

2025

MAKER MARKET

AT THE CALGARY STAMPEDE

EXHIBITOR 101



TABLE OF CONTENTS

- ABOUT THE MAKER MARKET 3**
- WHY SHOULD I JOIN? 4**
- AM I RIGHT FOR THE MARKET? 5**
- 5 PRINCIPALS FOR EXCELLENT INDOOR BOOTH DESIGN 6**
- DO THE DATES & HOURS WORK FOR ME? 7**
- WHAT SHOULD I KNOW ABOUT THE BOOTHS? 8**
- WHAT ARE THE FEES? 9**
- IS THERE ANY MARKETING SUPPORT? 10**
- HOW DO I APPLY? 11**
- APPLICATION STATUS 12**
- TIMELINE 13**



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

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



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 or chose both blocks and participate for the whole 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 artisans 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.

WHAT ARE WE LOOKING FOR?

All applications will be evaluated for attractive booth display, product originality, marketability, quality, uniqueness, and overall market product mix for each block(s).

DISPLAY REQUIREMENTS

The Calgary Stampede has specific requirements in place to ensure the quality of booth presentation which reflects the overall appeal of The Market so please ensure that you're following these guidelines:

LIGHTING

- All exhibitors are required to provide their own booth lighting and ensure their entire booth is 'lit' up
 - The space may have ambient lighting and the overhead lighting in the hall may not be set to 100%
- NOTE: Lighting design must be presentable; no industrial lights will be permitted

BOOTH DESIGN

- When accepting booths, the Calgary Stampede will first look at the physical appearance of the booth you wish to bring by focusing on the 5 Principles for Excellent Indoor Booth Design: DESIGN - THEME - COLOUR - LIGHTING - DISPLAY

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>

5 PRINCIPALS FOR EXCELLENT INDOOR BOOTH DESIGN



DO THE DATES & HOURS WORK FOR ME?

2025 EVENT DATES — JULY 4-13, 2025 (JULY 3, SNEAK-A-PEEK AT 5 P.M.)

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 3 (evening), 4, 5, 6, 7, 8

- 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 9, 10, 11, 12, 13

- 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-Peek hours below:

- Thursday, July 3: Sneak-A-Peek hours are from 5:00 pm – 11:00 pm
- Sunday July 6th Family Day hours are 10:00am-11:00pm
- Wednesday July 9th Kids Day hours are from 10:00am-11:00pm

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.

BOOTH SPACE

The Maker Market will be located in the newly renovated BMO Centre within halls A1-A2.

Available booth sizes for 2025:

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
- Two Accreditation passes for the exhibitor (entrance onto park for the 11-days)

SET UP & TEAR DOWN

Once accepted, exhibitors will receive logistics information for move-in, setup, restocking, tear down, and move-out. Move-in occurs the morning of your block's start date, with Block 2 starting on Kid's Day and having an earlier opening time. Move-out begins after closing on your final day.

WHAT ARE THE FEES?

EXHIBITOR FEES

Pricing is in Canadian funds for the 2025 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)

You may request reserving a corner booth 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.

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.

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

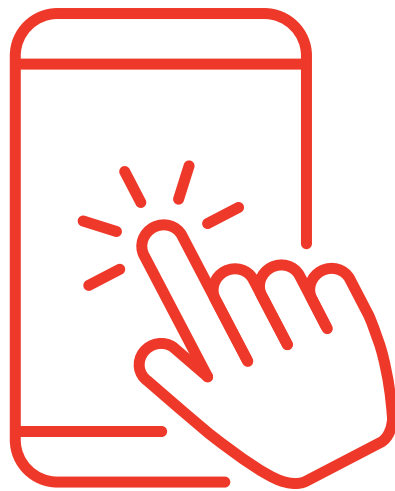
The non-refundable booth rental payment is due May 2, 2025.

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: **Jan 31, 2025**

Notification of acceptance from Maker Market: **Feb 24-28, 2025**

Non-refundable payment balance due: **May 2, 2025**

If accepted, contracts sent: **March 24 - 31, 2025**

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:

