



THE
POINTE
AGRICULTURAL EVENT CENTRE



FACILITY BOOKING INFORMATION

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Book your event today

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STRATHCONA
COUNTY

AT A GLANCE

The Pointe embodies a profound commitment to the community and is designed to facilitate agricultural and communal activities throughout the year.

The Pointe and its surroundings honours our agricultural legacy while highlighting the County's prominence in diverse agricultural enterprises. This facility provides an excellent central venue for your upcoming competition, market, event or meeting.

With nearly 100,000 square feet of functional space, numerous options are available to accommodate various needs.





Highlights

- Competitor parking: 40 powered trailer stalls and 60 non-powered trailer stalls
- Overflow parking and self-penning capabilities
- Outdoor warm-up area
- Outdoor rough stock penning
- Completely enclosed and secured competitor zone
- Check-in area/veterinarian check integrated at competitor entrance
- Front drop-off area designed to provide sufficient space for food trucks or vendor installations
- Visitor parking: 309 vehicle stalls, 8 barrier-free stalls, 4 loading stalls
- Multiple outdoor locations for markets, festivals, and more



The Pointe has been meticulously designed to accommodate a wide range of events. It features robust power capabilities, reliable Wi-Fi and hardwired connection points for seamless livestreaming. Adjustable lighting also ensures the facility can meet diverse requirements without compromise.



We recognize that certain agricultural facilities may encounter a persistent "haze," and our team has actively worked to mitigate this issue. The Pointe features a comprehensive air exchange system and is capable of modifying the arena and animal housing to accommodate varying seasonal conditions.



FACILITY INFORMATION

102,000 square feet

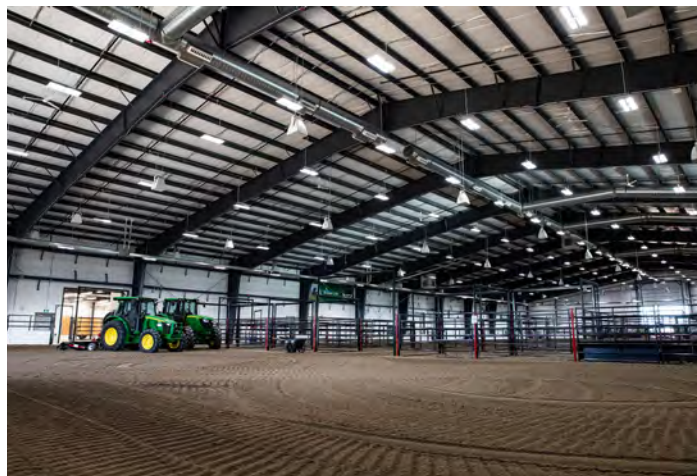
The Pointe offers endless possibilities with its main arena, staging ring, 120-stall barn, wash bay, show office, barn office, versatile meeting room, outdoor rough stock penning, outdoor warm-up area, and plenty of outdoor spaces.

The venue offers a wide range of features for vendors, markets, and events, both indoors and outdoors. It is specifically designed to host agricultural events and community activities throughout the year.

Brokerlink Insurance Arena

56,500 square feet

- 212-foot by 130-foot main arena
- 70-foot by 130-foot staging ring
- Raised, accessible bleacher seating
- Concrete vendor space and exhibition capabilities
- Equipment for multiple disciplines and events
- Accompanied by industry-trusted equipment and footing
- Features access to show office



