



# Indoor Booth Space Rates

## Rates

Location	Rates		
The Market in the BMO Centre	Booth Type	Standard Location	Price Per Sf.
	Inline / No Corners	N/A	\$33 per Sf.
Minimum Booth Size 10X10	One Corner	N/A	\$34 per Sf.
	Two Corners	N/A	\$35 per Sf.
	Four Corners / Island	N/A	\$36 per Sf.

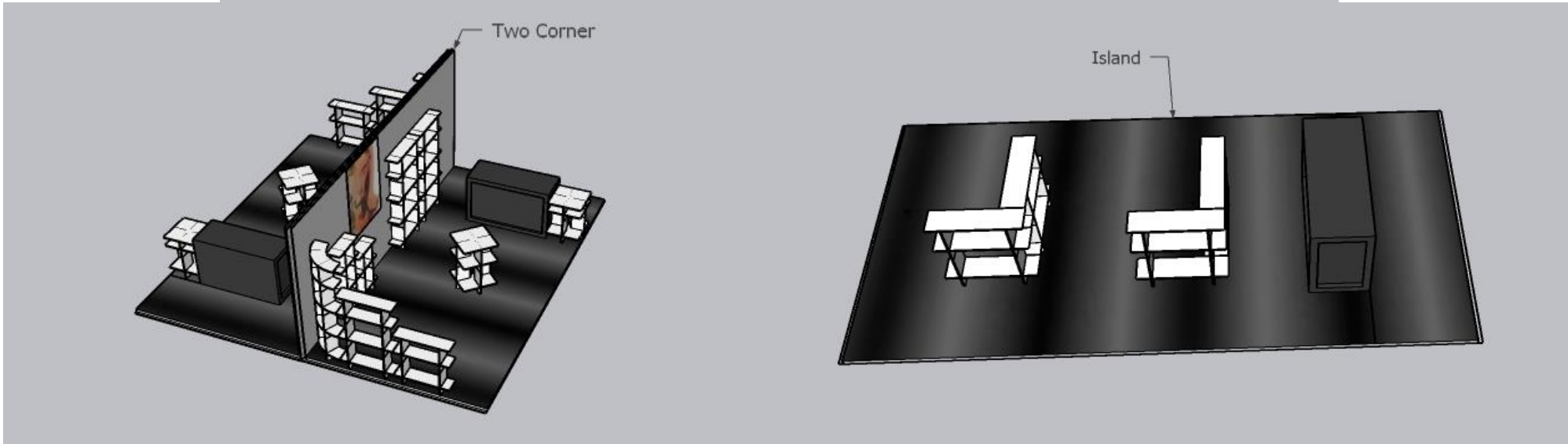
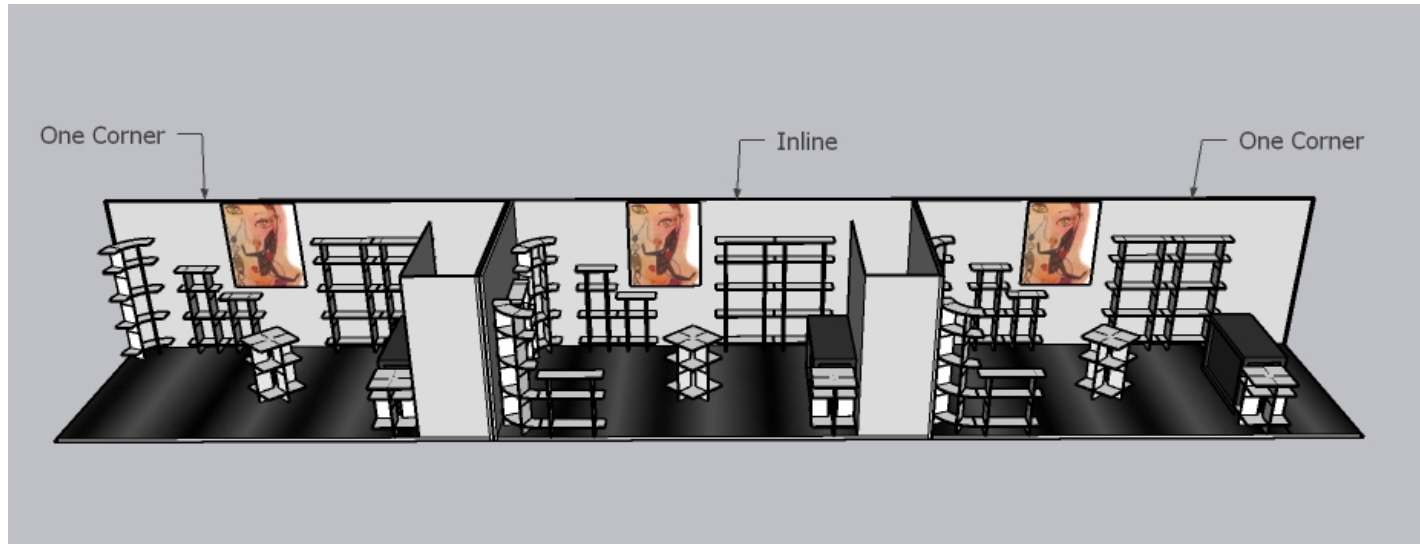
## Example

