



OUTDOOR BUDGET GUIDEBOOK

CS

Calgary Stampede

JULY 4 – 13, 2025

OUTDOOR BOOTH SPACE RATES

SPACE RENTAL

The Midway Programming team is currently working on layout/booth expectations for Stampede 2025, please stay tuned!

BOOTH SIZE	PRICE PER SF.
Less than 1,000 Sf.	\$23
1,000 to 1,999 Sf.	\$21
2,000 Sf. and Larger	\$19

DEPOSITS/CANCELLATION POLICY

DEPOSITS

- Returning Percentage payers, who were unable to meet their minimum guarantees in 2024 will be required to pay the deposit
- Flat Rate payers are required to pay a \$1,000 deposit upon signing the License Agreement.
- This deposit will be put toward the balance of your booth fees

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).

New Percentage Paying Exhibitors are required to pay a deposit based on 1/3 of the established minimum guarantee upon signing the License Agreement or within two (2) weeks of receiving the agreement. This deposit is required for new exhibitors and returning exhibitors with new booths.

EXAMPLE: Minimum Guarantee = $\$9,200/3=\$3,066.67$ deposit required

MINIMUM GUARANTEES

MINIMUM GUARANTEES

- Percentage paying Exhibitors are required to pay 25% of gross sales (net of GST)
- If licensed, this amount will be collected daily 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).

MINIMUM GUARANTEE	$20 \times 20 = 400 \text{ sf.} \times \$23 =$	\$9,200	Required to meet this amount through 25% daily payments
DEPOSIT (IF APPLICABLE)	$\$9,200 \frac{1}{3} =$	\$3,066.67	
SHOW SERVICES FEES		\$523	
TOTAL		\$3,589.67	
GST	$\times .05$	\$179.48	
TOTAL DUE UPON SIGNING		\$3,769.15	

SHOW SERVICE FEES \$523 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
- Initial water hook up
- Two Exhibitor accreditation passes (valid for entry each day of the event)

ADDITIONAL CONSIDERATIONS

ADDITIONAL SERVICES/GATE PASSES:

- All additional required services: electrical, 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 Stampede Park each day. Daily or bundle gate passes are available for purchase at a discounted rate for Exhibitors. New this year: single admission passes (Sneak-A-Peek or regular admission) will be electronic.
- All electrical requirements

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.

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

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

CLOVER or SQUARE

- All percentage payers must use Clover or Square to record all cash and electronic payments