Heartland Ford Barn

36,400 square feet

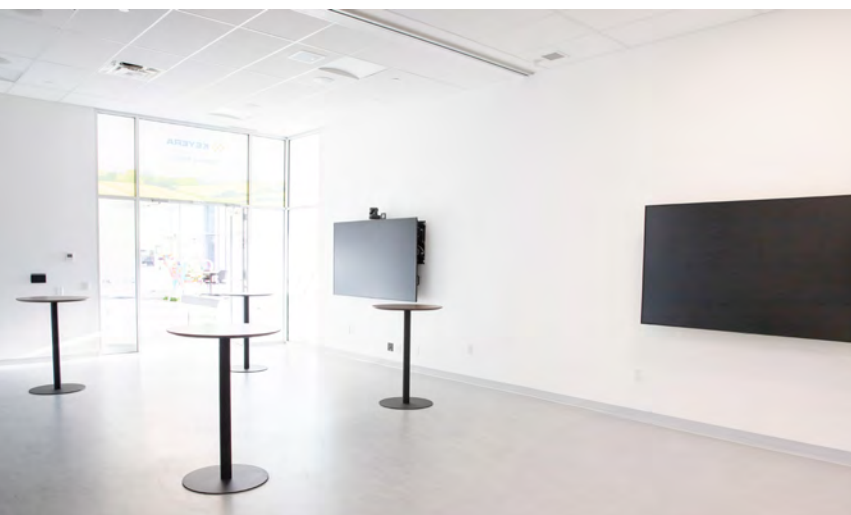
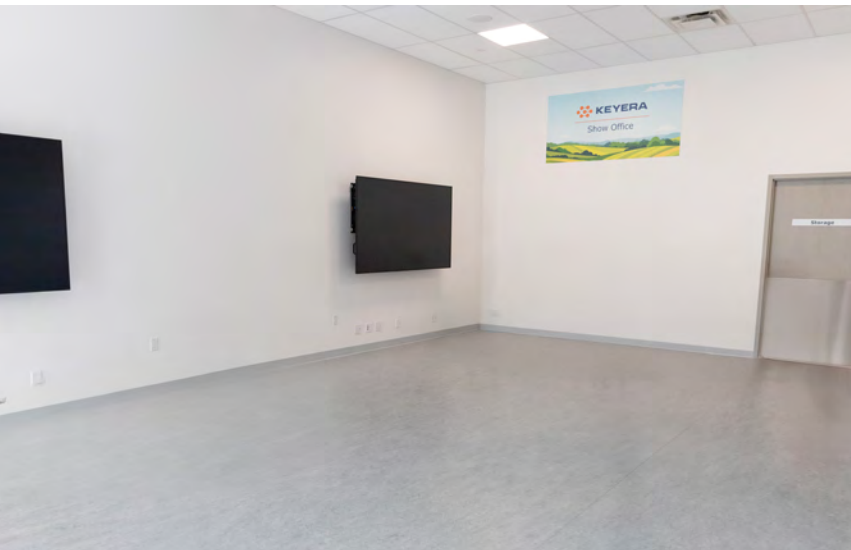
- Fits up to 120, 10-foot by 10-foot stalls
- Equipped with power capabilities for each stall
- Features a barn office with a roll-up window
- Houses a large wash bay with removable wash racks to accommodate horses and cattle
- Space can be configured in a variety of ways, with or without stalls



Keyera Meeting Room

640 square feet

- Two multipurpose rooms: a 20-foot by 17-foot room, and a 20-foot by 15-foot room (the show office), which can be combined into one 20-foot by 32-foot room
- Full space comfortably fits a meeting of about 32 people
- Equipped with an 86-inch display screen with integrated room audio and camera
- Contains a mini-fridge, sink, and counter space
- Has direct access via a roll-up window to the main arena for uses such as concessions, beverage stations, etc.



Keyera Show Office

300 square feet

- 20-foot by 15-foot room
- Can comfortably accommodate a meeting of approximately 12 people
- Equipped with multiple power outlets, Wi-Fi, etc., to support all equipment and setups for show or event needs
- 86-inch display screen with integrated room audio and camera
- Features direct access to the main arena with a door and window
- Included in event bookings



RENTAL INFORMATION

Daily rentals are 12-hour periods and include:

