

FOOD APPLICATION GUIDEBOOK

Calgary Stampede

JULY 9 – 18, 2027

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PURPOSE

The Calgary Stampede presents an unparalleled opportunity for vendors from around the world to share their culinary creations with a large and diverse audience. Whether offering freshly prepared meals, specialty treats, or packaged food products, vendors can connect with hundreds of thousands of guests while building brand awareness, growing their customer base, and becoming part of one of Canada's most iconic events.

We are looking for vendors who understand that they are contributing to more than just a food marketplace. They play an important role in creating memorable guest experiences through exceptional products, quality service, and the flavors that become part of cherished Stampede memories. Together, they help bring to life The Greatest Outdoor Show on Earth.

APPLICATION REQUIREMENTS

Applications will be accepted between Oct. 30, 2026 and Jan. 4, 2027. Applications received after this date will be added to a waitlist and may be considered should space become available, provided they meet Calgary Stampede's booth standards and product requirements.

In order to make application selections, we require detailed information about your booth(s), products, services and company. Please fill out the application form with as much detail as possible.

- PHOTOS: Please submit a minimum of four (4) photos; three (3) of your booth display and one to two (1-2) of your product(s). These should accurately represent your exact display, highlighting both your booth and product(s). If you are unable to attach the photos, please submit them to stampedeexhibits@calgarystampede.com.

- Open Space measurements should include overall footprint needed including but not limited to: beverage fridges, doors open, awnings open, exterior steps, fridges, freezers, hitches, propane tanks.

If the selection team requires clarification on any information provided, they will contact you directly. Vendors will then be notified of their application status via email at the end of January 2027.

Applications that are missing information will **not** be accepted.

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

LOCATIONS

OUTDOOR MIDWAY

At the heart of the Stampede, the action never stops. As an Outdoor Midway vendor, you're right in the mix, serving irresistible food and creating experiences that spark excitement, fuel the Midway buzz, and put your brand in the spotlight.





THE RANGE

Food, drinks and entertainment come together to tell the story of The Range, the Stampede's indoor, licensed food hall, located on the lower level of The Big Four building. With a mix of food vendors and entertainment, it's the perfect spot to cool off and recharge.

THE MARKET

Located inside the BMO Centre, The Market is the Stampede's lively indoor marketplace with more than 100,000 square feet of exhibit space. This hub of activity offers unique products, fresh brands and one-of-a-kind finds, making it a shopper's paradise on Stampede Park.



FOOD VENDOR TYPES & PAYMENT STRUCTURES

If licensed, vendors will be assigned to one of two payment structures: Flat Rate or Percentage-Based. The information below will help identify the category that best fits your product offering.
All final category determinations are made by the Selection Team.

FOOD VENDOR PAYMENT GUIDE

FOOD CONSUMED OFF PARK OR AFTER THE EVENT

FLAT RATE

Applies to:
Products mainly consumed off site or after the event (pre-packaged goods, sauces, frozen meals, etc.)

Payment:
Booth Area (sq. ft.) x Space Rate (rate per sq. ft.)

$1,000 deposit due two weeks after license agreement issued

Due in full by April 19, 2027

FOOD CONSUMED IMMEDIATELY ON SITE

PERCENTAGE

Applies to:
Freshly made food and drinks, concession units

Payment:
25% of daily gross sales (excluding GST) or your minimum guarantee, whichever is greater.

If required, deposits are due two weeks after license agreement is issued

You **MUST** use Clover or Square to record all cash and electronic sales for daily reports.

DEPOSITS / MINIMUM GUARANTEE

Deposits

- Flat Rate vendors are required to pay a $1,000 deposit upon signing the License Agreement, which will be put towards the balance of your booth fees and secures your location.
- New Percentage vendors are required to pay a deposit based on one-third of the established minimum guarantee upon signing the License Agreement or within two (2) weeks of receiving the agreement. The deposit is required for new vendors and returning vendors with new booths.
- Returning Percentage vendors who were unable to meet their minimum guarantees in 2026 will be required to pay a deposit.
- Returning Percentage vendors who have an established revenue, payment and minimum guarantee history with the Stampede may have the deposit waived.

Minimum Guarantee

- Percentage vendors are required to pay 25% of gross sales (net of GST).
- This amount will be collected throughout the event based on the daily sales.
- It is expected that this amount will meet or surpass the established minimum guarantee for your booth(s).
- If your payments do not meet the established minimum guarantee by the end of the event, you will be required to make a flat rate payment to meet the minimum guarantee.

