DISCOVER HANDMADE

MAKER MARKET

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2027 MAKER MARKET AT THE CALGARY STAMPEDE

VENDOR 101

Calgary Stampede

JULY 9 – 18, 2027

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ABOUT THE MAKER MARKET

The Calgary Stampede Maker Market showcases one-of-a-kind Canadian talent, featuring uniquely crafted items from passionate artisans and entrepreneurs across the country. We aim to help makers expand their reach and connect with Stampede guests while giving visitors a truly unique and inspiring shopping experience.

We are looking to showcase a variety of products that are creative, original and appealing.

This is not your average craft show, this is The Calgary Stampede Maker Market.

Our email: **makermarket.cs@gmail.com**

This initiative is led by volunteers from the Maker Market Subcommittee within the Calgary Stampede Concessions and Exhibits Committee.



WHY SHOULD I JOIN?

Here are the top four reasons the Maker Market is like no other market experience you've had:

EXPOSE YOUR BRAND TO LOCAL, NATIONAL AND INTERNATIONAL VISITORS

Showcase your unique products to more than 800,000 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 and custom orders.

DELIGHT CRAFT MARKET NEWBIES

Introduce Stampede guests to your unique, Canadian-made products and craftsmanship. Make a lasting impression and become someone's favourite Calgary Stampede discovery, gift or souvenir.

MARKET IN SUMMER

Be a part of the largest summer market in Alberta. We're also a community of makers who support each other throughout the year. You can choose from two blocks of dates within the 11-day festival or choose both blocks and participate for the whole event.

ENJOY THE EXTRAS

Booths are draped and include a skirted table (available upon request), chair and a 1500-watt outlet. The Maker Market is located in the BMO Centre, the largest convention centre in Western Canada.

Apply now!

We're excited to celebrate the creativity of Canadian makers and connect them with Stampede guests.

DO THE DATES & HOURS WORK FOR ME?

2027 EVENT DATES — JULY 9-18, 2027 (JULY 8, SNEAK-A-PEEK)

Vendors are welcome to apply for single or multiple blocks at the Maker Market. Value days are subject to change and include special admission prices and limited-time events on Stampede Park.

- Block 1 (Thursday–Tuesday): July 8 (evening), 9, 10, 11, 12, 13
  - July 8: Sneak-A-Peek
  - July 9: Parade to Park presented by Suncor
  - July 11: Tim Hortons Family Day
  - July 13: TC Energy Community Day

Block 1 Vendors will move out after the event is over on Tuesday July 13.

- Block 2 (Wednesday-Sunday): July 14, 15, 16, 17, 18
  - July 14: BMO Kids' Day
  - July 15-18: Our busy final Rodeo weekend

Block 2 Vendors will move-in before gates open on Wednesday July 14.

HOURS OF OPERATION

Hours of Operation are subject to change for 2027.
2026 hours of operation were as follows:

- The Market & Maker Market in the BMO Centre:
  - July 2 (Sneak-A-Peek): 5 - 11 p.m.
  - July 3-12: 11 a.m. - 11 p.m. (value days opening at 10 a.m.)
- Please see the link **HERE** for the list of Value Days.

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

AM I RIGHT FOR THE MAKER MARKET?

WHAT DOES LOCAL MEAN?

We invite local craft artisans to apply, provided they:

- Reside in Canada.
- Submit their own original work, designed and developed by the artist.
- Have products created in Canada.

No third-party products, kits or network marketers will be accepted.

WHAT KINDS OF PRODUCTS ARE PERMITTED AND NOT-PERMITTED?

We are looking for creative applications of materials using a wide variety of techniques and finishes to produce original, artistic and appealing products for sale. All products must be made in Canada.

- Products and artworks must be your own original creations.
- Reselling or distributing third-party goods, including items sourced from Amazon, Alibaba, Etsy or similar platforms is not permitted
- AI-generated artwork is not permitted.

WHAT ARE WE LOOKING FOR?

All applications will be evaluated for attractive booth display, product originality, marketability, quality, uniqueness and overall market product mix for each block(s).

We are looking to feature new artisans and showcase their work on a global scale, with the goal of helping them transition into The Market after three years.

DISPLAY REQUIREMENTS

The Calgary Stampede has specific requirements to ensure high-quality booth presentations that contribute to the overall appeal of The Market.

LIGHTING

- All vendors are required to provide their own booth lighting to ensure their entire booth is adequately illuminated and visible to guests.
- The overhead lighting in the hall will be set to 100%. NOTE: Lighting design must be presentable; no industrial lights will be permitted

BOOTH DESIGN

- When accepting booths, the Committee will first look at the physical appearance of the booth you wish to bring by focusing on the Five Principles for Excellent Indoor Booth Design: design, theme, colour, lighting and display.

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.

