



OUTDOOR APPLICATION GUIDEBOOK

JULY 5-14, 2024


Calgary Stampede

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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.

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. These photos should be the same, or as close to, the exact display that you plan on bringing to the Stampede Park. Please ensure that these photos highlight your booth and products as the selection process is very competitive and the 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 and/or applications submitted without photos 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 and January 3rd, anything received after that time is automatically added to our waitlist and you will ONLY be contacted if space becomes available

PAYMENT CATEGORIES

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

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
- Percentage exhibitors **MUST** submit daily sales reports and detailed reports as designated by the Calgary Stampede

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 Outdoor Budget Guidebook)
- This fee must be paid in full by May 3rd, 2024



DISPLAY REQUIREMENTS

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
- Concession units 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

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 it's 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

BOOTH CONSIDERATIONS

1

BOOTH PRESENTATION MOST IMPORTANT

The first initial look at an application is all about the design and feel of the booth

Visual presentation is key to higher sales and attracting more visitation/customers

Does the booth follow the Seven Principles of Booth design as outlined in the Exhibitor's application guidebook?

If the booth presentation/pictures are missing from an application it is considered incomplete and will not be evaluate

2

PRODUCT FOR SALE LESS IMPORTANT

Secondary look is what product is being sold out of the booth. Relevance, new, unique, over saturation

Having a great product alone will not increase your sales or increase visitation

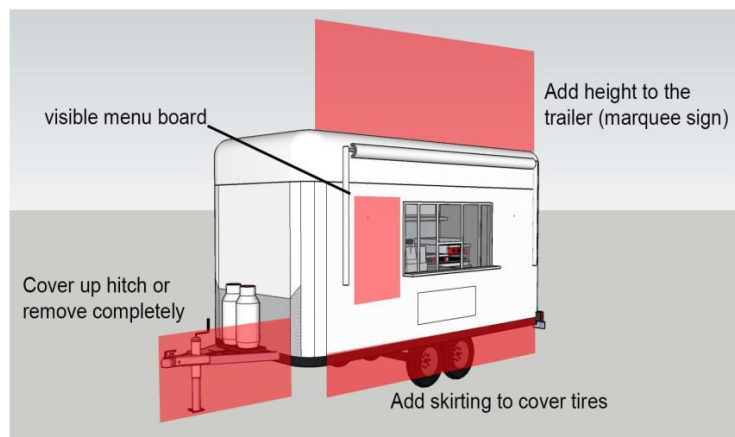
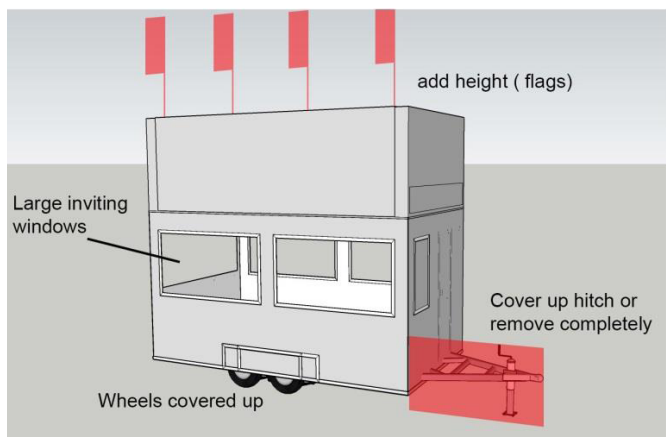
You can have the best product, but if the presentation is missing/weak, your product will not sell

Pictures of product only in an application, will result in an incomplete application

BOOTH CONSIDERATIONS (CONTINUED)

