

FIELD EQUIPMENT DEMONSTRATION POLICY

The demonstration program outlined here will be in conjunction with Canada's Outdoor Farm Show if crop and weather conditions permit. All demonstrations will be under the direction of supervisors provided by Canada's Outdoor Farm Show. Demo participants must be registered exhibitors at Canada's Outdoor Farm Show to qualify for participation in the field demonstrations. Demonstrations other than those listed below must be arranged with Canada's Outdoor Farm Show management in advance of the show.

ASSIGNMENT MEETING – Mandatory for equipment operators

All demonstrators desiring to operate equipment at the show must attend our orientation meeting. The meeting time and location will be communicated to you after your registration is complete. Participation rules will be reviewed, and field demo assignments will be given to exhibitors.

All guidelines and related rules will be fully explained during this session. Please consider it mandatory to have representation in order to receive this very important information and to ensure the safety of all participants and visitors.

DAILY MEETING

There will be a meeting at the staging area at 9:00 each morning of the show, Tuesday, Wednesday and Thursday. At this meeting, we will discuss the day's plans and any changes that have been made due to weather or the previous day's activity.

FIELD DEMONSTRATIONS

Field demonstrations be starting at 11:00 am each day during the show. Each company representative should prepare material (maximum 250 words) about the product to be presented by a person designated by Canada's Outdoor Farm Show. This person will be in a mobile unit equipped with a public address system.

The emcee at the field demonstrations will be using this information for the introduction, rules and announcements. Please include your 250-word script for each of your demonstration pieces in the demo application form. Scripts will be read before your equipment runs in each demonstration session.

TILLAGE

- Demos will run consecutively and a flag person will signal the driver of each unit when it is their turn to start the demo.
- Crowd control will keep observers in one area near the sound truck to hear announcer and to ensure crowd safety. Once demos are complete, barrier ropes will be lowered allowing observers into the field to inspect results and interact with demo companies.
- Demos will be provided adequate run space in order to allow for proper demonstration of operations.

RIDE & DRIVES

- This area will be available to exhibitors who wish to have one-on-one demonstrations with clients. There will be no scheduled times or presentations.
- The area will be adequately sized and shared among all participating companies. The area will be organized by a designated directional route and timed intervals to ensure safety and a timely order of go.
- Machines should be locked when company personnel are not present. Transporting clients to the area will be the responsibility of the participating company. These demonstrations will be self-directed throughout the day – no sound truck reads.

TENTS

Companies participating in the field demos and Ride & Drives will be allowed to set up a branded 10x10 (max) tent in their demo space. For safety reasons, the tent must be folded down or canopy removed after the demo is completed each day.

BRAND PROMOTION

Field demos are a sponsored area of the show. Any additional brand promotion in the field demo area from participating companies must be approved by Canada's Outdoor Farm Show management in advance of the show.

ASSIGNMENTS

Management reserves the right to assign any and all equipment to specific areas for demonstration purposes. Such assignments will be made as fairly as possible, with the purpose of giving each demonstrator the best exposure possible. All equipment must demonstrate in the specific area it is assigned to and will not be permitted to migrate from one demonstration area to another unless done so under the direction of demo supervisors and with the permission of the Canada's Outdoor Farm Show management. In addition, machines may not migrate to or from the demonstration area or the exhibit lot.

SAFETY TIPS

Remember that each machine is surrounded by spectators. Operate your machine with their safety in mind. In addition, never leave your power units until you have removed the key or immobilized the engine. We recommend that you lock the cab or have someone remain with your unit when it is left in the field.

DEMONSTRATION EQUIPMENT PARKING

Prior to the show, all implements that are to be demonstrated should be parked in a staging area designated by the Canada's Outdoor Farm Show. No implements are to enter or leave the staging area without the permission of show management.

TERMS

Each exhibitor is responsible for providing operator and power for their demonstration units. All demonstrations are under direction of Canada's Outdoor Farm Show field supervisors. We agree to indemnify and hold harmless Canada's Outdoor Farm Show, Discovery Farm and its affiliates against and from any and all losses, damages, expense, cost, charges, liability, claims and demands occurring or resulting from or connected with our exhibit and demonstrations of equipment. Canada's Outdoor Farm Show ("Sponsor") shall have no liability to an exhibitor if Sponsor should postpone or cancel a Canada's Outdoor Farm Show because of acts of God, accidents, fires or other interruptions of any nature beyond the Sponsor's control.