



## ADMINISTRATIVE REPORT TO CAO

**From:** Jayne Remenda, Economic & Tourism Development Officer  
**Date:** December 5<sup>th</sup>, 2017  
**To:** Barry Elliott, CAO  
**Re:** Expenditures from 2017 Economic Development Promotions Budget

---

### **Recommendation:**

That the booth registration fee for the *2018 Edmonton Boat & Sportsmen's Show* in the amount of \$1,110.00 + 55.50 GST and that \$3,500.00 + 175.00 GST for participation in the *Dimestore Fisherman* television program be an approved expenditure from the 2017 Economic Development Promotions budget for a total expenditure of **\$4,840.50**.

### **Problem Statement / Opportunity:**

Commitment to both the Edmonton Trade Show and Host Community for the Dimestore Fisherman television program are required prior to the approval of the 2018 budget.

### **Rationale:**

There are **currently \$5,046.00 remaining in the Economic Development Promotions budget**. The two items being requested are planned for 2018.

### **Implications:**

Approval of the expenditures from the unused 2017 Economic Development Budget will reduce the Economic Development 2018 Budget request by \$4,840.50.

### **Consultation:**

N/A

### **Communication Strategy:**

N/A

### **Alternatives to the Recommendation:**

That the expenditures from the 2017 Economic Development Promotions budget not be approved, creating a surplus for 2017 and that the *Edmonton Trade Show* and *Dimestore Fishermen* opportunities are removed from the 2018 Tourism projects.

### **Time Frame:**

Both opportunities would need to be committed to by Dec. 31<sup>st</sup>, 2017.

**Attachments:**

1. 2018 Edmonton Boat & Sportsmen's Show Application, and
2. Dimestore Fishermen Host Community package.

Respectfully submitted,



PR

---

Jayne Remenda, MA-TM  
Economic & Tourism Development Officer



---

Barry Elliott, RMA, CLGM, CMMA  
CAO



## 2018 Edmonton Boat & Sportsmen's Show

Edmonton Expo Centre, Northlands Park

March 15 – 18, 2018

# Show Quick Facts

---

- Location:** Edmonton Expo Centre, Northlands Park  
7515-118 Ave NW  
Edmonton, AB T5B 4X5  
Halls A, B, C, D, E, F & H
- Dates & Time:** Thursday, March 15 12pm – 9pm  
Friday, March 16 12pm – 9pm  
Saturday, March 17 10am – 8pm  
Sunday, March 18 10am – 5pm
- Move in:** Scheduled move in:  
Tuesday, March 13<sup>th</sup> – **BULK SPACES ONLY**  
Wednesday, March 14<sup>th</sup> – **ALL BOOTH SPACES**  
Move in schedule to be distributed approximately one month prior to move in
- Move out:** Sunday, March 18<sup>th</sup>, 2018 5 pm – 11:59 pm
- Space Rates:** \$11.10/sq. ft. (100sq. ft. – 599 sq. ft.)  
\$4.80/sq. ft. (600 sq. ft. & over)
- Booth Space Includes:** Draped back wall and side wall  
Show Guide listing  
Listing on Show Website  
Exhibitor Badges
- Important Notice:** Please note that exhibitor insurance is **MANDATORY** for all exhibitors! A certificate of insurance must be provided to the Canadian National Sportsmen's Shows as proof.
- Produced By:** Canadian National Sportsmen's Shows (1989) Limited
- Contacts:** **Chantel Machnik**, Accounts Manager - Alberta  
(403) 245-9008 or [machnik@sportshows.ca](mailto:machnik@sportshows.ca)
- Marla Kimball**, Show Manager - Alberta  
(403) 245-9008 or [kimball@sportshows.ca](mailto:kimball@sportshows.ca)
- Jillian Tabbert-Friendship**, Office Manager – Alberta  
(403) 245-9008 or [infoab@sportshows.ca](mailto:infoab@sportshows.ca)



# 2018 Edmonton Boat & Sportsmen's Show

Edmonton Expo Centre, Northlands Park

March 15 – 18, 2018

SPACE APPLICATION/CONTRACT

NEW

Company Name: \_\_\_\_\_ Exhibiting Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/Prov: \_\_\_\_\_ Postal: \_\_\_\_\_

Show Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Onsite Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

We wish to rent \_\_\_\_\_ sq. ft. of **BOOTH SPACE**

(Standard 10'x10') at \$11.10/ sq.ft. + GST

Booth Space exhibitors your full payment must accompany the application.

