your immediate results** - You should review the results immediately after the event and compare them with the goals that were set. If your primary goal was to make sales at the event, count the sales. If lead collecting was the primary goal, you should have a stack of lead cards or printouts. Compare the number of leads with the goals you set in different categories.
- ° **Analyze your costs and results in comparison with your goals** - At some period, weeks or months after the event, depending on your sales cycle, you should be able to bring together all of your costs, and the full results to date from the event. These are tabulated against your goals and budget for each item. In addition to comparing the results with your goals, you should be able to come up with statistics which will indicate to you how successful the event was for your company. By comparing results with non-show sales costs, you will have a good yardstick by which to measure your current performance and that of future shows. For example:

- \* Number of sales calls required to close a show lead
- \* Cost of obtaining each lead (or sale) at the event.
- \* Cost of each sale made as a result of the event.

Compare these results with your non-show costs of everyday business activities such as:

- \* Number of regular sales calls required to make a sale.
  - \* Cost of obtaining a sales lead through advertising or other forms of promotions, such as direct mail, print or electronic media.
  - \* Cost of each sale made as a result of non-Show activities.
- **Prepare a final report** - Now is the time to bring together all of your information. It should be summarized in one final report that will act as a guideline for the planning of future shows, setting goals, and determining which shows are effective and which shows you should pass up.

Your report should assess the following:

1. The overall reaction of customers, staff, and others to your exhibit, highlighting strengths and weaknesses.
2. Recommendations for extra training, new approaches, etc., should all be included.
3. Make a comparison of actual costs to budget.
4. Compare actual results to corporate and individual goals.

## 15. Post show shipping

Post-show crate storage is available for out of town Vendors for a maximum of (5) working days following each event. Please advise our Shipping & Receiving Department of your post-show shipping arrangements prior to move-out. All post-show shipments must be pre-paid. You will be charged storage fees of \$1.00 per pound/week for any items left on Spruce Meadows property after the closing day of the event. Vendors will be charged storage fees if their items are not picked up after five days.

## III. Contact Information

### 16. Spruce Meadows Staff

**Nickola Hughes (403) 974-4249**

*Manager, Exhibits* [nickola.hughes@sprucemeadows.com](mailto:nickola.hughes@sprucemeadows.com)

**Lisa Murphy (403) 974-4263**

*Coordinator, Exhibit Sales* [lisa.murphy@sprucemeadows.com](mailto:lisa.murphy@sprucemeadows.com)

**Shipping & Receiving (403) 974-4546**

Spruce Meadows Exhibits Office (*During Event*) (403) 974-5863

Spruce Meadows Exhibits Fax (403) 974-4266

Spruce Meadows Main Switchboard (403) 974-4200

## 17. Other contacts

### Show Services Contractor

**Mr. Chris Sisson** T: (780) 992-0404  
Superior Show Service, Inc. F: (780) 992-0406  
8599 - 111 Street Toll Free: 1-888-417-4449  
Fort Saskatchewan, AB T8L 3V1

### Customs Broker

**Elias Pizarro**  
World Wide Logistics  
Div. of World Wide Customs Brokers Ltd.  
Telephone: (403) 291-2543  
Fax: (403) 291-0361  
[www.worldwidecustoms.com](http://www.worldwidecustoms.com)

### Travel Information

Spruce Meadows is located on the south side of Calgary, approximately two kilometres west of Highway #2 on Spruce Meadows Trail (Highway 22x). To make travel bookings, please contact:

### Ana Viteri

Maritime Travel  
Calgary, AB T2E 5T2  
[www.maritimetravel.com](http://www.maritimetravel.com)  
Telephone: (403) 292-7484  
Fax: (403) 250-8731  
E-mail: [aviteri@maritimetravel.ca](mailto:aviteri@maritimetravel.ca)

