



Westerner Days Kidventure

Application Package

July 15 - 19, 2026

Westerner Days Fair & Exposition

2026 Kidventure Application Package

Welcome to Kidventure!

Kidventure is a hub of excitement during Westerner Days! In our Parkland Pavilion, neighbouring the Marketplace, we are bringing together live entertainment, interactive experiences, and like-minded vendors to create a space where families with children 12 and under can play, explore, and shop in an air-conditioned space.

As a vendor, you'll benefit from:

- *Consistent foot traffic* driven by programming all day long
- *Parents ready to browse* and buy while kids play and explore
- *Strong brand alignment* with trusted, family-friendly experiences
- *Premium indoor environment* cool, comfortable, weather-proof
- *Meaningful interactions* instead of quick "walk-by" visits

Kidventure isn't just a space; it's an experience that amplifies visibility, creates conversation, and turns engagement into sales. If your products or services connect with families, education, creativity, wellness, learning, or play - Kidventure is the ideal place to showcase your brand.

We invite motivated, high-quality vendors to apply and be part of one of Westerner Days' most vibrant family hubs.

Kidventure Hours

Move-In

Tuesday, July 14, 2026 10:00 am - 10:00 pm
Wednesday, July 15, 2026 8:00 am - 11:00 am

Be sure to take advantage of the wide move-in window and avoid moving in last minute!

Vendors can check in and start taking possession of their booth(s) with scheduled access on Tuesday, July 14, 2025. During this time vendors will also pick up their weekly admission passes needed to access the grounds during the fair.

Any vendors who have not checked in by 10:00 pm on Tuesday, July 14 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.

Show Times

Wednesday, July 15, 2026 12:00 pm - 9:00 pm
Thursday, July 16, 2026 12:00 pm - 9:00 pm
Friday, July 17, 2026 12:00 pm - 9:00 pm
Saturday, July 18, 2026 12:00 pm - 9:00 pm
Sunday, July 19, 2026 12:00 pm - 8:00 pm

Move-Out

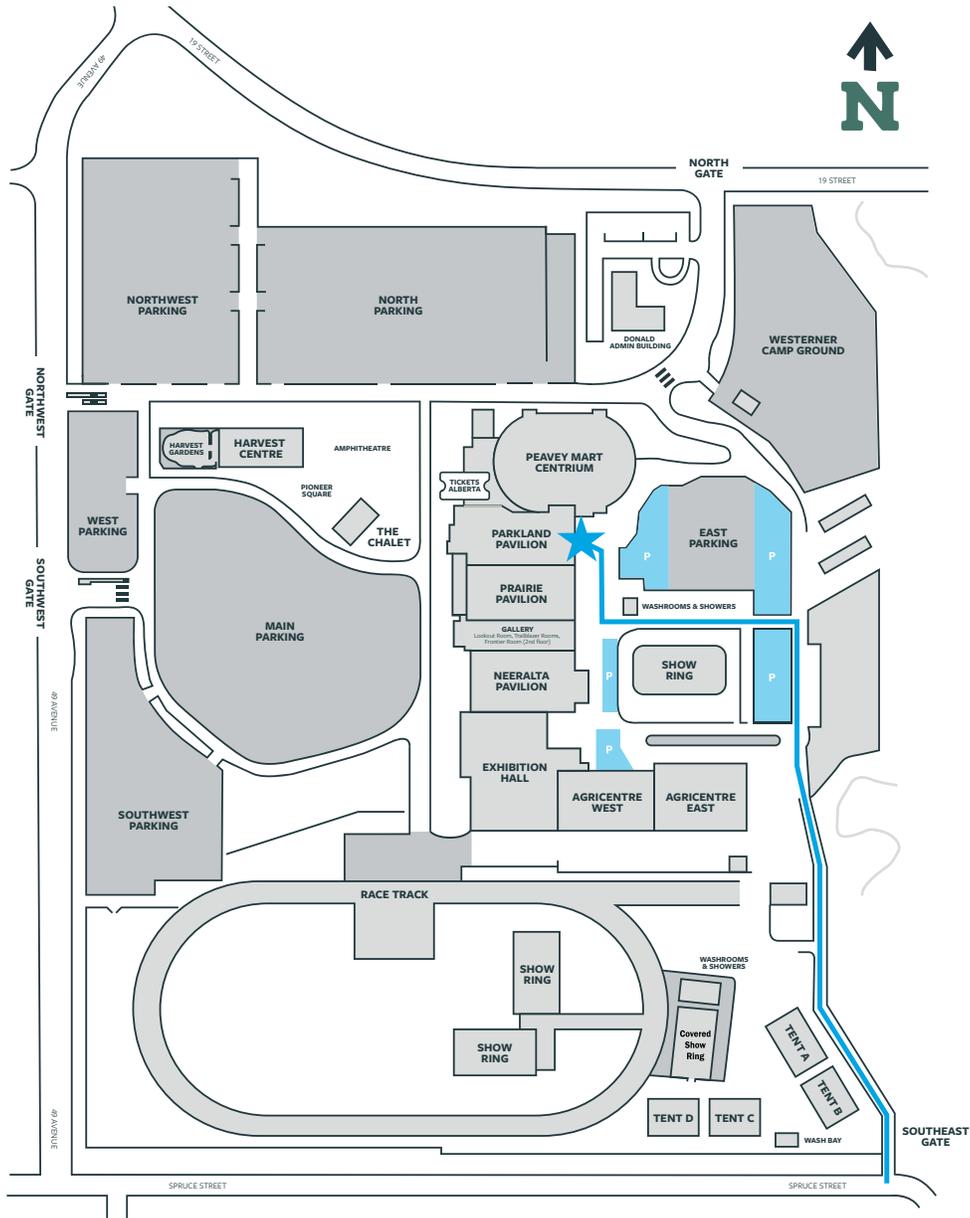
Sunday, July 19, 2026 8:00 pm - 12:00 am
Monday, July 20, 2026 8:00 am - 12:00 pm

Westerner Days Fair & Exposition 2026 Kidventure Application Package

Vendor Check-In Location

Vendors will check in at the location marked by a star on the map below before move-in. From check-in, vendors will be directed to move-in locations and parking areas.

