

Outdoor Application Guide

July 8-17, 2022



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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

7 Principles of Booth Design



Height – Visibility from a distance, stature, presence and large display

Light – Coloured Lights, bright, flash, neon, LED lights

Colour – Bright colours, unique and interesting patterns, theme, psychology of colour, graphics, design

Movement – Flags, moving lights, active staff, busy projection, line-ups,

Service – Friendly staff, large serving windows, uniforms, presentation, attentive staff interactions

Show – Smoke, Flames, video boards, engagement, display and entertainment, "see how its made"

Communications – signage, menu boards, NEW foods decals, signs, flags



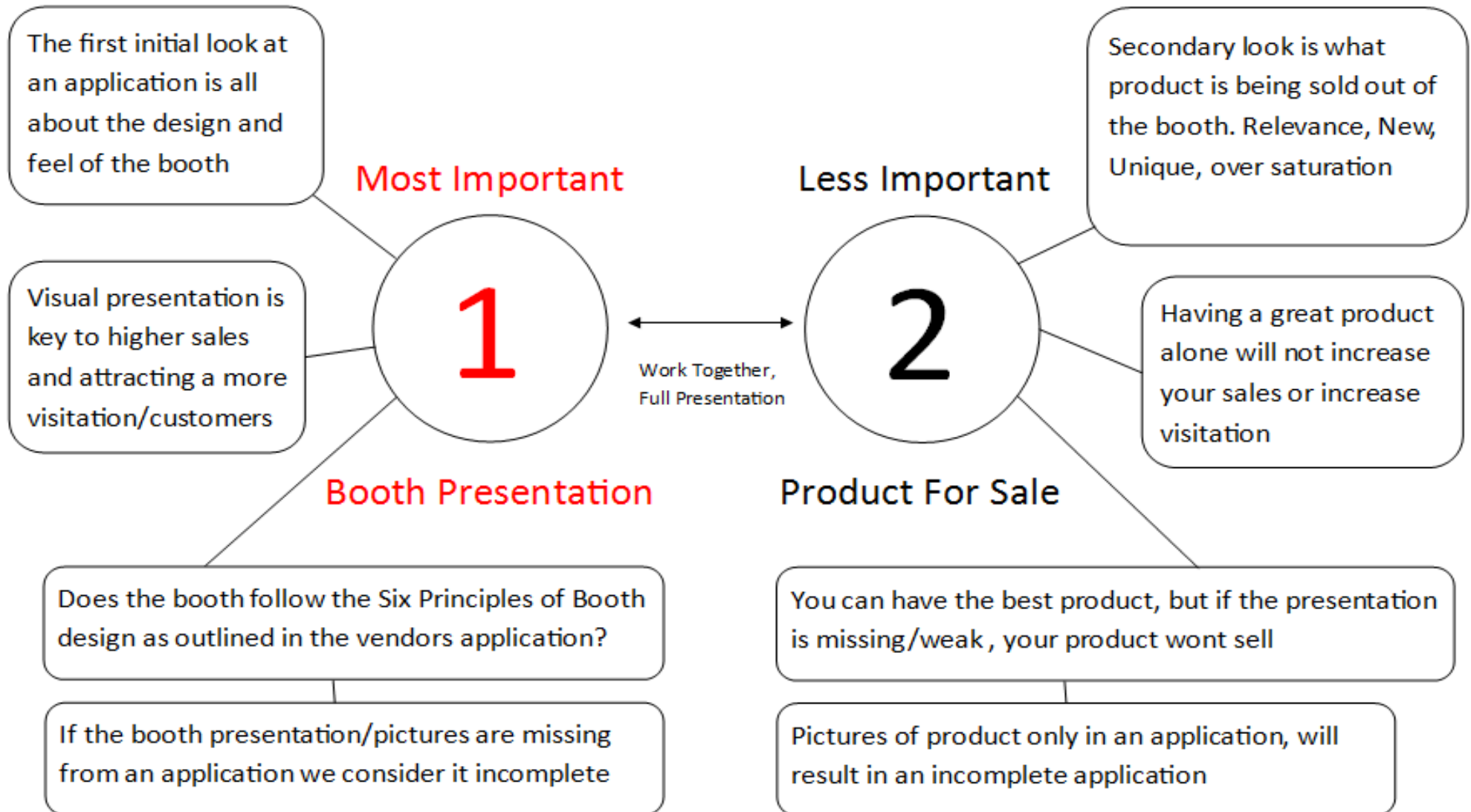
Prohibited

- Handwritten signs of any kind.
- Cooking in tents.
- Straw or hay bails
- Tip Jars.
- Concession carts or sidewalk stands.

