

# A GREATER WAY TO GATHER

BMO  CENTRE  
STAMPEDE PARK • CALGARY • CANADA



# WHY CALGARY

Calgary is a modern city with timeless hospitality at the heart of Western Canada.

And our vibrant culture is as dynamic as the landscape surrounding us. As Calgarians, we have open hearts and open doors. It's a world-class centre of energy, business, culture and recreation, home to over one million and a half friendly locals; we look forward to welcoming you and your guests to the best of Canada's great west.



Watch the sun rise over the Prairies and set behind the majestic Rocky Mountains.



# WHY THE CALGARY STAMPEDE

We've proudly come together to put on spectacles and world-renowned events for more than one hundred years. Each year, in July, over 1.2 million people from around the globe visit Stampede Park to experience our unique western hospitality during the 10 days of The Greatest Outdoor Show on Earth.

One of Canada's iconic experiences.

It also equips us with the expertise and amenities needed to realize spectacular events of every size.

Unique western hospitality

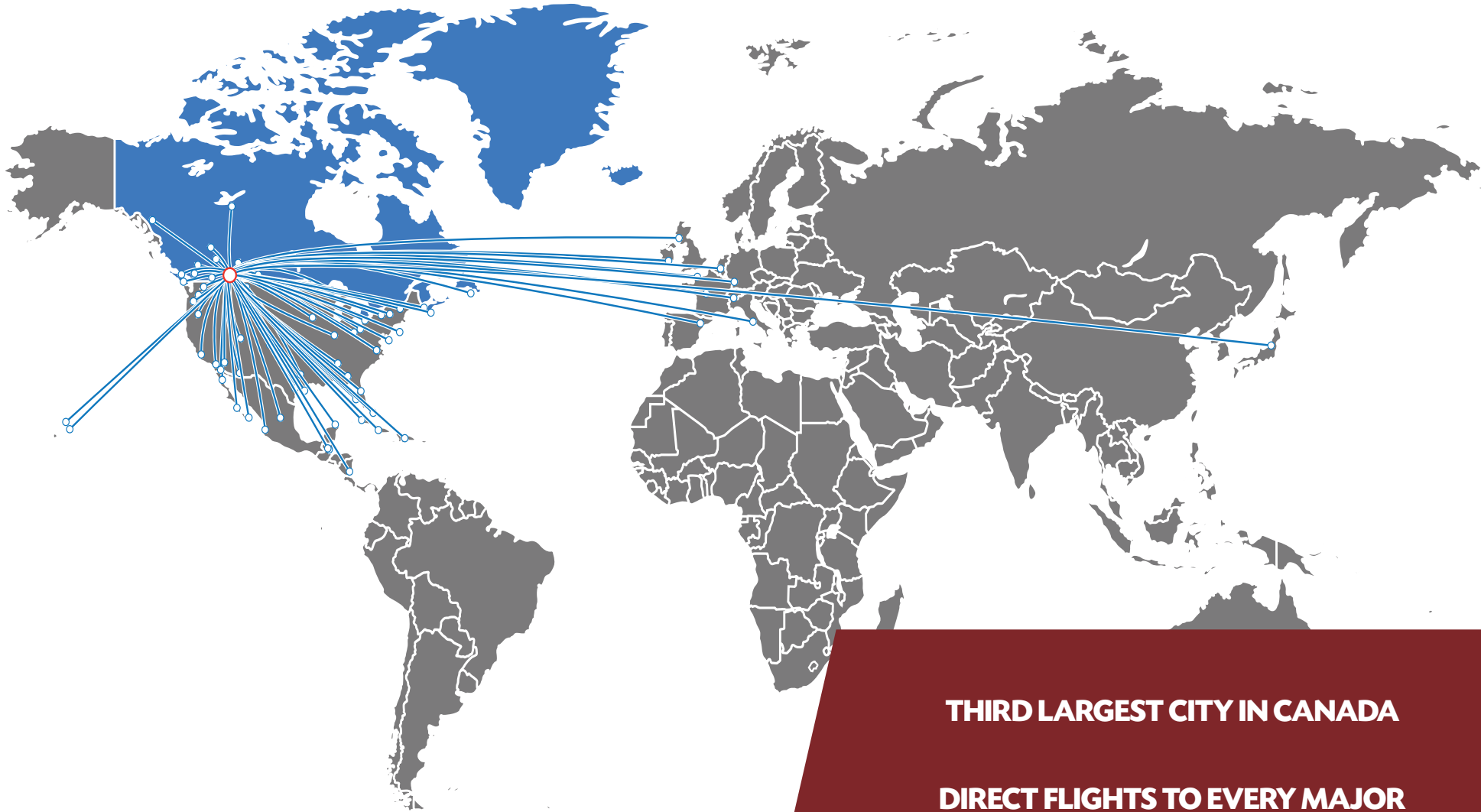
Memorable experiences created by the efforts of 3000 volunteers