We wish to rent \_\_\_\_\_ sq. ft. of **BULK SPACE**

(Min. 600 sq.ft.) at \$4.80/ sq. ft. + GST

Bulk Space exhibitors see below for terms of payment.

Last Year's Booth Number: \_\_\_\_\_

Last year's Exhibitors please note "Right of First Refusal" date to sign up is September 22<sup>nd</sup>, 2017

EXHIBIT DESCRIPTION: Please supply a specific description of the products/services you wish to display in your booth. Only those items described below and approved by Show Management will be permitted to be displayed at the show.

We agree to pay Canadian National Sportsmen's Shows (1989) Limited (CNSS) (the "Licensor") the appropriate space rate, plus GST. We have read and understood the Conditions of Application/Contract on the reverse, or attachment if received via email and agree to abide by them. By signing below, the undersigned (in both your personal capacity and where applicable, on behalf of the entity) agrees that verbal authorization may be obtained from you to charge the credit card tendered in respect of the payment hereunder. We understand that our contact information as listed above will be shared with the show's official suppliers for the sole purpose of contacting us regarding services for the show (e.g. electrical).

Exhibitor Authorized Signature: x \_\_\_\_\_ Date: \_\_\_\_\_

**TERMS OF PAYMENT – BULK SPACE ONLY (600 sq. ft. and up)**

1. 30 % deposit + GST – due with application
2. 40 % of remaining balance – due on November 15, 2017
3. Final Payment – due on January 20, 2018

**METHOD OF PAYMENT**

CHQ \_\_\_\_\_

Please make cheques payable to Canadian National Sportsmen's Shows

VISA \_\_\_\_\_ MC \_\_\_\_\_ AMEX \_\_\_\_\_ Card Number: \_\_\_\_\_ Exp. \_\_\_\_\_

Print Name: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

**THE MAXIMUM TRANSACTION PER SPACE THAT CAN BE PAID ON CREDIT CARD IS \$4000.**

**A 2.5% FEE WILL BE APPLIED TO ANY CREDIT CARD CHARGES OVER \$4000.**

**OFFICE USE ONLY**

Customer Code: \_\_\_\_\_

Date Received: \_\_\_\_\_

Booth Space # assigned (A) \_\_\_\_\_

Booth Space # assigned (B) \_\_\_\_\_

Sales Person \_\_\_\_\_

Order Number \_\_\_\_\_

Invoice Number \_\_\_\_\_

EXPOCad Number \_\_\_\_\_

(A) Dimensions Front: \_\_\_\_\_ x Depth: \_\_\_\_\_

(B) Dimensions Front: \_\_\_\_\_ x Depth: \_\_\_\_\_

(A) Sq. ft. \_\_\_\_\_ @ \_\_\_\_\_ \$ \_\_\_\_\_

(B) Sq. ft. \_\_\_\_\_ @ \_\_\_\_\_ \$ \_\_\_\_\_

Sub Total \$ \_\_\_\_\_

Plus 5% GST \$ \_\_\_\_\_

Total Cost \$ \_\_\_\_\_

Deposit Received/CHQ # \$ \_\_\_\_\_

40% Balance Due \$ \_\_\_\_\_

Final Balance Due \$ \_\_\_\_\_

Accepted by Show Management: \_\_\_\_\_ Date: \_\_\_\_\_



## EDMONTON EXPO CENTRE, NORTHLANDS PARK OCCUPATIONAL HEALTH AND SAFETY ACKNOWLEDGMENT FORM

As of 2002, the Alberta Ministry of Labour has declared that all show sites are deemed "construction sites" which requires that all persons involved in the setup and tear down of a show be appropriately equipped for such an environment. Consequently, the provisions of the Alberta Occupational Health and Safety Act and its Regulations (particularly the Regulations dealing with Construction Projects) are applicable to all shows, including the Edmonton Boat & Sportsmen's Show.

