



Westerner Days Market

Application Package

July 16 - 20, 2025

Westerner Days Fair & Exposition 2025 Market Application Package

Welcome to the Westerner Days Market!

Join us in creating an unforgettable experience for thousands of visitors at the unique indoor activation that is The Market! We've redesigned the market to showcase the rich history of Red Deer and Central Alberta, while blending unique vendors, like yourself, for a one-of-a-kind shopping experience. Held in the Prairie Pavilion, this shopping destination offers guests the perfect mix of history, culture, and exceptional finds. It's an opportunity to showcase your products/services in an engaging, vibrant setting.

To secure a spot, please complete our online application and include a brief description of your exhibit and the items you'll have for sale. We are thrilled to have your interest in participating at this year's Market!

Market Hours

Move-In

Tuesday, July 15, 2025	9:00 am - 9:00 pm
Wednesday, July 16, 2025	8:00 am - 11:00 am

Vendors can check in and start taking possession of their booth(s) with scheduled access on Tuesday, July 15, 2025. During this time vendors will also pick up their (3) weekly admission passes. These passes are needed to access the grounds during the fair. A designated representative will need to sign for these. A schedule will be provided 30 days prior to move-in to advise access times for move in based on booth location.

Any vendors who have not checked in by 9:00 pm on Tuesday, July 15 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 Hours

Wednesday, July 16, 2025	12:00 pm - 9:00 pm
Thursday, July 17, 2025	12:00 pm - 9:00 pm
Friday, July 18, 2025	12:00 pm - 9:00 pm
Saturday, July 19, 2025	12:00 pm - 9:00 pm
Sunday, July 20, 2025	12:00 pm - 9:00 pm

Move-Out

Sunday, July 20, 2025	8:00 pm - 12:00 am
Monday, July 21, 2025	8:00 am - 12:00 pm

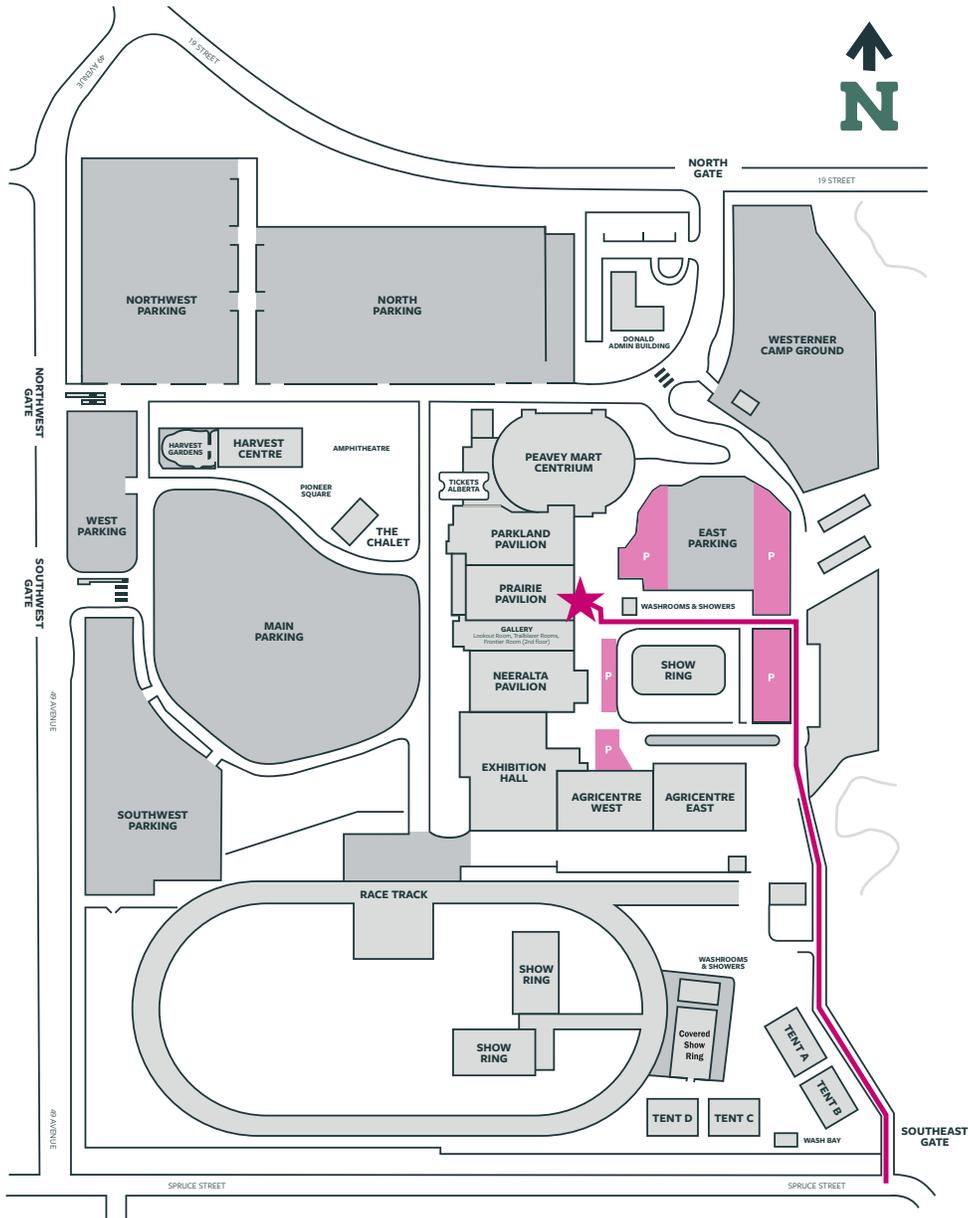
Booths must not be taken down or removed until 8:00 pm on Sunday, July 20. Early move out is not permitted. Vendors must leave their booths free and clear of any debris or garbage from 12:00 pm on Monday July 21, 2025. Any exhibit not removed by that time will be removed at the vendor's expense.