Connecting over 50,000 youth to programs around food sustainability, land and ecosystem management and animal care

The Stampede remains committed to creating safe spaces for Indigenous Peoples to celebrate and practice their cultures and for non-Indigenous people to engage, appreciate, and understand



# A FASTER FLIGHT



YYC, Calgary's International Airport, features direct flights to over 86 cities and 15 countries around the world and welcomes more than 18 million passengers per year.

**THIRD LARGEST CITY IN CANADA**

**DIRECT FLIGHTS TO EVERY MAJOR  
EUROPEAN AND US HUB**

**60 MINUTE DRIVE TO THE ROCKY  
MOUNTAINS AND BANFF NATIONAL PARK**

## CANADIAN DESTINATIONS

**ALBERTA:** Edmonton, Fort McMurray, Grande Prairie, Lethbridge, Lloydminster, Medicine Hat

**BRITISH COLUMBIA:** Abbotsford, Comox, Cranbrook, Fort St. John, Kamloops, Kelowna, Nanaimo, Penticton, Prince George Terrace, Vancouver, Victoria

**MANITOBA:** Brandon, Winnipeg

**NEW BRUNSWICK:** Moncton

Newfoundland and Labrador: St. John's

**NORTHWEST TERRITORIES:** Yellowknife

**NOVA SCOTIA:** Halifax

**ONTARIO:** Hamilton, Kitchener/Waterloo, London, Ottawa, Thunder Bay, Toronto, Windsor

**PRINCE EDWARD ISLAND:** Charlottetown

**QUÉBEC:** Montréal, Québec City

**SASKATCHEWAN:** Regina

## INTERNATIONAL DESTINATIONS

**FRANCE:** Paris

**GERMANY:** Frankfurt

**IRELAND:** Dublin

**ITALY:** Rome

**JAPAN:** Tokyo

**MEXICO:** Cancun, Puerto Vallarta, San José del Cabo

**NETHERLANDS:** Amsterdam

**UNITED KINGDOM:** London Gatwick, London Heathrow

**SCOTLAND:** Edinburgh

**SPAIN:** Barcelona

**SWITZERLAND:** Zürich

Additional winter seasonal flights are available to sun a number of destinations (Bahamas, Belize, Costa Rica, Cuba, Dominican Republic, Jamaica, Mexico).

## U.S. DESTINATIONS

**ARIZONA:** Phoenix

**CALIFORNIA:** Los Angeles, Palm Springs, Santa Ana, San Diego, San Francisco

**COLORADO:** Denver

**FLORIDA:** Fort Lauderdale, Orlando, Tampa

**GEORGIA:** Atlanta

**HAWAII:** Honolulu, Kahilui, Kailua-Kona

**ILLINOIS:** Chicago

**MASSACHUSETTS:** Boston

**MICHIGAN:** Detroit

**MINNESOTA:** Minneapolis/Saint Paul

**NEVADA:** Las Vegas

**NEW JERSEY:** Newark

**NEW YORK:** New York City

**OREGON:** Portland

**TENNESSEE:** Nashville

**TEXAS:** Austin, Houston, Dallas/Fort Worth

**UTAH:** Salt Lake City

**VIRGINIA:** Washington

**WASHINGTON:** Seattle/Tacoma

# TRANSFORMING OUR SPACES INTO YOURS

The Calgary Stampede has been hosting unique events for over 110 years. From outdoor stadiums, exhibition halls, meeting rooms and historical log cabins, we have a venue for every occasion.

Event planning is what we do.  
Extraordinary experiences are who we are.

