



THE MARKET
SHOP • PLAY • RELAX • EXPLORE

INDOOR APPLICATION GUIDEBOOK

JULY 5-14, 2024

CS
Calgary Stampede

TABLE OF CONTENTS

PURPOSE OF THE ORGANIZATION..... 3

APPLICATION REQUIREMENTS 4

PAYMENT CATEGORIES..... 4

DISPLAY REQUIREMENTS..... 5

5 PRINCIPALS FOR EXCELLENT INDOOR BOOTH DESIGN 6

RETAIL EXHIBITOR & GIVEAWAYS 7

EXCLUSIVE PRODUCT SUPPLIERS 8-9

OFFICIAL & PREFERRED SPONSORS 10

SELECTION PROCESS..... 11

APPLICATION STATUS 12

TIMELINE..... 13



PURPOSE OF THE ORGANIZATION

The Calgary Stampede is a not-for-profit community organization that preserves and celebrates our western heritage, cultures and community spirit. Supported by over 3,000 passionate volunteers, our year-round events, programs and initiatives invest in youth, support agricultural programs, celebrate western culture and make a lasting economic impact in our city.

The Exhibitors at the Calgary Stampede are major contributors to our organization. Helping us to achieve our vision for the future of our community.

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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 a minimum of three (3) photos, two (2) of your booth display and one (1) of your product(s). These photos should be the same, or as close to, the exact display of your product(s). Please ensure that these photos highlight your entire booth and product(s) as the selection process is very competitive and the overall display is a main consideration in acceptance. Artist renderings, drawings, or mock-ups and/or applications submitted without photos will be rejected. If you are unable to attach the photos, please submit them to stampedeexhibits@calgarystampede.com
- Applications are accepted between November 1st – January 3rd, anything received after these dates is automatically added to our waitlist and you will **ONLY** be contacted if space becomes available that matches our booth display standards and our desired product offering

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 columns below to identify where your application best fits. The selection team will have final say over which category your application belongs in. Exhibitors are not allowed to charge an additional/ separate credit card transaction fee to the guest as a convenience fee.

FLAT RATE EXHIBITORS

- Exhibitors wishing to sell any products and/or services that will be used primarily off the park or services that will be performed at a later time
- Exhibitors 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 Indoor Budgeting Guidebook)
- This fee **MUST** be paid in full by May 3rd, 2024.

PERCENTAGE EXHIBITORS

FOOD & BEVERAGE (CUSTOM SERVICES)

- Exhibitors wishing to sell any immediately consumable food or beverages, personalized or customized products/services on a person etc. (Food, beverages, tattoos, piercings, etc.)
- 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
- Exhibitors shall pay the Stampede 25% of their gross sales (net of GST) or a minimum rate guarantee, whichever is greater
- Percentage Exhibitors **MUST** use Clover or Square to record all cash and electronic sales.

DISPLAY REQUIREMENTS

The Calgary Stampede has specific requirements in place to ensure the quality of booth presentation which reflects the overall appeal of The Market so please ensure that you're following these guidelines:

LIGHTING

- All Exhibitors are required to provide their own booth lighting and ensure their entire booth is 'lit' up
 - The space may have ambient lighting and the overhead lighting in the hall may 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 by focusing on the 5 Principles for Excellent Indoor Booth Design: DESIGN - THEME - COLOUR - LIGHTING - DISPLAY

FLOORING

- Exhibitors **MUST** have the entire booth space floor covered with carpeting or other suitable product

BOOTH WALLS

- Exhibitors will be provided 8' high, black drape for the back and 4' drape for sides. Open concept booths are highly recommended as they allow guests to move freely around your booth and they do not obscure sightlines
- Exhibitors are entitled to a reasonable sightline from the aisle, while not interfering or excessively blocking other Exhibitors

