

Indoor Application Guide

July 8-17, 2022



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A white sign for 'THE MARKET' with the text 'SHOP • PLAY • RELAX • EXPLORE' below it. The sign is hanging from a metal hook. In the background, the 'CORRAL CENTRE' sign is visible on a building facade.

THE MARKET
SHOP • PLAY • RELAX • EXPLORE

About Us

The Calgary Stampede is a not-for-profit organization that preserves and promotes western heritage and values. The Stampede contributes to the quality of life by promoting volunteerism, presenting a year-round slate of events, investing in youth and agriculture programs and developing a unique western experience for the world to enjoy.

The exhibitors at the Stampede are large contributors to what we believe to be a successful year; working together to connect to our community through programming initiatives, connecting to our rural roots, western values and becoming part of the cultural identity of Calgarians.

Application Requirements

- In order to make application selections, we require detailed information about your booth(s), products, services and company.
- Please fill out the application form with as much detail as possible.
- If the selection team is uncertain about any information provided in the application, they will reach out directly for clarification.
- **Photos:** Please submit two (2) photos, one (1) of your booth display and (1) of your product. These photos should be the same, or as close to, the exact display that you plan on bringing to the Stampede. Please ensure that these photos highlight your booth and products as the selection process is very competitive and overall display is a main consideration in acceptance. At least one of the photos must show the entire booth display, so all parts are visible. **Artist renderings, drawings, or mock-ups will be rejected.** Applications submitted without photos will be considered incomplete and will be rejected. If you are unable to attach the photos to the application, please submit them to stampedeexhibits@calgarystampede.com
- Applications are accepted between **November 1st – January 5th**, anything received after that time is automatically added to our waitlist.

Payment Categories

Although Indoor booths are primarily Flat Rate, there are two types of payment categories that your application could be designated as; review the boxes below to identify where your application best fits. The selection team will have final say over which category your application belongs in.

Percentage Payers

- Vendors wishing to sell any immediately consumable food or beverages, personalized or customized products/services.
- Event payments will be made based on the daily sales for each booth space they are licensed for, and each location is required to meet or exceed the booth's allotted minimum guarantee.
- These vendors shall pay the Stampede 25% of their gross sales (net of GST) or a minimum rate guarantee, whichever is greater.
- Percentage paying vendors must submit daily sales records to the assigned Calgary Stampede representative.

Flat Rate Payers

- Vendors wishing to sell any products/services that will be purchased for use primarily off Park, are not personalized, are not customized or are services that will be performed at a later time.
- Vendors in this category are required to pay a flat rate fee for the booth space equivalent to booth square footage multiplied by the space rate (please find in Budgeting Guide).
- This fee must be paid in full by May 4th, 2022.

Display Requirements

The Calgary Stampede has specific requirements in place to ensure the quality of booth presentation reflects the overall appeal of The Market. In order to ensure that every exhibitor has an equal opportunity, it is crucial to following the guidelines.

The 5 Principles of Booth Design



THEME



COLOUR



DESIGN



DISPLAY



LIGHTING

LIGHTING

All vendors are required to provide their own booth lighting to ensure the entire booth is 'lit' up. The space will have ambient lighting and the overhead lighting in the Hall will not be set to 100%. *Note: Lighting design must be presentable; no industrial lights will be permitted.*

BOOTH DESIGN

When accepting booths, The Calgary Stampede will first look at the physical appearance of the booth you wish to bring with focusing on the *5 Principles of Excellent Indoor Booth Design*: theme - colour - display - design - lighting

FLOORING

Exhibits **must** have the entire booth space flooring covered with carpeting or other suitable product.

BOOTH WALLS

Exhibits will be provided 8' high, black drape for the back and 4' drape for sides. While this is standard, it is **highly recommended** exhibits bring additional items for booth walls:

- Hard walls/gem walls
- Pallets
- Other structures

OTHER REQUIREMENTS

- Booths must be an open concept design and able to accommodate guests without blocking the aisle or crowding other vendors
- Booth construction must be professional in appearance
 - Must be attractive and colourful
 - New and clean flooring, signs, counters etc.
 - Product and storage material **must** be out of sight
 - Covered wheels and other bases of units
 - Must be kept tidy

Retail Vendors & Giveaways



Street Teams

- In order to provide exceptional experiences to our guests, the use of 'Street Teams' or handing out product for marketing purposes only is not allowed on Park. This includes sampling products, conducting giveaways, providing handouts, pamphlets or soliciting for donations of any kind.
- Exceptions may be granted for Calgary Stampede exclusive sponsors, who may be permitted, pending approval from the Midway Programming team.

Product Giveaways

- Product giveaways are only permitted on Park within rented booth space.
- No purchase, donation, demonstration or sign-up is required to enter to receive the prize or giveaway.
- Giveaways are intended for advertising purposes; no third party giveaways are allowed (including coupon or ticket promotions).
- All giveaways must be approved by the Midway Programming team.

Fund Raising/ Awareness Programs

- Raffles, fundraising or solicitation of funds on behalf of a charitable or not-for-profit organization is not permitted. You may hand out information within licensed booth space or sell merchandise product through which net profits can then be funneled to your not-for-profit or charitable group as long as the endeavor is not seen to be fundraising or soliciting.