We intuitively understand the needs of hosts, planners, and sponsors – working with us, you will not only have a unique space, but a partner in executing your event.

Elevating the event experience through:

- Modern technologies
- Specialist support
- Multi-purpose, accessible event spaces
- Sustainability initiatives
- Cleanliness accreditation



## EVENT SERVICES TEAM

Our event services team are experts at transforming spaces and doing it fast.



## START-TO-FINISH PRODUCTION AND PROMOTIONAL SUPPORT

We offer everything from floor plans to signage to furnishings and décor.



## CONNECTIONS IN AND OUTSIDE THE CITY

Hosts benefit from our deep-rooted knowledge and connections. From private rodeos to luxury horseback riding trips, we can create a transformative experience your guests will never forget.

# WHY THE BMO CENTRE

From the moment you walk into the BMO Centre, you'll feel both welcomed and inspired. This brand new venue is the epitome of timeless western hospitality, combined with the very best of what the future holds in the heart of the city's emerging Culture + Entertainment District.

The new BMO Centre will be the newest, largest, and most innovative convention centre in Western Canada.

We recognize the varied needs of event planners and are here to help you select and tailor the right space for your event. Purposefully designed to create authentic connections between guests, the BMO Centre promises to make gatherings even greater.

**350,000** sq feet of contiguous exhibit space

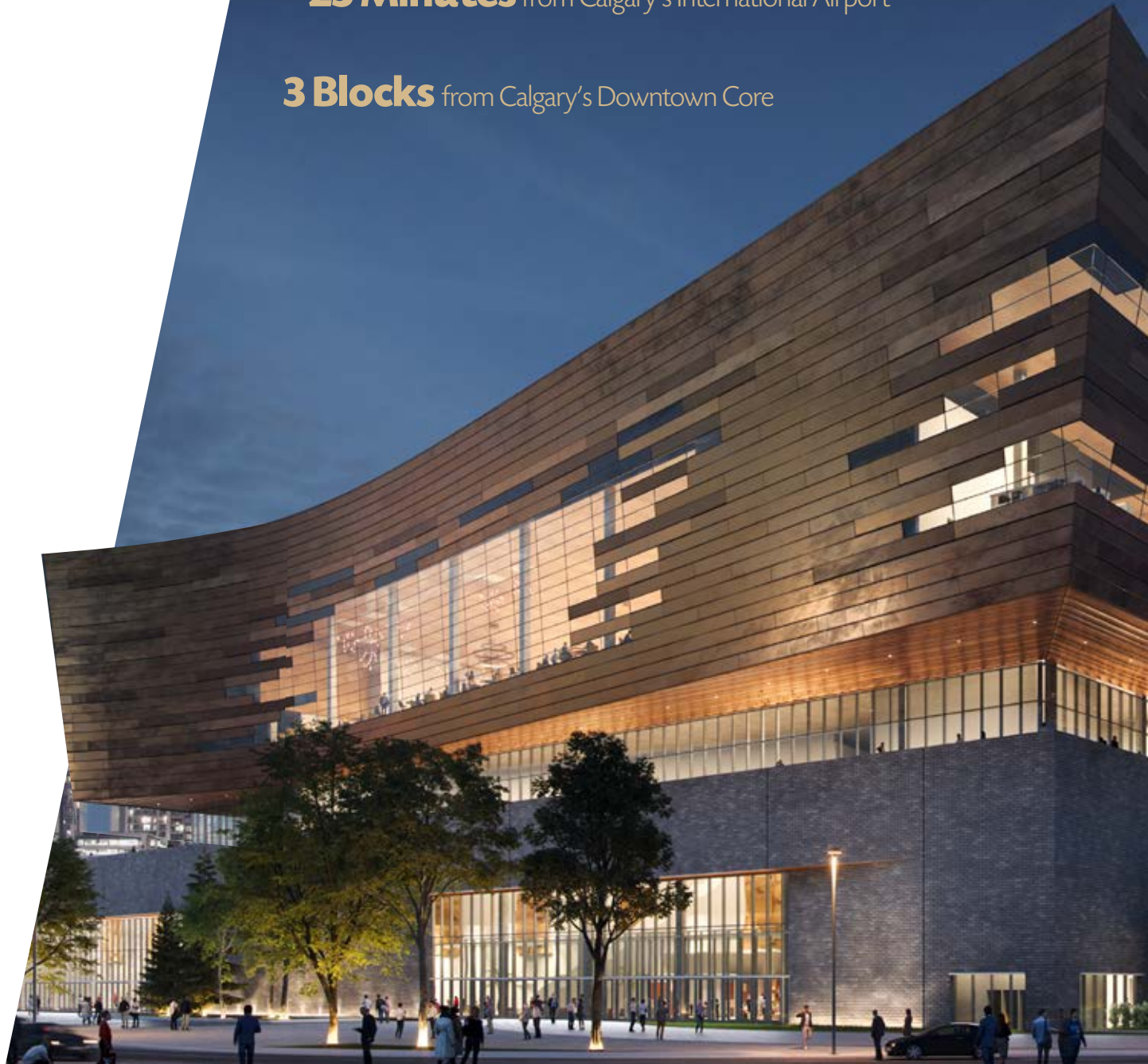
**80,000** sq feet of divisible meeting space