OTHER REQUIREMENTS

- Booths must be an open concept design and able to accommodate guests without blocking the aisle or crowding other Exhibitors
- Booth construction must be professional in appearance
 - Must be attractive and colourful
 - New and/or clean flooring (carpet, tile, vinyl, etc), signs, counters etc.
 - Product and storage material **MUST** be out of sight (limited storage is available behind booth location)
 - Covered wheels and other bases of units
 - Booth and surrounding area should be clean and tidy at all times

5 PRINCIPALS FOR EXCELLENT INDOOR BOOTH DESIGN



RETAIL EXHIBITORS & GIVEAWAYS

STREET TEAMS

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

PRODUCT GIVEAWAYS / PRODUCT SAMPLING

- Product giveaways are only permitted on Stampede Park within rented booth space
- No purchase, donation, demonstration or sign-up is required to enter and receive the prize or giveaway
- Giveaways are intended for advertising purpose; no third-party giveaways are allowed, including coupon or ticket promotions
- All giveaways must be approved by the Midway Programming Team
- Product sampling is not permitted on Stampede Park where the Exhibitor is not licensed
- Any food sampling falls under the Alberta Health Services regulations and food handling standards apply (www.albertahealthservice.ca). An AHS representative will be onsite all days during Stampede to ensure all regulations are being followed

FUNDRAISING & 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 products through which net profits can then be funneled to a 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 our sponsors to determine Exclusive and Official product suppliers. Third-party advertising is not allowed within booth locations, or on booth signage; this is considered advertising, the exception to this rule is with through existing advertising, '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

OFFICIAL AND EXCLUSIVE TELECOMMUNICATIONS PRODUCTS AND SERVICES TO THE CALGARY STAMPEDE

Bell's products and services include:

- Voice and data local area wide area and managed networks
- Internet access
- Customer premise equipment
- Cabling
- Wireless and cellular services
- Conferencing applications
- Network monitoring and surveillance ICT security and storage

- Transmission and distribution of television and audio Transmission signals and services including by the way of direct to home satellite television
- Very high-speed digital subscriber line internet protocol television
- Co-axial cable television or fiber cable television

BMO BANK OF MONTREAL AND MASTERCARD

OFFICIAL AND EXCLUSIVE BANK OF THE CALGARY STAMPEDE

BMO's products and services include:

- Financial Services which refer to:
- Retail
- Small business
- Commercial
- Corporate

- Debit card
- Credit card
- Online and telephone banking
- Wealth management
- Financial planning
- Mutual fund and brokerage services

Credit card promotions are exclusive to BMO MasterCard

COCA-COLA

OFFICIAL AND EXCLUSIVE SOFT DRINK OF THE CALGARY STAMPEDE

Coca-Cola's products and services include: Soft drinks, juices, juice drinks, isotonic, energy drinks, ready-to-drink iced teas and coffees, bottled water, and carbonated/ sparkling water.

These brands include:

- Coca-Cola Cola
- Diet Coke
- Coke Zero Sugar
- Coca-Cola Life
- Sprite
- Fanta
- Barq's

- Minute Maid
- Fruitopia
- Five Alive
- Nestea
- PowerAde
- Vitaminwater
- Monster Energy Drink
- Canada Dry
- Dasani and more

For Third Party Events:

There can be no sampling or pouring rights extended to Coca-Cola competitors. The third party can still have a Coca-Cola competitor as a sponsor, but that sponsorship would be limited to signage and/or hosting – no pouring or sampling of product.

EXCLUSIVE PRODUCT SUPPLIERS

(CONTINUED)

ENMAX

EXCLUSIVE GENERATOR AND SUPPLIER OF ELECTRICITY AND NATURAL GAS TO THE CALGARY STAMPEDE

Retail energy provider and advertiser, supplier of natural gas and electricity

GENERAL MOTORS (GMC)

OFFICIAL AND EXCLUSIVE VEHICLE OF THE CALGARY STAMPEDE

Any purchase, lease, finance or promotion of vehicles (new & used) including cars, trucks, vans and SUV's, cross over vehicles, electric vehicles, zero emission vehicles, hybrid vehicles, automotive technology (such as OnStar and similar mutually agreed in-car automotive technologies).