Exclusive Product Suppliers

The Calgary Stampede works with sponsors to determine Exclusive and Official product suppliers. Third party advertising is not allowed within locations, booths or on booth signage; this is considered pass-through advertising, The exception to this rule is with existing 'Exclusive' or 'Official' suppliers of the Calgary Stampede. This list is accurate to date but is subject to change. If your application is in conflict with any of the sponsors on the list, your application will not be accepted.

Bell	Any local and long distance, web casting, wireline and wireless, Telco hardware, directories, wireless hardware, corporate networking, DTH satellite, portal or consumer connectivity services.
Coca-Cola	Any soft drinks, juices, juice drinks, isotonic drinks, energy drinks, ready-to-drink iced teas and coffees, and bottled water must be Coca-Cola brands. These brands include: Coca-Cola, Diet Coke, Coke Zero, Sprite, Minute Maid, Fruitopia, Five Alive, Nestea, PowerAde, Dasani and others.
Enmax	Retail energy provider and advertiser, supplier of natural gas and electricity.
General Motors (GMC)	Any sale, lease and financing or display of foreign and domestic cars, trucks, vans and SUV's: includes technology, after market parts and service brands relevant to Industry (e.g. OnStar).
Labatt	Any malt based beverages must be Labatt brands. These brands include Budweiser, Bud Light, Shock Top, Mill Street, Goose Island, Stella Artois, Corona and others.
BMO Bank of Montreal	Financial Services which refers to retail, small business, commercial, corporate, debit card, credit card, online and telephone banking services, wealth management services, financial planning services and mutual fund and brokerage services, (self-directed and managed) that are also provided by BMO or it's wholly-owned subsidiaries.
BMO MasterCard	Credit card promotions.
WestJet	Exclusive marketing rights partner in the airline industry.

Selection Process

Once I've submitted the application, what happens next?

- Once you've submitted, you will receive a copy of the application via e-mail, as confirmation.
- The Midway Programming team will also be emailed a copy of the application.
- Do not submit any funds with the application.
- After the application deadline of Wednesday, January 5, 2022, we will begin to review all the submitted applications.
- Our selection team will evaluate all the applications based on application completeness, booth presentation, as well as, product quality, mix and uniqueness.
- As there is limited space available and the process is highly competitive, decisions will be based on the number of booth spaces available, the number of applicants within a market category, and the booth display presented in the photos.

Selection Process:

1. Applications will be sorted into groups of similar products and categories, then they will be compared against the other applications in each grouping.
2. Applications will be selected in each category based on the criteria previously mentioned, which will create the final selection of successful applications.
3. Vendors will then be notified of their application status via email (February 2022).
4. Vendors who are accepted will be issued a License Agreement and accompanying documents.

Non-Resident Vendors need to be aware of requirements to conduct business in Canada and to bring temporary foreign workers into Canada, including work permits, Labour Market Impact Assessment (LMIA's), and temporary importing of commercial goods.

Application Status

Accepted

Congratulations!

You will be formally offered a License Agreement for the 2022 Stampede.

No agreement is confirmed until the contract has been signed by the authorized representatives of both parties (the Vendor and the Stampede) and deposit payments (detailed in the Indoor Budget Guide) have been received by the Stampede.

Waitlisted

Your application may be waitlisted for a number of reasons, including but not limited to the following:

- Duplication of same or similar products as other selected vendors.
- Applications with same or similar products will be selected based on booth design in the application. Consideration is given to not over-saturate locations, and to provide unique experiences for our guests.
- Lack of Space. Due to the volume of applications, there is not enough available space for the area best suited for your product.
- Application received after the deadline of January 5, 2022.

If waitlisted, you will be notified of your status and **only contacted** in the event that space becomes available.

Not Accepted

Your application may be considered not acceptable for a number of reasons, including but not limited to the following reasons:

- Photos submitted show: **artist renderings, incomplete booths, entire booth display is not visible**, mall kiosks, booth structure provided by show management, concession carts, and/or booths not owned by your company.
- Pyramid sales, jam auctions or card table exhibits.
- Brand activation, street teams, brand or product sampling, fundraising or soliciting for a cause or not-for-profit organization.
- Products not meeting Canada's Office of Consumer Affairs Codes and Regulations, products not C.S.A approved, or products that infringe upon copyright, patent or trademarked logos and images.
- Live animals are not permitted. Service animals are exempt.
- Products that conflict with Stampede Sponsorship agreements.
- Obscene or offensive products (determined by the Stampede).
- Display, sales or advocacy of items or paraphernalia that promote illegal substances.
- Tobacco or cannabis products, including cigars, cigarettes, smokeless tobacco, electronic cigarettes, pipes and lighters.
- Weapons of any kind (including, but not limited to guns, knives, swords, spears, arrows), whether real, toy, or replicas.
- Presentations promoting gambling in any way.
- Exceptions may be considered for the travel and tourism industry that may include gambling as part of an overall package.
- Returning vendor applications (inclusive of list above):
- Outstanding account balance

Timeline