Preference will be given to concession units that demonstrate the Stampede's principles of excellent booth design:

- Height, Light, Colour, Movement, Service, Show and Communication.
- Concessions must be designed to accommodate for high capacity orders with fast serving time.
- Concession units should be in 'like new' condition with exteriors well maintained, clean, brightly lit and with professional signage.
- Concession units shall be designed to be self-contained, with all equipment such as freezers, refrigerators, beverage canisters, and propane tanks, located within the concession space and **not visible to the public**.
- All electrical cables, water hoses, propane hoses and sewer lines must be kept neat, with excess cables or hoses stored out of sight.
- Use of an auxiliary storage area immediately next to the concession unit may be acceptable provided that it is enclosed in a professional manner and complements the concession unit.
- Trailer mounted units, roll-off units or food trucks shall be skirted or camouflaged to the ground and trailer hitches should be removed or covered appropriately.
- Concession units shall follow the theme of the food or beverage product being sold by using appropriate signage, décor and uniforms etc.
- Large professionally made menu boards are to be used with high quality point of sale signage.
- Signage and menu boards should be easily visible to the guests with clearly displayed prices (**including GST**) and sizes.

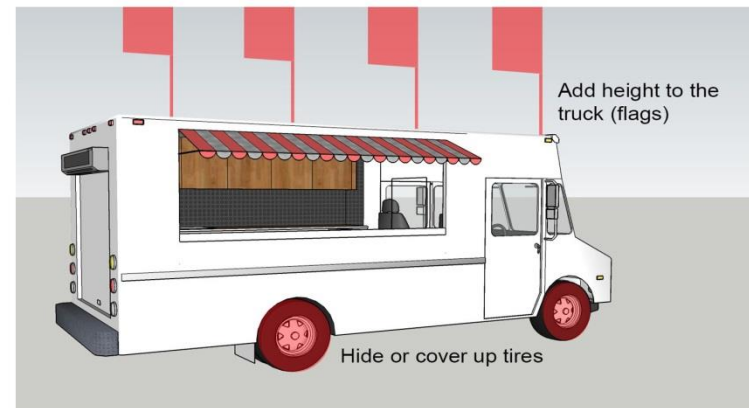
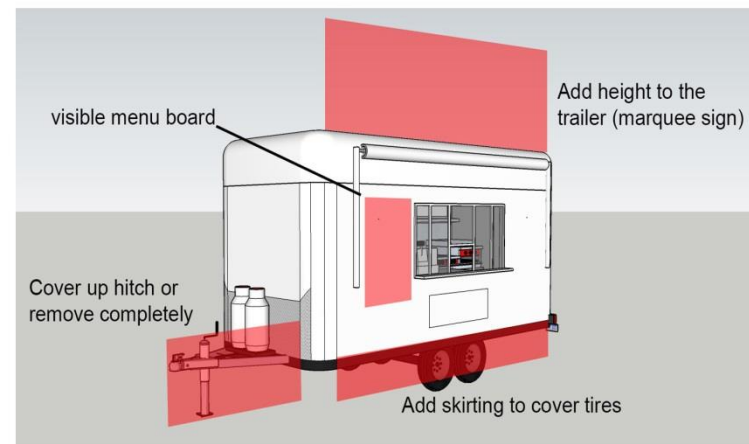
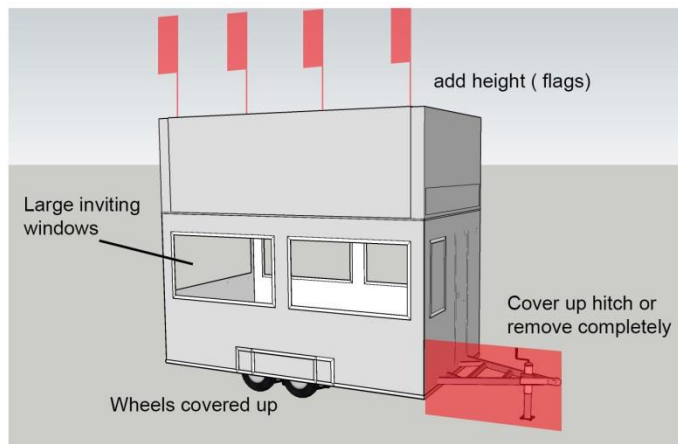
Booth Considerations



Booth Considerations Cont.

Midway Booth design 101

Simple design elements that provide an exceptional guest experience
we encourage you to incorporate these elements into your display