LABATT (BUDWEISER)

OFFICIAL AND EXCLUSIVE BEER OF THE CALGARY STAMPEDE

Any malt-based beverages must be under the Labatt umbrella of brands.

These brands include:

- Budweiser
- Bud Light
- Michelob Ultra
- Banded Peak
- Stella Artois
- Corona and many more

LAMMLE'S WESTERN WEAR

OFFICIAL AND EXCLUSIVE WESTERN WEAR AND WESTERN GIFTWARE

Western giftware category as defined below:

"Western Giftware" means CS branded giftware in the style of the North American West that is currently sold on a retail basis by the Sponsor and/or by CE&S, such as picture frames, candle holders, beverage holders, mugs, wall plaques and salt and pepper shakers and the natural evolution of same; but shall, for greater certainty, exclude any food or beverage product, sporting or athletic goods, furniture, souvenir coins and entertainment products (such as movies, music or similar productions whether such product is recorded digitally or otherwise); and

Western wear category as defined below:

"Western Wear" means men and women's clothing in the style of the North American West that is currently sold on a retail basis by the Sponsor and/or by CE&S, such as cowboy boots, belts, shirts, buckles, jeans, dresses, and hats, but shall, for greater certainty, exclude any trophies or awards (including, without limitation, belt buckles) created for one-off presentation purposes.

WESTJET

OFFICIAL AND EXCLUSIVE AIRLINE OF THE CALGARY STAMPEDE

Exclusive marketing rights partner in the airline industry. The Calgary Stampede will work with affiliate partners of WestJet. The Calgary Stampede is asked to use WestJet as the preferred airline and exclusive when booking travel, however WestJet appreciates competitive airlines need to be utilized based on final destinations.

OFFICIAL & PREFERRED SPONSORS

ALBERTA BOOT

OFFICIAL BOOT OF THE CALGARY STAMPEDE

ATCO

OFFICIAL SUPPLIER OF MODULAR UNITS OF THE CALGARY STAMPEDE

BENNETT JONES

OFFICIAL LEGAL COUNSEL OF THE CALGARY STAMPEDE

BURNCO

PREFERRED SUPPLIER OF AGGREGATE, READY MIX, ASPHALT AND LANDSCAPE PRODUCTS OF THE CALGARY STAMPEDE

EAU CLAIRE DISTILLERY

OFFICIAL SUPPLIER IN THE CATEGORY OF WHISKY & GIN FOR BOTH YEAR ROUND & 10 DAY OPERATIONS

GREEN DROP

OFFICIAL WEED CONTROL, LAWN CARE SUPPLIER OF THE CALGARY STAMPEDE

MIKE'S BEVERAGE CO.

PREFERRED READY TO DRINK (RTD) COCKTAIL SUPPLIER

MOTT'S CLAMATO

OFFICIAL SUPPLIER OF TOMATO CLAM COCKTAIL OF THE CALGARY STAMPEDE

POLARIS

OFFICIAL OFF-ROAD VEHICLE OF THE CALGARY STAMPEDE

RGO OFFICE RODUCTS

PREFERRED SUPPLIER OF OFFICE PRODUCTS THROUGHOUT ALL CALGARY STAMPEDE OFFICES

SMITHBILT HATS INC.

OFFICIAL COWBOY HAT OF THE CALGARY STAMPEDE

WCD (FORMERLY WEST CANADIAN)

OFFICIAL AND PREFERRED PRINT PARTNER OF THE CALGARY STAMPEDE

WRANGLER

EXCLUSIVE MARKETING/ADVERTISER OF WESTERN JEANS AND SHIRTS WITHIN THE RODO ARENA DURING THE CALGARY

SELECTION PROCESS

ONCE I'VE SUBMITTED THE APPLICATION, WHAT HAPPENS NEXT?