BOOTH SPACE

The Maker Market will be located in the BMO Centre, in Halls A1 or A2.
Available booth sizes for 2027:
Option 1: 10' x 10' vendor space
Option 2: 10' x 20' vendor space

Our all-in pricing includes these booth extras:
- Pipe and Drape
- 1500-watt power outlet
- One draped table (skirting around front and sides, open at the back) *Available upon request
- Two accreditation passes for the vendor (entrance to Stampede Park for the 11-days)

SET UP & TEAR DOWN

Once accepted, vendors will receive logistics information for move-in, setup, restocking, teardown and move-out. Move-in occurs the morning of your block's start date, with Block 2 starting on BMO Kids' Day and having an earlier opening time. Move-out begins after closing on your final day.

PRODUCT SAMPLING

- Product sampling is not permitted on Stampede Park where the Vendor is not retailing the same product they are selling.
- Any food sampling falls under Alberta Health Services (AHS) regulations and food handling standards apply (www.albertahealthservices.ca).
- An AHS representative will be onsite everyday during Stampede to ensure all regulations are being followed.
- Sampling is considered between 1 oz. and 2 oz.
- Any vendors dispensing or portioning without touching the food/drink requires access to a sink.
- Any vendors portioning food involving any handling, mixing, cutting, etc. requires a sink in their booth.

5 PRINCIPLES FOR EXCELLENT INDOOR BOOTH DESIGN







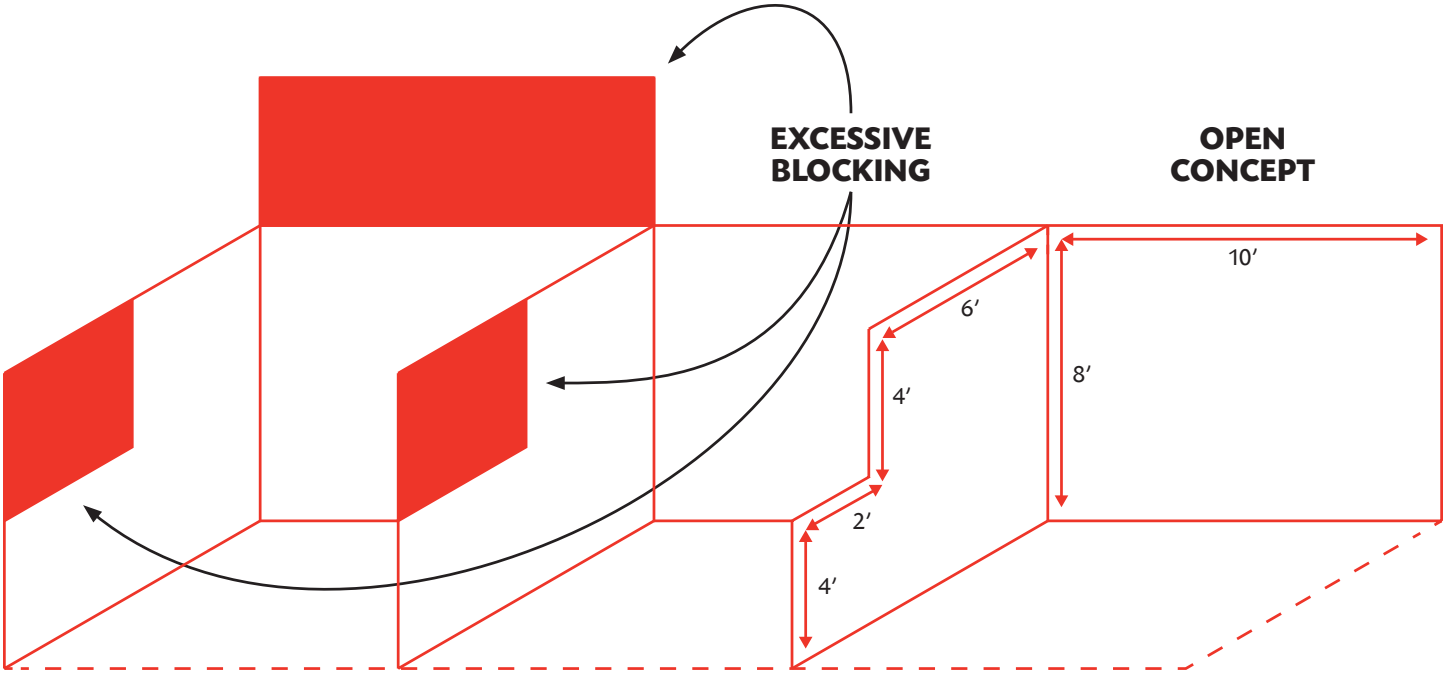




DISPLAY REQUIREMENTS

BOOTH WALLS

- Maker Market vendors will be provided with pipe and drape. Please see configuration below on what you can expect.
- Vendors are entitled to reasonable sightlines from the aisle, provided they do not obstruct the visibility of neighbouring booths.
- Overhead signage will not be permitted in 2027.



LAST UPDATED: OCTOBER 28, 2026
INFORMATION IS SUBJECT TO CHANGE

WHAT ARE THE FEES?

VENDOR FEES

All pricing for the 2027 Maker Market is listed in Canadian dollars.

Option 1: 10′ x 10′ booth costs **$1,750** + GST (per block)

Option 2: 10′ x 20′ booth costs **$3,500** + GST (per block)

You may request reserving a corner booth in advance. If you are selected for a corner booth, the booth fees are:

Option 1: 10′ x 10′ corner booth costs **$1,800** + GST (per block)

Option 2: 10′ x 20′ corner booth costs **$3,600** + GST (per block)

Corner booths are subject to availability and not guaranteed.