**50,000** sq foot ballroom

**500,000** sq feet of Saleable Space

**25 Minutes** from Calgary's International Airport

**3 Blocks** from Calgary's Downtown Core





Embracing  
and elevating  
every season



# A BOLDER VENUE

Thoughtfully designed with input from meeting planners for the needs of today's and tomorrow's conference attendees.

Ample, adaptable interior spaces

Meeting rooms wired for instant connectivity

Flexible breakout areas

Inviting outdoor spaces



**LEVEL 1**



**LEVEL 2**



**LEVEL 3**

## Meet Our Executive Chef

Chef Nicholas Pena-Alvarez is an award-winning Chef with over 25 years of global experience in kitchen management, menu design and development, catering and banquets, team building and mentoring. During his career he has built a diverse background of culinary and managerial expertise developed in hotels, cruise ships, Relais & Chateaux Michelin restaurants and the culinary education field. Chef Nicholas is a World Master Chef Society Member and Certified Chinese Pastry Master.



## Local Libations

Alongside a wide international selection, we offer the best locally produced beverages. We source much of our wine from Canada's world-renowned Okanagan Valley vineyards. Our distillery partners use regional ingredients to create unique spirits that can be enjoyed alone or in delectable cocktails.



## The Spirit of the West

Savour a taste of The Greatest Outdoor Show on Earth with this made-in-Alberta rye whiskey, inspired by the legendary spirit of The Calgary Stampede.

True to our shared agriculture roots and proud western heritage, Stampede Canadian rye whiskey is crafted with the same pride and passion as the farmers who devote their lives to putting food on our tables and whisky in our glasses.

Every drop represents our connection to each other, the land and our shared values and the memories we've forged together.



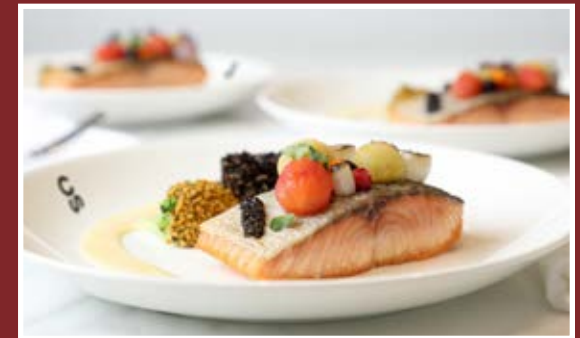
# THE UNIQUE FLAVOURS OF A UNIQUE PLACE

On the great ranches of the west, the cook's kitchen was a welcoming gathering place. The long days ended around plentiful tables. With the ring of a bell, the cook's creation was served. Family, friends, and helping hands gathered together. And it was here, where the chef's offerings stood their ultimate test: the hearty appetites of those taming the Canadian West.

Today, our unique form of western hospitality and dedication to impeccable experiences defines everything we offer. Still rooted in the ranch, we have prepared a menu true to Canada's local flavours – from fresh, locally grown produce to our world-famous Alberta beef.



