Christmas ARTISAN MARKET

Application & Manual

Saturday, November 30

403.343.7800
westernerpark.ca
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2019 Christmas Artisan Market

Contract

Agreement between Westerner Park and
Licensee ___________________________________________  G.S.T. # __________________________

Principal Owner ___________________________________  Contact Person ______________________________

Address __________________________________________

City ___________________  Prov./State ___________  Postal Code ________________________________

Phone #(s) ________________________________  Fax ________________________________

Email ________________________________  Website ________________________________

Facebook page ________________________________  Twitter ________________________________

Items to be sold in booth

Please list ALL items to be sold in your booth (only items listed will be approved to be sold. If you have multiple
booths, you must list what you plan on selling in each booth). Upon arrival, Westerner Park will indicate which items
will be sold in each booth to avoid repetition of products.

All booths will be sold on a first come, first serve basis. All booths containing food and beverage must be
approved by Westerner Park.

<table>
<thead>
<tr>
<th>COST PER BOOTH</th>
<th>QUANTITY REQUIRED</th>
<th>AMOUNT PAYABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10X10 Commercial Business Booth: $175</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10X10 Handmade Business Booth: $150</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10X5 Commercial Business Booth: $150</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10X5 Handmade Business Booth: $100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Power Outlet: $45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Payable (GST Included in Prices)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Power is not included in booth rental, but can be added to your booth at an additional charge. Please indicate
above if you would like power added to your booth.

Move in hours:  Move out hours:

Saturday, November 30: 7am - 10am  Saturday, November 30: 5pm - 8pm

Show Hours:

Saturday, November 30: 11am - 5pm
2019 Christmas Artisan Market

Items to include with completed contract

- $1,000,000 Liability Insurance Certificate naming Westerner Park as co-insured.
- Concession units must enclose Health Department Inspection Certificate.
- Full payment– If full payment is not provided with contract, you will not be considered on a first come first serve basis until Westerner Park receives the full payment.

Booth Standards

All booths should be constructed to be professional in appearance; they should be attractive, colorful, neatly arranged and clean. Please allow for an open concept and able to accommodate customers without blocking the aisle or crowding other vendors. All of your products should fit proportionately into the area and tiered merchandise display units or shelving should be used. Signage shall be professional and clearly indicate the company name, product/service and pricing.

Booth Request

Space is not guaranteed until confirmed contract has been duly executed by Westerner Park and confirmation email has been received. All booths will be assigned on a first come, first serve basis. Westerner Park reserves the right to assign booth placement until event day. All booths are subject to change. Westerner Park does not release booth numbers until arrival.

Contracts will not be accepted without payment (Deadline November 1, 2019)

Credit Card # ________________________________ CVV # _________ Expiry Date __________

Name on Credit Card ________________________________ Signature __________________________

I hereby authorize Westerner Park to process payments based on the 2019 rates and additional services by VISA or Mastercard. Westerner Park is not able to accept American Express credit cards. If remitting cheque, please make payable to Westerner Park. No cheques will be accepted after November 1, 2019. Receipts will be included in exhibitor package given out at move in.

THE LICENSEE HEREBY AGREES TO ABIDE BY THE TERMS AND CONDITIONS OF THE CONTRACT AND RULES & REGULATIONS IN THE APPLICATION GUIDE, WHICH FORM PART OF THIS AGREEMENT

______________________________ ________________________________
Licensee Name: (please print) Licensee: (please sign) For Westerner Park

Please send all completed forms and payment to:

Stacey Appleby
Event Sales and Production Coordinator
P 403.309.1277
E sappleby@westernerpark.ca
4847A 19th Street, Red Deer, AB T4R 2N7
Welcome to Westerner Park

Westerner Park provides premier trade, agriculture, sports, entertainment, and conference and meeting facilities in Western Canada, driving economic and community benefits for Red Deer and Central Alberta. Westerner Park is a not-for-profit organization which demonstrates its’ vital role in the community through our annual Westerner Days Fair & Exposition, year-round facilities, products and services and agricultural programs that foster understanding of the agricultural industry. All revenues generated are re-invested into our various programs and facilities.

