




Westerner Days
FAIR & EXPOSITION

FOOD EXHIBITOR

Application Guide Book

TABLE OF CONTENTS

| | |
|---|-------|
| PURPOSE..... | 3 |
| APPLICATION REQUIREMENTS..... | 4 |
| LOCATIONS | 5 |
| EXHIBITOR PAYMENT TYPES | 6 |
| CANCELLATION POLICY | 7 |
| DEPOSITS / MINIMUM GUARANTEE..... | 7 |
| DISPLAY REQUIREMENTS | 8-11 |
| FOOD SAMPLING, DEMONSTRATIONS AND PRODUCT SOURCING..... | 15 |
| ADDITIONAL CONSIDERATIONS | 12-13 |
| EXCLUSIVE PRODUCT SUPPLIERS | 14 |
| SELECTION PROCESS..... | 15 |
| APPLICATION STATUS..... | 16 |



Purpose

Westerner Days is Central Alberta's signature summer fair. Five days of entertainment, food, and community spirit create generational memories for all!

We are Warm + welcoming

Westerner Days is a long-standing tradition in Red Deer that brings people together to enjoy great food, lively entertainment, and the traditions that make Central Alberta unique.

Your Delicious Contribution

Westerner Days is known for its mix of mouth-watering food and beverage experiences. Central Alberta can't wait to see what creations you serve up!



Application Requirements

To help us review and select vendors, we need complete details about your booth, products, services, and business. Please provide as much information as you can when completing the application.

Application window: We accept submissions from January 1st, 2026 until March 1st, 2026. Anything received after this period will be added to a waitlist and only considered if space opens up and the booth fits our criteria.

Required Photos: Vendors will not be considered if they do not send photos of their unit with their application. When submitting photo's please email to bparadis@westernerpark.ca with the email subject as "Company Name" Mobile Food Unit Photos.

Marketing Photos: We also ask for photos of your unit and food offerings to use in promotional material on Westerner Days Website and Social Media Platforms. These images must accurately reflect your actual display. AI mockups, sketches, or applications without proper photos will not be reviewed. Please email photos to kopsteen@westernerpark.ca

Please Note:

- Our team may reach out if we need more details or clarification.
- Applicants will be informed of their status by late April 2026.
- Incomplete applications will not move forward in the selection process.



Locations

OUTDOOR (GRUB HUB + MORE)

From the moment gates open up until the magical fireworks fly, our outdoor food vendors are a key component of the memories driven by hungry bellies and adventurous foodies! Put your best food creations in front of thousands and be immersed in the bustling laughter of the midway and more!



Exhibitor Payment Types

QUICK GUIDE

Commission (consumed immediately on-site)

- Applies to all outdoor food vendors onsite
- You pay: 18% of gross sales (net of GST) or your Minimum Guarantee—whichever is higher.
- Due: Daily, calculated per licensed booth/location. Each location must meet or exceed its Minimum Guarantee.
- You **MUST** use a POS device to record all cash and electronic sales for daily reports.



Rates

OUTDOOR DEPOSIT \$750 Deposit (Grub Hub + More)

- All food vendors are required to submit a \$750 deposit when signing their Vendor Agreement. This deposit secures your space at Westerner Days.
- The deposit applies to all new and returning vendors, regardless of booth history.
- The deposit will be used to reconcile your payments during the event; it is not an additional fee.

PERCENTAGE OF SALES PAYMENTS

- Food vendors operate under an 18% percentage-of-sales model.
- Each day, the 18% owed on your daily gross sales will be deducted from your \$750 deposit until the deposit has been fully used.
- Once your deposit has been exhausted, you will continue remitting your daily 18% as required for the remainder of the event.
- Vendors who do not meet their total payment obligations through the deposit deductions and daily reporting will be required to settle any outstanding balance at the end of the event.

Cancellation Policy

A non-refundable deposit is required to confirm and secure your booking. Once the deposit has been submitted, it will not be refunded in the event of cancellation for any reason.



Display Requirements

Westerner Days is about experiences! These requirements ensure booth presentations reflect our standards of quality and design, with preference given to Exhibitors that demonstrate the following principles for excellent booth design.

BOOTH DESIGN BEST PRACTICES!

HEIGHT:

Make your booth easy to spot. Taller elements, bold structures, or anything that gives your space a noticeable presence can help guests find you in the crowd.

COLOUR:

Use strong, eye-catching colours, cohesive themes, and well-designed graphics to make your setup stand out and feel intentional.

SERVICE:

Friendly, fast, and approachable staff make all the difference. Clear serving windows, good presentation, and consistent uniforms help set the tone.

COMMUNICATION:

Make information easy to find. Clear signage, readable menus, indicators for new items, and well-placed banners help guide guests to what you offer.

LIGHT:

Bright or colourful lighting - LEDs, neon accents, fun flashes can instantly draw attention and create a memorable look.

