2017
Budgeting Guide

Calgary Stampede

JULY 7 – 16, 2017

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Space Rates

Location	Rates		
Stampede Market in the BMO Centre Minimum Booth Size 15X10	Booth	Standard Location	Premium Location
	Inline / No Corners	$29 per Sf.	$33 per Sf.
	One Corner	$30 per Sf.	$34 per Sf.
	Two / Three Corners	$31 per Sf.	$35 per Sf.
	Four Corners / Island	$32 per Sf.	$36 per Sf.
Independent Midway	Less than 1,000 Sf.	$21 per Sf.	N/A
	1,000 to 1,999 Sf.	$19 per Sf.	N/A
	2,000 Sf. and Larger	$17 per Sf.	N/A
Grandstand Market	All Booths	$28 per Sf.	N/A
Big Four International Pavilion	All Booths	**TBD**	N/A

Space Rental

Space rates are for the cost of the space a booth or trailer requires to operate in. Indoor venues (Stampede Market, Grandstand Market & Big Four International Pavilion) include pipe and drape walls. Most locations include a shared storage space behind the booth.

Examples

Location	Square Feet	Booth Type	Rate	Space Cost/ Min. Guarantee
Stampede Market	15 x 10 = 150 SF	Premium Location with One Corner	$34	$5,100
Independent Midway	20 x 20 = 400 SF	N/A	$21	$8,400
Grandstand Market	15 x 10 = 150 SF	N/A	$28	$4,200

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 to the benefit of the Licensee.

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 will be given to refunding the booth fees less a cancellation fee (the cancellation fee will be as determined by the Licensor).

Deposits & Minimum Guarantees

Deposits

- Flat Rate Vendors: Are required to pay a $1,000 deposit 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.
- **New** Percentage Paying Vendors: Are required to pay a deposit based on 1/3 of the established minimum guarantee upon signing the License Agreement or within two (2) weeks of receiving the agreement. This deposit is required for new vendors and returning vendors with new booths.
- Example: Minimum Guarantee = $7,600 /3 = $2,533.34 deposit required.
- **Returning Vendors**: Who have an established revenue, payment and minimum guarantee (if applicable) history with the Stampede may have the deposit waived.
- **Returning Vendors**: Who were unable to meet their minimum guarantees in 2016 may be required to pay the deposit.

Minimum Guarantees

- Percentage paying vendors are required to pay 25% of gross sales (net of GST).
- If licensed, 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 to 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.

Example

Minimum Guarantee	20 x 20 = 400 sf. x $21 =	$8,400	Required to meet this amount through 25%
Deposit (If applicable)	$7,600 1/3 =	$2,800	
C.A.F.E Levy		$20	
Waste Management Fee		$50	
Total		$2,860	
GST	x .05	$143.00	
Total Due Upon Signing		$3,003	

Additional Considerations

C.A.F.E. Levy

Fairs, exhibitions and stampedes participating in the program will assess to all licensed vendors at their show a Participation Levy per event for each booth, attraction, game, or ride location (booth location). The following participation levy rates will apply:

- $0 for C.A.F.E. annual paid members (member in good standing)
- $20 (+GST) per booth locations for non-C.A.F.E. members, to a maximum of $400 (+GST) per event, per company or operator

Waste Management

Due to waste volumes produced by booths, a $50 waste management fee is collected for each booth(s).

Services

The Stampede offers electrical, plumbing, internet, telephone and motorhome services at varied rates.

Gate Passes

50% off all gate passes are available for all Midway Programming vendors at $8.57 (+GST) per day or $4.28 (+GST) for Sneak—A– Peek passes (only valid July 6, 2017).

Stampede Bucks

Stampede Bucks **must** be accepted across Park at a $5 value. All licensed vendors will be able to redeem them for $4.50 each. With the support of the vendors, this program generates an increased spend from guests across the Park.

Crossing the Border

If you are planning on entering Canada to operate your business at the Stampede, may be required to obtain a Work Permit, Labour Market Impact Assessment (LMIA) for yourself and any workers that will be traveling with you.

Gordon Food Services (GFS)

Food vendors are encouraged to use GFS for product sourcing, as they have exclusive distribution on Park.

Global Experience Experts (GES)

GES can offer booth furnishings, carpet and underlay, GEM exhibits and accessories, signs, and installation.

Coca-Cola

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

Tent Rentals

If you need to rent a tent, Warner Shelter Systems Limited can supply you with a tent.

Propane

If you require propane, our propane provider (Tempheat) makes daily deliveries on Park.