



# MAKER MARKET AT THE CALGARY STAMPEDE

## VENDOR 101

Please read before applying, application link available [below](#).

### Why Should I Join?

Here are the top four reasons the Maker Market is like no other market experience you've had.

#### EXPOSE YOUR BRAND TO LOCAL, NATIONAL, AND INTERNATIONAL VISITORS

Show your unique product to more than 600,000 potential customers. Connect with other vendors and get courted by other markets and buyers. Be ready to hustle with your business cards, an email sign-up list and to respond to requests for future wholesale and custom orders.

#### DELIGHT CRAFT MARKET NEWBIES

They'll be thrilled to discover you're local, handmade, custom and upscale. Become someone's favourite Calgary Stampede discovery, gift or souvenir.

#### MARKET IN SUMMER

Be a part of the largest summer market in Alberta. We're also a community of Makers who support each other throughout the year. You can choose from two blocks of dates within the 11-day show.

#### ENJOY THE EXTRAS

Our all-in pricing includes a draped table, power, carpet, and solid walls for a premium booth experience. We're located in the BMO Centre, Calgary's largest exhibition facility. Apply now! We can't wait to help our guests discover your brand of awesomeness.

### Am I Right for the Market?

#### WHAT DOES LOCAL MEAN?

We invite local craft artists to apply, provided they:

- Reside in Canada;
- Submit their own original work, designed and developed by the artist; and
- Have products made in Canada, or ethically made elsewhere (please describe). Preference may be granted for Canadian-made products.

No third party products, kits or network marketers will be accepted.

## WHAT KINDS OF PRODUCTS ARE ALLOWED?

We are looking for creative applications of materials using a wide variety of techniques and finishes to produce original, artistic and appealing goods for sale.

All applications will be evaluated for an attractive booth display, product originality, marketability, quality, uniqueness, and overall market product mix for each block.

Makers of edible products are not permitted at the Maker Market.

## Do the Dates & Hours Work for Me?

### 2022 EVENT DATES

Vendors are welcome to apply for a single or multiple blocks at the Maker Market. Please, apply only for the blocks you'd like to show at. Special days are subject to change and include special admission prices and limited time on-park events planned.

#### Block 1 (Thursday–Tuesday): Evening July 7, July 8, 9, 10, 11, 12

Block 1 includes Sneak-A-Peek on Thursday, Parade Day on Friday, Family Day on Sunday and Community Day on Tuesday.

#### Block 2 (Wednesday-Sunday): July 13, 14, 15, 16, 17

Block 2 includes Kids Day on Wednesday and our busy final Rodeo weekend.

### HOURS OF OPERATION

The BMO Centre is open for guests from 11:00 am to 11:00 pm (subject to change) daily during the Calgary Stampede, except for earlier opening hours on:

- Thursday, July 7: Sneak-A-Peak hours are from 5:00 pm – 11:00 pm

Vendors are expected to have their spaces staffed and open for business at all times during hours of operation. Vendors who leave early will not be permitted to participate in future Maker Market events. Special consideration may be given for serious extenuating circumstances.

## What Should I Know About the Booths?

### BOOTH RENTAL

The Maker Market rents booth space to local artisans and crafters to showcase their amazing work to the guests of the Calgary Stampede in their own pop-up shops. The Maker Market does not charge any commission on vendor sales.

## BOOTH SPACE

We are located in the BMO Centre exhibition facility. We will be located in the halls B&C for 2022, though our final spot in the building is not yet known.

Three booth sizes are available for 2022:

- Option 1: 8' x 8' vendor space
- Option 2: 8' x 12' vendor space
- Option 3: 8' x 16' vendor space

Our all-in pricing includes these premium booth extras:

- 8' high solid back wall (comprised of two or three 4'x8' panels)
- 4' wide solid side wall (comprised of one 4'x8' panel)
- Power
- Carpeting
- One skirted table (skirting around front and sides, open at the back)
- One Accreditation pass for the vendor (entrance onto park for the 11-days)
- One daily gate admission pass for each day of the block for a helper
- Delivery passes to the secured back-of-house loading dock area for set-up and take-down

## SET UP & TEAR DOWN

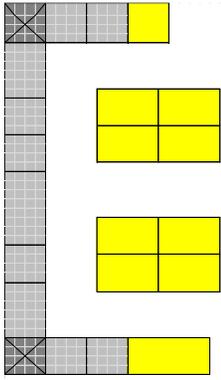
Move-ins are generally the morning of the first day of the block, tear-downs are generally after closing on the last day of the block. Once accepted, vendors will receive logistics information to for set up and tear down.