Contemporary  
Canadian Cuisine  
– from scratch,  
seasonal and using  
the finest fresh  
local ingredients



## LEVEL 1 SPECIFICATIONS

	Width Feet	Length Feet	Height Feet	Usable Area Sq Feet	Width Metres	Length Metres	Height Metres	Usable Area Sq Metres	Banquet 72"	Classroom 3 per 6'	Theatre	Rcptn	U-Shape	10'x10' Exhibits
<b>EXHIBIT HALLS</b>														
Hall A1	147	245	30.0	35,500	45	75	9.1	3,298	2,080	1,479	3,941	3,227	n/a	160
Hall A2	271	245	30.0	66,500	83	75	9.1	6,178	3,910	2,769	6,455	6,045	n/a	320
Hall B	274	174	29.5	47,641	84	53	9.0	4,426	2,800	1,983	3,947	3,947	n/a	236
Hall C	274	178	17.2	48,600	84	54	5.2	4,515	2,850	2,022	3,383	3,383	n/a	234
Hall D	280	173	29.5	48,300	85	53	9.0	4,487	2,840	2,010	3,600	3,600	n/a	291
Hall E	280	172	35.0	48,020	85	52	10.7	4,461	2,820	1,998	3,400	3,400	n/a	291
Hall F	280	172	35.0	48,020	85	52	10.7	4,461	2,820	1,998	3,400	3,400	n/a	291
<b>Level 01 - Meeting Rooms</b>														
<b>Palomino Ballroom</b>	<b>150</b>	<b>80</b>	<b>15.5</b>	<b>12,000</b>	<b>46</b>	<b>24</b>	<b>4.7</b>	<b>1,115</b>	<b>700</b>	<b>498</b>	<b>1,000</b>	<b>1,091</b>	<b>30</b>	<b>60</b>
A, B, C, H, G or F	37	27	15.5	1,000	11	8	4.7	93	50	39	83	91	18	0
AB or BC or GH	37	79	15.5	2,000	11	24	4.7	186	110	81	166	182	30	0
A-C or F-H or D or E	38	79	15.5	3,000	12	24	4.7	279	170	123	250	273	30	0
A-D or E-H	79	79	15.5	6,000	24	24	4.7	557	350	249	500	545	30	20
A-E or D-H	117	79	15.5	9,000	36	24	4.7	836	520	375	750	818	30	40
<b>Quarter Horse</b>	<b>67</b>	<b>22</b>	<b>11.5</b>	<b>1,386</b>	<b>20</b>	<b>7</b>	<b>3.5</b>	<b>129</b>	<b>80</b>	<b>57</b>	<b>115</b>	<b>96</b>	<b>24</b>	<b>0</b>
Quarter Horse A or B or C	23	22	11.5	462	7	7	3.5	43	20	18	38	34	6	0
Quarter Horse AB or BC	45	22	11.5	924	14	7	3.5	86	50	36	77	62	16	0

Small variances in length and width dimensions vs. usable area due to details of the room

The BMO Centre's new, dramatic central gathering space will be anchored by Canada's largest indoor fireplace, offering a nod to Calgary's western heritage and the feeling of gathering around the campfire as a place for warmth and the exchange of ideas.