Location	Square Feet	Booth Type	Rate	Space Cost/ Min. Guarantee
Stampede Market	20 x 10 = 200 sf	One Corner	\$34	\$6,800
*The above example is for your baseline rent only, please continue under Additional Considerations for Services, Passes, etc.				

## Space Rental

The Midway Retail Programming team is currently working on layout/booth expectations for Stampede 2023, please stay tuned!

# Booth Type Examples





# Deposits/Minimum Guarantees/Cancellation

## Deposits

- **Flat Rate Exhibitors:** Are required to pay a \$1,000 deposit upon signing the License Agreement or within two (2) weeks of receiving the agreement. This deposit will be put towards the balance of your booth fees
- Returning Percentage Exhibitors: Who have an established revenue, payment and minimum guarantee (if applicable) history with the Stampede may have the deposit waived on request
- Returning Percentage Exhibitors: Who were unable to meet their minimum guarantees in 2022 will be required to pay the deposit

## Minimum Guarantees

- **Percentage paying Exhibitors** are required to pay 25% of gross sales (net of GST)
- If licensed, this amount will be collected throughout the event based on the daily sales
- It is expected that this amount will meet or surpass the established minimum guarantee for your booth(s)

## Cancellation Policy

- In the event of a cancellation after a license agreement is issued, any and all monies paid to the licensor (the Calgary Stampede) in connection with the license agreement shall be for the benefit of the licensor and for greater clarity, shall not bear any interest to the benefit of the Licensee
- All monies paid by the licensee to the licensor are **non-refundable**. However, in the event that the square footage space can be reassigned, consideration may be given to refunding the booth fees less a cancellation fee (the cancellation fee will be determined by the licensor)



# Additional Considerations

## Show Service Fees \$298 includes:

- C.A.F.E. Levy
  - Canadian fairs, exhibitions and stampedes participating in the program will assess all licensed Exhibitors at their show, a participation levy is required per event for each booth, attraction, game, or ride location. For more information visit: <https://www.canadianfairs.ca/>
- Waste Management
- Standard power outlet (1500 Watt)
- Two Exhibitor accreditation passes (valid for entry each day of the event)

## Additional Services/Gate Passes:

- All additional required services: plumbing, internet, telephone, and motorhome services must be purchased through the Stampede at varied rates
- You are required to have a pass for entry onto the park each day. Daily or bundle gate passes are available for purchase at a discounted rate for Exhibitors
- Any electrical requirements beyond the 1500 Watt outlet

## Stampede Bucks

- Stampede Bucks **MUST** be accepted across park at a \$5 value. All licensed Exhibitors will be able to redeem them for \$4.50 each. With the support of the Exhibitors, this program generates increased spend from guests across the Park



# Additional Considerations cont.

## Crossing the Border

- If you are planning on entering Canada to operate your business at the Stampede, you may be required to obtain a work permit, Labour Market Impact Assessment (LMIA) for yourself and any workers that will be traveling with you. Please ensure your product/merchandise & quantities of, are sanctioned to cross the border. All monies paid to the Calgary Stampede in connection with the license agreement are non-refundable

## GES

- Exhibitors are encouraged to use **GES**, as they are a preferred partner on park

## Gordon Food Services (GFS)

- Food Exhibitors are encouraged to use [GFS](#) for product sourcing, as they have exclusive distribution on park

## Coca-Cola

- If you're planning on serving beverages, all products must be sourced from the exclusive supplier, Coca-Cola