## What Are the Fees?

### VENDOR FEES

Pricing in Canadian funds for the 2022 Maker Market:

- Option 1: 8' x 8' booth costs **\$1,056** + GST (per block)
- Option 2: 8' x 12' booth costs **\$1,584** + GST (per block)
- Option 3: 8' x 16' booth costs **\$2,112** + GST (per block)



We also heard lots of requests for reserving prime corner booths in advance. If you are selected for a prime corner booth, the booth fees are:

Prime option 1: 8' x 8' prime booth costs **\$1,088** + GST (per block)

Prime option 2: 8' x 12' prime booth costs **\$1,632** + GST (per block)

Prime option 3: 8' x 16' prime booth costs **\$2,176** + GST (per block)

Based on our indicative 2022 floorplan, prime corner booths are indicated in yellow. As you can see, there is a very limited supply.

## VENDOR REVENUES

The Maker Market charges rental for booth space without any additional commissions. Vendors are free to use the payment system or platform of their choice.

Vendors are responsible for providing their own payment, receipt and GST collection processes. Vendors are required to accept Stampede Bucks as payment for goods sold.

## PAYMENT DATES

The non-refundable booth rental payment is due May 4, 2022.

## Is There any Marketing Support?

The Maker Market will be actively promoting both the event and its chosen vendors through traditional and social media.

We create branded product images for you to share on social media. We also submit blog posts about our vendors to tell your story to the Calgary Stampede family.

We provide event signage and area décor to create a space in the BMO Centre that sets us apart from the rest.

We expect vendors to promote their appearance at the Maker Market on their website/blog and on social media with at least one post in June and one post the week prior to their appearance. Images will be provided for these posts. Additional marketing and promotion is encouraged!

Additionally, we expect accepted artists to allow Calgary Stampede permission to use their images for marketing and promotion. Please note that the Calgary Stampede wordmark and CS brand are trademarked; they may not be used without express permission of the Calgary Stampede.

## How Do I Apply?

We welcome makers from across Canada to apply to the Maker Market. Interested vendors should:

- Provide information about themselves, their brand/studio and contact details;
- Tell us about their product and include excellent photos; and

- Confirm that they produced a significant portion of their products themselves.

## IMPORTANT APPLICATION DATES

Deadline to submit application:	March 13, 2022 (Midnight)
Notification of acceptance from Maker Market:	March 30, 2022
Non-refundable payment balance due:	May 4, 2022

**To apply to the July 2022 Maker Market, please fill out the application at:**

[Apply Here](#)

## PHOTO REQUIREMENTS

**The quality of your digital photos is extremely important!** As we will not be able to see your products in person, the 5-10 photos you select to represent your work should be crisp, clear and well-lit so your quality, attention to detail and craftsmanship easily shows to the jury.

We strongly recommend using a camera, not your Smartphone. Please do not compress your images to get a smaller file size as this degrades the image quality.

Photos must be:

- Filename by artist/studio
- .JPG file format (e.g. yourstudio\_1.jpg, studioXYZ3.jpg)
- Landscape orientation
- Max 3 MB (3000 KB) file size
- 300 dpi resolution
- As is. No digital enhancement or filters please.

## What our Makers Say About Us

At the end of every block, we send out a survey to check in with our Makers. They submit their comments anonymously about how well we prepped them with the info they needed, how we did and what we could do better next time.

## PAST ANONYMOUS SURVEY COMMENTS



### WE'RE A COMMUNITY

“It was such a warm inviting community. Everyone was willing to help each other and it was a great mix of vendors.”



### WE'RE HERE FOR YOU

“Your team was so organized and supportive throughout the event.”



### WE HAVE A GREAT SPACE

“I liked the intimate and cozy natures of the booth designs and just overall had a great time!”



### WE'RE PRETTY GREAT

“Fun atmosphere, great crew of volunteers, great selection of vendors, great location.”



### WE'RE GLOBAL

“My sales went to New York, Texas, Florida, Australia, Britain and local customers. I hope to be able to come back next year. Thank you for the opportunity to be in the Maker Market, it was an excellent opportunity for me and a very positive experience.”

## About the Maker Market

The Calgary Stampede Maker Market is an upscale and accessible marketplace of locally made handcrafted goods for sale by the artists.

The variety of handmade goods we welcome are virtually unlimited! We are looking for creative applications of materials using a wide variety of techniques and finishes to produce original, artistic and appealing goods for sale. This is not a “Western” craft show.

Our Vendor Liaison email: [stampedeexhibits@calgarystampede.com](mailto:stampedeexhibits@calgarystampede.com)

THANK YOU FOR YOUR SUPPORT OF THE MAKER MARKET AT THE 2022 CALGARY STAMPEDE!