Christmas Artisan Market

Westerner Park invites the community to come together at the Christmas Artisan Market on Saturday, November 30, 2019. The one-day shopping experience, taking place in Westerner Park’s Harvest Centre, is tailored towards families who value quality time and our local makers and vendors!

On Saturday, November 30 from 11:00 am—5:00 pm, the Christmas Artisan Market invites the public and families to come and shop, play and laugh with the community in the spirit of Christmas! Guests can complete some of their holiday shopping on a local level, and enjoy seasonal activities like snow painting, writing letters to Santa, and sipping hot coco beside our outdoor fire pit!

This year, we are excited to introduce Stuff The Truck! Each season, Westerner Park helps give back to the community by raising donations for the Red Deer & District Food Bank at the Christmas Artisan Market. When guests arrive to the 2019 festivities, they will be greeted by our Westerner Park truck, where they can place their Food Bank donation. We have one simple goal: stuff the truck with goods to help make a local family’s Christmas a little brighter!

How to Get Involved

Calling all Central Alberta businesses! The Christmas Artisan Market is a fantastic place to showcase your products just in time for the season of giving. We are looking for artisans who sell original crafts, plus festive and designer gifts that include but are not limited to: decorative art, jewelry, sculptures, candles, pottery, knitting, fashion, leather work, household items, toys, furniture, health, beauty and more.

We encourage vendors to be creative in their space and recommend sampling where possible. Please indicate to the show coordinator if food and beverage samples are being offered.
Application Status & Payment Information

Application Status Notification & Licensing Process

Applications are initially reviewed upon receipt. Full payment of booth is to be sent with the completed Application Form. Incomplete applications, applications that conflict with existing sponsorship contracts, or applications that fall into the ‘Not Acceptable’ category as defined below will be returned immediately with deposit. All applicants who submit an application will be notified of their status either by a confirmation package or a letter of explanation. No exhibitors are guaranteed space. It is at the discretion of the show manager who is accepted into the show. This process will continue until all available space has been allocated, however, we encourage individuals to continue to submit applications up to November 1, in the event we receive last minute cancellations.

Payment of Rental Charges

Signed Exhibitor Applications with a full payment (including selling privileges) is due no later than November 1, 2019. Non payment of booth rental will result in immediate cancellation of space allocation.

Non Payment of Charges

Should any charges remain unpaid at the close of the Christmas Artisan Market, any articles, goods and equipment in the said exhibitor's booth may be held by Westerner Park until payment in full is made for which Westerner Park shall be deemed to have a lien on the said good and chattels.
Move In & Move Out

Move In

Saturday, November 30: 7:00am - 10:00am

Vendor packages will be available for pick up on Saturday, November 30 at 7:00am. Prior to setting up your exhibit, you are required to pick up your move in package in the Harvest Centre. Please allow sufficient time when picking up your package, to review that all passes that were pre-ordered are included in your package. A designated representative will be required to sign for these.

If packages are not picked up by 10:00am on Saturday, November 30, your space may be released and resold. If you are unable to pick up your package prior to this time, please notify the Show Coordinator of your anticipated arrival time.

Move Out

Saturday, November 30: 5:00pm - 8:00pm

Exhibitors must remove their exhibit or concession from Westerner Park at show closing 5:00pm Saturday (no sooner), leaving the booth location clear and free of any debris or garbage, by 8:00pm Saturday. Any exhibit or concession not removed by that time will be removed and stored at exhibitor(s) expense. Exhibitor absolves Westerner Park from any liability or claim with respect to such action taken after move out date.
Booth Rental Inclusions, Show Hours & Shipments

**Booth Rental Includes**

10X10 Booth:
- 8ft high back drape, 3ft high side drape
- 1 8ft covered & skirted table

10X5 Booth:
- 1 6ft covered & skirted table

Westerner Park reserves the right to assign booths.

