



# MERRY MAKERS MARKET BECOME A VENDOR

GLOW CHRISTMAS FESTIVAL \* CALGARY  
SANTA'S SLEIGH ADVENTURE  
DECEMBER 7TH - DECEMBER 31ST, 2023  
NUTRIEN WESTERN EVENT CENTRE



# THE WORLD'S LARGEST INDOOR CHRISTMAS CELEBRATION RETURNS TO EDMONTON IN 2023 WITH A NEW SHOW AND THEME!

Glow Christmas Festival attracts over 50,000 visitors to our show each year. Set inside the Nutrien Western Events Centre in the Stampede Park..

A family-friendly all indoor event Glow brings our guests festive holiday activities while they stroll under the twinkle of a million lights from our enchanted displays.



Families will enjoy the exciting scavenger hunt through the light up maze, entertainment on the Glow stage, visits with Santa Claus and other whimsical characters, and of course shopping through the Glow Merry Makers Market.

We hope you will consider being a part of this year's Christmas celebration.



**GLOW HOSTS OVER 50,000  
VISITORS EACH SEASON.**



## MARKETING THE MARKET

Glow's marketing team works to develop content, build partnerships with local brands, purchase media spots, attract influencers and ambassadors, conduct street level marketing and perform SEO.

Glow Festival is advertised on Television, local radio stations, and on billboards throughout the city in high traffic areas.

We send out targeted weekly e-blasts detailing information about the festival. These e-blasts are tailored to the various target audiences who attend Glow and they are specially crafted to cater to their needs and interests.

Glow's marketing team drives our digital media presence through various social media platforms including Facebook, Instagram, Pinterest, YouTube, Twitter, LinkedIn and TikTok.

We run innovative weekly contests promoting the festival, our entertainment, the Merry Makers Market, and our Sponsors. Using promotional contests and online giveaways, allows Glow to expand our social media following while mentioning vendors who contribute to the prizes.

Our marketing reach is broad and strong.

Your business can have your logo and product featured on our website from time of approval.

**We get over 700,000 visitors to our website each year**

***We have over 70,000 subscribers.***

***We reach over 58,000 users daily.***

***Our pages reach 35,000 viewers, with an average engagement of 27,000 users.***



# APPLICATION FORM

Submit the following application form by **November 10th, 2023** to **SVP.Vendor@gmail.com** to be considered for this season of GLOW's Merry Makers Market.

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Prov:** \_\_\_\_\_ **Postal Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email address:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Are your products Hand Made:** \_\_\_\_\_

**List of Products:** \_\_\_\_\_

**Are you booth sharing with another business:** \_\_\_\_\_

**Name of Company:** \_\_\_\_\_

(please forward their application with this one)

## PAYMENT SCHEDULE & REMITTANCE:

- 20% deposit for due upon contract approval
- Final booth payment is due November 22nd, 2023. If payment is not received, you will not be permitted to set up and forfeit your deposit.

I understand this application becomes a binding contract when accepted by Show Management. I agree to remit the balance according to the payment schedule above. I agree to abide by the Conditions/Rules and Regulations detailed on the following pages of this contract.

\_\_\_\_\_  
Entrant's Signature

\_\_\_\_\_  
Date Signed



## APPLICATION FORM

### FULL EVENT

**Total 22 Days and 144 Hours**

**Booth Space Options: Circle One**

**10x10                      \$1540                      (\$70/day)**

**10x15                      \$1870                      (\$85/day)**

**10x20                      \$2200                      (\$100/day)**

- **Booth sharing is permitted. All vendors have to submit an application.**
- **All booths come with draped tables and 2 chairs**
- **Prices DO NOT include GST**