MOVEMENT:

Anything with motion pulls the eye: flags, dynamic lighting, energetic staff, visible food prep, or even the natural buzz of a busy lineup.

SHOW:

Add a little spectacle. Whether it's sizzling grills, visual displays, videos, or interactive elements, give guests something to watch and talk about.

MIDWAY BOOTH DESIGN 101

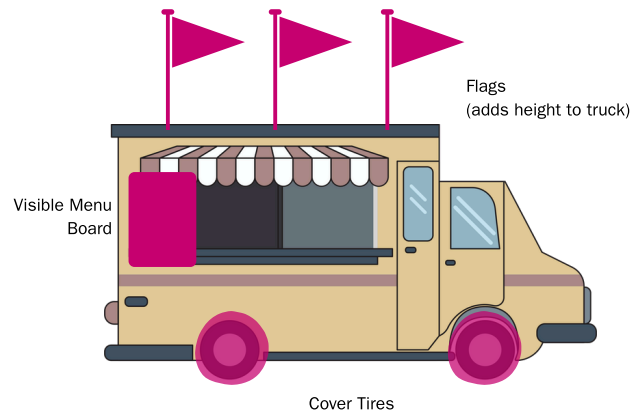
Simple design elements that provide an exceptional guest experience we encourage you to incorporate these elements into your display



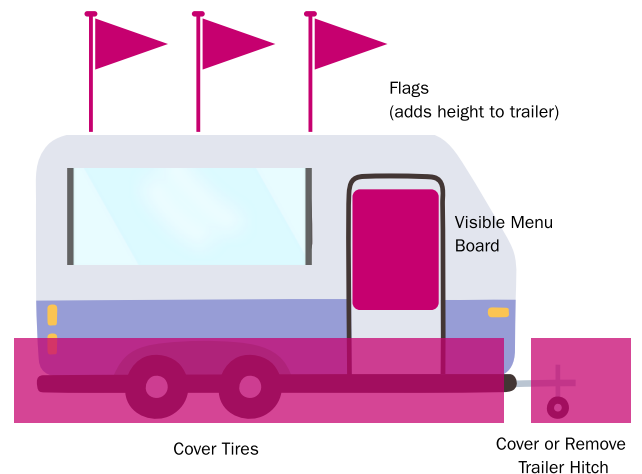
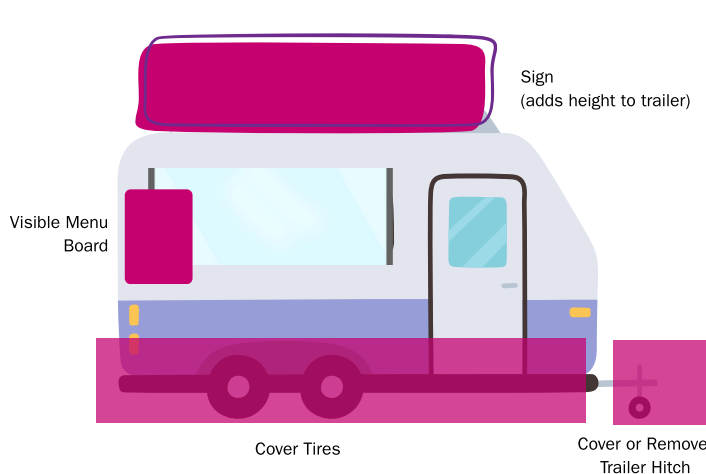
Display Requirements

EXAMPLES

Trucks



Trailers



Display Requirements

Booth Presentation

HIGHEST IMPORTANCE:
ACE THE APPLICATION

The first initial look at an application is all about the design and feel of the booth.

If the booth presentation/pictures are missing from an application it is considered incomplete and will not be evaluated.

Does the booth follow the Seven Principles of Booth design as outlined in the Exhibitor's application guidebook?

Visual presentation is key to higher sales and attracting more visitation/customers.

Product For Sale

SECONDARY CONSIDERATIONS

The secondary look considers the products being sold from your booth; Focusing on their relevance, originality, and uniqueness, while ensuring the category isn't over-saturated.

Having a great product alone will not increase your sales or increase visitation.

You can have the best product, but if the presentation is missing/weak, your product will not sell.

Pictures of product only and no booth pictures in an application, will be considered incomplete



Display Requirements

- Concession units must be designed to accommodate for high capacity orders with fast serving time.
- Concession units shall be designed to be self-contained, with all equipment such as freezers, refrigerators, beverage canisters, and propane tanks, located within the concession space and not visible to the public.
- All electrical cables, water hoses, propane hoses and sewer lines must be kept neat, with excess cables or hoses stored out of sight.
- Use of an auxiliary storage area immediately next to the concession unit may be acceptable provided that it is enclosed in a professional manner and complements the concession unit.
- Trailer-mounted units, roll off units or food trucks shall be skirted or camouflaged to the ground and trailer hitches should be removed or covered appropriately.
- Concession units shall follow the theme of the food or beverage product being sold by using appropriate signage, décor and uniforms etc.
- Exhibitors are encouraged to include dietary restrictions listed by your menu offerings to enhance the guest experience. These may include vegan, vegetarian, gluten-free, dairy-free, halal or other.
- Large professionally made menu boards are to be used with high-quality point-of-sale signage.
- Signage and menu boards should be easily visible to the guests with clearly displayed prices and sizes.
- Exhibitors are encouraged to set up ground protection or secondary containment mats around the perimeter of their booth and prep area. This enhances cleanliness for the guest experience and prevents spills and oil from hitting the ground.
- All pricing must be inclusive of GST.