- Do NOT submit any funds with the application
- After the application deadline of Wednesday, January 3rd, 2024, we will begin to review all the submitted applications
- Our selection team will evaluate all the applications based on application completeness. The process is highly competitive, decisions will be based on all criteria including uniqueness and appeal of the product, professionalism, attractive presentation/display, space availability, availability within a product category, financial responsibility, and accountability

SELECTION PROCESS:

1. Applications will be sorted into groups of similar products and categories, they will then 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. Exhibitors will then be notified of their application status via email (end of February 2024)
4. Exhibitors who are accepted will be issued a License Agreement and accompanying documents

Non-resident Exhibitors 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	WAITLISTED	NOT ACCEPTED
<p>Congratulations!</p> <ul style="list-style-type: none">You will be formally offered a License Agreement for the 2024 Stampede <p>No agreement is confirmed until the contract has been signed by the authorized representatives of both parties (the Exhibitor and the Calgary Stampede) and deposit payments (detailed in the Indoor Budgeting Guidebook) have been received by the Calgary Stampede.</p>	<p>Your application may be waitlisted for a number of reasons, including but not limited to the following:</p> <ul style="list-style-type: none">Duplication of same or similar products as another selected ExhibitorApplications 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 guestsLack of Space. Due to the volume of applications, there is not enough available space for the area best suited for your productApplication received after the deadline of January 3rd, 2024 <p>If waitlisted, you will be notified of your status and only contacted in the event that space becomes available</p> <p>No emails will be sent out if application is received after June 3rd, 2024</p>	<p>Your application may be considered not acceptable for a number of reasons, including but not limited to the following reasons:</p> <ul style="list-style-type: none">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 companyPyramid sales, auctions or card table exhibits.Brand activation, street teams, brand or product sampling, fundraising or soliciting for a cause or not-for-profit organizationProducts 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 imagesLive animals are not permitted. Service animals are exemptProducts that conflict with the Calgary Stampede Sponsorship agreementsObscene or offensive products (determined by the Calgary Stampede)Display, sales or advocacy of items or paraphernalia that promote illegal substancesTobacco or cannabis products, including cigars, cigarettes, smokeless tobacco, electronic cigarettes, vapes, pipesWeapons of any kind (including, but not limited to guns, knives, swords, spears, arrows), whether real, toy, or replicasPresentations promoting gambling in any wayExceptions may be considered for the travel and tourism industry that may include gambling as part of an overall packageReturning Exhibitor applications (inclusive of list above)Outstanding account balance

TIMELINE

**ONLINE APPLICATIONS OPEN
NOVEMBER 1, 2023**

END OF FEBRUARY, 2024

NOTIFICATION OF STATUS

Exhibitors will receive a notification via email indicating the status of their application

JANUARY 3, 2024

APPLICATIONS DUE

All applications will be reviewed.

Late applications will be automatically placed on the waitlist and will only be reviewed if space becomes available

END OF MARCH, 2024

APRIL 5, 2024

NEW FOOD DESCRIPTION AND PHOTOS

LICENSE AGREEMENTS AND BOOTH DEPOSITS DUE

If accepted, Exhibitors have two (2) weeks to return a signed copy of their agreement and all applicable deposits **MUST** be paid for

MAY 3, 2024

ADVANCED SERVICE ORDER PRICING ENDS

MAY 31, 2024

ALL BOOTH FEES DUE

Remaining fees for Exhibitor booth(s) **MUST** be paid in full

JUNE 30, 2024

INDOOR MOVE-IN BEGINS

JULY 3, 2024

ALL INDOOR EXHIBITORS MUST BE MOVED IN BY 5 P.M.

Maker Market Exhibitors are exempt

JULY 4, 2024

SNEAK-A-PEAK

**CALGARY STAMPEDE
JULY 5-14, 2024**