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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.

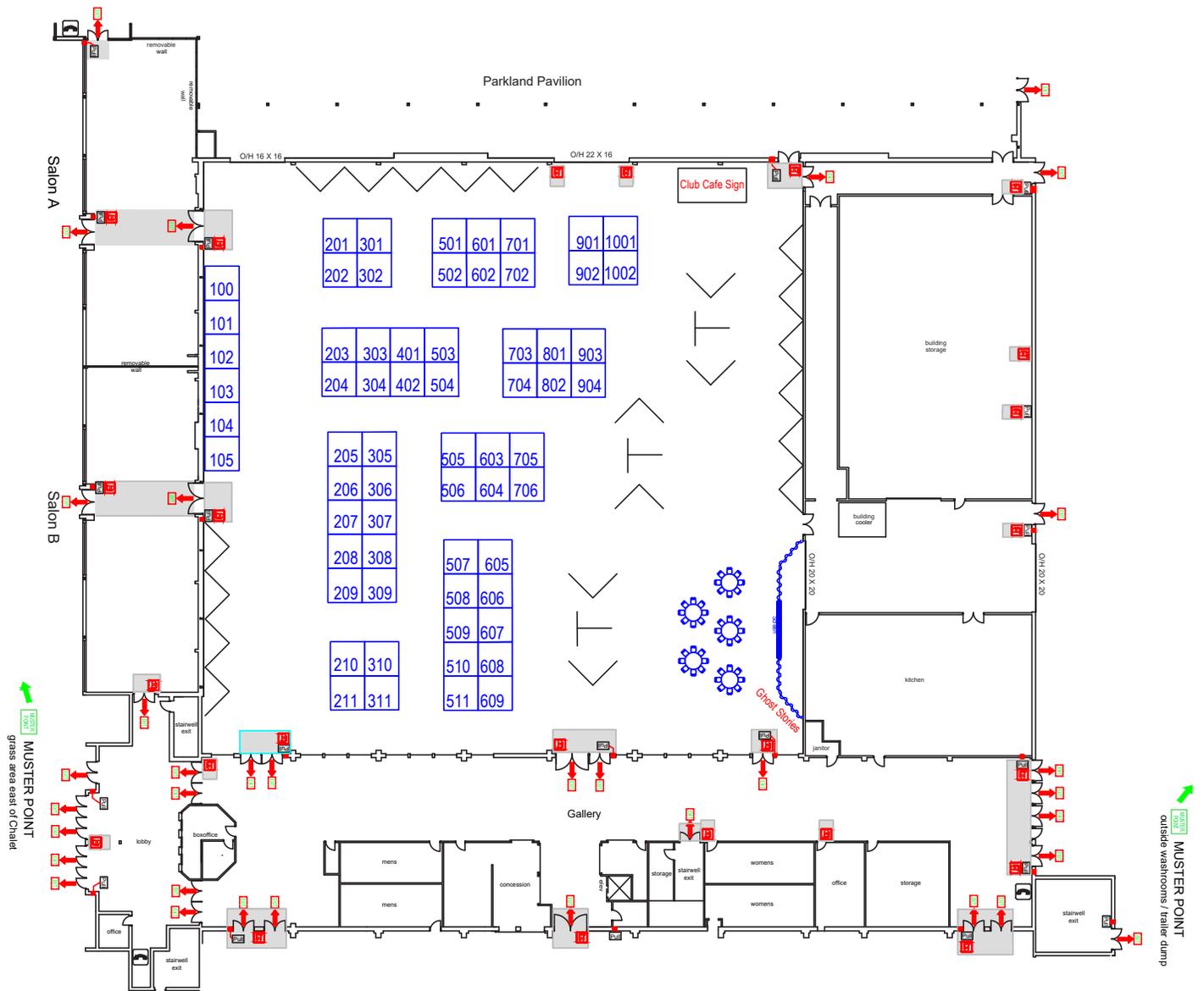
In order to avoid lineups and congestion at main entry gates during show times, all exhibitors are expected to use the southeast gate for entry and exiting the site (path is marked on the map below). Entrance through exit gates is prohibited.