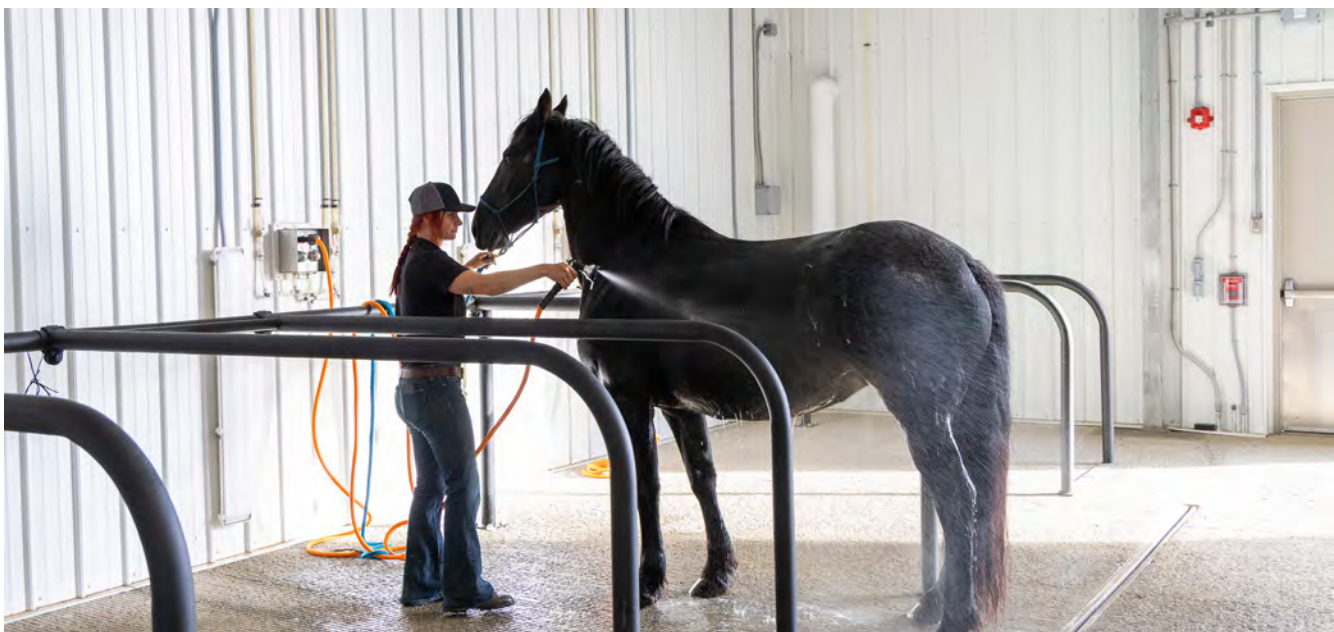
- 5 standard arena grooms
- A dedicated equipment and operations team will be available to support all event-related needs, offering consistent operation of equipment and assisting with facility logistics and set up throughout the event.
- Our customer service team will be on-site to assist contestants and spectators, provide guidance and address any inquiries or issues within the facility.
- Our team will be available on-site to assist with event execution and manage everything from facility maintenance to addressing technical requirements during the event.
- A not-for-profit registration number will be requested at the time of booking to qualify for the non-profit rate