- Chairs and power are **not** included in booth rental. Each exhibitor is to arrange for these additions with Goodkey Show Services 1.877.726.2211.
- Each booth is a 10 x 5ft or 10 x 10ft space and may be purchased in multiples to provide enough space for each Licensee. The exhibitor is prohibited from assigning or apportioning the whole or any part of the space allotted for exhibiting or selling any merchandise other than those listed on the License Agreement.

**Hours of Show Operation**

Saturday, November 30: 11:00am – 5:00pm

- Each exhibitor will take possession on move in and agrees to man display for all hours of the show listed above. All displays must be fully set up, stocked and manned during all show hours. Exhibits must **not** be taken down or removed until 5:00pm Saturday.
- **A penalty charge of $100.00 will apply** if exhibitor does not comply with hours of operation.

**Shipments**

You are not permitted to ship displays or materials to Westerner Park, as we are unable to sign for any items. If you are sending your materials via a delivery service, you must make prior arrangements to meet them and escort them into the Park. Gookey Show Services offers assistance in accepting shipped packages. To arrange this service, contact them directly at 1.877.726.2211.
Insurance and Cancellation

Liability Insurance Requirements

All applicants successful in being licensed for the 2019 Christmas Artisan Market must execute a License Agreement. Each exhibitor is required to provide a Certificate of Insurance with a minimum limit of $1,000,000.00 coverage for each occurrence, prior to move in. Your insurance policy must name Westerner Exposition Association as co-insured and must be submitted with your contract. Westerner Park recommends visiting www.PALCanada.com to retrieve Exhibitor insurance. In general, the License Agreement provides that each applicant will be liable at all times and will hold harmless and indemnify Westerner Park for all costs, expenses and damages they may suffer as a result of, but not limited to, those items listed below:

- Injury to or death of the applicants own employees and contractors;
- Loss of or damage to the applicants own property and that of its employees and contractors;
- Any loss, direct, indirect or consequential, that the applicant, its employees or contractors may suffer as a result of an interruption to the business of the applicant regardless of how caused;
- Any and all types of losses suffered by any parties arising from the applicants operations.

Failure to Appear

In the event of an Exhibitor’s failure to occupy the space allotted to them by 10:00am, November 30, 2019, Westerner Park will assume that the exhibitor has decided not to attend and the space will be allocated to someone else. No refund will be made to this late exhibitor.

Cancellation

The Exhibitor may cancel this contract with written notice up to 30 days, (November 1, 2019) prior to show opening. The amount paid will be refunded less $50.00 administration fee.

No refunds will be made for cancellations less than 30 days from date of show.

Indemnification

The Licensee shall indemnify and hold harmless Westerner Park its parent companies, subsidiaries, affiliates, officers, directors, employees, agents and representatives forever harmless from, and against, any and all personal injury, property damage, loss, liability or claim of liability, expenses, fines and penalties including reasonable legal fees caused by any wrongful or negligent act, error or omission by you, your guests, invitees, agents, delegates or representatives, arising out of or in connection with your exhibition, except those claims arising out of the sole negligence or willful misconduct of the Westerner Park.
Product Regulations

**Not Acceptable**

This applies to all Christmas Bazaar exhibitors. Applications received that fall into any or all of the following categories will not be considered, and will not be returned:

- Obscene or offensive products (as determined by Westerner Park Management).
- Pyramid sales
- Raffles, fundraising and/or solicitation of funds on behalf of charitable or non profit organizations.
- Products not meeting Canada Consumer and Corporate Affairs Regulations or products not C.S.A. approved.
- Tobacco products—including cigars, cigarettes and lighters.
- No folding, pocket or hunting knives, swords, daggers or guns of any kind.
- No display, sales or advocacy of items or paraphernalia that may promote in any way the use of illegal drugs.
- Helium Balloons, candles or confetti
- Laser pointers

**Conduct of Show**

Westerner Park reserves the right to require the Exhibitor to remove any item that it deems unacceptable. Westerner Park will not permit the display, sale, advocacy of items or paraphernalia that or promote in any way the use of illegal drugs or weapons. No knives, swords or other weapons are to be sold or distributed from any booth at any time.

Management reserves the right to close and remove exhibits or concessions for infractions of any rules.

