



MAKER MARKET AT THE CALGARY STAMPEDE

2019 ANSWERS TO YOUR QUESTIONS

We are so pleased you're joining us for the 2019 Calgary Stampede Maker Market at the BMO Centre. Maker Market volunteers will be supporting you before, throughout and after the event. Let's get started with answers to some of your biggest questions.

What are the Block Dates?

The Calgary Stampede welcomes guests from the early evening of Thursday, July 4th for Sneak-a-Peek ahead of the official start after the parade on Friday, July 5th. It runs full tilt for 10 days, with the grand finale on Sunday night July 14th.

BLOCK 1: EVENING JULY 4TH, JULY 5-6-7

Block 1 includes Sneak-A-Peek on Thursday, Parade day on Friday and the first Saturday and Sunday (Family Day). Thursday's Sneak-A-Peek hours are from 5:00 pm – 11:00 pm in the BMO Centre. There will be other special events happening on-park for Sneak-a-Peek with the midway open until 1am.

- Sunday: Family Day hours are 9:00 am to 11:00 pm

BLOCK 2: JULY 8-9-10-11

Block 2 includes Monday, Tuesday (Community Event Day), Wednesday (Kids' Day) and Thursday.

- Tuesday: Community Event Day hours are 10:00 am to 11:00 pm
- Wednesday: Kids' Day hours are 9:00 am to 11:00 pm

BLOCK 3: JULY 12-13-14

Block 3 includes the final three days of the Calgary Stampede: Friday, Saturday and Sunday. The rodeo finals take place this weekend, with wildcard Saturday to determine the last contestants eligible for the \$100,000 prize finale for each event on Sunday.

When do I need to be On-site?

BMO CENTRE 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 as noted above.

STAFFING BY VENDORS

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.

How Do I Get Through the Gates During the Show?

As the Market is a part of the Calgary Stampede and not a stand-alone event, the Market shares in the great perks that come along with the Stampede and also some requirements. **Each person who arrives at Stampede Park needs a pass or gate entry payment.**

PASSES FOR VENDORS

Included in your booth fee is a 10-day non-transferable super pass we buy for you, so that you can come down to the park anytime during the show. Perfect for checking out the shows, concerts and food you didn't get to during your own booth showing. You will be getting more information shortly.

INCLUDED PASSES FOR HELPERS/STAFFERS

This year as part of your booth fee, each vendor will receive a daily guest pass for each day you are participating in the Market. This paper single entry pass allows one person into the grounds and is not assigned to a specific individual.

HOW DO I BUY EXTRA SUPER PASSES?

You can soon buy 10-day non-transferable super passes for gate entry for family, helpers or anyone else for a one-time cost. Last year's cost was \$39 + GST per person, 2019 pricing TBA. (This compares to 2018 regular gate admission of \$18/day per adult, though there are often other admission specials.)

These limited-supply super passes are **only available to buy online until mid-June (deadline TBA)** directly from the website at www.calgarystampede.com/superpass. The Maker Market will not buy any extra super passes so please don't miss the deadline.

OTHER GATE ENTRANCE DEALS?

Your supporters and helpers will also be able to take advantage of the gate entry promos for 2019 during the 10 days. You can find them listed here <http://www.calgarystampede.com/stampede/value-days> as they are announced.

AFTER-HOURS ACCESS PASSES

Each person entering the BMO Centre before or after-hours will need a security pass. All vendors store their goods in the hall overnight and we need to make sure the building remains secure.

In previous years this pass was a white access card. This physical pass will be mailed to you along with your vehicle passes and daily entrance passes.

What Should I Know About Set-Up?

We are the only vendors on-park who switch out during the week so there are some processes put into place just for us. You will be moving in before opening hours on the first day of your Block. Volunteers are on-site to respond to any questions or concerns you may have.