MINIMUM GUARANTEE EXAMPLE

Fee Description	Calculation	Amount	
Minimum Guarantee	20' x 20' = 400 sq. ft. x $23	$9,200	Vendors are required to pay 25% of their daily gross sales (excluding GST) toward their established minimum guarantee. If total percentage payments do not meet the minimum guarantee by the end of the event, vendors must pay the difference.
Deposit (if applicable)	$9,200 x 1/3	$3,066.67	
Show Service Fees		$523	
Subtotal		$3,589.67	
GST	5%	$179.48	
Total Due Upon Signing		**$3,769.15**	

SPACE RATES

DESCRIPTION	BOOTH TYPE	PRICE PER SQ. FT.
Outdoor Midway	Less than 1,000 sq. ft.	$23
	1,000 to 1,999 sq. ft.	$21
	2,000 sq. ft. and Larger	$19
The Range	Less than 600 sq. ft.	$13
	600 sq. ft. and larger	$12
The Market Minimum Booth Size: 10' x 10'	Inline / No Corners	$35
	One Corner	$36
	Two Corners	$37
	Island / Four Corners	$38

Space rental rates are for the cost of the space a booth or trailer requires to operate in.

Please see our additional considerations section for additional expenses you may experience.

DISPLAY REQUIREMENTS

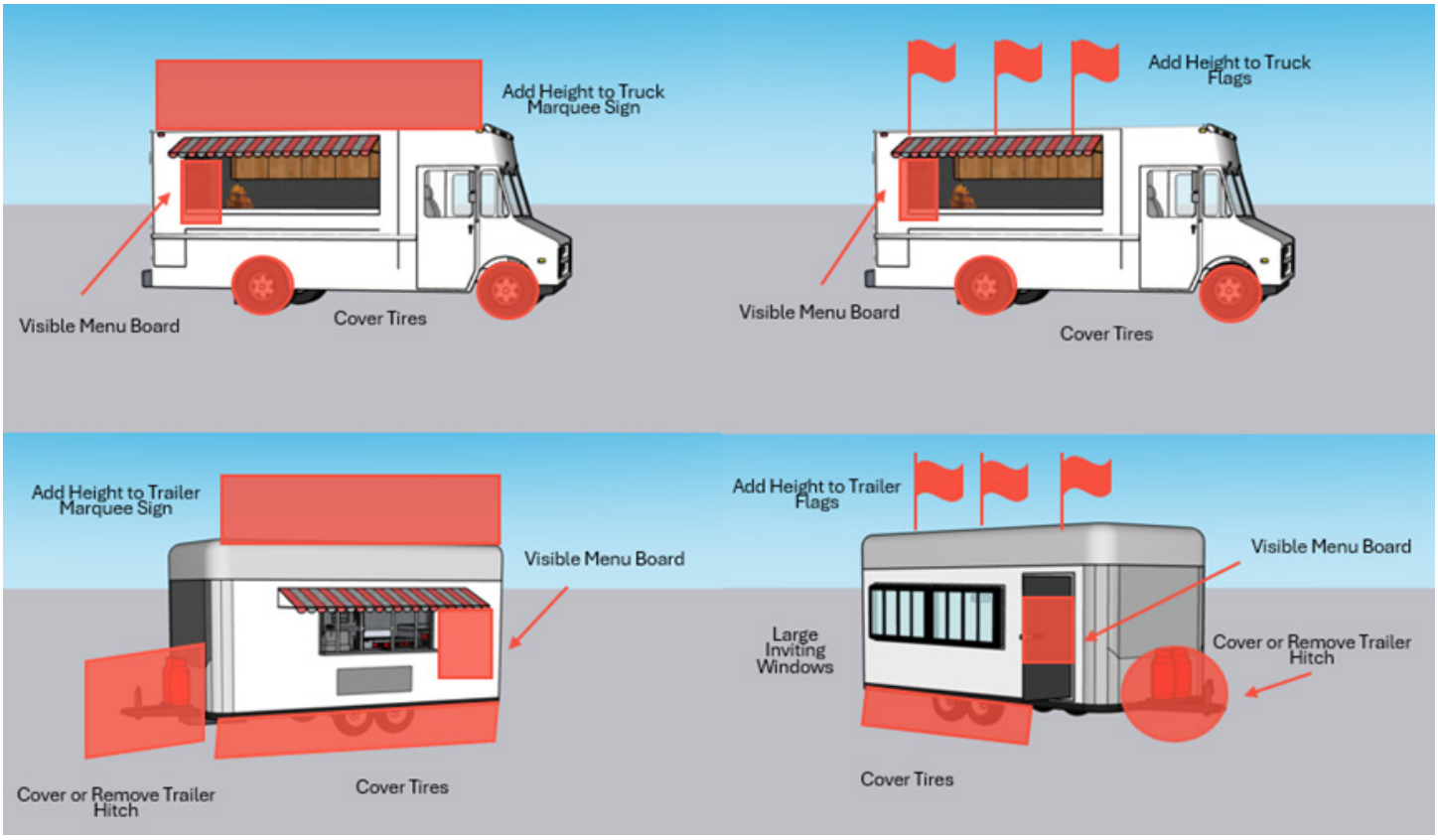
The Stampede has specific requirements to ensure booth presentations reflect our standards of quality and design, with preference given to vendors that demonstrate the Stampede's seven principles for excellent booth design.