**Product Pricing**

Price discounting of product(s) and/or service(s) after the show has opened has in the past, created negative feedback from guests. Due consideration should be given when pricing your product or service.

**Goods & Services Tax**

Goods and Services Tax is commonly referred to as GST. Most goods and services (including imported goods) are taxed at a rate of five per cent (5%) on the selling price, there are very few exceptions. The GST is a multi-stage sales tax on consumption and is similar to value-added taxes in many other industrialized countries. If your global sales are more than $30,000.00 (Canadian) you must become ‘registered’ for the GST. This will require you to collect the 5% GST on your sales in Canada and make remittance to Canada Customs and Revenue. To learn more about GST registration please visit the website at www.cra.arc.gc.ca. If you do not have internet access please call their offices.

Phone: 800.959.5525
## Draws & Giveaways and Booth Requirements

### Free Draws & Give-A-Ways

Unless prohibited by law, successful Licensee’s may conduct free draws or give-a-ways within their licensed area. Free draws or give-a-ways means:

- No purchase, donation or demonstration is required to enter the draw to receive a prize or give-a-way.
- Prizes or give-a-ways where the patron is required to register for a product, donate to a cause or purchase an item, are prohibited.
- Give-a-way items may include pens, pencils, key chains, magnets, etc.
- Items that will **not** be allowed for give-a-way are balloons, stickers, gum.
- Give-a-way items should not conflict with merchandise sold by other vendors.
- Food samples are not considered give-a-way items.
- All draws for prizes conducted on Westerner Park must be completed prior to the close of the show.

### Booth Requirements

All booths should be constructed to be professional in appearance; they should be attractive, colorful, neatly arranged and clean. Please allow for an open concept and able to accommodate customers without blocking the isle or crowing other vendors. All of your products should fit proportionately into the area and tiered merchandise display units or shelving should be used. Signage shall be professional and clearly indicate the company name, product/service and pricing. All sales and sale items must be kept inside booth. Demonstrations outside booth are not permitted. Outside advertising of any kind is not permitted. Bubble guns are not permitted to be sprayed inside pavilion.

Exhibits should use professional display techniques such as:

- New and clean carpeting, signs, counters etc.
- Product or stage material out of sight
- Covering wheels and other bases of units
- Professional skirting to the floor for draped tables.
## Display, Fire & Security Regulations

### Christmas Artisan Market vs. Minimum Display

<table>
<thead>
<tr>
<th>Feature</th>
<th>Minimum Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard wall booth systems</td>
<td>Pipe and drape only</td>
</tr>
<tr>
<td>Professional backdrop</td>
<td></td>
</tr>
<tr>
<td>Tiered merchandise display units</td>
<td>Table(s)</td>
</tr>
<tr>
<td>Glass/Grid Cube Systems</td>
<td></td>
</tr>
<tr>
<td>Shelving/Showcase Units</td>
<td></td>
</tr>
<tr>
<td>Floor Covering—Carpet, Wood, Linoleum</td>
<td>Bare concrete floor</td>
</tr>
<tr>
<td>Additional accent lighting</td>
<td>Utilizing building light</td>
</tr>
<tr>
<td>Open booth presentation</td>
<td>Booth closed to patron</td>
</tr>
<tr>
<td>Where patron can walk into booth space</td>
<td></td>
</tr>
<tr>
<td>Coroplast sign, Engraved signs, etc.</td>
<td>Vinyl banners</td>
</tr>
<tr>
<td>Western or themed booth presentation</td>
<td>No theme or continuity</td>
</tr>
</tbody>
</table>

### Fire Regulation

The use of any materials that are not flameproof or fire retardant is forbidden. If Exhibitor uses any type of fuel such as gas, oil or propane it is the Exhibitor’s responsibility to contact the Red Deer Emergency Services Department for all requirements and permission for the use of such equipment on our site. Exhibitor is responsible for obtaining fire and other insurance. **The use of hay or straw bales and fully enclosed canopy tents is strictly prohibited.** All tents inside booths must have fire stamp approval.