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Floor Plan

Below you will find The Market floor plan. Please respond in the online application with the booth numbers of your top three (3) booth location choices. Booth placement priority will be given in order of those with completed payment and insurance received.



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Cancellation

The Vendor may cancel this agreement with written notice up to 30 days (June 17, 2025) 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 2, 2025, 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 permitted:

- 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.
- Including but not limited to folding, pocket or hunting knives, swords, daggers, guns and firearms or weapons of any kind at the discussion.
- 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.
- 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.

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Standards, Regulations and Conditions

Booth Requirements (cont.)

- 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.
- All representatives are to remain with their respective booths / areas to ensure any activity of sales do not impede any other vendor by noise or distraction.

Booth Inclusions

- 10 ft x 10 ft floor space.
- 8 ft tall draped back wall.
- 8 ft tall draped side walls.
- One (1) 110 volt power outlet.
- Three (3) weekly admission passes.
- Inclusion on any public facing, printed Market guide.
- One 8 ft table and two chairs upon request
- Listing on the Westerner Days website, including link to vendor website.

Booth Exclusions

- Carpet
- Wi-Fi and internet service

Booth amenities and internet service 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 include the request on the exhibitor package you will receive with your application acceptance notice connect directly with Calvin Goodkey at 877.726.2211, calvin@goodkey.com.

TotalComm Communications can assist with your internet & Wi-Fi needs, please contact them at 403.346.9966 or via email at support@totalcomm.ca.

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Rules & Regulations

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

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 Service.

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 20, 2025.
- 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 milliliters. 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>.

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Rules & Regulations

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.

Forms to be submitted to the Show Manager prior to June.

AHS inspection

AHS inspection time will be sent out prior to move in. Vendor to be moved in, and set up prior to inspection. Vendors will not be able to open if not approved by AHS.

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

Security

Westerner Park provides general, park and building security during non-show hours beginning July 15, 2025 at 9:00 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.

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Booth Pricing & 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 <i>(three included per booth)</i>	\$40.00		
Total Payable (GST included)			

Application

Please fill out the online application below to apply for your spot in The Market. Signed Vendor Applications with full payment (including selling privileges) are due no later than July 1, 2025. Non-payment of booth rental will result in immediate cancellation of space allocation.

[Fill Out Your Online Application Here](#)

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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 mlowe@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	Agventure 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	Agventure 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										