SEVEN PRINCIPLES OF BOOTH DESIGN

- **HEIGHT** - Visibility from a distance, stature, presence and large display
- **LIGHT** - Coloured lights, bright, flash, neon, LED lights
- **COLOUR** - Bright colours, unique and interesting patterns, theme, psychology of colour, graphics, design
- **MOVEMENT** - Flags, moving lights, active staff, busy projection, line-ups
- **SERVICE** - Friendly staff, large serving windows, uniforms, presentation, attentive staff interactions
- **SHOW** - Smoke, flames, video boards, engagement, display and entertainment, "see how it's made"
- **COMMUNICATIONS** - Signage, menu boards, NEW foods decals, signs, flags

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 (CONTINUED)

MIDWAY BOOTH CONSIDERATIONS

- Concession units must be designed to accommodate for high capacity orders with fast serving time.
- Concession units must 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 must be skirted or camouflaged to the ground and trailer hitches should be removed or covered appropriately.

PROHIBITED

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

- Concession units shall follow the theme of the food or beverage product being sold by using appropriate signage, décor and uniforms.
- Vendors are encouraged to clearly identify dietary options on their menus to enhance the guest experience. These may include vegan, vegetarian, gluten-free, dairy free, halal or other.
- Large, professionally made menu boards must 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.
- Vendors are encouraged to set up ground protection or secondary containment mats around the perimeter of their booth and prep area. This helps maintain a clean environment for guests and prevents spills and oil from hitting the ground.
- All pricing must be inclusive of GST.
- All beverage coolers must be contained in your open space.

DISPLAY REQUIREMENTS (CONTINUED)

1 BOOTH PRESENTATION

PRIMARY CONSIDERATION

- The first initial look at an application is all about the design and feel of the booth.
- Visual presentation is key to higher sales and attracting more visitation/customers.
- Does the booth follow the Seven Principles of Booth Design as outlined in the Food Vendor Application Guidebook?
- If the booth presentation/pictures are missing from an application, it is considered incomplete and will not be evaluated.

