

THE MARKET
SHOP • PLAY • RELAX • EXPLORE

INDOOR

BUDGETING GUIDEBOOK

CS
Calgary Stampede

JULY 4 – 13, 2025

INDOOR BOOTH SPACE RATES

LOCATION		RATES	
THE MARKET IN THE BMO CENTRE MINIMUM BOOTH SIZE 10' X 10'	BOOTH TYPE	PRICE PER SF.	
	INLINE/ NO CORNERS	\$35 per Sf.	
	One Corner	\$36 per Sf.	
	Two Corners	\$37 per Sf.	
	Four Corners / Island	\$38 per Sf.	

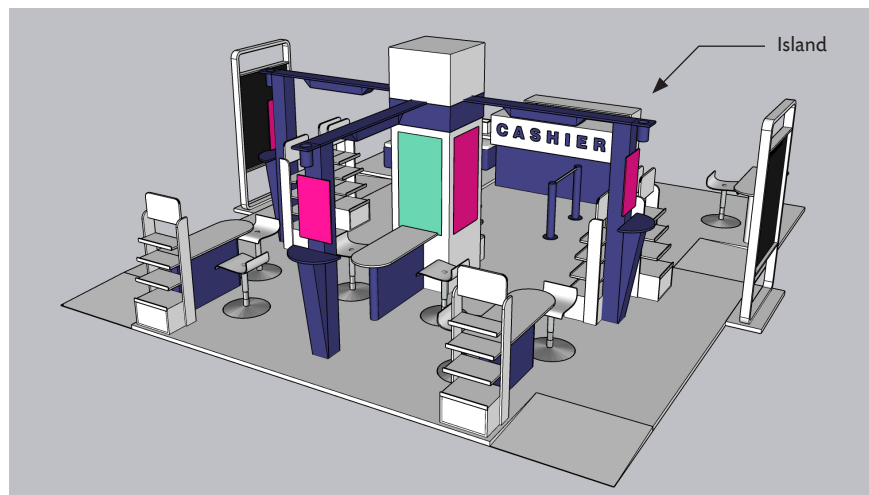
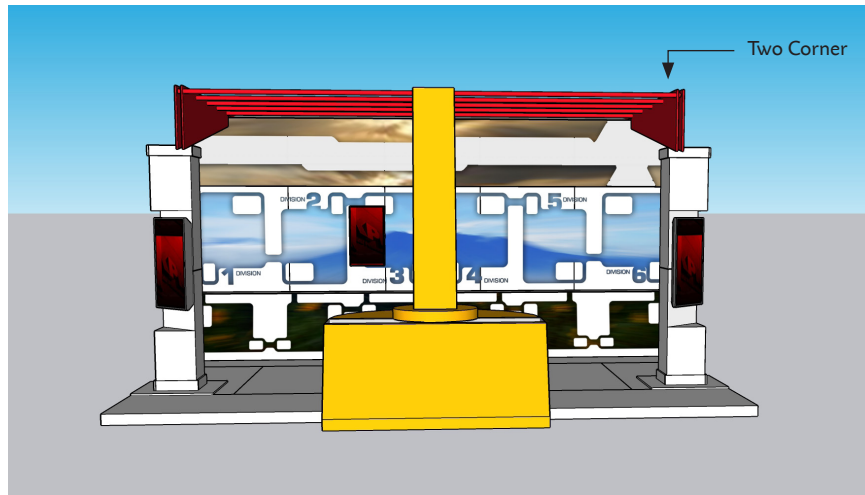
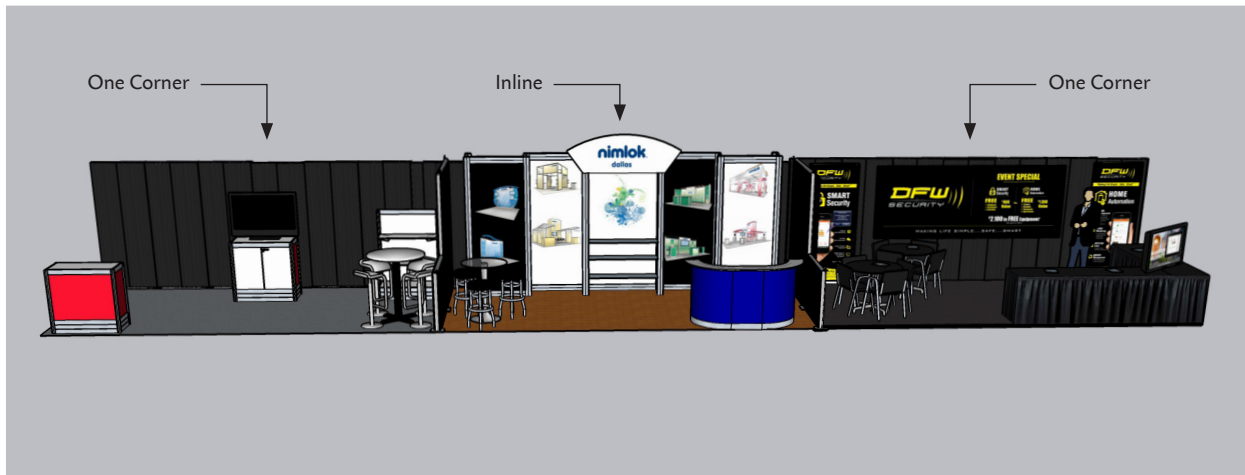
EXAMPLE

LOCATION	SQUARE FEET	BOOTH TYPE	RATE	SPACE COST / MIN GUARANTEE
The Market	20' x 10' = 200 Sf.	One Corner	\$36	\$7,200
Show Service Fees per booth are \$298 which includes: <ul style="list-style-type: none"> C.A.F.E. LEVY, Waste Management, Standard power outlet (1500 Watt), Two Exhibitor accreditation passes 				
TOTAL PLUS GST (5%)				\$7872.90
*The above example is for your baseline rent only, please review Additional Considerations for Services, Passes, etc.				

SPACE RENTAL

The Midway Programming Team is currently working on layout/booth placements for Stampede 2025, 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 and secures your location
- Returning Percentage Exhibitors: Who have an established revenue, payment and minimum guarantee (if applicable) history with the Calgary Stampede may have the deposit waived on request
- Returning Percentage Exhibitors: Who were unable to meet their minimum guarantees in 2024 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)
- As per the License Agreement, all monies paid by the Licensee to the Licensor are non-refundable. However, in the event that you need to cancel and the space can be reassigned, consideration will be given to refunding a portion of the booth fees less the cancellation fee, as per the following schedule:
 - Cancellation fee from **April 1 to May 31**: \$1,200 + GST
 - Cancellation fee from **June 1 to June 15**: \$2,000 + GST
 - Cancellation fee after **June 15 through July**: Non-refundableMinimum Guarantee deposits will apply to the above schedule

ADDITIONAL CONSIDERATIONS

SHOW SERVICE FEES \$298 PER EACH BOOTH 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 additionally required services: plumbing, internet, telephone, and motor home services must be purchased through the Calgary 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.
- Reminder: each booth receives two passes included in Show Service Fees
- Any electrical requirements beyond the 1500 Watt outlet
- Tables, chairs and carpet can be rented through our preferred rental company. These items are not included in your booth fees and must be ordered additionally

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 Stampede 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 Stampede Park

COCA-COLA

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