The Edmonton Boat & Sportsmen's Show requires that all Exhibitors adhere to the highest standards of safety when setting up and tearing down an exhibit and take every reasonable precaution to protect the health and safety of workers. It is requested that all Exhibitors and Contractors of the Edmonton Boat & Sportsmen's Show respect and comply with the Alberta Occupational Health and Safety Act and Regulations and ensure the following:

- That all workers involved in the setup and tear down of the show are competent to perform their assigned duties.
- That the workers are provided with information, instruction, and supervision to protect the health and safety of the worker and that every precaution reasonable for the circumstances is taken to protect the worker.
- Absolutely no children under 15 allowed on the floor during Move-In Tuesday, March 13<sup>th</sup> 8:00 am to Thursday, March 15<sup>th</sup> 12:00 noon and Move-Out on Sunday, March 18<sup>th</sup> 5:00 pm to midnight. The Alberta Ministry of Health and Safety and the Alberta Labour Board consider the show to be a construction site during Move-In and Move-Out. NO EXCEPTIONS.
- Where prescribed, safety equipment, materials and protective devices are provided and that such equipment, material and protective devices are in good condition. This includes safety shoes, gloves, safety glasses and hard hats.
- That the equipment, materials and protective devices are provided are used as prescribed.

As an Exhibitor, it is your responsibility to contact all people who will be involved in the assembling and dismantling of your booth/display, including staff and outside contractors, to ensure that they are fully briefed on the health and safety requirements of working in this environment. Exhibitors will be held accountable, at all times, for the health and safety of those working for them on the show floor.

*Please consult the Alberta Occupational Health & Safety Act Regulations for further information regarding your obligations under the Act.*

I, the undersigned, acknowledge that I have read and understood the health and safety acknowledgment.

I agree to comply with and abide by all statutes and regulations that establish safety requirements, including but not restricted to the provision of the Alberta Occupational Health & Safety Act and Regulations thereunder, and will cooperate with Show Management in the establishment and enforcement of safe working procedures.

I also hereby confirm that, as an Exhibitor, I am considered "Prime Contractor" of my contracted exhibit space.

I currently maintain and will maintain at the time of the show, adequate insurance to cover against any losses sustained or damages suffered, to personnel or to property arising out of any accidents or mishaps which may occur before, during or after the show attributable to exhibitor negligence in setting up or tearing down the exhibit. I will also carry adequate insurance to cover against any losses sustained or damages suffered, to personnel, property and the general public arising out of any accident or mishaps which occur during the show within my space.

Further, I agree to indemnify and save harmless the Edmonton Boat & Sportsmen's Show and the Canadian National Sportsmen's Shows (CNSS) from all claims, demands, actions, or causes of action and against any liability for damages, losses, expenses, fines and penalties of whatever kind or nature, arising out of any accidents, or mishaps which may occur before, during or after the show which may be attributable to exhibitor negligence or breach of the Alberta Occupational Health and Safety Act and its Regulations in setting up or tearing down the exhibit, including limiting the generality of the foregoing, any fines or penalties assessed against the indemnifies under the Alberta Occupational Health & Safety Act.

In the event that they indemnifies Parties become involved in a charge, prosecution, civil litigation or any other legal proceeding under or related to the Alberta Occupational Health & Safety Act and its regulations arising out of or related to a breach of the contract or my performance or lack of performance of the contract or the violation of the Alberta Occupational Health & Safety Act and its Regulations, then, as an Exhibitor, I agree to be liable for, indemnify and pay the indemnified parties fine, penalty, judgment, debt, damages and reasonable legal fees.