2 PRODUCT FOR SALE

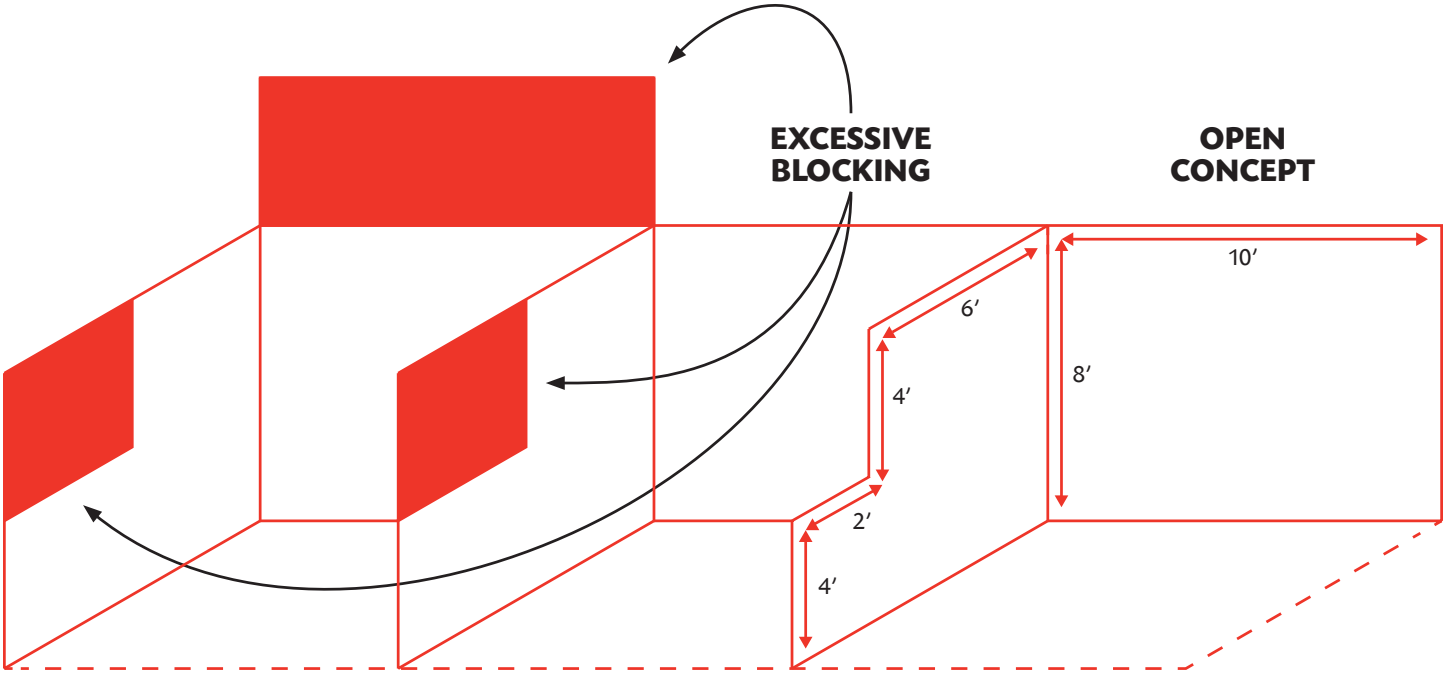
SECONDARY CONSIDERATION

- The secondary review considers the relevance, originality and uniqueness of the products being sold at your booth, as well as the overall variety of products offered across the event.
- 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 (CONTINUED)

MARKET BOOTH WALLS

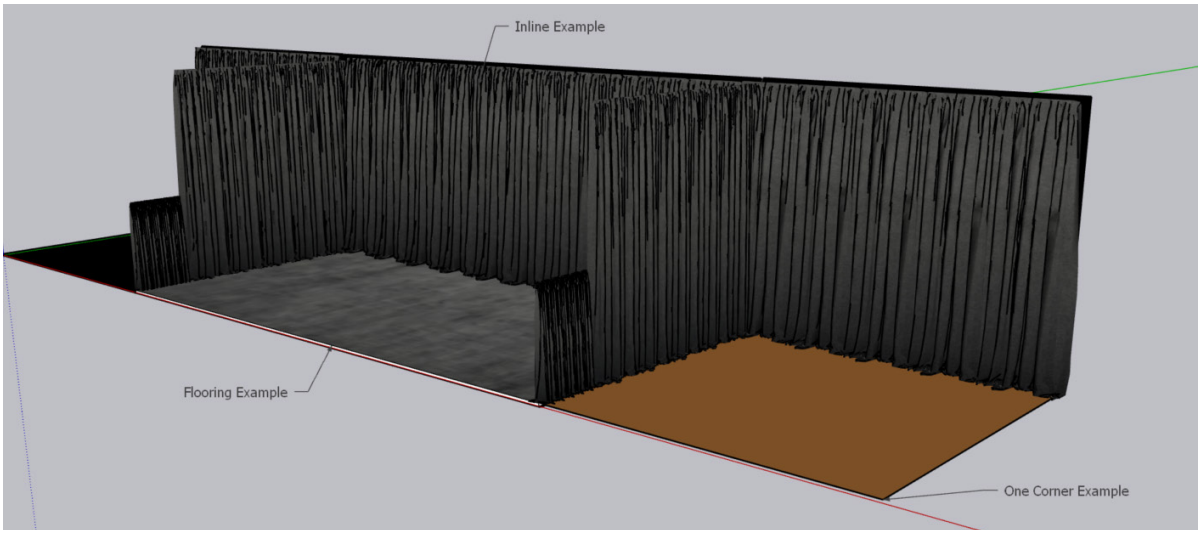
- Market vendors will be provided with pipe and drape, if required. Please see configuration below on what you can expect.
- Vendors are entitled to reasonable sightlines from the aisle, provided they do not obstruct the visibility of neighbouring booths.
- Overhead signage will not be permitted in 2027.

