



# MAKER MARKET AT THE CALGARY STAMPEDE

## VENDOR 101

### Why Should I Join?

The 2019 Calgary Stampede is hosting the third 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. Connect with other vendors 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

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 market in Alberta and a community of Makers who support each other throughout the year. You can 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, 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; and
- Have products made in Canada, or ethically made elsewhere (please describe). Preference may be granted for Canadian-made products.

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

All applications will be evaluated by the judges for an attractive booth display, product originality, marketability, quality, uniqueness, and overall market product mix for each block.

## Do the Dates & Hours Work for Me?

### 2019 EVENT DATES

Vendors are welcome to apply for a single or multiple blocks at the Maker Market. Please, apply only for the blocks you'd like to show at. Applying for more blocks does NOT help your chance of acceptance. Each block is juried for show balance separately.

#### Block 1: Evening July 4, July 5, 6, 7

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

#### Block 2: July 8, 9, 10, 11

Block 2 includes Monday, Tuesday (a community event day), and Wednesday (Kids' Day).

#### Block 3: July 12, 13, 14

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, July 4: Sneak-A-Peak hours are from 5:00 pm – 11:00 pm
- Sunday, July 7: Family Day hours are 9:00 am to 11:00 pm
- Tuesday, July 9: Community Day hours are 10:00 am to 11:00 pm
- Wednesday, July 10: 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.

# 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 vendor sales.

## BOOTH SPACE

We are located in the BMO Centre exhibition facility. We will be located in the brightly lit halls ABC for 2019, though our final spot in the building is not yet known.

Two booth sizes are available for 2019:

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 or three 4'x8' panels)
- 4' wide solid side wall (comprised of one 4'x8' panel)
- Power
- Carpeting
- One skirted table (skirting around front and sides, open at the back)
- One SuperPass admission pass for the vendor
- One daily gate admission pass for each day of the block for a helper
- Delivery passes to the secured back-of-house loading dock area for set-up and take-down

## SET UP & TEAR 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 logistics information to for set up and tear down.

# What Are the Fees?

## VENDOR FEES

Pricing in Canadian funds for the 2019 Maker Market:

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

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

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

## PAYMENT DATES

The non-refundable booth rental payment is due April 1, 2019.

# Is There any Marketing Support?

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

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 provide 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.

## How Do I Apply?

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, 2019
Notification of acceptance from Maker Market:	March 1, 2019
Non-refundable payment balance due:	April 1, 2019

**To apply to the July 2019 Maker Market, please fill out the application at:**

<https://cs.formstack.com/forms/mkrmkt2019>

### 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.

# What our Makers Say About Us

At the end of every block, we send out a survey to check in with our Makers. They submit their comments anonymously about how well we prepped them with the info they needed, how we did and what we could do better next time. We were really proud to see that we got all positive feedback in 2018.

## 2018 ANONYMOUS SURVEY 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 vendors.”



### 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 vendors, 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.”

## About the Maker Market

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

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

Please sign up for updates about the Maker Market at: [www.westernshowcase.com/maker\\_market.html](http://www.westernshowcase.com/maker_market.html)

THANK YOU FOR YOUR SUPPORT OF THE MAKER MARKET AT THE 2019 CALGARY STAMPEDE!