I hereby declare that I have read, understood and agreed to be bound by the foregoing.

Exhibiting Name/Company Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

Signed: \_\_\_\_\_

(I have authority to represent the contracting company listed above)

Dated this \_\_\_\_\_ day of \_\_\_\_\_

# RULES AND REGULATIONS 2018 EDMONTON BOAT & SPORTSMEN'S SHOW

## APPLICATION FOR SPACE:

No right to an allocation of space may be derived from the application. In special cases the organizers may decide not to confirm an application, to allocate less space than has been applied for, to alter allocated spaces or to withdraw an allocation without the participant being entitled to claim compensation for damage incurred.

## RENT AND TERMS OF PAYMENT:

- (A) Booth Space exhibitors please remit full payment of \$1,110.00 + G.S.T. per 10' x 10' booth with your application
- (B) Bulk Space payments can be made in 3 installments:
- 1) Bulk Space contracts must remit a deposit of 30% + GST at time of application
  - 2) 40% of remaining balance is due on November 10<sup>th</sup>, 2017
  - 3) Final balance is due on December 8<sup>th</sup>, 2017
- (C) Full Payment must be sent with any Space Application received after December 9<sup>th</sup>, 2017.

## USE OF SPACE:

Each exhibitor shall be restricted to showing only those goods described in this agreement and shall confine its exhibit, activities, and operations to licensed space. Without limiting the generality of the foregoing, the Exhibitor shall be prohibited from handing out coupons, samples or other materials belonging or promoting the wares or activities of third parties and shall strictly confine all permitted activities to the licensed space. In addition, use of the space shall be strictly restricted to the Exhibitor and the Exhibitor shall not assign, either in part or in whole, otherwise permit the participation of any third party in any of the activities, undertakings or displays in the licensed space, without the prior express written consent of the Licensor. In the event of failure of the Exhibitor to utilize all its space to the satisfaction of the Licensor, it may at any time after the opening hour of the Show allot any vacant space to such other applicant, as it may deem appropriate, in its sole discretion, for the benefit of the exhibition. The Licensor reserves the right to relocate contracted exhibitor space as it may deem necessary, in its sole discretion, for the overall benefit of the exhibition.

The use of said space shall be subject to the Rules and Regulation appearing in this contract and in the "Exhibitor Information Kit" and to all further rules and regulations now or hereafter adopted for the conduct of said Show, which are hereby, made part of this Agreement and to which the Exhibitor agrees to strictly conform. The Exhibitor furthermore acknowledges that the Licensor is a part of an occupancy agreement pursuant to which the use and occupation of the building by the Licensor and all Exhibitors are governed. The Exhibitor agrees to be bound by the terms, conditions, rules, and regulations set forth in such agreement.

## CHARACTER OF EXHIBIT:

The Licensor reserves the right, in its sole and unfettered discretion, to decline, prohibit or remove any exhibit or Exhibitor not approved by it, and to permit only such matter and conduct as it shall approve. The above reservation covers persons, things, conduct, printed matter, souvenirs and emblems, and all things which affect the character of the Exhibition, and the Exhibitor will not obstruct or hinder the Licensor in preventing or removing forthwith any matter, conduct or thing which it considers objectionable. In further so the foregoing, the Exhibitor acknowledges that the use of the space by its constitutes a revocable license. In the event the Licensor revokes the foregoing Licence, it shall have no liability whatsoever to the Exhibitor, whether for reimbursement of any monies paid hereunder or otherwise.

