

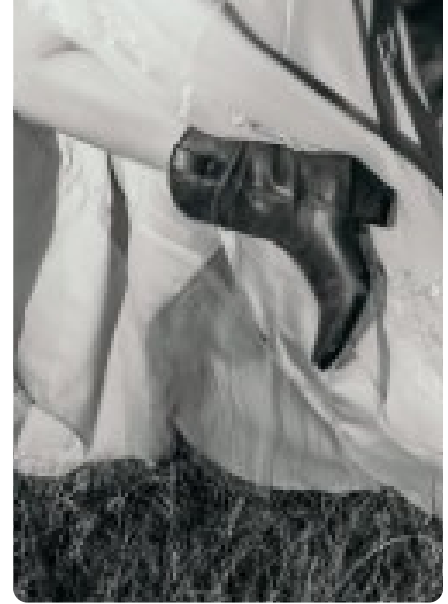
THE WEDDING COLLECTIVE

PRESENTED BY WESTERNER PARK

You are Invited!

JANUARY 30, 2027
Harvest Centre

Vendor Application Package



W e l c o m e t o W e s t e r n e r P a r k

Westerner Park is excited to host a Wedding Open House Collective, a styled and ticketed experience designed to inspire engaged couples and showcase the very best of Central Alberta's wedding community.

This immersive event will invite couples to explore why Westerner Park is an ideal location to celebrate their big day—offering versatile spaces, traditional hospitality, and affordable options for unforgettable weddings.

We are partnering with talented local wedding professionals to bring this experience to life. From florists and planners to photographers, décor specialists, caterers, and more, the event will highlight the incredible vendors that make Central Alberta's wedding industry so vibrant. Together, we'll create beautifully styled spaces, live inspiration, and opportunities for couples to connect directly with trusted experts who can help bring their vision to life.

As a long-established community venue, Westerner Park continues to provide welcoming hospitality and accessible places to celebrate life's biggest moments. This collaborative event is designed to support local vendors while introducing engaged couples to the creativity, expertise, and exceptional service available right here in our region.

We invite passionate wedding professionals to join us in creating an inspiring experience that helps couples envision their perfect day at Westerner Park.

If you're an exhibitor offering an experience, activity, or service that gets people involved and adds to the vibe, we want you here.

To apply, please complete our online application and include a brief description of your activation and how guests will interact with it.



WHAT IS THE WEDDING COLLECTIVE

An Immersive ONE-DAY wedding showcase designed to inspire, connect, and celebrate Central Alberta couples.

The Wedding Collective brought to you by Westerner Park brings together a curated group of trusted local wedding professionals while transforming Westerner Park venues into a fully-styled wedding experience.

Guests will tour beautifully designed spaces, sample exceptional catering, meet talented vendors (like yourself!), and envision their wedding brought to life. ***All in one place!***