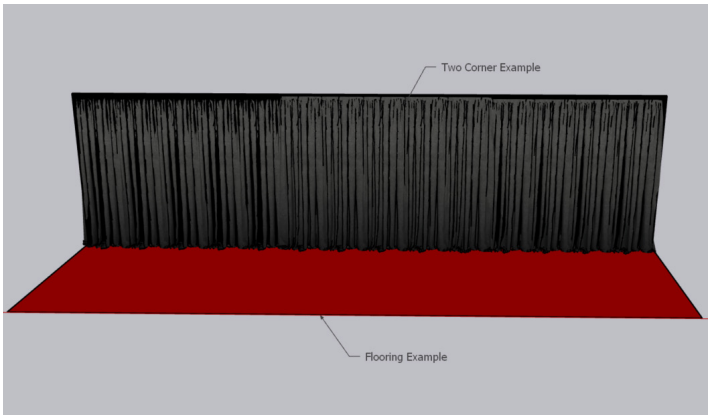


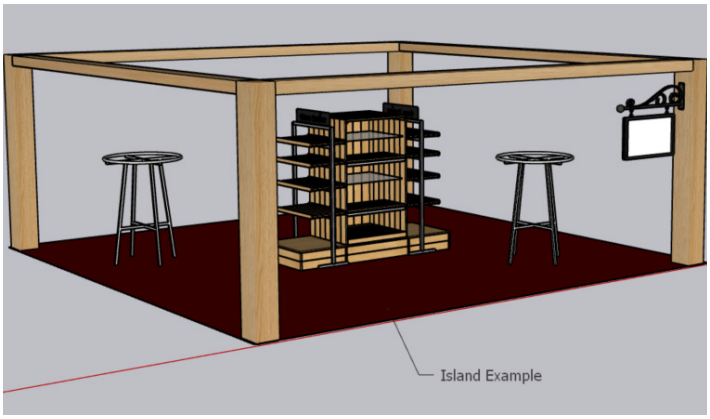
LAST UPDATED: OCTOBER 28, 2026
INFORMATION IS SUBJECT TO CHANGE

DISPLAY REQUIREMENTS (CONTINUED)

MARKET BOOTH TYPE EXAMPLES







MARKET BOOTH CONSIDERATIONS

- Open-concept booths must not obstruct aisles or encroach on neighbouring booth spaces.
- Booth construction must be professional in appearance:
  - Must be attractive and colourful.
  - Open-concept booths require new and/or clean flooring (tile, vinyl, etc), signs, counters, etc.
  - Any flooring provided must adhere to Alberta Health Services (AHS) requirements.
  - Product and storage material MUST be included in total square footage and be out of sight.
  - Booth and surrounding area should be clean and tidy at all times.
- All vendors are required to provide their own booth lighting to ensure their booth is well lit.
  - Booth space can have accent ambient lighting, but please note the overhead lighting in the hall will be set to 100%.
  - NOTE: Lighting design must be presentable; no industrial lights will be permitted.

FOOD SAMPLING, DEMONSTRATIONS AND PRODUCT SOURCING

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 AHS regulations and food handling standards apply (www.albertahealthservices.ca).
- An AHS representative will be onsite all days during Stampede to ensure all regulations are being followed.
- Sampling is considered between 1 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.
- All sampling will need to be approved by the Calgary Stampede Midway & Retail Attractions Team

VENDORS COOKING FOR SALE OR DEMONSTRATION PURPOSES

- Vendors cooking with deep fryers, grills and/or BBQs shall comply with the NFPA 96 Code. This regulation applies to cooking equipment used in fixed, mobile or temporary concessions including trucks, buses, trailers, pavilions, tents and any form of roofed structure (subject to change.).
- Fire suppression systems must be installed if any of the above applies to your booth(s). You will be required to show proof of inspection to ensure it is current.
- Triple sinks are required for all cooking and sampling. Temporary holding tanks are not accepted.
- BBQs must be CSA-approved.
- AHS rules and regulations will prevail for the entire duration of the Stampede.
- Vendors must comply and meet the requirements established by the Calgary Stampede and Calgary Fire Department.

STAMPEDE COMMISSARY

- The Stampede provides a commissary, from which product sourcing is encouraged for all licensed food and/or beverage vendors.
- The supplier, Gordon Food Services (GFS), operates the voluntary commissary under contract to the Stampede with exclusive distribution on Stampede Park.
- Vendors who wish to source product from another supplier will be responsible for picking up the products and transporting them onto Stampede Park, as external suppliers will not have access to Stampede Park to deliver product.
- At no time can any sourced products be in conflict with the exclusive and/or official products of the Stampede.

COCA-COLA

- If you're planning on serving beverages, all products must be sourced from the exclusive supplier, Coca-Cola.

VENDOR STREET TEAMS & GIVEAWAYS

STREET TEAMS

- In order to provide exceptional experiences to our guests, the use of "Street Teams" or handing out product for marketing purposes only, is not allowed on Stampede Park. This includes sampling products, conducting giveaways, providing handouts, pamphlets or soliciting for donations of any kind outside of your booth location.
- Exceptions may be granted for Calgary Stampede-exclusive sponsors, who may be permitted, pending approval from the Midway & Attractions Team.