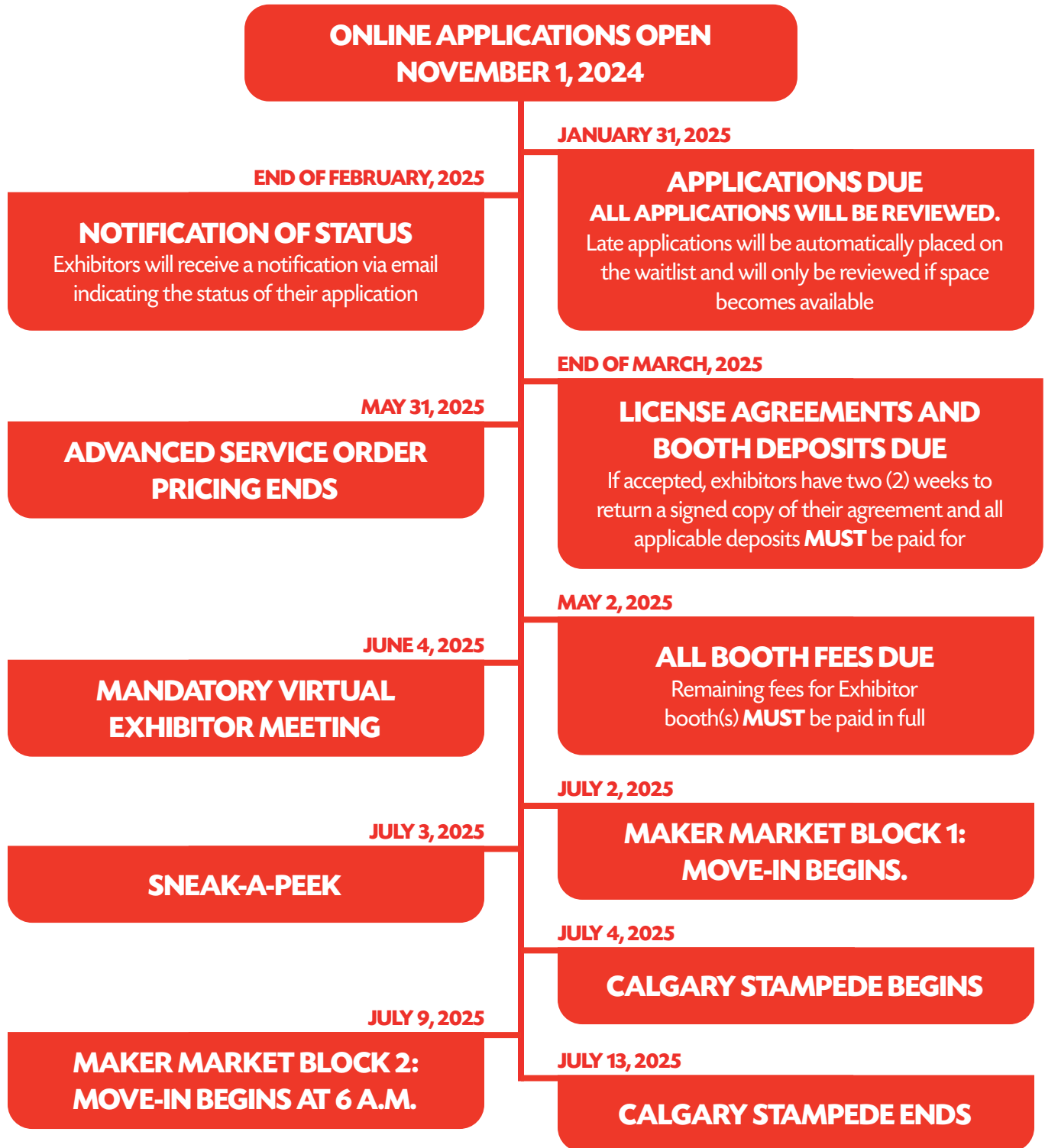
- Filename by artist/studio
- JPG file format (e.g. yourstudio_1.jpg, studioXYZ3.jpg)
- Landscape orientation
- Max 3 MB (3000 KB) file size
- 300 dpi resolution
- As is. No digital enhancement or filters please.

To apply to the July 2025 Maker Market, please fill out the application **HERE**

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 2025 Calgary Stampede <p>No agreement is confirmed until the contract has been signed by the authorized representatives of both parties (the Exhibitor and the Calgary Stampede) and deposit payment has been received by the Calgary 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 ExhibitorApplications 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 guestsLack of Space. Due to the volume of applications, there is not enough available space for the area best suited for your productApplication received after the deadline of January 31st, 2025 <p>If waitlisted, you will be notified of your status and only contacted in the event that space becomes available</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 companyPyramid sales, auctions or card table exhibits.Brand activation, street teams, brand or product sampling, fundraising or soliciting for a cause or not-for-profit organizationProducts 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 imagesLive animals are not permitted. Service animals are exemptProducts that conflict with the Calgary Stampede Sponsorship agreementsObscene or offensive products (determined by the Calgary Stampede)Display, sales or advocacy of items or paraphernalia that promote illegal substancesTobacco or cannabis products, including cigars, cigarettes, smokeless tobacco, electronic cigarettes, vapes, pipesWeapons of any kind (including, but not limited to guns, knives, swords, spears, arrows), whether real, toy, or replicasPresentations promoting gambling in any wayExceptions may be considered for the travel and tourism industry that may include gambling as part of an overall packageOutstanding account balanceProducts are not made in Canada

TIMELINE



**THANK YOU FOR YOUR
SUPPORT OF THE MAKER
MARKET AT THE 2025
CALGARY STAMPEDE!**