### Security

Westemer Park does not provide security for a 1 day show.
Sales Regulations

Personal Services

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

Alberta Health Services albertahealthservices.ca or call 403.356.6378. For more information and forms to be completed, please follow this link: http://www.albertahealthservices.ca/assets/wf/eph/wf-eh-special-events-temporary-food-establishment-vendor-package.pdf

Exclusive Supply & Advertising

Westerner Park is proud of its corporate partnerships. These agreements provide for exclusive product supply on Westerner Park. The Show coordinator will keep all licensed vendors updated as to new sponsors after the printing of this application manual, where possible conflict may arise. At no time can any sourced products be in conflict with the official sponsors / suppliers of Westerner Park. EXCLUSIVE PRODUCT SUPPLY

Pepsi-Co
Any soft drinks, juices, juice drinks, isotonic, energy drinks, ready-to-drink iced teas and coffees, and bottled water must be Pepsi-co brands. These brands include; Pepsi, Diet Pepsi, Dole, Gatorade, Ocean Spray, 7Up, Lipton, Mountain Dew and Aquafina.

Labatt
Any malt-based beverages must be Labatt brands. These brands include Budweiser, Bud Light, Kokanee, Shock Top, Alexander Keith’s, Stella Artois and Labatt Blue.

Holiday Inn & Suites and Holiday Inn Express
Any hotels mentioned in cross promotions must be limited to Holiday Inn & Suites and Holiday Inn Express for Holiday Inn 19th Street Market

In addition all of the above Exclusive Suppliers are considered Exclusive Advertisers.

Consideration for licensing food products inside the Christmas Artisan Market are: candy, nuts, fudge and pre-packaged specialty items. Food products in conflict with year round Westerner Park operated concessions are not eligible for licensing. Westerner Park reserves the right to approve any food products sold.

Selling, Handling or Sampling Food

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. For specific information regarding food and food handling requirements please contact:

Alberta Health Services
www.albertahealthservices.ca
P 403.356.6378

At no time can any sourced products be in conflict with the official sponsors and suppliers of Westerner Park.

All concession units must have back flow preventers installed and a Health Department Inspection Certificate.
### Tradeshow Services & Show Regulations

#### Additional Power, Tables and Tradeshow Equipment

For all additional tables, additional power and tradeshow equipment, Exhibitors are responsible to contact Goodkey Show Services at 1.877.726.2211 or visit their website at www.goodkey.com.

#### Telephone & Internet Service

For all telephone and internet service, exhibitors are responsible to contact Telebyte at 403.346.9966 or www.telebyte.ca.

#### Rules, Regulations & Conditions

Each exhibitor for the Christmas Artisan Market is required to read and understand the following rules, regulations and conditions. The person signing the contract form or the person on whose behalf he signs, will be held responsible for the implementation of these rules with their staff.

Every effort was made to ensure accuracy and the most up to date available information used, however, policies and pricing are subject to change.
## Recommended Accommodations

For your accommodation needs, whether hotel, motel, or RV, Tourism Red Deer offers a variety of accommodation possibilities. Westerner Park does offer an on site camp ground and the area also have a variety of hotels and other accommodations near our grounds. Some of these are listed below:

<table>
<thead>
<tr>
<th>Accommodation</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Inn &amp; Suites South</td>
<td>403.348.8485</td>
</tr>
<tr>
<td>Holiday Inn Express</td>
<td>403.343.2112</td>
</tr>
<tr>
<td>Westerner Campground</td>
<td>403.352.8801</td>
</tr>
</tbody>
</table>
Thank you for your interest in our 2019 Christmas Artisan Market and for reviewing the rules, regulations and conditions. Enclosed is the contract form for the 2019 Christmas Artisan Market. Please complete the contract and return it to our office with all requirements. Your contract will be reviewed and a confirmation email will be sent to you. Have a great year and we hope to see you at the Christmas Artisan Market.

For more information please contact
P 403.343.7800
E sales@westernerpark.ca

Westerner Park
4847A 19th Street
Red Deer, AB T4R 2N7
Westernerpark.ca/events