## APPLICATION FORM

### **Booth Space Options: Circle One** **Half Show**

**December 7th - December 16th      8 days**

**10x10 \$640 (\$80/day)**

**10x15 \$760 (\$95/day)**

**December 17th - December 31st      14 days**

**10x10 \$1120 (\$80/day)**

**10x15 \$1330 (\$95/day)**

**Prices DO NOT include GST**

# TERMS AND CONDITIONS

1. Vendor location to be determined by SHADOW VISTA PRODUCTIONS.
2. Exact times and date for load in will be communicated by SHADOW VISTA PRODUCTIONS or appointed representative at a later date. Please be aware that if you miss your scheduled load in time there is a chance that you will be denied entry. Schedules are subject to change and will be agreed upon by both parties one week prior to proposed change.
3. Vendors shall remain open for business until the event closes, unless otherwise arranged or instructed. Vendors must be ready for service half an hour prior to gates opening. If a booth is found with no competent attendant half an hour prior to opening or during official open hours, that vendor will be subject to a \$100 fine.
4. Vendors must use the footprint provided. No other booths/set-ups are allowed without prior approval of SHADOW VISTA PRODUCTIONS.
5. No distribution, canvassing, flyers, nor vending of any kind may be done by roaming through the venue.
6. You must post prices in a legible manner and in a visible place within/on the Booth. SHADOW VISTA PRODUCTIONS must approve signage prior to the event.
7. The sale of non-alcoholic beverages or food is restricted to vendors who have pre-arranged such offerings with SHADOW VISTA PRODUCTIONS in advance of this contract.
8. Consumption of alcoholic beverages by your employees and/or volunteers during the event hours or whilst in uniform is prohibited.
9. You must provide trash & recycling receptacles for waste generated by your booth. SHADOW VISTA PRODUCTIONS will provide large bins for all vendors to dump waste after closing each day.
10. You are required to obtain and display all necessary permits and/or licenses.
11. Each vendor is solely responsible for all of his/her own merchandise or equipment, and for all costs and expenses necessary to operate, including, but not limited to, costs of all labor, materials, equipment, supplies, taxes and any other items.
12. SHADOW VISTA PRODUCTIONS assumes no responsibility for, and will NOT be liable for and lost, stolen, or misplaced merchandise or equipment at the event. You hereby expressly relieve and discharge SHADOW VISTA PRODUCTIONS from any and all liability for any loss, damage, injury or death to persons or property that may be sustained by reason of entry upon the venue and/or the occupancy of the booth space designated to you under this agreement. Security of you and your possessions is your responsibility and no dedicated security will be furnished by SHADOW VISTA PRODUCTIONS. SHADOW VISTA PRODUCTIONS shall not be liable for any damages or expenses you may incur should any concert or event be delayed or cancelled.
13. You must meet and follow all applicable laws. Health applications and insurance documents must be received by November 1, 2022.
14. All products to be sold shall be subject to the prior approval of SHADOW VISTA PRODUCTIONS and all items sold shall at all times be of a high quality. No unofficial branded or event merchandise is permitted to be sold.

# TERMS AND CONDITIONS

15. USE OF GENERATORS IS PROHIBITED. Booth must keep a clean exterior at all times. You must return the designated booth space at the conclusion of the event in the same condition in which you received it. Each booth will be provided with 1 power source with 2 x 15amp plugs. If more power is required, you must advance it with SHADOW VISTA PRODUCTIONS prior to November 1, 2020 and you will be billed accordingly.

16. You hereby agree to indemnify, defend and hold SHADOW VISTA PRODUCTIONS, their landlords, and their respective parents, members, partners, affiliates, divisions, and subsidiaries, and their respective officers, directors, shareholders, employees, agents and representatives harmless from and against any and all claims, suits, losses, injuries, liability and damages (including reasonable attorney's fees and court costs) arising directly or indirectly from the use and occupancy of the booth space assigned to you, by you and/or by your employees, promoters, agents, representatives, guests, invitees, contractors and/or volunteers.

17. You shall procure and maintain at all times all customary and prudent insurance naming SHADOW VISTA PRODUCTIONS and its landlord or licensors, if any, and their respective parents, members, partners, affiliates, divisions and subsidiaries and their respective officers, directors, and employees as additional insured on a primary basis for acts arising out of your negligence, including (i) Commercial General Liability insurance with limits of at least two million dollars (\$2,000,000) per occurrence, for any bodily injury and/or property damage claims, personal and advertising injury, and for products and completed operations liability and (ii) Automobile Liability Insurance subject to a limit of not less than Three Million Dollars (\$3,000,000), combined and covering all owned, non-owned and hired vehicles. You shall also maintain Workers' Compensation Insurance, including Employer's Liability coverage, as required by law. You shall furnish to SHADOW VISTA PRODUCTIONS certificates of insurance evidencing such policies upon execution of this agreement.

18. MISCELLANEOUS: This agreement does not appoint either party as an employee or the agent of the other party, or create a partnership or joint venture between the parties. This agreement contains the entire understanding of the parties relating to the subject matter hereof, and supersedes all previous agreements or arrangements between the parties relating to the subject matter hereof. No change, amendment or modification of any provision of this agreement shall be valid unless set forth in a written instrument signed by the party subject to enforcement of such amendment. A waiver by either party of any term or condition of this agreement in any instance shall not be deemed or construed as a waiver of such term or condition for the future, or of any subsequent breach thereof. If any provision of this agreement is determined by a course of competent jurisdiction to be unenforceable, such determination shall not affect any other provision hereof, and the unenforceable provision shall be replaced by an enforceable provision that most closely meets the commercial intent of the parties. You may not assign any right, privilege or license conferred by this agreement without first obtaining the written consent of SHADOW VISTA PRODUCTIONS, which consent may be granted or withheld in its sole and absolute discretion.

19. Insurance. All vendors will have their own insurance and add SHADOW VISTA PRODUCTIONS LTD as a additional named insured with a minimum 2 million liability policy.