**Inspiration
curated for
engaged couples**



**Fully styled
wedding
setup**

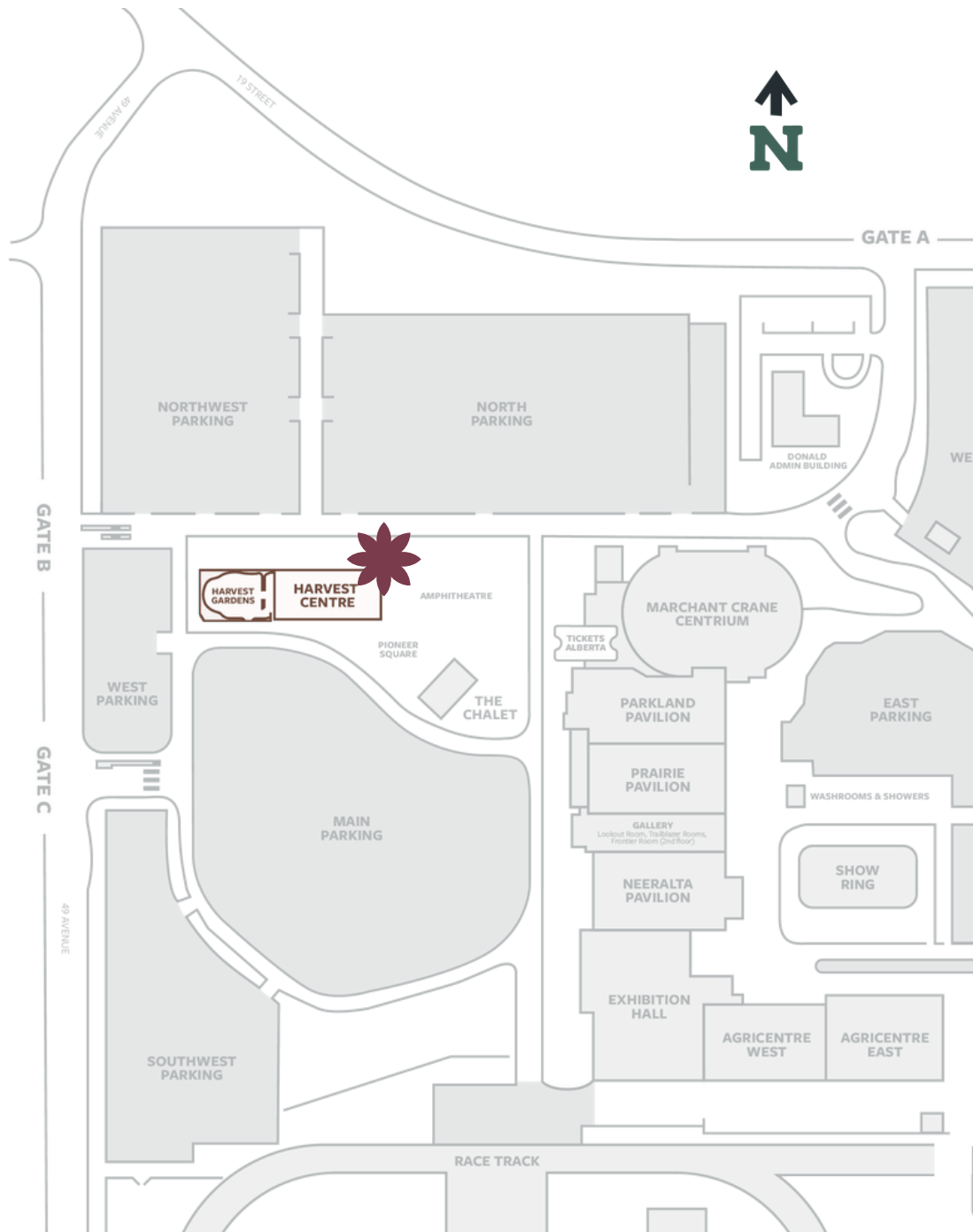


**The 2027 season's
first stop for
wedding planning**

Check-In at Harvest Centre

Exhibitors will check in at the location marked by a star on the map below before move-in. From check-in, Exhibitors 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.



EVENT HOURS

MOVE - IN

Friday, Jan 29 | 9 am - 5 pm
Saturday, Jan 30 | 8 am - 10 am

SHOW HOURS

Saturday, Jan 30 | 11 am - 4 pm

MOVE-OUT

Saturday, Jan 30 | 4-9 pm

Early move-out is not permitted. Vendors must leave their space free and clear of any debris or garbage

Exhibitor Selection Note

Standard booth spaces are available, and larger or bulk space requirements can be accommodated. Applications will be reviewed and approvals will be sent via email in September 2026.

Wedding Collective Vendor Rates

10x10 Booth Pricing: \$400.00 plus GST
In addition, a minimum \$100 contribution to grand prize

Standards, Regulations and Conditions

These regulations apply to all Westerner Days Junction exhibitors. 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 Junctioning and multi-level-Junctioning 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.
- Weapons of any kind at the discussion: Including but not limited to folding, pocket or hunting knives, swords, daggers, guns and firearms or
- 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.

Vendor Safety Checklist

To ensure a safe, inclusive, and enjoyable environment for all guests, vendors must comply with the following safety requirements.

- Equipment & Displays**
All installations, equipment, and decor are professional and securely installed
- Risk Management & Compliance**
Appropriate liability insurance is held for the activation

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.
- 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
- 3 ft tall draped side walls
- Social media post(s) - please provide social media handles & professional images/videos
- Listing on the Westerner Days website, including link to vendor website if link and photo(s) are provided

Booth Exclusions

- Carpet
- Table, Chair/Seating
- Power
- Wi-Fi and internet service
- Booth amenities and internet service are available through exclusive on-site providers.

GOODKEY EXHIBITOR KIT

- If you require internet, please advise the show manager of your requirements.

Liability Insurance Requirements

Each exhibitor 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 Jan 15, 2027.

Cancellation

The Exhibitor may cancel this agreement with written notice up to 30 days (DEC 30, 2026) 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.

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 and Legend Water

Any soft drinks, juices, juice drinks, isotonic energy drinks, ready-to-drink iced teas and coffees and canned water sold or provided by vendors must be PepsiCo and Legend Water. These include Pepsi, Diet Pepsi, Pepsi Zero Sugar, Dole, Gatorade, Ocean Spray, 7Up, Lipton, Mountain Dew, and Legend Water.

Fire Regulation

The use of any materials that are not flameproof or fire retardant is not permitted. Please be advised some tent toppers are not permitted due to regulation's with fire code. It is the responsibility of the Vendor to ensure displays follow safety protocols or to contact Red Deer Emergency Service.

Free Draws and Giveaways

Unless prohibited by law, vendors may conduct free draws or giveaways within their licensed area. Free draws and giveaways mean:

- No purchase, donation, demonstration, or registration is required to enter the draw to receive a prize or giveaway
- All draws for prizes must be completed before show closing on Jan 30 2027
- Balloons, stickers and chewing gum are not permitted as give away items.
- Food or drink samples are not considered give away items.

Rules & Regulations

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>.

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. 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.

Application

Please fill out the online application below to apply for your booth and join us as a Westerner Park Approved Wedding Vendor for 2027!

Signed Vendor Applications with full payment (including selling privileges) are due no later than Nov.1 2026.

Non-payment of booth rental will result in immediate cancellation of space allocation.

[Click Here to Fill Out Your Online Application](#)



Or scan to apply!



Contact

Marnie Galbraith
mgalbraith@westernerpark.ca

403-343-7800 4847A 19 Street
Westernerpark.ca Red Deer, AB T4R 2N7