## RISKS:

All property used or exhibited is at the sole risk of the Exhibitor, and the Licensor will not assume any responsibility for the safety of the exhibits against theft, robbery, fire, accidents or for any matter or thing whatsoever, or for bodily injury or damage to property or persons caused by the operations of the Exhibitor. The Exhibitor understands and agrees that the Licensor shall assume no responsibility for representation or warranties given by the Exhibitor to the public in regard to its products or services or for transactions or contracts between the Exhibitor and the public or for any losses or damage arising there from.

## MANDATORY INSURANCE:

The Exhibitor shall hold the Licensor harmless from any damage, expense, or liability, to or in respect of any person, arising out of the Exhibitor's occupancy of the said licensed space or anything or matter conducted with such occupancy or the activities of the Exhibitor, its servants, agents, or employees in conjunction therewith, whether or not said activities shall occur in the licensed space, the building or elsewhere.

## REMOVAL OF GOODS:

Under no circumstances shall any portion of an exhibit be removed from the licensed space during the continuance of the Show without prior written permission of the Licensor. The Exhibitor will cause all exhibits, equipment, and products to be removed from the Show premises on the date and time specified as "Exhibit Removal Dealing," in the Exhibitor Information Package. The Licensor shall be entitled to remove all exhibits, equipment, and products of the Exhibitor to any place of storage, and the Exhibitor shall be liable for all additional charges or damages incurred by the Licensor for or by reason of all such property of the Exhibitor left on the Show premises or other environs after such deadlines.

## PREVENTION OR INTERRUPTION OF USE OF PREMISES:

The Licensor reserves the right, exercisable in its sole discretion, to change the date or dates upon which the Show is to be held and not be liable in damages or otherwise by reason of such change. In the event the Show is cancelled because of reasons beyond the control of the Licensor, space rental fees, or deposits already made will be returned to Exhibitor on a pro rata basis, after all, related expenses incurred by the licensor through the date of cancellation have been met, and the Licensor shall be released from any and all claims for damage which might arise in consequence thereof.

## LABOUR AGREEMENTS

The Exhibitor agrees to observe all union contracts and labor relation agreements in force, agreements between the Licensor, official contractor service companies and the building in which the Show will take place and the labor laws of the jurisdiction in which the building is located.

## CANCELLATION POLICY

No amount paid or payable by the Exhibitor hereunder is refundable in the event the Exhibitor does not use the reserved space. The Licensor shall have full power in the interpretation and enforcement of all Rules and Regulations whether contained herein or otherwise and the power to make such amendments thereto and such further rules and regulations governing participation in the Show as it shall consider necessary for the proper conduct of said Show. If the Exhibitor fails to make any said payments at the time appointed therefore, all rights of the Exhibitor hereunder shall cease and terminate, and any payments made by it on account hereof prior to said time may be retained by the Licensor as liquidating damages for the breach of this Agreement, and the Licensor may thereupon re license said space. The Licensor may at any time that the Exhibitor fails to pay any indebtedness owed by the Exhibitor to Licensor, after demand, seize and sell any property of the Exhibitor within the Show premises or their environs, either at public auction or by private sale, and may apply the proceeds thereof against such indebtedness, together with its costs, without prejudice to any other rights of the Licensor, and the Exhibitor shall be liable for any deficiency or loss suffered by the Licensor. The license may be terminated by the Licensor at any time on the breach of any of the terms or condition hereof by the Exhibitor, and thereupon all rights of the Exhibitor hereunder shall cease and terminate, and any payments made by it on account thereof to said termination shall be retained by the Licensor as liquidated damages for such breach, and the Licensor may thereupon re license said space. Until this application is accepted by the Licensor, the exhibitor shall be entitled to the return of the rent paid, upon notice in writing to the licensor.

## GENERAL:

In the event that any provision of these terms, conditions, and rules shall be found to be illegal or otherwise unenforceable, the balance of these terms, conditions, or rules is not contained herein. No waiver or permitted variation of any provision hereof shall be taken to permit any future waiver or variation of such provision. The Exhibitor hereby consents to the use of any pictures or other images by the Licensor in the subsequent promotion of this Show or any other show of the Licensor.