Licenses

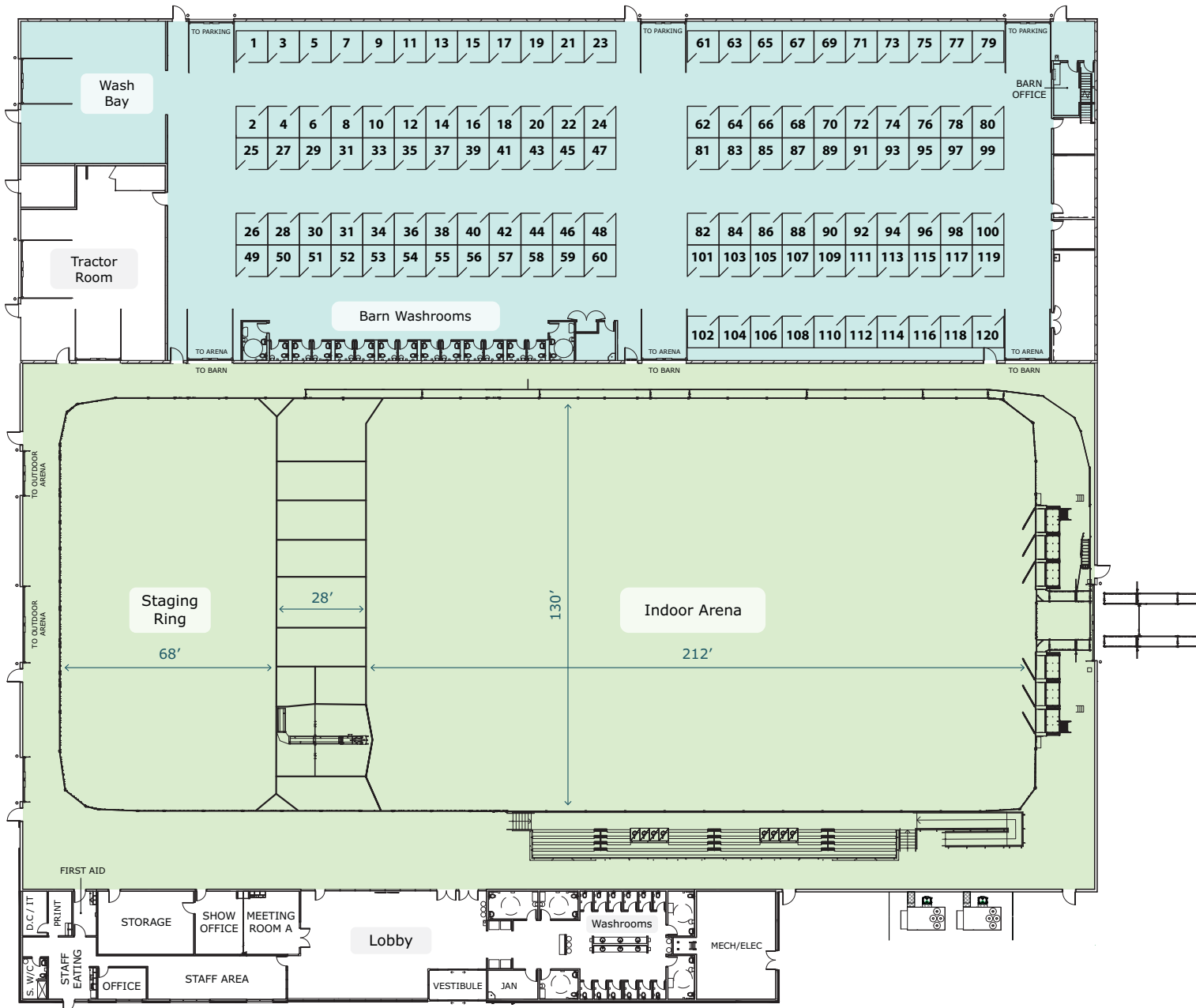
- Alcohol is permitted with an appropriate liquor permit. Proof of Host Liquor Liability Insurance coverage of \$2 million, with Strathcona County named as an additional insured, is required.

Deposits, payments, and cancellations

- Hourly rentals are to be paid in full at the time of booking. Cancellation less than 72 hours before the commencement of the rental period will result in the loss of fees.
- For daily bookings, rentals are to be paid in full at the time of booking. Cancellation less than 90 days before the commencement of the rental period will result in the loss of fees.
- For multi-day event bookings, a non-refundable initial payment worth 50% of the facility rental is due at time of booking. The remainder of payment is due 7 days prior to the event. Cancellation less than 120 days before the commencement of the rental period will result in the loss of fees.
- The final amount payable is subject to change due to additional charges incurred during the event.
- Damage deposits vary based on events and bookings.



FLOOR PLAN





Where community meets agriculture