RESTRICTED PARK ACCESS

The Park will be closed to general vehicle traffic commencing Wednesday, June 26, 2019 at 6 a.m. **Stampede gate attendants have been instructed to only allow vehicles and people with appropriate accreditation into Park, including the BMO Centre back-of-house loading area.**

The drive-in gate at the back of the BMO Centre is close to both the construction area at Hall F (where the Cowboy's tent used to be) and Nashville North tent so there is higher scrutiny and traffic at all hours. Please have your passes ready for inspection.

VEHICLE ACCESS PASSES FOR SET-UP/TEAR-DOWN

You will get a vehicle entry pass to present to gate staff to access the loading dock area during set-up and tear-down. If we get them in time, this physical pass will be mailed to you and **you will need to bring it with you to set-up and tear-down**. If we don't get them in time to mail, a volunteer will hand it to you at the Park gate and direct you to the appropriate loading dock.

LOADING AREAS

Please be aware, the loading dock areas are small. A Maker Market volunteer will direct you to the right loading dock for your size of vehicle and trailer. Please, do NOT simply stop at the first one you see. Smaller cars and vans fit best at the loading dock at the very back, which also happens to be closest to our location in Hall A.

Parking control limits time at the loading docks to 30 minutes. They will be monitoring closely so please be organized with all the helpers and hand-trucks you need to ensure a speedy unloading process.

BLOCK 1 MOVE-IN TIMING

Block 1 move-in is early afternoon and is to be completed before opening at 5:00 PM.

BLOCK 2 & 3 MOVE-IN TIMING

Blocks 2 & 3, will have a move-ins from 6am onwards. You need to be completely set-up before the BMO Centre opens 11:00 AM.

SETTING UP - GENERAL

If you need hand-trucks or rolling racks to cart in your merchandise, please bring one with you. We cannot guarantee that one will be available for you. From the loading dock, proceed into Hall A and find the booth number assigned to you (per the email you'll get with the floor plan).

Set up must be complete by opening hours so bring as much help as you think you'll need. You'll need to move your vehicle from the loading dock as quickly as possible so your fellow vendors can also get moved in on-time and to avoid being towed.

Where Can I Park?

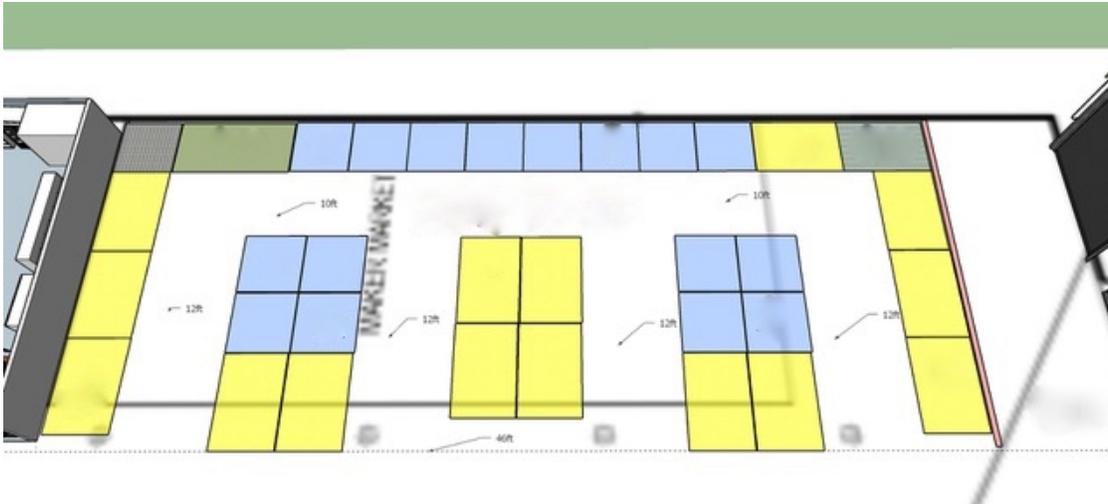
Parking space surrounding Stampede Park is at a premium during the show. There are several daily pay public lots available around the BMO Centre. By far, the best method of getting to and from Stampede Park is by public transit (www.calgarytransit.com) or taxi.

What Should I Know About Tear-Down?

