



# MAKER MARKET AT THE CALGARY STAMPEDE

## EXHIBITOR 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 800,000 potential customers. Connect with other exhibitors 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

Guests will be thrilled to discover you're local, handmade, custom, and upscale. Become someone's favorite 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

Booths are draped and include a skirted table (available upon request), chair, and a 1500-watt outlet. We're located in the newly renovated 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.

- Have products created in Canada.

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 by attractive booth display, product originality, marketability, quality, uniqueness, and overall market product mix for each block(s).

Makers of edible prepackaged products are permitted at the Maker Market. If providing samples, you need approval from Alberta Health Services. Sampling of products that you are retailing is permitted within your licensed booth space only. You may require additional equipment, such as a refrigerator and/or sink. For more information, please visit <https://www.albertahealthservices.ca/assets/wf/eph/wf-eh-special-events-temporary-food-establishment-vendor-package.pdf>

## Do the Dates & Hours Work for Me?

### 2024 EVENT DATES

Exhibitors are welcome to apply for single or multiple blocks at the Maker Market. Special days are subject to change and include special admission prices and limited-time on-park events planned.

#### Block 1 (Thursday–Tuesday): July 4 (evening), 5, 6, 7, 8, 9

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 10, 11, 12, 13, 14

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. Please note Sneak-A-Peak hours below:

- Thursday, July 4: Sneak-A-Peak hours are from 5:00 pm – 11:00 pm

Exhibitors are expected to have their spaces staffed, and open for business at all times during hours of operation. Exhibitors who leave early will not be permitted to participate in future Maker Market events.

# 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 exhibitor sales.

## BOOTH SPACE

The Maker Market will be located in the newly renovated BMO Centre within halls A2-C, though our final spot in the building is not yet known.

Available booth sizes for 2024:

Option 1: 10' x 10' exhibitor space

Option 2: 10' x 15' exhibitor space

Our all-in pricing includes these booth extras:

- Pipe and Drape
- 1500-watt power outlet
- One draped table (skirting around front and sides, open at the back) \*Available upon request
- One Accreditation pass for the exhibitor (entrance onto park for the 11-days)
- One daily gate admission pass for each day of the block(s) for a helper

## SET UP & TEAR DOWN

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

# What Are the Fees?

## EXHIBITOR FEES

Pricing is in Canadian funds for the 2024 Maker Market:

Option 1: 10' x 10' booth costs **\$1,750** + GST (per block)

Option 2: 10' x 15' booth costs **\$2,625**+ GST (per block)

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

Option 1: 10' x 10' corner booth costs **\$1,800** + GST (per block)

Option 2: 10' x 15' corner booth costs **\$2,700** + GST (per block)

Corner booths are subject to availability and not guaranteed.

## EXHIBITOR REVENUES

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

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

## PAYMENT DATES

The non-refundable booth rental payment is due May 3, 2024.

## Is There any Marketing Support?

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

We ask exhibitors 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 are 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 the express permission of the Calgary Stampede.

## How Do I Apply?

The Calgary Stampede welcomes makers from across Canada to apply to the Maker Market. Interested exhibitors should:

- Provide information about themselves, their brand/studio and contact details.
- Tell us about their product and include excellent photos.
- Confirm that they produced a significant portion of each of your items.

## IMPORTANT APPLICATION DATES

Deadline to submit application:	February 2, 2024 (Midnight)
Notification of acceptance from Maker Market:	February 27-28, 2024
Non-refundable payment balance due:	May 3, 2024
If accepted, contracts sent:	March 25-29, 2024

To apply to the July 2024 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.

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

### PAST EXHIBITOR 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 exhibitors.”



#### 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 exhibitors, 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.”

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## About the Maker Market

The Calgary Stampede Maker Market is a unique marketplace experience that showcases local Canadian goods made by our own local talent.

Whatever the material or technique, we are looking to showcase a variety of goods, goods that are creative, original, and appealing.

This is not your average craft show, this is The Calgary Stampede's Maker Market.

**Our email: [makermarket.cs@gmail.com](mailto:makermarket.cs@gmail.com)**

*This is an initiative run by volunteers of the Maker Market sub-committee, part of the Concessions and Exhibits committee.*

**THANK YOU FOR YOUR SUPPORT OF THE MAKER MARKET AT THE 2024 CALGARY STAMPEDE!**