DEPOSITS

Vendors are charged by the flat rates listed above. A **$1,000** deposit is required upon signing the License Agreement or within two (2) weeks of receiving the agreement. This deposit will be put towards the balance of your booth fees.

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.

ADDITIONAL SERVICES

- Any additional services required: electrical, plumbing, internet and RV camping services can be purchased through the Calgary Stampede at varied rates.
- Carpet can be rented through our preferred rental company, along with any additional tables and chairs.

ENTRANCE TO STAMPEDE PARK

- You are required to have a pass for entry onto the Stampede Park each day. Accreditation, and daily passes are available for purchase at a discounted rate for vendors.
  - **Reminder**: Each booth receives two (2) accreditation passes included in your all-in pricing fees.

STAMPEDE BUCKS

- Stampede Bucks **MUST** be accepted across Stampede Park at a $5 value. All licensed vendors will be able to redeem them for $4.50 each at the end of the event. With the support of the vendors, this program generates increased spend from guests across Stampede Park. More information regarding Stampede Bucks will be provided.

PAYMENT DATES

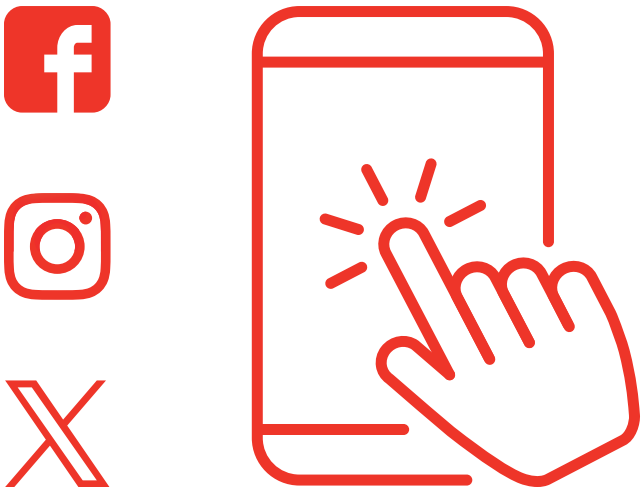
The non-refundable booth rental payment is due April 19, 2027.

IS THERE ANY MARKETING SUPPORT?

We provide event signage and area décor to create a space in the BMO Centre that sets us apart from the rest.

We ask 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 are encouraged!

Additionally, we expect accepted artisans to allow Calgary Stampede permission to use their images for marketing and promotion. Please note that the Calgary Stampede wordmark and CS brand are trademarked; they may not be used without the express permission of the Calgary Stampede.



HOW DO I APPLY?

The Calgary Stampede welcomes 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.
- Confirm that a significant portion of each item is made and sourced in Canada.

IMPORTANT APPLICATION DATES

Deadline to submit application: **January 4, 2027**

Notification of acceptance: **Late January 2027**

Non-refundable payment balance due: **April 19, 2027**

If accepted, contracts sent: **Late February 2027**

PHOTO REQUIREMENTS

The quality of your digital photos is extremely important. As we will not be able to see your products in person, the photos you select to represent your work should be crisp, clear and well-lit, to demonstrate your quality, attention to detail, and craftsmanship.

Please do not compress your images to get a smaller file size as this degrades the image quality.

AI-generated renderings, drawings, or mock-ups and/or applications submitted without photos will be rejected.

To apply to the 2027 Calgary Stampede Maker Market, please fill out the application **HERE**

APPLICATION STATUS

ACCEPTED

Congratulations!

- You will be formally offered a License Agreement for the 2027 Calgary Stampede

No agreement is confirmed until the contract has been signed by the authorized representatives of both parties (the Vendor and the Stampede) and deposit payments (detailed in the Maker Market Application Guidebook) have been received by the Stampede.

WAITLISTED

Your application may be waitlisted for a number of reasons, including but not limited to the following:

- Duplication of same or similar products as another selected vendor
- 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 our 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 of Jan. 4, 2027

If waitlisted, you will be notified of your status and only contacted in the event that space becomes available

NOT ACCEPTED

Your application may be considered not acceptable for a number of reasons, including but not limited to the following reasons:

- Incomplete application
- Photos submitted show: AI-generated or artist renderings, incomplete booths, entire booth display is not visible, mall kiosks, booth structure provided by show management, concession carts, and/or booths not owned by your company
- Pyramid sales, auctions or card table exhibits
- Brand activation, street teams, brand or product sampling, fundraising or soliciting for a cause or not-for-profit organization
- 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 Stampede Sponsorship Agreements
- Obscene or offensive products (determined by the Stampede)
- 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
- Presentations promoting gambling in any way - Exceptions may be considered for the travel and tourism industry that may include gambling as part of an overall package
- Outstanding account balance
- Products are not made or produced in Canada

THANK YOU FOR YOUR INTEREST IN THE MAKER MARKET AT THE 2027 CALGARY STAMPEDE!