WCSA
Western Canadian Shoe Association

Tel: 604.220.5804 | **Email:** wcsainfo@shaw.ca | **www.wcsa.ca**

EXHIBITOR CONTRACT

Setup date: Thursday, Jan 28, 2027 - **Doubletree By Hilton**
16615 109 Avenue, Edmonton, AB T5P 4K8 **Direct reservation line:** 1.800.661.9804

***Please download the form and save it to your computer to fill it out.

Rep. Name: _____

Address: _____ City: _____ Province: _____

Postal Code: _____ Telephone: _____ Fax: _____ Cell: _____

Email: _____

Room Request: ☐ ☐ $206.00 King Suite*, number of rooms _____ *Includes breakfast for 2

Open Space Request: ☐ Please see page 3.

DEADLINE FOR REGISTRATION IS FRIDAY, NOVEMBER 20, 2026

$ _____ 325.00 Registration Fee

$ _____ 125.00 B/W Ad WCSA Market Directory (see Ad Registration Form)

$ _____ 375.00 Colour Ad Covers WCSA Market Directory (see Ad Registration Form)

$ _____ 250.00 Colour Ad Pages WCSA Market Directory (see Ad Registration Form)

$ _____ 100.00 Principal Fee or Helper _____ - Must book own rooms

$ _____ 100.00 Late Fee (If registration is submitted after Nov. 20, 2026)

$ _____ Subtotal

$ _____ 5% GST

$ _____ Total Cost

PRESIDENT'S COCKTAIL PARTY

FRIDAY, JAN 29TH | 6-8PM | 10TH FLOOR, TOWER 2

AT ALL WCSA SHOWS NAME BADGES ARE MANDATORY

EXHIBIT HOURS

THURSDAY	JAN. 28	CHECK-IN/SET-UP	4:00 PM
FRIDAY	JAN. 29	DOORS OPEN	9:00 AM - 6:00 PM
SATURDAY	JAN. 30	DOORS OPEN	9:00 AM - 6:00 PM
SUNDAY	JAN. 31	DOORS OPEN	9:00 AM - 4:00 PM
SUNDAY	JAN. 31	TEAR DOWN - BALLROOMS	5:00 PM
MONDAY	FEB. 1	TEAR DOWN - ROOMS	ALL DAY

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DIRECTORY & SIGNS

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Listed lines will be provided for your room. If an exhibitor has more than one room, please note the specific line for a specific room.

Brand Name	Room#	Men's	Ladies	Kids	Accessories
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					

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SPACE REQUEST

Setup date: Thursday, Jan 28, 2027 - **Doubletree By Hilton**
16615 109 Avenue, Edmonton, AB T5P 4K8 **Direct reservation line:** 1.800.661.9804

DEADLINE FOR REGISTRATION IS NOVEMBER 20, 2026

NOTE: Room and open space requests subject to final confirmation. Open space is grandfathered for reps who have attended our shows on a regular basis. Please put down your preference for show room, and we will do all that we can to accommodate your requests, no guarantees, however a hotel room will always be available.

Hotel room	$206.00 per night	
BALLROOMS		
10 x 20	$1200.00 / 4 days	
10 x 30	$1800.00 / 4 days	
10 x 40	$2400.00 / 4 days	
ALPINE LAKES ROOMS		
Maligne	$2650.00 / 4 days	
Morraine	$2650.00 / 4 days	
Amethyst	$2650.00 / 4 days	
Emerald	$2650.00 / 4 days	

The WCSA will be assigning space, if only a 10 X 10 needed, a hotel room will be assigned. Deadline for Registration is Nov. 20, 2026. Allocation will be emailed to registrants after deadline. Ref: page 4 (E)

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REGULATIONS

(A) REGISTRATION: All persons attending the market must have a badge and be registered. Any person travelling or working as a part or whole of their job must have a membership in the WCSA or an Affiliate. Principals are only those in management from suppliers. All persons in the room must be registered and have a badge. The primary registered exhibitor is responsible for the cost of all people working in the exhibitor's room. If the WCSA finds unregistered people working in the room the exhibitor will be subject to a fine and loss of market privileges. All past accounts must be paid in full before registration will be accepted. **All rooms booked through the WCSA are considered exhibitor rooms and will be included in the show guide and be required to be manned and open during show hours.** Sleeping rooms must be booked directly with the hotel.

(B) FEES: A fee of $100.00 will be levied for any submissions past deadline date. Any individual making a living as a salaried and/or commission employee as it relates to this market. Payment must be in Canadian funds and accompany application in the form of a cheque or Visa/Mastercard number. **APPLICATIONS WILL NOT BE PROCESSED IF PAYMENT IS NOT ATTACHED.**

(C) HOTEL: Each exhibitor shall assume responsibility for damage to the hotel, and shall indemnify and hold harmless WCSA, and the hotel, for all liability which might ensue from any cause whatsoever. Each allocated room must be taken for the **FULL** duration of the exhibit. Your room door cannot be closed during show hours or you will be fined. If you pack up before **4:00PM Sunday** and/or leave you will be fined **$500.00**. We have requested that the maids start making up the rooms as early as possible. Your co-operation is important in ensuring the rooms are ready for retailers to examine your line at the opening of the exhibit. For the good of all, the maids will be instructed that a person who refuses to let them in will be moved to the end of the list with no guarantee when the room will be made up. **Please return the room to original layout when done, (ie: furniture etc.)**

(D) EXHIBIT DECORUM: During the exhibit the distribution or consumption of alcoholic beverages in open space exhibits or in suites is prohibited. Hallways are property of the exhibitors; therefore, each exhibitor has the responsibility to ensure the proper flow of traffic, marketing point of purchase material may be permitted within the doorway of the show room, providing it does not impede with hallway foot traffic. **NOTHING** is to be in the hallways. **NO SOLICITING CUSTOMERS IN HALLWAYS** (ie. No 'buttonholing')

(E) ROOM ALLOTMENT: Whenever possible, space assignments will be made based on the location preferences requested by exhibitor. The Western Canadian Shoe Association Directors reserve the right to make final determinations regarding space assignments in the best interest of the overall show. **Any early room reservations or Principal reservations must be made to the following telephone number: 1.800.661.9804**

(F) DISPUTES: The WCSA is an association involved in the selling of footwear and related products. Our exhibit weekends are very successful and important to retailers as well as sellers. **PLEASE NOTE: if one of your suppliers is in dispute over commissions with another salesperson, or with the association over unpaid bills there is a probability the exhibit papers relative to that line will not be processed until the dispute is settled.** This rule applies also to Representatives who are in arrears.

THESE RULES ARE INTENDED TO BE CLEAR AND COMPLETE. SHOULD ANY DISAGREEMENT OR CONTROVERSY ARISE CONCERNING THE INTERPRETATION OF THESE RULES, THEN IT IS EXPRESSLY AGREED THAT THE DECISION OF THE WCSA SHALL BE BINDING AND CONCLUSIVE ON ALL PARTIES CONCERNED. IN CASE OF DIGRESSION IT IS THE RIGHT OF THE WCSA EXECUTIVE TO FINE, CURTAIL EXHIBIT PRIVILEGES OR OTHERWISE PENALIZE AS IT SEES FIT.

IF YOU CANCEL AFTER DEC 28, 2026 YOU WILL BE RESPONSIBLE FOR THE FULL 4 DAY HOTEL STAY UNLESS THE WCSA IS ABLE TO RESELL YOUR ROOM, (AS PER OUR HOTEL CONTRACT).

ALL REGISTRATION FEES ARE NON REFUNDABLE

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