Prohibited

- Handwritten signs of any kind
- Cooking in tents
- Straw or hay bales
- Concession carts or sidewalk stands
- Exhibitors are not allowed to charge an additional/separate credit card transaction fee to the guest as a convenience fee
- Pop-up Tents



Additional Considerations

NEW FOOD

Westerner Days is excited to highlight fresh and creative menu items from our food vendors, showcasing the unique flavours and fun new offerings that make the Midway and Grub Hub experience memorable. This feature gives vendors an opportunity for added visibility through event promotions, media interest, and guest excitement, while giving visitors a chance to discover their next must-try festival treat.

If you're introducing a new food item this year, please note it in your application with photos, and we'll follow up if required.



HOURS OF OPERATIONS

2026 Hours of Operation are as follows:

JULY 15-19, 2026

- **Outdoor Midway**

- 12:00 pm - 12:00 am

- **The Junction, Kidventure & The Market:**

- The Junction: 12:00 pm - 10:00 pm

- Kidventure: 12:00 pm - 9:00 pm

Exhibitors are expected to have their spaces staffed and open for business at all times during hours of operation. Exhibitors who close early or open late will not be permitted to participate in future Westerner Park events.



Additional Considerations Continued

GATE PASSES

You are required to have a pass (Vendor Accreditation) for entry onto the Westerner Park each day. Accreditation and daily passes are provided for Exhibitors. Each Vendor receives admit passes for staffing, and must pick them up at the Donald Administration Building.

ATTRACTION PASS

Get involved with the Westerner Days x Tourism Red Deer attraction pass! This gives you extra visibility through an interactive points app. Guests interact with events and businesses leading up to Western Days and then get to use their points during the fair. Participating food vendors who offer discounts or free items for those who have points will be featured in the pass which will help drive traffic to your booth!



STAFF AND VOLUNTEER DISCOUNT

Fuel the volunteers and staff who help bring Westerner Days to life! (we're some of your biggest fans and best customers too!) Food is one of the ultimate perks of working the event, and our team is always grateful for any discounts our vendors can offer.



Exclusive Product Suppliers

COMPANY

PRODUCTS AND SERVICES EXPLANATION

PEPSI CO

Pepsi Co's Products and services include beverages which refer to:

- Pop
- Juices
- Sport Drinks
- Energy Drinks
- Sparkling Water

Legend Water

Legend Water Products and services include Water

- Canned Water



Selection Process

1. Midway Rides - Menu Alignment

- Do their food offerings complement the midway ride concessions?
- Are there minimal overlaps/duplications with items already sold at midway rides?
- Are their menu items appealing to the expected audience? Is there a out of the box idea that will draw customers

2. Local Food Truck Comparison

- Does the vendor offer unique or high-demand menu items not available through local food trucks?
- Is the pricing competitive compared to other local options?
- Is the quality of food and presentation up to standard?

3. Space & Site Layout Considerations

- Does the vendor's setup fit within the updated layout for 2026?
- Are power, water, and waste requirements clearly defined and manageable?
- Is the vendor flexible with positioning and flow adjustments?

General Notes

- Vendor has necessary permits and insurance.
- Appearance is professional and tidy and attractive to the audience
- Past performance (if applicable) has been reviewed and is satisfactory.
- Vendor is responsive and cooperative during planning.



Application Status

| ACCEPTED | WAITLISTED | NOT ACCEPTED |
|---|--|---|
| <p>Congratulations!</p> <p>You will be formally offered a Vendor Agreement for the Westerner Days 2026.</p> <p>No agreement is confirmed until the contract has been signed by the authorized representatives of both parties (the Exhibitor and Westerner Park) and deposit payments have been received by Westerner Park.</p> | <p>Waitlist Reasons</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. Consideration is given to not over saturate locations, and to provide unique experiences for guests • Lack of Space. Due to the volume of applications, there is not enough available space for the area best suited for your product • Application received after the deadline. <p>* If waitlisted, you will be notified of your status and only contacted in the event that space becomes available</p> | <p>Reasons your application may be unsuccessful:</p> <ul style="list-style-type: none"> • Incomplete application • Photos submitted show: artist renderings, incomplete booths, entire booth display is not visible, and/or booths not owned by your company • 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 |