# LEVEL 1



## LEVEL 2 SPECIFICATIONS

	Width Feet	Length Feet	Height Feet	Usable Area Sq Feet	Width Metres	Length Metres	Height Metres	Usable Area Sq Metres	Banquet 72"	Classroom 3 per 6'	Theatre	Rcptn	U-Shape	10'x10' Exhibits
<b>Level 02 - Meeting Rooms</b>														
203	29	49	14.0	1,390	9	15	4.3	129	80	57	115	126	24	0
204	29	49	14.0	1,338	9	15	4.3	124	70	54	111	122	24	0
205	30	49	14.0	1,405	9	15	4.3	131	80	57	117	128	24	0
206	12	23	12.0	294	4	7	3.7	27	10	12	24	27	4	0
207	15	23	12.0	320	5	7	3.7	30	10	12	26	29	6	0
208	30	34	12.0	1,032	9	10	3.7	96	60	42	86	94	18	0
209	28	59	14.0	1,620	9	18	4.3	151	90	66	135	147	30	0
210	30	59	14.0	1,711	9	18	4.3	159	100	69	142	156	30	0
211	31	59	14.0	1,710	9	18	4.3	159	100	69	142	155	30	0
209/210	58	59	14.0	3,331	18	18	4.3	310	190	138	277	303	30	0
210/211	61	59	14.0	3,421	19	18	4.3	318	200	141	285	311	30	0
<b>209/210/211</b>	<b>89</b>	<b>59</b>	<b>14.0</b>	<b>5,041</b>	<b>27</b>	<b>18</b>	<b>4.3</b>	<b>468</b>	<b>290</b>	<b>210</b>	<b>420</b>	<b>458</b>	<b>30</b>	<b>20</b>
212	27	59	14.0	1,573	8	18	4.3	146	90	63	131	143	28	0
213	27	59	14.0	1,551	8	18	4.3	144	90	63	129	141	28	0
214	31	59	14.0	1,727	9	18	4.3	160	100	69	143	157	30	0
215	30	59	14.0	1,708	9	18	4.3	159	100	69	142	155	30	0
216	28	59	14.0	1,625	9	18	4.3	151	90	66	135	148	30	0
214/215	61	59	14.0	3,435	19	18	4.3	319	200	141	286	312	30	0
215/216	58	59	14.0	3,333	18	18	4.3	310	190	138	277	303	30	0
<b>214/215/216</b>	<b>89</b>	<b>59</b>	<b>14.0</b>	<b>5,060</b>	<b>27</b>	<b>18</b>	<b>4.3</b>	<b>470</b>	<b>290</b>	<b>210</b>	<b>421</b>	<b>460</b>	<b>30</b>	<b>20</b>
219	40	31	14.0	1,146	12	9	4.3	107	60	45	95	104	20	0
220	40	31	14.0	1,172	12	9	4.3	109	60	48	97	107	20	0
221	28	78	14.0	1,820	8.5	22	4.3	160	60	90	30	160	40	0
222	29	49	14.0	1,385	9	15	4.3	129	80	57	115	126	24	0
223	29	49	14.0	1,385	9	15	4.3	129	80	57	115	126	24	0
224	28	49	14.0	1,332	9	15	4.3	124	70	54	111	121	24	0
225/226	29	62	14.0	3,554	9	19	4.3	165	100	72	148	162	30	0
227	29	31	12.0	864	9	9	3.7	80	50	36	72	79	14	0
233	29	31	12.0	858	9	9	3.7	80	50	33	71	78	14	0
234	30	31	12.0	895	9	9	3.7	83	50	36	74	81	16	0
235	30	31	12.0	884	9	9	3.7	82	50	36	73	80	16	0
236/237	29	62	14.0	3,554	9	19	4.3	165	100	72	148	162	30	0
The Brand Room	170	177	14.1	2,830	21	18	4.6	260	140	99	202	221	30	0
Arabian A	28	28	8.8	784	9	9	2.7	73	40	30	65	59	12	0
Arabian B	42	28	8.8	1,176	13	9	2.7	109	60	48	98	91	20	0
Arabian C	32	28	8.8	896	10	9	2.7	83	50	36	74	59	16	0
Arabian AB	74	28	8.8	1,960	23	9	2.7	182	110	81	163	150	30	0
Arabian BC	70	28	8.8	2,072	21	9	2.7	193	120	84	172	150	30	0
<b>Arabian ABC</b>	<b>102</b>	<b>28</b>	<b>8.8</b>	<b>2,856</b>	<b>31</b>	<b>9</b>	<b>2.7</b>	<b>265</b>	<b>160</b>	<b>117</b>	<b>238</b>	<b>260</b>	<b>30</b>	<b>0</b>
<b>Mustang</b>	<b>9</b>	<b>24</b>	<b>8.8</b>	<b>2,650</b>	<b>3</b>	<b>7</b>	<b>2.7</b>	<b>246</b>	<b>150</b>	<b>108</b>	<b>220</b>	<b>210</b>	<b>30</b>	<b>0</b>
<b>Level 02 - Informal Breakout Rooms</b>														
201	20	16	12.0	290	6	5	3.7	27	10	12	24	26	4	0
202	20	13	12.0	244	6	4	3.7	23	10	9	20	22	4	0
217	18	18	12.0	333	6	6	3.7	31	10	12	27	30	6	0
218	18	18	12.0	326	6	6	3.7	30	10	12	27	29	6	0
228	10	11	9.0	110	3	3	2.7	10	0	3	9	10	0	0
229	10	11	9.0	110	3	3	2.7	10	0	3	9	10	0	0
230	10	11	9.0	110	3	3	2.7	10	0	3	9	10	0	0
231	17	15	12.0	252	5	5	3.7	23	10	9	21	22	4	0
232	17	15	12.0	252	5	5	3.7	23	10	9	21	22	4	0