PRODUCT GIVEAWAYS

- Product giveaways are only permitted on Stampede Park within licensed booth space.
- No purchase, donation, demonstration, or sign up is required to enter to receive the prize or giveaway.
- Giveaways are intended for advertising purposes; no third-party giveaways are allowed (including coupon or ticket promotions).
- All giveaways must be approved by the Midway & Attractions Team before the event.

FUNDRAISING AWARENESS PROGRAMS

- Raffles, fundraising or solicitation of funds on behalf of a charitable or not-for-profit organization are not permitted. You may hand out information within licensed booth space or sell merchandise products through which net profits can then be funneled to your not-for-profit or charitable group as long as the endeavor is not seen to be fundraising or soliciting.

ADDITIONAL CONSIDERATIONS

SHOW SERVICE FEES

Mandatory fee ranging from $300-$525 (dependent on final payment type: Flat Rate or Percentage), and includes the following:

- C.A.F.E. Levy
  - Licensed vendors must pay a participation levy to the Canadian Association of Fairs and Exhibitions (C.A.F.E.) for each booth, attraction, game, or ride. Vendors who already hold a C.A.F.E. membership are exempt from this fee. For more information, visit: **www.canadianfairs.ca**
- Waste Management & Environmental Services
- Standard power outlet (1500 Watt) OR Initial Water Hook Up
- Two vendor accreditation passes (valid for entry each day of the event)

ADDITIONAL SERVICES

- Any additional services required: electrical, plumbing, internet and RV camping services can be purchased through the Calgary Stampede at varied rates.
- Tables and chairs can be rented through our preferred rental company. These items are not included in your booth fees.

GREASE INTERCEPTORS

The City of Calgary Wastewater Bylaw 14M2012 states that all industrial, commercial, institutional facilities where food is cooked, processed and prepared or where Fats, Oils & Grease (FOG) is released (there is no minimum amount), **must** install a grease interceptor.

What if my kitchen doesn't generate any grease and I don't use grease in my cooking? Do I still need a grease interceptor?

Yes, a grease interceptor not only collects grease, it removes food particles, fats and oils such as:

– Fats from butter, margarine, shortening and mayonnaise
– Cooking oil
– Dressings and condiments
– Grease from cooking or baking
– Dairy products
– Soups, sauces and gravies

For more information please visit: **www.calgary.ca/water/customer-service/food-service-establishments.html**

The Stampede is improving its sustainability efforts at our Greatest Outdoor Show on Earth. To help prevent spills, dumping and contaminated waste from entering our storm drains, we are enhancing our grease trap clean-out procedures. For 2027, participation in this clean-out program will be mandatory.

ADDITIONAL CONSIDERATIONS (CONTINUED)

ENTRANCE TO STAMPEDE PARK

- You are required to have a pass for entry onto Stampede Park each day. Two Accreditation passes are provided and additional daily passes are available for purchase.

Reminder: Each booth receives two (2) accreditation passes included in the Show Service 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.

NEW FOOD

- The Calgary Stampede New Food Program showcases the creativity and innovation of our food vendors by highlighting exciting new menu items each year. This program gives vendors the opportunity to gain added exposure through Stampede marketing, media coverage, and guest buzz, while offering visitors the chance to discover the next wacky must-try Midway treat.
- If you are interested in participating in this program, please indicate it in your application. If accepted, our team will reach out to you with more information.
- Check out our website for the 2026 lineup: **www.calgarystampede.com/new-midway-food**

NON-CANADIAN VENDORS SELLING PRODUCTS AT THE CALGARY STAMPEDE

- If you intend to sell imported products at the Calgary Stampede, a work permit will be required. Neither the BMO Centre nor the Calgary Stampede can be named as the employer for you to acquire a work permit. Therefore, please ensure you have acquired the necessary work permits long before attempting entry into Canada.
- For more information please visit: **www.canada.ca/en/immigration-refugees-citizenship/services/work-canada.html**
- If you have any questions regarding importing or a work permit, please contact our Official Customs Broker - Cross Connect Customs & Event Logistics at 416-639-2176, **info@crossconnectcl.com**, or visit their website at **www.crossconnectcl.com**
- The Calgary Stampede is not responsible for delays, denied entry, or cancellations resulting from an exhibitor's inability to cross the border. Vendors are responsible for ensuring they meet all applicable travel and entry requirements. In these circumstances, the cancellation and refund policies outlined in this Guidebook will continue to apply.