There is no representation, warrant or condition made by binding upon the Licensor affecting the subject matter of this Agreement of the said space other than as expressed herein or in the Exhibitor Information Package or in writing signed by the Licensor. Nothing herein shall be construed as constituting the Exhibitor and the Licensor partners, joint ventures or agents of one another. The Exhibitor has read and understands the Rules and Regulations and understands that this application and the contract resulting from it will be subject to these Rules and Regulations the Licensor reserves the right to determine the eligibility and appropriateness of exhibits before acceptance of this contract. This contract and any disputes that may arise here from shall be interpreted and governed in accordance with Alberta law. The parties hereby irrevocable attorney to the jurisdiction of the Courts of the Province of Alberta, it being the intention of the parties that all disputes shall be settled by the Courts of the Province of Alberta applying the laws of the Province of Alberta.

## COMPLIANCE WITH HEALTH & SAFETY LAW:

Exhibitors, their on-site staff and suppliers/contractors, shall comply with all show terms, rules and regulation and with all pertinent and applicable laws, codes and regulations, Federal, Provincial, Municipal, and local, including the Occupational Health & Safety Act, governed by the Province of Alberta, which may affect the Show space. It is also the sole responsibility of the Exhibitor to ensure that all their on-site staff and supplier/contractors are informed of and comply with all these terms at all times while on the show property. The exhibitor agrees to be liable for the actions of its on-site staff and supplier, contractors. These terms and regulations will be enforced by both Show Management and the Ministry of Labour. Exhibitor's failure to comply with such laws, terms, rules, and regulations shall entitle CNSS to terminate CNSS obligations under this contract and remove, shut down or darken Exhibitor's space. CNSS's decision on all such matter shall be final. The Exhibitor accepts full responsibility for its legal liability and any losses or fines incurred as a result of failure to comply with health and safety laws. If Show Management should be held liable for an exhibitor's action or failure to comply with its legal obligation, the exhibitor shall reimburse Show Management for all expenses incurred and hold Show Management harmless for any resulting liability.

## FIRE AND ELECTRICAL SAFETY:

Exhibitors must comply with all facility and local Fire Code Regulation. Booth decorations must be flameproof, and all hangings must clean the floor. Electrical wiring must conform with all National, Provincial, and Municipal government requirements and to the local provincial Electrical Code Safety Rules. If inspection indicated that an exhibitor has neglected to comply with these terms, or otherwise incurs a fire or electrical hazard, Show Management reserves the right to cancel all or such part of an exhibit as may be out of compliance.

## INJURY, LOSS OR DAMAGE:

Show Management will not be responsible for any injury, loss or damage that may occur to or be caused by the exhibitor to the exhibitor's employees, property, or to the facility from any cause whatsoever. Show Management will not be held liable for any injury loss or damage which is sustained by any person who may be on the premises leased or rented to the exhibitor, or watching, observing or participating in any demonstration in the exhibitor's exhibit unless such injury, loss, or damage is caused by active negligence or a willful act of Show Management. If Show Management should be held liable for an exhibitor's action or failure to act in any manner whatsoever, the exhibitor shall reimburse Show Management for all expenses incurred and hold Show Management harmless for any resulting liability.



## Canada's Outdoor Program

Congratulations! We have selected your Town to be a fantastic destination for our very special 20th season motor home Tour of Canada.

We have produced The Dimestore Fishermen Television program for the past 19 years and over 247 feature episodes. Our program airs on premiere broadcasters all over Canada.



