



Westerner Days Market

Application Package

July 17 - 21, 2024

Westerner Days Fair & Exposition 2024 Market Application Package

Welcome to the Westerner Days Market!

We want this to be a great experience for both our vendors and the thousands of visitors, so we have evolved the market to bring together live entertainment and vendor spaces around common themes. Held in our Exhibition Hall, the goal is to make it easy to shop while taking in all of entertainment that Westerner Days has to offer.

When completing your online application form, please include a brief description of your exhibit and items for sale.

After reviewing all information in this package, please [visit the online application to apply](#) for your spot at the 2024 Westerner Days Market!

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Contact Information

Show Managers:

Amanda Fradette

Event Coordinator, Westerner Park

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Thea McMechan

Event Coordinator, Westerner Park

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Move-In Hours

Tuesday, July 16, 2024 9:00 am - 9:00 pm
Wednesday, July 17, 2024 8:00 am - 12:00 pm

Market Hours

Wednesday 12:00 pm - 8:00 pm
Thursday 12:00 pm - 8:00 pm
Friday 12:00 pm - 8:00 pm
Saturday 12:00 pm - 8:00 pm
Sunday 12:00 pm - 8:00 pm

Move-Out Hours

Sunday, July 21, 2024 8:00 pm - 12:00 am
Monday, July 22, 2024 8:00 am - 12:00 pm

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Move-In Information

Tuesday, July 16, 2024 9:00 am - 9:00 pm
 Wednesday, July 17, 2024 8:00 am - 12:00 pm

Vendors can check in and start taking possession of their booth(s) with scheduled access on Tuesday, July 16, 2024. During this time vendors will also pick up their (3) weekly admission passes. These passes are needed to access the grounds during the fair. A designated representative will need to sign for these. A schedule will be provided 30 days prior to move-in to advise access times for move in based on booth location.

Any vendors who have not checked in by 9:00 pm on Tuesday, July 16 may have their booth released and resold. If you are unable to check in before this time, please notify the show manager to arrange an alternative check in time.

Booths must be set up, stocked, and staffed for all show hours.

Move-Out Information

Sunday, July 21, 2024 8:00 pm - 12:00 am
 Monday, July 22, 2024 8:00 am - 12:00 pm

Booths must not be taken down or removed until 8:00 pm on Sunday, July 21. Early move out is not permitted. Vendors must leave their booths free and clear of any debris or garbage from 12:00 pm on Monday July 22, 2024. Any exhibit not removed by that time will be removed at the vendor's expense.

Booth Pricing & Extras

Description	Cost (GST included)	Quantity	Amount Payable
Inside Booth - 10' x 10'	\$600.00		
Corner Booth - 10' x 10'	\$650.00		
Booth Selling Food - 10' x 10'	\$700.00		
Inside Booth - 20' x 10'	\$950.00		
Corner Booth - 20' x 10'	\$1050.00		
Extra Weekly Admit Pass (three included per booth)	\$40.00		
Total Payable (GST included)			

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Floor Plan

Below you will find The Market floor plan. Please respond in the online application with the booth numbers of your top three (3) booth location choices. Booth placement priority will be given in order of those with completed payment and insurance received.



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Standards, Regulations and Conditions

Product Regulations

These regulations apply to all Westerner Days Market vendors. Applications received that fall into one or more of the following categories will not be considered and will not be permitted:

- Obscene or offensive products. (As per the discretion of Westerner Park management)
- Network marketing and multi-level-marketing recruitment.
- Products not meeting Canada Consumer and Corporate Affairs regulations or products not C.S.A. approved.
- Alcohol, cannabis, or tobacco products - including but not limited to alcoholic beverages, consumable cannabis, cigars, cigarettes, smokeless tobacco, paraphernalia, or lighters.
- Including but not limited to folding, pocket or hunting knives, swords, daggers, guns and firearms or weapons of any kind at the discussion.
- Display, sales or advocacy of items or paraphernalia that may promote the use of illegal drugs in any way.
- Helium balloons, open flame candles or confetti.
- Bubble makers or bubble machines.

Booth Requirements

- All booths shall be constructed to be professional in appearance.
- All booths must accommodate customers without blocking the aisle or crowding other vendors.
- All products should fit proportionately into the area, and tiered merchandise display units or shelving should be used where necessary.
- Signage shall be professional and indicate the company name, product or service and pricing.
- All booths providing personal services (products or services that entail skin contact) and booths selling, handling, or sampling food are required to complete AHS permits prior to show opening and submit to show managers prior to June 10, 2024
- All representatives are to remain with their respective booths / areas to ensure any activity of sales do not impede any other vendor by noise or distraction.

Booth Inclusions

- 10 ft x 10 ft floor space.
- 8 ft tall draped back wall.
- 3 ft tall draped side walls.
- One (1) 110 volt power outlet.
- Three (3) weekly admission passes.
- Inclusion on any public facing, printed Market guide.
- One 8 ft table and two chairs upon request
- Listing on the Westerner Days website, including link to vendor website.

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Standards, Regulations and Conditions

Booth Exclusions

- Carpet
- Wi-Fi and internet service

Booth amenities and internet service are available through exclusive on-site providers.

Goodkey Show Services is the official display contractor and exclusive trade show provider for Westerner Park providing services including but not limited to, exhibition booths, trade show signage, specialty lighting, temporary power, forklift services, onsite receiving and overnight storage etc. Please include the request on the exhibitor package you will receive with your application acceptance notice connect directly with Calvin Goodkey at 877.726.2211, calvin@goodkey.com.

Telebyte Communications can assist with your internet & Wi-Fi needs, please contact them at 403.346.9966 or via email at support@telebyte.ca.