ADDITIONAL CONSIDERATIONS
(CONTINUED)

POS TERMINALS

- All Percentage vendors must use Clover or Square to record all cash and electronic payments.

HOURS OF OPERATION

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

- Outdoor Midway
  - July 2 (Sneak-A-Peek): 3pm-11pm
  - July 3-12: 11am-midnight (value days opening at 9am)
- The Market & The Range:
  - July 2 (Sneak-A-Peek): 5pm-11pm
  - July 3-12: 11am-11pm (value days opening at 10am)
- 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 hours of operation. Vendors who close early or open late will not be permitted to participate in future Stampede events.

EXCLUSIVE PRODUCT SUPPLIERS

The Calgary Stampede works with our sponsors to determine Exclusive and Official product suppliers. Third-party advertising is not allowed within booth locations, or on booth signage; this is considered advertising, the exception to this rule is with existing advertising, 'Exclusive' or 'Official' suppliers of the Calgary Stampede. This list is accurate to date but is subject to change.

If your application is in conflict with any of the sponsors on the list, your application will not be accepted.

SPONSOR	PRODUCTS AND SERVICES EXPLANATION
BMO BANK OF MONTREAL AND MASTERCARD OFFICIAL AND EXCLUSIVE BANK OF THE CALGARY STAMPEDE	**BMO's products and services include financial services which refer to:** • Retail • Small business • Commercial • Corporate • Debit card • Credit card • Online and telephone banking • Wealth management • Financial planning • Mutual fund and brokerage services **Credit card promotions are exclusive to BMO MasterCard.**
COCA-COLA OFFICIAL AND EXCLUSIVE SOFT DRINK OF THE CALGARY STAMPEDE	**Coca-Cola's products and services include: Soft drinks, juices, juice drinks, isotonics, energy drinks, ready-to-drink iced teas and coffees, bottled water, and carbonated/ sparkling water. These brands include:** • Coca-Cola Cola • Diet Coke • Coke Zero Sugar • Coca-Cola Life • Sprite • Fanta • Barq's • Minute Maid • Fruitopia • Five Alive • Nestea • PowerAde • Vitaminwater • Monster Energy Drink • Canada Dry • Dasani and more **For Third Party Events:** There can be no sampling or pouring rights extended to Coca-Cola competitors. The third party can still have a Coca-Cola competitor as a sponsor, but that sponsorship would be limited to signage and/or hosting – no pouring or sampling of product.

EXCLUSIVE PRODUCT SUPPLIERS
(CONTINUED)

SPONSOR	PRODUCTS AND SERVICES EXPLANATION
GOOGLE EXCLUSIVE AI TECHNOLOGY PARTNER OF THE CALGARY STAMPEDE	Google is the Exclusive partner of AI Technology in relation to Sponsorship and Marketing within CE&S
MONSTER ENERGY Energy Product category EXCLUSIVE ENERGY DRINK OF THE CALGARY STAMPEDE	Energy Beverage Product is any product that is branded/marketed or portrays itself as providing energy or any attributes like energy, such as power, sports drinks, protein, caffeine, or vitamins • Direct competitors examples include but are not limited to brands like Red Bull, Rockstar Energy, 5 hour energy • Other competitor examples include but are not limited to energy shots, coffee plus energy (Eg. Starbucks Tripleshot Energy) Works with distributor Coca-Cola on product placements.
ENMAX EXCLUSIVE GENERATOR AND SUPPLIER OF ELECTRICITY AND NATURAL GAS TO THE CALGARY STAMPEDE	Retail energy provider and advertiser, supplier of natural gas and electricity.
FREEDOM MOBILE OFFICIAL AND EXCLUSIVE TELECOMMUNICATIONS PARTNER OF THE CALGARY STAMPEDE	With respect to the telecommunications category, Freedom Mobile Inc. will have the exclusive right to Calgary Stampede trademarks and logos, no other telecommunications provider shall have the ability to associate with Calgary Stampede trademarks and logos in an official sponsor capacity or have any branding, marketing or retail presence on-site. Calgary Stampede will maintain the current mix of category providers to service the park and its business needs.