**I agree to the terms and conditions:**

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**Entrant's Signature**

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**Date Signed**

# FOOD PRODUCTS

If you are selling any food products at your booth, you must comply with Alberta Health Service Food Handling rules and supply SHADOW VISTA PRODUCTIONS LTD with the Food Handling Permit issued by AHS. You will also require to rent a sink with water hook up which is provided by the Calgary Stampede and there is an extra cost for this service. The Calgary Stampede also requires an application for a Food & Beverage sampling form to be in 30 days prior to the start of the event for approval. All applications will be provided to you. A copy of all applications and approvals will be provided to SHADOW VISTA PRODUCTIONS LTD.

There is no cooking or preparation of food permitted in the Merry Makers Market. All food items must be prepared in the AHS approved kitchen.

## **ON SITE APPROVAL WILL NOT BE PERMITTED**

**<https://www.albertahealthservices.ca/assets/wf/eph/wf-eh-special-events-temporary-food-establishment-vendor-package.pdf>**

# BOOTH STANDARDS

1. Construction of the booth must be professional in appearance, in good structural condition and in good repair. All materials used in the construction of the booth must comply with Fire Regulations. The interior/exterior of the booth must be completely finished and aesthetically pleasing.
2. Storage items and equipment must not be visible to the public.
3. All equipment contained in the booth must be in clean condition.
4. Electrical cables must be kept neat with the excess cable or hoses stored under or inside the booth.
5. Signs, fixtures or decorative materials must not overhang the aisles. Such signs, fixtures or materials must not encroach upon neighbouring booths. SHADOW VISTA PRODUCTIONS will have the right to require vendors to remove any items which SHADOW VISTA PRODUCTIONS considers undesirable.
6. Exhibitors must ensure tables are in good condition and are professionally and fully skirted and compliment the colour scheme of the booth.
7. SHADOW VISTA PRODUCTIONS shall have the right to direct exhibitors regarding the arrangement of articles on display if SHADOW VISTA PRODUCTIONS considers the booth display undesirable.
8. Entertainment, draws, or giveaways of any sort may not be presented within the Licence area without prior written consent of SHADOW VISTA PRODUCTIONS.
9. During official open hours of each day all booths must be open to the public and a competent attendant in charge.
10. Exhibitors must conduct business so as not to interfere with neighbouring exhibitors and concessionaires or cause annoyance to the public.
11. All personnel must wear their Glow ID daily upon entering the grounds. (ie bracelets or lanyards)
12. All personnel must be orderly and polite in their conduct and speech at all times.
13. The Licence area and surrounding area must be kept clean, tidy and free from all rubbish, debris, waste, unused material or other combustible substances at all times.
14. SHADOW VISTA PRODUCTIONS management shall have the absolute right and discretionary power to interpret, alter, add, cancel, relax, or vary any of the SHADOW VISTA PRODUCTIONS standards in individual cases, except where such changes would contravene local provincial or federal statutes.

I agree to the terms and conditions:

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**Entrant's Signature**

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**Date Signed**

# Insurance

All vendors require 2 million liability insurance to participate in the event and you will be asked to supply a copy for our records. If you do not have insurance set up for your business, we have partnered with Duuo to make this process of purchasing insurance simple for you. The average cost is around \$12,00 per day.

Glow has partnered with Duuo to provide you with preferred partner pricing for your insurance needs. This is a very user friendly platform. You can purchase 1, 2 or 4 days at a time as that is how the system is set up for events. As our event is over 27 days, you will have to purchase insurance for all the days that the show is open.



Backed by The Co-operators, Duuo provides Canadians with affordable vendor insurance that can be purchased in just a few clicks! Our vendors will enjoy exclusive rates on the cost of Duuo's vendor insurance for the upcoming event. To get a free quote please go to this link:

[https://apps.ca.ics.duuo.ca/booth-operation/protections/list/?prescriptionGroup=glchfval&utm\\_campaign=Vendor+Check-Ins&utm\\_medium=email&\\_hsmi=227477941&\\_hsenc=p2ANqtz--kE8cRTuuau9hm6uRLGVV-lhV7tqJlJGi7L-PeegF7KpeDlhaBnlBYP5YgewzybO7nTIEDV5LwtdLqR0kVmSUA6osYelw7CbMelfDBahjIxaMNkGQ&utm\\_content=227477941&utm\\_source=hs\\_automation](https://apps.ca.ics.duuo.ca/booth-operation/protections/list/?prescriptionGroup=glchfval&utm_campaign=Vendor+Check-Ins&utm_medium=email&_hsmi=227477941&_hsenc=p2ANqtz--kE8cRTuuau9hm6uRLGVV-lhV7tqJlJGi7L-PeegF7KpeDlhaBnlBYP5YgewzybO7nTIEDV5LwtdLqR0kVmSUA6osYelw7CbMelfDBahjIxaMNkGQ&utm_content=227477941&utm_source=hs_automation)