Small variances in length and width dimensions vs. usable area due to details of the room



## LEVEL 3 SPECIFICATIONS

	Width Feet	Length Feet	Height Feet	Usable Area Sq Feet	Width Metres	Length Metres	Height Metres	Usable Area Sq Metres	Banquet 72"	Classroom 3 per 6'	Theatre	Rcptn	U-Shape	10'x10' Exhibits	
<b>Champions Ballroom</b>															
A	135.0	177.0	30.0	23,895	41.2	53.9	9.1	2,219	1,320	936	1,873	2,043	30	100	
C	104.0	177.0	30.0	18,408	31.7	53.9	9.1	1,710	1,027	753	1,534	1,673	30	80	
AB	172.0	177.0	30.0	30,444	52.4	53.9	9.1	2,828	1,790	1,266	2,537	2,768	30	140	
BC	149.0	177.0	30.0	26,373	45.4	53.9	9.1	2,450	1,550	1,098	2,197	2,398	30	120	
<b>Champions Ballroom</b>	<b>284.0</b>	<b>177.0</b>	<b>30.0</b>	<b>50,000</b>	<b>86.6</b>	<b>53.9</b>	<b>9.1</b>	<b>4,645.2</b>	<b>2,870</b>	<b>2,034</b>	<b>4,071</b>	<b>4,441</b>	<b>30</b>	<b>240</b>	
<b>Percheron Ballroom</b>															
A	27.0	60.0	22.0	1,630	8.2	18.3	6.7	151	90	66	135	148	30	0	
B	28.0	60.0	22.0	1,620	8.5	18.3	6.7	151	90	66	135	147	30	0	
C	28.0	60.0	22.0	1,620	8.5	18.3	6.7	151	90	66	135	147	30	0	
D	27.0	60.0	22.0	1,630	8.2	18.3	6.7	151	90	66	135	148	30	0	
E	110.0	60.0	22.0	6,165	33.5	18.3	6.7	573	360	255	513	560	30	0	
F	27.0	60.0	22.0	1,625	8.2	18.3	6.7	151	90	66	135	147	30	0	
G	28.0	60.0	22.0	1,630	8.5	18.3	6.7	151	90	66	135	148	30	0	
H	28.0	60.0	22.0	1,630	8.5	18.3	6.7	151	90	66	135	148	30	0	
I	27.0	60.0	22.0	1,625	8.2	18.3	6.7	151	90	66	135	147	30	0	
ABCD	110.0	60.0	22.0	6,500	33.5	18.3	6.7	604	360	264	540	590	120	30	
FGHI	110.0	60.0	22.0	6,510	33.5	18.3	6.7	605	360	264	540	590	120	30	
ABCD + E	110.0	60.0	22.0	12,665	33.5	18.3	6.7	1,177	720	519	1,053	1,150	150	60	
FGHI + E	110.0	60.0	22.0	12,675	33.5	18.3	6.7	1,178	720	519	1,053	1,150	150	60	
<b>Percheron Ballroom</b>	<b>110.0</b>	<b>180.0</b>	<b>22.0</b>	<b>20,000</b>	<b>33.5</b>	<b>54.9</b>	<b>6.7</b>	<b>1,858.1</b>	<b>1,120</b>	<b>798</b>	<b>1,597</b>	<b>1,743</b>	<b>30</b>	<b>90</b>	