In order to avoid lineups and congestion at main entry gates during show times, all exhibitors are expected to use the southeast gate for entry and exiting the site (path is marked on the map below). Entrance through exit gates is prohibited.



Westerner Days Fair & Exposition

2026 Kidventure Application Package

Cancellation

The Vendor may cancel this agreement with written notice up to 30 days (June 15, 2026) 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.

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 1, 2026, unless previously arranged.

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 returned:

- 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.
- Folding, pocket or hunting knives, swords, daggers, guns and firearms or weapons of any kind.
- 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 and adhere to all safety codes and guidelines.
- 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.

Westerner Days Fair & Exposition

2026 Kidventure Application Package

Standards, Regulations and Conditions

Booth Inclusions

- 10' x 10' or 10' x 20' floor space.
- 3 ft tall draped side walls, and back wall
- Three (3) weekly admission passes.
- Listing on the Westerner Days website, including link to vendor website.
- Table and chairs available upon request.

Booth Exclusions

- Tables
- Chairs
- Internet (See Page 7.)

Booth amenities 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 connect directly with Calvin Goodkey at 877.726.2211, calvin@goodkey.com.

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 sold or provided by vendors must be PepsiCo brands. These include Pepsi, Diet Pepsi, Pepsi Zero Sugar, Dole, Gatorade, Ocean Spray, 7Up, Lipton, and Mountain Dew.

Legend Water Co.

Legend Water Co. is an Official Partner of Westerner Park, and such, remains our sole provider of packaged water.

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 Services

Westerner Days Fair & Exposition

2026 Kidventure Application Package

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 19, 2026.
- 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 millilitres. 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. This 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.

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

Westerner Days Fair & Exposition 2026 Kidventure Application Package

Rules & Regulations

Security

Westerner Park provides general, park and building security during non-show hours beginning July 14, 2026 at 10:00 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.

Booth Pricing and 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		
Extra Weekly Admit Pass (three included per booth)	\$40.00		
Internet	\$50.00		
Total Payable (GST included)			

Application

Please fill out the online application and payment authorization form below to apply for your spot in Kidventure. Signed Vendor Applications with full payment (including selling privileges) are due no later than July 1, 2026. Non-payment of booth rental will result in immediate cancellation of space allocation.

[Fill Out Your Online Application Here](#)

Westerner Days Fair & Exposition 2026 Kidventure Application Package

Have You Considered Becoming a Westerner Days Partner?

Be part of one of Central Alberta's most beloved summer traditions! Becoming a Westerner Days partner is your chance to showcase your business or group to thousands of attendees while supporting a cherished community event.

With a variety of customizable partnership options, you can:

- Gain brand exposure through our highly anticipated events.
- Engage directly with families, young adults, and local businesses.
- Be part of a vibrant community experience that creates lasting memories.

View our sponsorship opportunities below and discover how we can tailor a package to suit your goals.

Contact us today at tmcmechan@westernerpark.ca to explore the many opportunities available!

	Westerner Days Presenting Partner \$20,000	Westerner Days Parade Partner \$10,000	District Stage Experience Partner \$10,000	RCMP Musical Ride Partner \$8,000	Kidventure Pavilion \$7,000	Junction Pavilion \$7,000	Junction Emerging Artist Stage \$7,000	Adventure Pavilion \$7,000	Market & Central Alberta Pavilion \$7,000	Guest Services \$5,000	Volunteer HQ \$6,000	Food Truck Zone \$5,000	Lanyards \$3,000	Golf Carts \$2,500
Available Opportunities	1	1	1	1	1	1	5	1	1	1	2	1	1	3
PRINT ADVERTISING														
Westerner Daily Quick Guide	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Westerner Days Adventure Guide	✓	✓	✓	✓										
Fence Scrim	✓	✓	✓	✓	✓	✓		✓	✓					
On Site Signage	✓	Parade Banner	Stage Signage	Centrium Digital Signage	Kidventure Signage	Junction Signage	Emerging Artist Signage	Adventure Signage	Market & CAB Signage	Guest Services Signage	Volunteer HQ Signage	Food Truck Zone Signage		Signage on Golf Carts
DIGITAL ADVERTISING														
Exterior Digital Screens	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom Content on Digital Displays	✓	✓	✓	✓										
Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Email Blasts (Logo)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Press Release - Quote Inclusion	✓	✓	✓	✓										
19 Street Sign	✓	✓	✓	✓										
ACTIVATIONS														
Guest Give Away (Sponsor Cost)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Market Booth (10' x 10' Inside)	✓	✓	✓	✓	✓	✓		✓	✓					
ADMISSION PASSES														
Daily Admission Passes	100	50	50	30	20	20	5	20	20	10	15	10	5	5
VIP 5 Day Access	25	10	10	5	5	5	5	5	5	5	5	5		
Preferred Parking Passes	5	2	2	2										