



Trade Show Information Package

Don't worry if you have never attended a trade show before. All the necessary information is on the following pages. If you have any questions or need clarification, contact Laura Duff at lduff@freson.com.

Terms & Conditions

1. Time & Location

Heritage Park Pavilion, 5100 - 41 Avenue, Stony Plain T7Z 0B4

Wednesday, April 15, 2026

7:30am - 9:45am - Booth Setup

The receiving door will be available to all vendors from 7:30am in order of arrival. Small items can be carried directly into the building from the parking lot.

9:45am - All booths to be set up

10:00am - 4:00pm - Trade Show Hours

4:00pm - 5:00pm - Booth Teardown

Please do not leave your booth prior to 4:00pm.

2. Booth

We will provide all vendors with a 10ft x 10ft booth space, one 6ft table with a black cloth, two chairs, and a black drape behind each booth. Should you require power, ensure that you request it on the confirmation form and note the required voltage of the equipment. No open flames are permitted.

All vendors who are providing food samples MUST complete the Alberta Health Services "Special Event Vendor Notification" Form by March 13th, 2026. Please forward your completed application form to Laura Duff at lduff@freson.com
[FILL OUT FORM HERE](#)

Each booth will be provided with an information sheet outlining your company name, location, and short overview of your products from the application form. Please ensure all the information on the application form was correct, as corrections will not be possible on the day of the show. Should you require any changes, please email marketing@freson.com.

Guest wifi will be available, but we cannot guarantee the quality of the service.

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5. Booth Position

When all vendors are confirmed, somebody will contact you with your booth number, which is final. Unfortunately, we cannot change booth numbers once planned.

6. Receiving Door Access

Direct access to the building via a 25ft receiving door is available on a first come, first serve basis.

7. Booth Setup & Tear Down

7:30am - 9:45am - Booth Setup

The receiving door will be available from 7:30am in order of arrival. Small items can be carried directly into the building from the parking lot at any time, as long as the booth is set up by 9:45am.

4:00pm - 5:00pm - Booth Teardown

Please do not leave or begin tearing down your booth prior to 4:00pm.

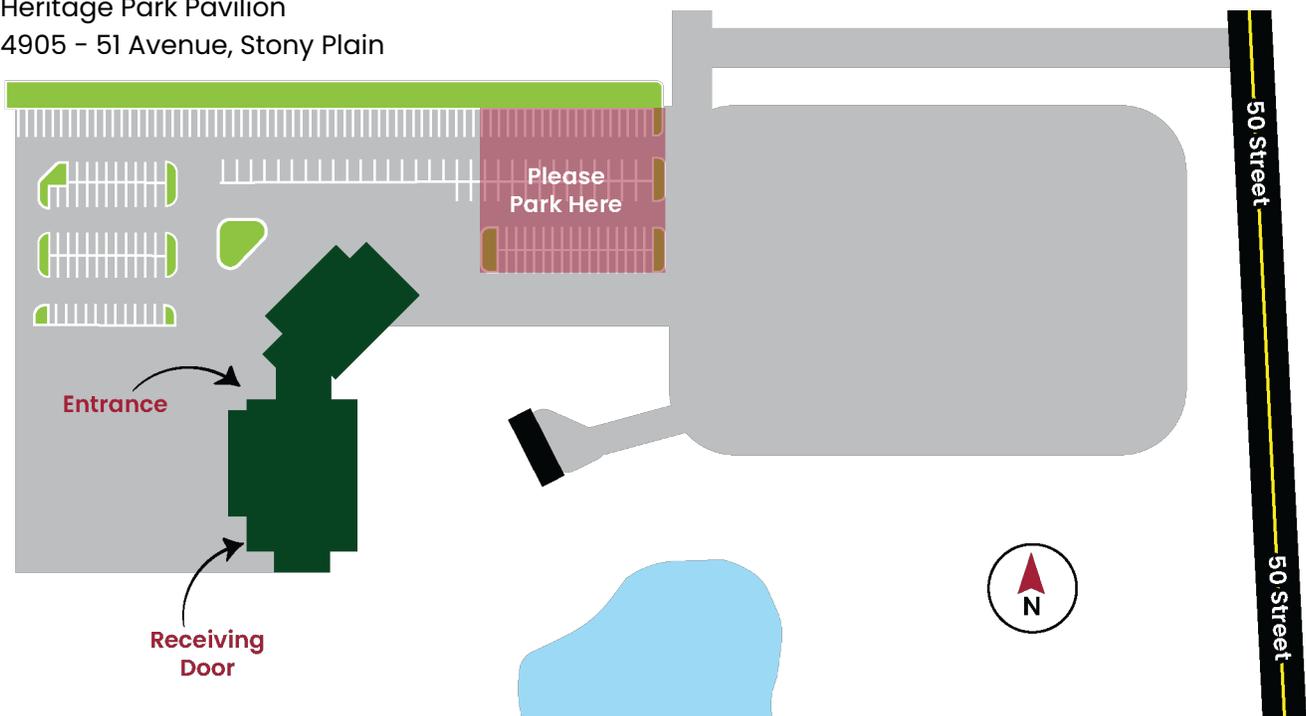
8. Exhibitor Storage

No additional storage area is available to vendors on the day of the event.

9. Parking

Entrance, receiving door, and parking areas are shown on the map below. Please only park in the designated areas.

Heritage Park Pavilion
4905 - 51 Avenue, Stony Plain



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10. Shipping Materials

Materials cannot be shipped directly to the venue. You must bring all items with you on the day of the show.

11. Cancellation Policy

Once the confirmation form and payment are received, refunds are not possible. If, due to extenuating circumstances, you cannot attend the event, please contact Laura Duff at lduff@freson.com.

12. Security

The Alberta Food Fair is a private event; therefore, only confirmed attendees will be admitted. Ensure that your attendees wear their lanyards and name tags at all times, or they may be asked to leave.

13. Publicity & Photography

By participating in this event, you grant to Freson Bros. and their legal representatives the irrevocable and unrestricted right to use and publish photographs and video footage of yourself, or in which you may be included, for editorial, trade, advertising and any other purpose and in any manner and medium; to alter the same without restriction; and to copyright the same. By attending the Alberta Food Fair, you release Freson Bros. and their legal representatives and assigns from all claims and liability relating to said photographs and video footage.

14. Meals

A lunchtime meal will be provided to all vendors at no charge by Mother Dough Bread Co.

15. Liability Insurance & WCB

All exhibitors are required to have liability insurance coverage with a minimum coverage amount of two million dollars and provide a Certificate of Insurance listing Freson Market Ltd as an additional insured.

In consideration of participation, vendors shall indemnify and save harmless Freson Bros. and all other groups working under the direction of the Trade Fair, from all fines, suits, proceedings, claims, liabilities or action of any kind or nature (including, but not limited to, cost and reasonable lawyer's fee) arising or growing out of or any way connected to the vendor's operation of the vendor's booth and general participation in the Trade Fair. Vendors must complete and sign the official Confirmation form.

WCB must also be held for all of your company workers in attendance.

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16. Smoking

Smoking of any kind (cigarette, e-cigarette, vaporizing) is only permitted in designated areas outside of the building.

17. Contacts

Should you require support in the lead-up to the show, contact lduff@freson.com. On the day of the show, contact Emma Lovsin at 587-334-2860.

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