MIDWAY BOOTH DESIGN 101

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



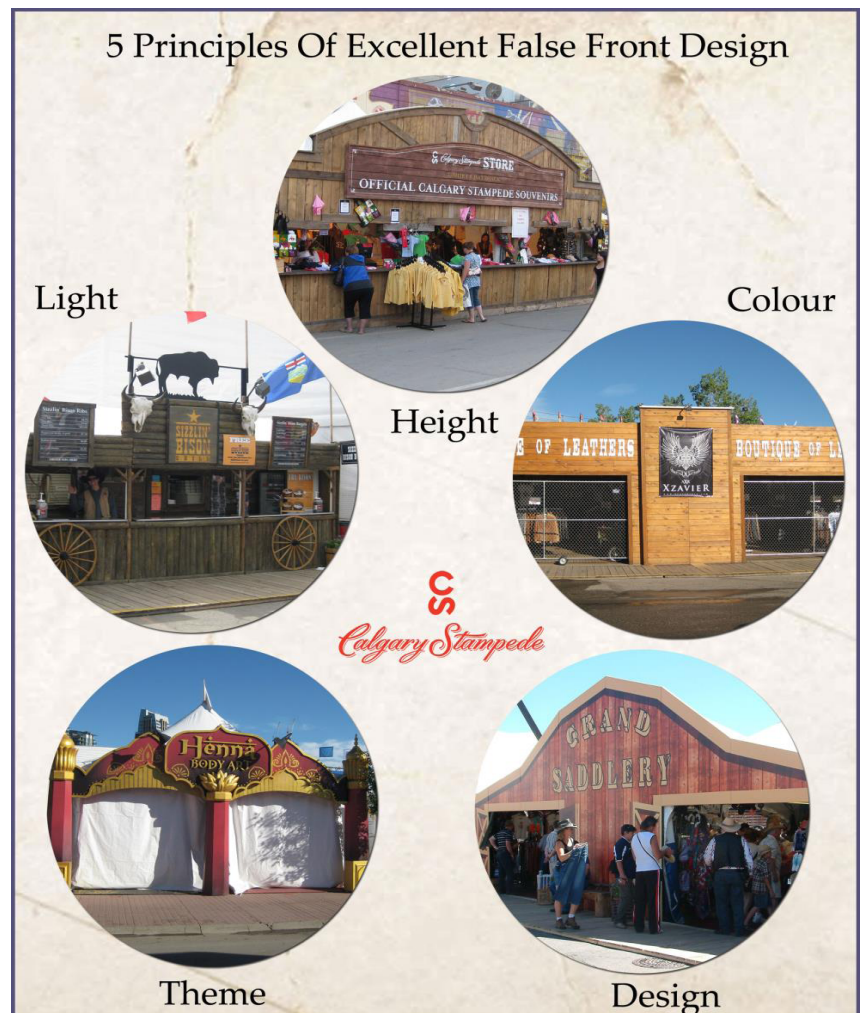
TENT STRUCTURES/NON-FOOD

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 the theme relating to your product(s)

IMPORTANT TO 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.



FOOD EXHIBITORS & PRODUCT SAMPLING

PRODUCT SAMPLING

- Product sampling is not permitted on Stampede 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)
- An AHS representative will be onsite all days during Stampede to ensure all regulations are being followed
- Sampling is considered between 1 oz.- 2 oz.

EXHIBITORS COOKING FOR SALE OR DEMONSTRATION PURPOSES

- Exhibitors 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
- Exhibitors 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 Exhibitors
- The supplier, Gordon Food Services (GFS), operates the voluntary commissary under contract to the Stampede with exclusive distribution on Park
- Exhibitors who wish to source product from another supplier need to know those suppliers cannot access the Park to deliver products
- The Exhibitors 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

EXHIBITOR STREET TEAMS & 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 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 exclusive sponsors, who may be permitted, pending approval from the Midway Programming Team

PRODUCT GIVEAWAYS

- Product giveaways are only permitted on Stampede Park within licensed 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

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 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 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

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).

LAMMLE'S WESTERN WEAR

OFFICIAL AND EXCLUSIVE
WESTERN WEAR AND
WESTERN GIFTWARE

Western giftware category as defined below:

"Western Giftware" means Calgary Stampede branded giftware in the style of the North American West that is currently sold on a retail basis by the Sponsor and/or by Calgary Stampede, 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 Calgary Stampede, 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.

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:

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

Cowboy boots and western boots; not exclusive

BENNETT JONES

OFFICIAL LEGAL COUNSEL OF THE CALGARY STAMPEDE

All departments and staff liaisons use Bennett Jones for their legal services

EAU CLAIRE DISTILLERY

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

During 10 day festival Eau Claire Whisky and Gin are exclusive in the following venues: Nashville North, GMC Stadium, Big Four Roadhouse, Blue room & Rotary House. Excluding ranahan's & Lazy S.

MIKE'S BEVERAGE CO.

PREFERRED READY TO DRINK (RTD) COCKTAIL SUPPLIER

The Calgary Stampede Food & Beverage department will purchase any alcoholic beverage products, which at any relevant time, is categorized as either coolers, ciders or sparkling canned wine from Mike's Beverage Co. Exceptions include Mott's Clamato Caesar.

MOTT'S CLAMATO

OFFICIAL COCKTAIL OF THE CALGARY STAMPEDE

Official Supplier of Tomato Clam Cocktail of the Calgary Stampede

SMITHBILT HATS INC.

OFFICIAL COWBOY HAT OF THE CALGARY STAMPEDE

Non-exclusive marketing rights as the Official Cowboy Hat of the Calgary Stampede.

WCD DIGITAL IMAGING

(FORMERLY WEST CANADIAN)

PREFERRED PRINT PARTNER OF THE CALGARY STAMPEDE

All departments and committees will contact WCD for print services and products, opportunity to quote is always provided.

WRANGLER

EXCLUSIVE MARKETING / ADVERTISER OF WESTERN JEANS AND SHIRTS WITHIN THE RODEO AREN

Wrangler is the exclusive marketing/advertiser of western jeans and shirts within the Rodeo arena during the Calgary Stampede, which can be purchased through Lammlé's Western Wear & Tack

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 and visa's, 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 Stampede) and deposit payments (detailed in the Outdoor Budget Guidebook) have been received by the 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 Exhibitor 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 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 company Pyramid sales, 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, vapes, pipes 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 Exhibitor applications (inclusive of list above) Outstanding account balance |

TIMELINE

**ONLINE APPLICATIONS OPEN
NOVEMBER 1, 2023**

FEBRUARY 29, 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

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 31, 2024

ADVANCED SERVICES ORDER PRICING ENDS

MAY 3, 2024

ALL BOOTH FEES DUE

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

JUNE 26, 2024

OUTDOOR MOVE-IN BEGINS

JULY 3, 2024

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

JULY 4, 2024

SNEAK-A-PEAK @ 5 P.M.

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