You will be moving out in the late night/early morning after the 11:00pm closing of the BMO Centre. Volunteers are on-site to respond to any questions or concerns you may have.

What Does the Floor Plan Look Like?

The floor plan will consist of an average of 30 vendors per block. Some of our vendors stay the entire 10 days. The final plan is subject to change during Stampede and Maker Market planning. You will be notified of which space you have been assigned to - closer to the event date.



What Can I Expect with my Booth Space?

BOOTHS

Each booth includes:

- An 8' high back wall (comprised of 4'x 8' solid panels)
- Booth side wall (one 4'x 8' solid panel)
- Overhead cross-bar to hang lights from (zip ties provided)
- One rented skirted table
 - 8' x 8' booth : table is 30" wide x 6' long
 - 8' x 12' booth : table is 30" wide x 8' long
- Carpeting for each booth
- Power to each booth
- \$50 waste management and recycling fee (charged to every vendor on-park).

You are not permitted to nail or pin anything to the walls of the booth. Items can be hung from the top wood frame of the booth using fishing line. Please bring your own hammer, nails, drills, screws or other tools/materials needed, including a small step ladder.

BRING ALONG EXTRA LIGHTING – NEW THIS YEAR

The plan for 2019 Calgary Stampede is to have only **about 20% lighting** in the BMO Centre Halls A, B & C where we are, similar to the Western Oasis area in Halls D & E. Great lighting is always a good plan so please bring attachable task lighting, a power bar and any extension cords you may need to show off your products.

How Do I Accept Payments from Customers?

PAYMENT PLATFORMS

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.

WIFI FOR WEB-CONNECTED PLATFORMS

If you use a web-connected platform (e.g. Shopify, Square) you should plan on using your data plan as there is no free wifi in the building or anywhere on the Stampede Park grounds.

Do I Need to Accept Stampede Bucks?

Vendors must also accept Stampede Bucks as a cash equivalent from Stampede guests.

WHAT ARE STAMPEDE BUCKS

What are Stampede Bucks? They are a way to save on your Stampede with \$50 in Stampede Bucks for \$39.99*, available only at COSTCO. Redeem Stampede Bucks anywhere on Park, including regular-priced admissions, rides and games, food and beverage, parking, retail shopping, even Rodeo and Evening Show reserved tickets. (You are able to purchase them for your own use).

** Available in all Calgary & surrounding area Costco locations starting April while supplies last, exclusions apply.*

PROCESSING STAMPEDE BUCKS

Stampede Bucks are to be treated as cash, where change must be given to the customer. Stampede Bucks cannot be given as change. If presented with Stampede Bucks from previous years (2011-2018), they must be honored.

You will receive a form from a Maker Market volunteer to redeem Stampede Bucks, detailing your name, studio name and the amount. We take your form to the cash office for processing and return with cash for you.

Will the Maker Market Provide any Marketing Support?

2019 EVENT DATES

The Maker Market will be actively promoting both the event and its chosen vendors through traditional and social media to ensure a successful event. As a reminder, your signed application form granted permission for the Calgary Stampede to use your images for marketing purposes.

VENDOR PROMOTION GOALS

- Create branded product images for you to share on social media
- List all vendors on the Calgary Stampede Shopping Page under MAKER MARKET
- Provide Facebook Photo Albums by Block on the Western Showcase pages
- Pre-promote our vendors with posts about the market and selected vendors on our media channels during May and June of 2019
- Post about you on at least one of your channels during one of your blocks in July
- Provide blog posts to the Calgary Stampede for their review and selection during the Calgary Stampede (1-3 blog posts about our vendors and promoting the market)
- Identify strong media stories we can promote through Calgary Stampede media connections

SOCIAL MEDIA CHANNELS

FACEBOOK	@westernshocaselifestyles @CSWesternShowcase @CalgaryStampede
TWITTER	@CSWestShowcase
INSTAGRAM	cswesternshowcase

TAGS

#CSMkrMkt	#CSArts2019	#calgarystampede
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CALGARY STAMPEDE WEBSITE

Vendors are linked to on the Calgary Stampede shopping page:

<https://www.calgarystampede.com/stampede/attractions/shopping>

<https://www.calgarystampede.com/maker-market>

WESTERN SHOWCASE WEBSITE

Vendors are linked to on the Calgary Stampede Western Showcase website with links to the Calgary Stampede and to our Facebook Vendor Photo Albums. http://westernshowcase.com/maker_market.html

What do we Expect of Vendors?