Tent Structures Non-Food

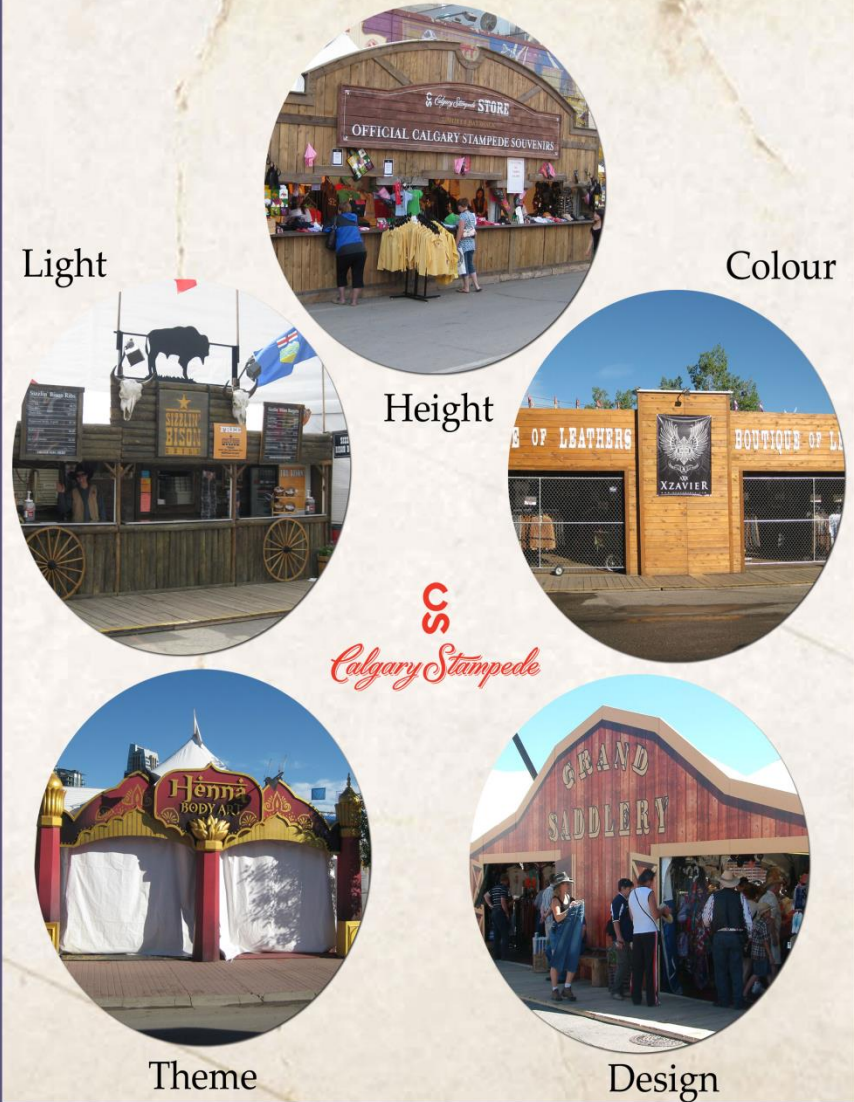
Requirements

- Only non-food locations may use a tent structure.
- All tent structures must meet the City of Calgary's code for temporary structures and be manufactured for commercial use.
- Tents will only be placed in designated locations, where damage to the ground surface is minimal.
- Tents must be anchored with pegs greater than 1 inch in diameter in the asphalt on the Midway, only after underground services are identified.
- The false fronts on the temporary Midway structures must meet engineering requirements.
- Pop-up type tents are not permitted.
- Tent counterweights such as water barrels or concrete blocks will not be permitted.
- Tents, as pictured, must use décor enhancements such as a tent façade.
- Consider a Western theme, or
- Theme relating to your product(s).

Please Note:

All tent structures **must be approved** and, if required, ordered through the Calgary Stampede. Should you wish to order a tent this can be ordered in advance along with your other services (electrical, plumbing etc.) and instructions will be sent with your license agreement.

5 Principles Of Excellent False Front Design



Food Vendors & Product Sampling



Product Sampling

- Product sampling is not permitted on Park where the exhibitor is not retailing the same product they are selling.
- Any food sampling falls under Alberta Health Services regulations and food handling standards apply (www.albertahealthservice.ca).
- Sampling is considered between 1 oz.—2 oz.

Vendors Cooking for Sale or Demonstration Purposes

- Vendors cooking with deep fryers, grills and/or BBQs shall comply with the NFPA 96 Code. This regulation applies to cooking equipment used in fixed, mobile or temporary concessions including trucks, buses, trailers, pavilions, tents, and any form of roofed structure (subject to change).
- Fire suppression systems must be installed if any of the above applies to your booth(s). You will be required to show proof of inspection to ensure it is current.
- Triple sinks are required for all cooking and sampling. Temporary holding tanks are not accepted.
- BBQs must be CSA approved.
- Alberta Health Services rules and regulations will prevail for the entire duration of the Stampede.
- Vendors must comply and meet the requirements established by the Calgary Stampede and Calgary Fire Department.

Stampede Commissary

- The Stampede provides a commissary, from which product sourcing is encouraged for all licensed food and/or beverage vendors.
- The supplier, Gordon Food Services (GFS), operates the voluntary commissary under contract to the Stampede with **exclusive** distribution on Park.
- Vendors who wish to source product from another supplier need to know those suppliers cannot access the Park to deliver products.
- The vendor will be responsible for picking up the products off Park and transporting them onto Park.
- At no time can any sourced products be in conflict with the exclusive and/or official products of the Stampede.

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 money 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 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