## COMMUNITY UNITY

**"...I would highly recommend to other communities, regions, and tourism organizations to pursue a show with The Dimestore Fishermen."**

*- William Slenders - Development Officer, Country of Newell, AB*

**"Your contribution to Canadian tourism in general and the economy of the Creston Valley in particular is enormous. The Dimestore Fishermen will long be remembered in the Creston Valley with both gratitude and affection."**

*- Alan Burt - Creston Valley Development Authority liaison*

**"Jim Hoey and The Dimestore Fishermen captured all of what we wanted and more because of his personal nature, passion, and professionalism."**

*- Chris Andrews - Manager, Partner and Community Programs,  
Kootenay Rockies Tourism British Columbia (Other partners included  
the 2010 Vancouver Olympic and Paralympic Secretariat)*

**"The decision to have Dimestore feature Avonlea and area in a TV show will pay dividends for years to come."**

*- Alex Getzlaf - Mayor of Avonlea, SK*

# BROADCASTERS



8 million homes  
nationwide



Calgary and Edmonton



National CTV affiliate



10.8 million  
(potential reach)

The Dimestore Fishermen provides a focus on exposing great Canadian communities to an national viewing audience. We explore the cultural, historical and other recreational aspects of the region or municipality that we are visiting.

There are many different episode features on our website for your pre-view. Notably, we attend our home waters on the Bow River with Hockey Night in Canada personality and fellow Calgarian, Kelly Hrudehy and his daughter Kaitlin in benefit of Canadian Mental Health Association. We also visit Nipawin, SK and Miramichi, NB.

## WE ALSO AIR ON THESE CABLE PROVIDERS:



**NTV:** Canada's Superstation can be seen January-November on SHAW and nationwide Bell Xpress Vu on channel 199. Or you can view NTV on SHAW Direct nationwide on channel 310 (classic lineup) or on channel 63 (advanced lineup). The Dimestore Fishermen airs on NTV on Saturdays @ 10AM MST.

**YESTV:** A commercial television station committed to positive, family friendly programming. We air on CKCS (Calgary) and CKES (Edmonton) Saturdays @ 3PM and Sundays @ 11:30AM.

**NEWCAP:** A national CTV affiliate that can be seen on Bell Xpress Vu on channel 237 or you can view Newcap TV on SHAW Direct nationwide on channel 319 (classic lineup) and channel 25 (advanced line up). The Dimestore Fishermen airs on this channel Sunday @ 8AM MST.

**WILDTV:** Canada's all hunting and fishing channel in HD and SD. This channel is seen in every province and territory in Canada and reaches approximately 10 million homes through TELUS, SHAW, ROGERS, Eastlink, Cogeco, Bell Xpress Vu, and SHAW Digital Direct.



# OUR GRASS ROOTS CONNECTION



Canadians know The Dimestore Fishermen.

That is because we have traveled all across Canada since we started making the program 19 years ago.

Our brand is trusted in a way that is authentic.

Our country is vast. We have come to learn that we are connected. Wherever we go in Canada, we see friends and meet people who know others we have created relationships with in different locations.

Join us in living our Canadian Heritage together now.

## VALUE FOR YOUR COMMUNITY

Our program has helped many communities raise awareness of their unique identities. Our requirements for our host communities in 2018 are:

- \$3,500 + GST as a production defrayment fee. This fee helps us offset the up front costs of attending your community with our crew.
- Accommodations four evenings with 3 bedrooms and two beds per/room.
- Packed lunches and dinners. We feature our accommodations and food providers as community partners on the program.
- Help connecting with community anglers willing to take us out for two days of fishing.

We will also provide your community with a 1-2 minute digital asset that will be beneficial to your local economy.

Our program has the potential to reach millions of homes weekly across Canada. The episode feature filmed in your community for our 20th season will air between 20-25 times in a broadcast year in all of our markets of broadcast.

If your community purchased dedicated airtime in the form of 22 minute programming it could cost tens of thousands of dollars if not more. We provide a direct connection to the rest of Canada for a very small investment with the benefit of the community promoting together.

*Jim writes blogs for The Calgary Herald about his experiences with the show and his opinions on matters in the biological community across the country.*

We encourage you to visit our website [www.dimestorefishermen.com](http://www.dimestorefishermen.com) to get to know more about us.