Rules & Regulations

Exclusive Supply and Advertising

Westerner Park is proud of its corporate partnerships. These agreements provide for exclusive product supply on Westerner Park. The show manager will keep all vendors updated as to new sponsors after the printing of this information document, where possible conflicts may arise. At no time can any sourced products conflict with official sponsors and suppliers of Westerner Park.

Exclusive product suppliers:

PepsiCo

Any soft drinks, juices, juice drinks, isotonic energy drinks, ready-to-drink iced teas and coffees and bottled water sold or provided by vendors must be PepsiCo brands. These include Pepsi, Diet Pepsi, Pepsi Zero Sugar, Dole, Gatorade, Ocean Spray, 7Up, Lipton, Mountain Dew and Aquafina.

Fire Regulation

The use of any materials that are not flameproof or fire retardant is not permitted. It is the responsibility of the Vendor to contact Red Deer Emergency Service.

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Rules & Regulations

Free Draws and Give Aways

Unless prohibited by law, vendors may conduct free draws or give aways within their licensed area. Free draws and give aways mean:

- No purchase, donation, demonstration, or registration is required to enter the draw to receive a prize or give away.
- All draws for prizes must be completed before show closing on Sunday, July 21, 2024.
- Balloons, stickers and chewing gum are not permitted as give away items.
- Food or drink samples are not considered give away items.

Food and Beverage Samples

Alberta Health Services inspects and approves each booth that sells or samples food for consumption to the public. Serving sizes for sample products must not exceed 56 grams or 54 milliliters. All concession units must have a back-flow preventer installed and a health department inspection certificate. For specific information regarding food and food handling requirements please visit <https://www.albertahealthservices.ca/eph/Page13999.aspx>.

Goods and Services Tax

If your global sales exceed CAD \$30,000.00 per year, you must become 'registered' to collect Goods and Services Tax. The will require you to collect the 5% GST on all sales in Canada, and make remittance to Canada Customs and Revenue. For more information, please visit www.cra.arc.gc.ca or call 1.800.959.5525.

Personal Services

Personal services are defined as products or services that entail skin contact (hair styling/cutting, temporary tattoos, henna applications, skin creams, nail care, etc.) will be required to complete a form detailing infection control for each location. A record for service must be completed for booths with multiple products. These products and services must adhere to the guidelines set forth by Alberta Health Services.

Forms to be submitted to the Show Managers prior to June 10th, 2024.

AHS inspection

AHS inspection time will be sent out prior to move in. Vendor to be moved in, and set up prior to inspection. Vendors will not be able to open if not approved by AHS.

For more information regarding personal services please visit <https://www.albertahealthservices.ca/eph/Page13999.aspx>.

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Rules & Regulations

Security

Westerner Park provides general, park and building security during non-show hours beginning July 16, 2024 at 9:00 pm. Each vendor is responsible for their own booth's contents. The presence of security does not constitute acceptance of any responsibility by Westerner Park for such security of vendor's products and booth contents. If you have any questions or concerns, please notify security as soon as possible.

Shipments

Westerner Park does not permit vendors to ship displays or materials to Westerner Park, as we cannot sign for any items. If you send your materials via a delivery service, you must make prior arrangements to meet them and escort them to the venue.

Goodkey Show Services can assist in accepting shipped packages. To arrange service, contact them directly at 1.877.726.2211.

Payment Information

Completed vendor contracts with full payment (including selling privileges) are due no later than June 1, 2024. Non-payment of booth rental will result in immediate cancellation of space allocation.

Westerner Park will send Invoices for payment. Payment Options will be provided via email. All receipts will be sent electronically upon receipt of payment in full.

Liability Insurance Requirements

Each vendor must provide a certificate of Commercial General Liability Insurance with a minimum limit of \$2,000,000.00 coverage for each occurrence before moving in.

Your insurance policy must name **The Westerner Exposition Association and The City of Red Deer** as additional insured and must be submitted no later than July 2, 2024, unless previously arranged.

Cancellation

The Vendor may cancel this agreement with written notice up to 30 days (June 17, 2024) before show opening. The amount paid will be refunded, less a \$100.00 administration fee. No refunds will be made for cancellations with less than 30 days written notice before show opening.

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Selection Process

Once I've submitted the application, what happens next?

- Do NOT submit any funds with the application.
- After the application deadline of March 1st, 2024, we will begin to review all the submitted applications.
- Our selection team will evaluate all the applications based on application completeness. Decisions will be based on all criteria including uniqueness and appeal of the product, professionalism, attractive presentation/display, space availability, availability within a product category, financial responsibility, and accountability.
- Exhibitors will then be notified of their application status via email (**beginning of April 2024**).

<p>Accepted</p>	<p>Congratulations!</p> <p>You will be formally offered a vendor space for the 2024 Westerner Days Market</p> <p>No agreement is confirmed until the contract has been signed and payments have been received</p>
<p>Waitlist</p>	<p>Your application may be waitlisted for reasons, including but not limited to the following:</p> <ul style="list-style-type: none"> • Duplication of same or similar products as another selected Exhibitor • Applications with same or similar products will be selected based on booth design in the application. • Applications Received after March 1, 2024. <p>If waitlisted, you will be notified of your status and only contacted in the event that space becomes available.</p>
<p>Not Accepted</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"> • Products 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 images. • Live animals are not permitted. Service animals are exempt. • Products that conflict with Westerner Park Sponsorship agreements. • Obscene or offensive products (determined by Westerner Park) · Display, sales or advocacy of items or paraphernalia that promote illegal substances. • Tobacco or cannabis products, including cigars, cigarettes, smokeless tobacco, electronic cigarettes, vapes, pipes. • Weapons of any kind (including, but not limited to guns, knives, swords, spears, arrows), whether real, toy, or replicas. • Outstanding account balance.

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Timeline