EXCLUSIVE PRODUCT SUPPLIERS
(CONTINUED)

SPONSOR	PRODUCTS AND SERVICES EXPLANATION
GENERAL MOTORS (GMC) OFFICIAL AND EXCLUSIVE VEHICLE OF THE CALGARY STAMPEDE	Any purchase, lease, finance or promotion of vehicles (new & used) including cars, trucks, vans and SUV's, cross over vehicles, electric vehicles, zero emission vehicles, hybrid vehicles, automotive technology (such as OnStar and similar mutually agreed in-car automotive technologies).
LAMMLE'S WESTERN WEAR OFFICIAL AND EXCLUSIVE COWBOY BOOT, WESTERN WEAR AND WESTERN GIFTWARE	Western giftware category as defined below: **"Western Giftware"** means CS branded giftware in the style of the North American West that is currently sold on a retail basis by the Sponsor and/or by CE&S, such as picture frames, candle holders, beverage holders, mugs, wall plaques and salt and pepper shakers and the natural evolution of same; but shall, for greater certainty, exclude any food or beverage product, sporting or athletic goods, furniture, souvenir coins and entertainment products (such as movies, music or similar productions whether such product is recorded digitally or otherwise); and Western wear category as defined below: **"Western Wear"** means men and women's clothing in the style of the North American West that is currently sold on a retail basis by the Sponsor and/or by CE&S, such as cowboy boots, belts, shirts, buckles, jeans, dresses, and hats, but shall, for greater certainty, exclude any trophies or awards (including, without limitation, belt buckles) created for one-off presentation purposes. **Exclusivity on Park**: Lammle's holds exclusive rights to sell cowboy boots and cowboy hats on Stampede Park. Smithbilt Hats (hats) is the only other approved partners permitted to sell that specific item. Other vendors may sell general Western Wear or accessories, provided they do not include cowboy boots or hats in their inventory and have been approved within their Schedule A – Midway Contract Confirmation.
LABATT (BUDWEISER) OFFICIAL AND EXCLUSIVE BEER OF THE CALGARY STAMPEDE	Any malt-based beverages must be under the Labatt umbrella of brands. These brands include: • Budweiser • Bud Light • Michelob Ultra • Banded Peak • Stella Artois • Corona and many more

EXCLUSIVE PRODUCT SUPPLIERS
(CONTINUED)

SPONSOR	PRODUCTS AND SERVICES EXPLANATION
PLAY ALBERTA / AGLC OFFICIAL IGAMING AND SPORTS BETTING PARTNER OF THE CALGARY STAMPEDE	Exclusive supplier of iGaming markets aligned with CE&S Rodeo and Chuckwagon events. Only legal Sportsbook platform in Alberta. "Official iGaming and Sports Betting Partner of the Calgary Stampede"
UBER/UBER EATS OFFICIAL AND EXCLUSIVE RIDESHARE APP OFFICIAL AND EXCLUSIVE DELIVERY APP	Official and exclusive marketing rights of both the Rideshare App and Delivery App categories in relation to Sponsorship and Marketing within CE&S. CE&S shall not be promotionally associated with any company, person and/or entity that markets either a Ride Share App or Delivery App.
WESTJET OFFICIAL AND EXCLUSIVE AIRLINE OF THE CALGARY STAMPEDE	**Exclusive** marketing rights partner in the airline industry. The Calgary Stampede will work with affiliate partners of WestJet. The Calgary Stampede is asked to use WestJet as the preferred airline and exclusive when booking travel, however WestJet appreciates competitive airlines need to be utilized based on final destinations.

NEXT STEPS

ONCE I'VE SUBMITTED THE APPLICATION, WHAT HAPPENS NEXT?

- Do NOT submit any funds with the application.
- After the application deadline of Monday January 4, 2027, we will begin to review all the submitted applications.
- Our selection team will evaluate all the applications based on application completeness. The process is highly competitive, 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.

SELECTION PROCESS:

1. Applications will be sorted into groups of similar products and categories, they will then be compared against the other applications in each grouping.
2. Applications will be selected in each category based on the criteria previously mentioned, which will create the final selection of successful applications.
3. Vendors will then be notified of their application status via email (late January 2027).
4. Vendors who are accepted will be issued a License Agreement and accompanying documents.

CANCELLATION POLICY

In the event of a cancellation after a license agreement is issued, any and all monies paid to the Licensor (the Calgary Stampede) in connection with the license agreement shall be for the benefit of the Licensor and for greater clarity, shall not bear any interest for the benefit of the Licensee (the Vendor).

All monies paid by the Licensee to the Licensor are non-refundable. However, in the event that the square footage space can be reassigned, consideration may be given to refunding booth fees less a cancellation fee, as per the following schedule:

- Cancellation fee from **April 19 to May 31**: $1,200 + GST
- Cancellation fee from **June 1 to June 15**: $2,000 + GST
- Cancellation fee after **June 15 through July**: Non-refundable

Minimum Guarantee deposits will apply to the above schedule.

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 Food 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 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

THANK YOU FOR YOUR INTEREST IN THE 2027 CALGARY STAMPEDE!