



Maker Market at the Calgary Stampede

DISCOVER HANDMADE #SHOPLOCAL

The 2018 Calgary Stampede will host the second annual Maker Market. Here are the top four reasons the juried Maker Market is like no other sales and networking experience you've had:

EXPOSE YOUR BRAND TO LOCAL, NATIONAL, AND INTERNATIONAL VISITORS

Show your unique product to more than 600,000 potential customers. Last year several vendors secured wholesale and future custom orders. Make connections with other vendors, get courted by other markets and buyers. Be ready to hustle with your business cards and an email sign-up list.

DELIGHT CRAFT MARKET NEWBIES

They'll be thrilled to discover you're local, handmade, custom and upscale. Become someone's favourite Calgary Stampede discovery, gift or souvenir.

SELL IN SUMMER

Be a part of the largest summer craft market in Alberta. Choose from flexible three and four-day blocks within the 11 day show.

ENJOY THE EXTRAS

Our all-in pricing includes a draped table, power, carpet, and solid walls for a premium booth experience. We're located in the BMO Centre, a world-class trade show facility. Apply now! We can't wait to help our guests discover your brand of awesomeness.

APPLICATION PROCESS

We welcome makers from across Canada to apply to the Maker Market. Interested vendors should:

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

IMPORTANT APPLICATION DATES

Deadline to submit application:	February 15, 2018
Notification of acceptance from Maker Market:	March 1, 2018
Non-refundable deposit due:	March 15, 2018
Payment balance due:	May 15, 2018

To apply to the July 2018 Maker Market, please fill out the application at:

<https://cs.formstack.com/forms/mkrmkt2018>



WHO SHOULD APPLY?

We invite local craft artists to apply, provided they:

- Reside in Canada;
- Are significantly involved (75%+) in the making of their final product; and
- Their product is made in Canada.

No third party products, kits or network marketers will be accepted (these are welcome to apply for the Calgary Stampede's product market.)

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. We regret that edible products are not permitted at this time.

All applications will be evaluated by the Creative Arts & Crafts Committee for product originality, marketability, quality, uniqueness, and overall market product mix.

2018 EVENT DATES

Vendors are welcome to apply for multiple blocks at the Maker Market.

Block 1: Evening July 5th, July 6, 7, 8

Block 1 includes Sneak-A-Peek on Thursday, Parade day on Friday, the first Saturday and Sunday (Family Day).

Block 2: July 9, 10, 11, 12

Block 2 includes Monday, Tuesday (Western Heritage Day a.k.a. Senior's Day), and Wednesday (Kids' Day).

Block 3: July 13-14-15th

Block 3 includes the final three days of the Calgary Stampede: Friday, Saturday and Sunday.

HOURS OF OPERATION

The BMO Centre is open for guests from 11:00 am to 11:00 pm daily during the Calgary Stampede, except for earlier opening hours on:

- Thursday: Sneak-A-Peak hours are from 5:00 pm – 11:00 pm
- Sunday: Family Day hours are 9:00 am to 11:00 pm
- Tuesday: Western Heritage Day hours are 10:00 am to 11:00 pm
- Wednesday: Kids' Day hours are 9:00 am to 11:00 pm



Vendors are expected to have their spaces staffed and open for business at all times during hours of operation. Vendors who leave early will not be permitted to participate in future Maker Market events. Special consideration may be given for serious extenuating circumstances.

MARKETING

The Maker Market will be actively promoting both the event and its chosen vendors through traditional and social media to ensure a successful event.

We create branded product images for you to share on social media. We also submit blog posts about our vendors to tell your story to the Calgary Stampede family.

We will also be increasing our event signage and area décor to create a space in the BMO Centre that sets us apart from the rest.

We expect vendors 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 is encouraged!

Additionally, we expect accepted artists to allow Calgary Stampede permission to use their images for marketing and promotion.

VENDOR REVENUES

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

Vendors are responsible for their providing their own payment, receipt and GST collection processes.

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 to the jury.

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.



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. The Maker Market does not charge any commission on vendor sales.

BOOTH SPACE

We are located in the world-class BMO Centre tradeshow facility. We will be located in the brightly lit halls ABC for 2018, though our final spot in the building is not yet known.

Two booth sizes are available for 2018:

Option 1: 8' x 8' vendor space

Option 2: 8' X 12' vendor space

Our all-in pricing includes these premium booth extras:

- 8' high solid back wall (comprised of two 4'x8' panels)
- 4' wide solid side wall (comprised of 4'x8' panels)
- Power
- Carpeting
- One skirted table (skirting around front and sides, open at the back)
- One daily gate admission pass for each day of the block
- Delivery passes to the loading dock for set-up and take-down

VENDOR FEES

Pricing in Canadian funds for the 2018 Maker Market:

Option 1: 8' x 8' booth costs \$600 + GST (per block)

Option 2: 8' x 12' booth costs \$900 + GST (per block)

PAYMENT DATES

A **non-refundable** 50% deposit by cheque or credit will be required within 15 days upon acceptance of your application by the Maker Market committee. This deposit will go towards the total amount due.

The balance of payment is May 15th, 2018.

SET UP & TAKE DOWN

Move-ins are generally the morning of the first day of the block, tear-downs are generally after closing on the last day of the block. Once accepted, vendors will receive a logistic information to outline set up and take down for vendors.



About Us

The Maker Market is an initiative of the Creative Arts & Crafts Committee, a 100% volunteer-run organization that also organizes an amateur craft competition as part of the Calgary Stampede Art Show.

Our Vendor Liaison email: cs.makermarket@gmail.com

Please sign up for updates about the Maker Market at www.westernshowcase.com/maker_market.html

Thank you for your support of the Maker Market at the 2018 Calgary Stampede!