



# Automotive Business Off-Site Sale Request Form

#303, 9945-50 Street  
Edmonton, AB T6A 0L4  
1.877.979.8100  
[licensing@amvic.org](mailto:licensing@amvic.org)  
[amvic.org](http://amvic.org)

To complete form, save/download to your computer, enter information in the fillable fields and submit a signed copy to [licensing@amvic.org](mailto:licensing@amvic.org)

- Please submit form at least **three (3) weeks prior** to the event.
- A copy of a valid **business licence** for the event site must be provided with request form.

## Section A: Off-Site Sale Details:

Event name/details: \_\_\_\_\_

Facility name and address: \_\_\_\_\_

Local licencing authority: \_\_\_\_\_  
*(attach a copy of the business licence for the event site)*

Host or event organizer: \_\_\_\_\_

What AMVIC business name will be used for advertising purposes: \_\_\_\_\_

Will there be a marketing company or marketing salespeople involved in the sale? Yes \_\_\_\_\_ No \_\_\_\_\_

If Yes, name of the marketing company: \_\_\_\_\_

Date(s) of off-site sale: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ to \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
DD MM YY DD MM YY  
(first day of event) (last day of event)

Number of days: \_\_\_\_\_ Date you last participated in an off-site event? \_\_\_\_\_

## Section B: Automotive Business Details

Legal name: \_\_\_\_\_

Trade name (o/a name): \_\_\_\_\_

AMVIC Business Licence: \_\_\_\_\_ AMVIC Business Licence Expiry date: \_\_\_\_\_

Automotive Business Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Applicant: \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_



# Alberta Motor Vehicle Industry Council (AMVIC)

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## SALES EVENT IN ALBERTA

Licence Number: \_\_\_\_\_

Business Name: \_\_\_\_\_

The above business will be hosting a sales event. This sales event will begin on \_\_\_\_\_ and conclude on \_\_\_\_\_.

The sale will be held at the following location:  
 \_\_\_\_\_  
 \_\_\_\_\_

The following salespeople will be attending this sale:

### TEAM ROSTER

For AMVIC office use only

Name of Salesperson	Registration Number	Expiration Date	Approved	Not Approved

The following sales event has been approved by AMVIC

\_\_\_\_\_  
 (Signature of Authorized Official)

The following sales event has **not** been **approved** by AMVIC

\_\_\_\_\_  
 (Signature of Authorized Official)

Further to Section 104(1)(2) of the *Fair Trading Act*:

*104(1) “No person may engage in a designated business unless the person holds a licence under this Act that authorized the person to engage in that business.*

*(2) If required to do so by the applicable regulation, a person who engages in a designated business at more than one location must hold a separate licence issued under this Act for each location that authorise the person to engage in that business”.*

The following policies apply to all automotive businesses participating in retail sales/promotion events away from their licensed location.

**Application:**

Completed applications should be forwarded to AMVIC office three (3) weeks prior to the start of the event as outlined in the AMVIC General Guidelines.

**General Event Requirements:**

1. It is recommended that the Off-site Sales Permit (page 2 of this form) be displayed and visible to the public at the event.
2. All automotive businesses involved in retail vehicle sales activities must hold a valid automotive business licence as issued by AMVIC.
3. All persons dealing with retail consumers on behalf of the participating automotive business must hold a valid AMVIC Salesperson Registration. Manufacturer and supplier representatives may be exempt from this requirement but are not permitted to participate in retail vehicle sale negotiations.
4. All advertising must clearly identify the registered name(s) of all participating motor dealers or the name of the legally registered organization hosting the event. Automotive businesses advertising for the event must comply with the AMVIC Automotive Business Advertising Guidelines. These guidelines can be found at [amvic.org](http://amvic.org). It is your responsibility to know and understand AMVIC advertising rules.
5. All vehicles displayed and offered for sale must be clearly marked identifying the selling automotive business.
6. Event facilities must meet the requisite zoning and bylaws of the local authority and be approved for the purposes of holding the sale.
7. All land permits or licences if required by local authorities should be in place prior to the off-site sales event taking place.

**Events not requiring an AMVIC registered salesperson:**

Events where vehicles are parked and locked with only dealership signage in locations such as shopping malls, lottery prize displays, exhibition grounds, etc. do not require an AMVIC registered salesperson to be on the premise. The registered automotive business name must be displayed on each vehicle. The displayed price of each vehicle must comply with AMVIC Advertising Guidelines. These guidelines can be found at [amvic.org](http://amvic.org). It is your responsibility to know and understand AMVIC advertising rules.