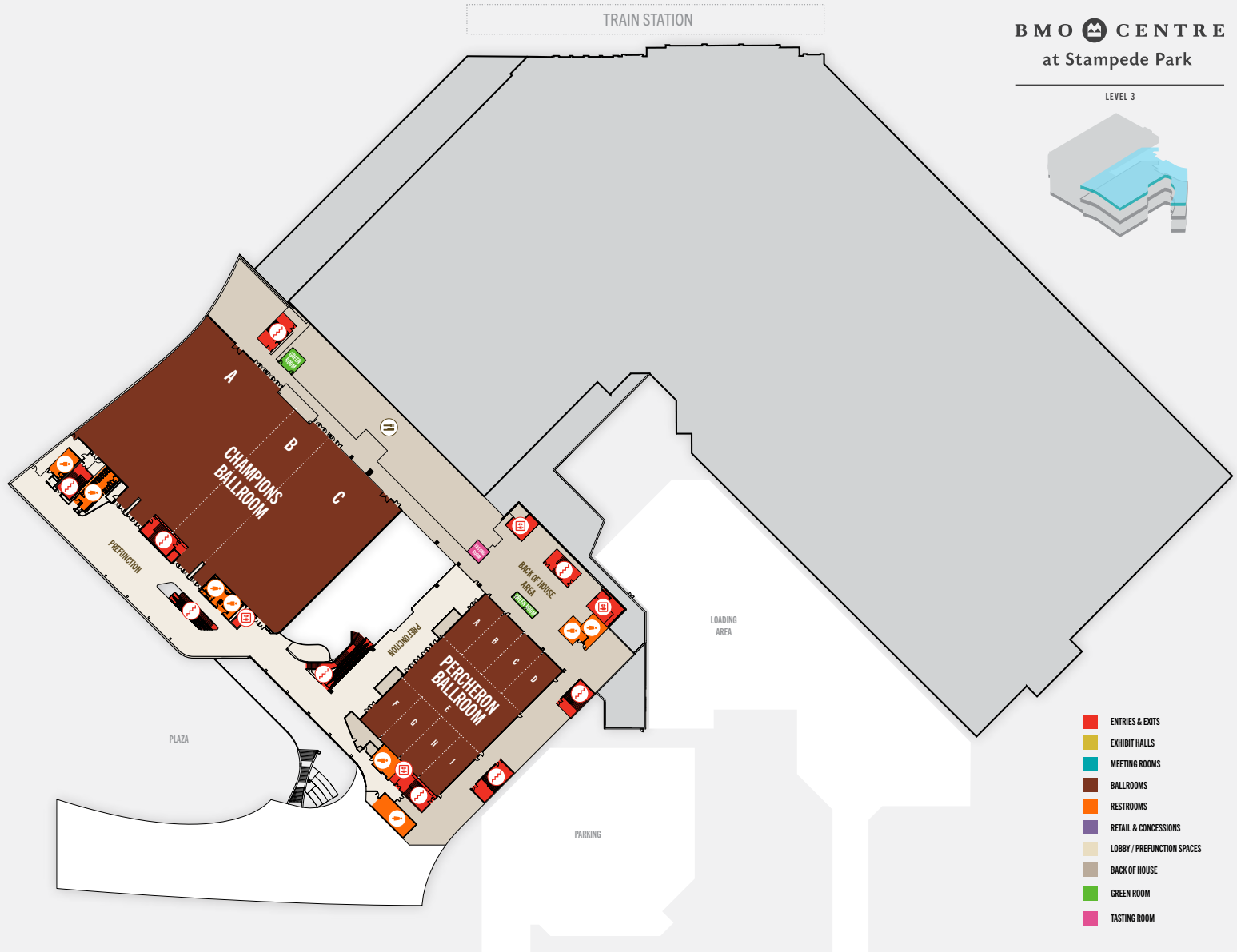
Small variances in length and width dimensions vs. usable area due to details of the room

Sweeping views of the Rocky Mountains from the Champions Ballroom



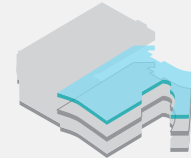


# LEVEL 3



**BMO CENTRE**  
at Stampede Park

LEVEL 3



- ENTRIES & EXITS
- EXHIBIT HALLS
- MEETING ROOMS
- BALLROOMS
- RESTROOMS
- RETAIL & CONCESSIONS
- LOBBY / PREFUNCTION SPACES
- BACK OF HOUSE
- GREEN ROOM
- TASTING ROOM

Located in the heart of  
Calgary's emerging Culture  
+ Entertainment District



# OUR TEAM



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# A GREATER WAY TO GATHER

BMO  CENTRE

STAMPEDE PARK • CALGARY • CANADA

  
*Calgary Stampede*