EXPECTATIONS OF VENDORS

1. You or your staff should be in your booth at all times during opening hours - security personnel or Calgary Stampede volunteers are not responsible for supervision of your booth if you are not there
2. Be friendly to the guests
3. Must be Canadian resident and products made in Canada
4. Product must be all your own product - no third party products
5. Products are as described in application, no material substitutions
6. Works that copy, reproduce, imitate or otherwise infringe on someone else's copyrighted material without written permission to do so are not allowed
7. No edibles please
8. Vendors are responsible for their own payments, receipts, collection of GST, cash float
9. It is the responsibility of each vendor to keep their space tidy and attractive (see "Appearance Standards for Vendors" below)
10. You are not permitted pin or nail anything to the booth walls

What are the Appearance Standards for Vendors?

APPEARANCE STANDARDS FOR VENDORS

1. Booth should be visually appealing, neatly arranged, clean and orderly
2. Your product and display must keep within the boundaries of your booth space to ensure free flow of traffic and to ensure everyone's safety
3. Staff should be well groomed, attentive, friendly and courteous - staff uniforms are highly recommended, with western or theme attire preferred, if appropriate
4. Product or service demonstrations, when applicable, are highly recommended
5. Signage shall be professional and clearly indicate the company name, product(s) and/or services being exhibited - hand written signs are not acceptable - pricing on items is recommended
6. Refund policies shall be posted in a prominent location or distributed with guest receipts
7. Business contact information (phone number, website, email, etc.) is to be provided for purchases or deposits
8. Displays should be able to accommodate guests in the booth without blocking the aisle or crowding other vendors - this 'open booth concept' should be considered when placing counters and other display materials
9. Where exhibits can't accommodate the 'open booth concept' consideration should be given to moving counters more to the interior of the booth space to allow the customer to step off the aisle and into the booth to view product(s) or displays
10. Booths shall not obstruct sight-lines down the aisles to neighbouring vendors
11. Booth display and interior fittings are to be structurally sound and in excellent repair
12. Vendors should use professional display techniques— signs, counters, shelving, plants and decorative touches
13. All storage is to be hidden out of sight of the guest. For safety, it is suggested that storage and product is not stored directly on the floor

14. Appropriate floor coverings should be securely taped or marked to avoid trip hazards - floor coverings are to be kept clean and in new condition and complement the colour theme throughout the market area
15. Hay and straw bales are not permitted for décor purposes as these are a fire hazard

What Should I Consider as a Vendor in Alberta?

ALBERTA EMPLOYMENT STANDARDS OVERVIEW

The Calgary Stampede is extremely busy for vendors. Most businesses end up hiring at least a few temporary employees for the duration of the Stampede.

Please know that the benefits described in the Employment Standards Code of Alberta apply to all employees within this Province no matter how casual or temporary their employment relationship is with their employers.

All employers are responsible for following the Employment Standards Code and Regulation. To interpret or apply the law, you must consult the Employment Standards Code and Employment Standards Regulation at <http://work.alberta.ca/employment-standards.html>

CALGARY STAMPEDE REQUIREMENTS

In addition to the Alberta Employment Standards regulations, the Calgary Stampede requires that all vendors hiring staff must provide the following, in writing, to all hires:

- Employment start date
- Shift schedule
- Work start time(s)
- Hours of work
- Pay rate
- Pay date(s)
- Supervisor name and contact phone number

Vendors must address all employment standards complaints immediately and equitably.

Thank you so much for your support for the Maker Market at the
2019 Calgary Stampede!