

**Spruce Meadows  
International Christmas  
Market  
Vendor Manual**

**As of April 25, 2024**

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## SHOW INFORMATION

### 1. SHOW DATES & HOURS\*

Friday, November 15<sup>th</sup> – 12:00pm – 8:00 pm  
Saturday, November 16<sup>th</sup> – 10:00 am – 7:00 pm  
Sunday, November 17<sup>th</sup> – 10:00 am – 6:00 pm

Friday, November 22<sup>nd</sup> – 12:00pm – 8:00 pm  
Saturday, November 23<sup>rd</sup> – 10:00am – 7:00 pm  
Sunday, November 24<sup>th</sup> – 10:00 am – 6:00 pm

Friday, November 29<sup>th</sup> – 12:00 pm – 8:00 pm  
Saturday, November 30<sup>th</sup> – 10:00 am – 7:00 pm  
Sunday, December 1<sup>st</sup> – 10:00 am – 6:00 pm

*\*Hours are subject to change*

Public will be allowed through the gates, into our **outdoor areas** to shop 15 minutes prior to posted event start.

Vendors in the following locations need to be present in their booths and ready to open doors 15 mins before posted event start:

- Mini Homes
- Hoeckers
- Founders Plaza Pavilion
- Twin Peaks Pavilion

#### **Venue Access**

VENDORS ARE ALLOWED ACCESS **ONE HOUR PRIOR TO SHOW OPENING ONLY.**

VENDOR RESTOCKING: Friday mornings 9:30am – 11:30am.

Only vendors with the relevant vendor pass will be allowed entry into the venue[s]. For security reasons, no access into the exhibit area[s] will be granted until one hour prior to show times. Likewise, vendors will be asked to leave the exhibit area **½ hour** after the show closes each evening.

#### **Vendor Booth Staffing**

Vendors must be at their booths 15 mins prior to show open and have their booth open and ready when the trade fair is open to the public.

Late arrivals and early closings of booths will be noted on file - such infractions will jeopardize future participation at Spruce Meadows Trade Fairs and Christmas Markets. Failure to be ready on time will result in a warning. Second warning will be a \$50 fine and third warning and be a \$100 fine and will not return to the market in the future.

### 2. LEAVING EARLY POLICY

Vendors shall not leave or pack up any products prior to the closing of the Christmas Market on any given day. Should a vendor leave prior to the end of the market day, they risk being removed from the market and any participation in future markets at Spruce Meadows.

### 3. LOAD IN/LOAD OUT

**Load in: Wednesday, November 13<sup>th</sup> and Thursday, November 14<sup>th</sup>: 10:00 am-7:00 pm**

\*Hoeckers, Mini Homes and Country Booths please contact Exhibit Office to request early load in access on Tuesday, November 12<sup>th</sup> from 9:00 am-5:00pm.

**Load out: Sunday, December 1<sup>st</sup>\*: 5:30 pm – 10:00 pm and Monday, December 2<sup>nd</sup> – 10:00 am – 5:00 pm\***

**\*No vehicle access for move out will be allowed onto grounds until all public has cleared.**

During move-in, you will be able to drive directly to the door nearest to your exhibit space. Please unload your products and displays as quickly as possible and park your vehicle in one of the vendor parking lots, to allow other vendors access. Large items can be moved in prior to the main move-in dates with permission from the Spruce Meadows Exhibits team. Any trailers parked outside the designated vendor parking areas, will be moved into the appropriate locations under the guidance of Spruce Meadows and assistance of Global Show Services. Move out will commence when the show closes on the final Sunday. Products **must not be removed** from the exhibit areas prior to the closing time.

**Candy Cane Lane** - 1 or 2 weekend vendors move in the Thursday before the event: 9:00am - 5:00 pm. Please contact exhibits office for access and passes at 403-974-4268. Move out is Sunday evening 5:30pm – 9:00pm.

### 4. VENDOR PASSES

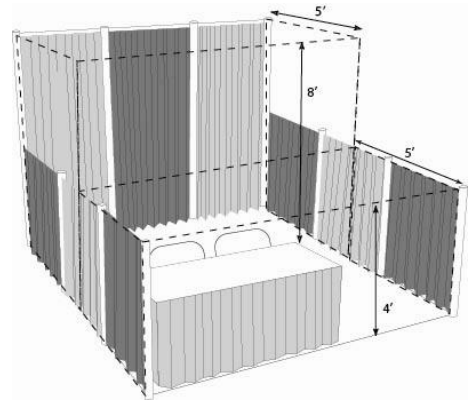
Vendor passes will be provided for exhibit personnel only. For security purposes, passes must be worn at all times while exhibiting at Spruce Meadows and must be worn to enter exhibit areas one hour prior to show opening. Passes will be issued based on booth size as outlined on the application. If extra passes are required, they can be purchased at \$45.00/per pass. All employees working within your booth will require their own pass.

### 5. VENDOR PARKING

All Vendors with booths in the Horizons Pavilion, Twin Peaks and Courtyard/Upper Plaza will be directed to Lot 9. Vendors in the Equi-Plex, Riding Hall, Candy Cane Lane and Founders Plaza can park alongside the barns on the North side of the grounds. Access to this area is from Tournament Lane and the North American entrance. **All trailers** must be parked between Barns A and B in the Barn Area. Please notify the Exhibits team if you are leaving your trailer on Spruce Meadows property. Campers are not allowed on the grounds. Parking passes will be issued according to booth size, as outlined on the application. Additional parking passes can be purchased at \$45.00/per pass.

## 6. EXPECTED BOOTH DISPLAY STANDARDS

- Perimeter booths are permitted to exceed 8 feet in height, provided the display is finished on all sides.
- Promotional material or products are strictly prohibited outside the confines of your exhibit space.
- Island booth display cannot exceed side wall drape line (typically 5 feet in height) to ensure sight lines are maintained between booths.
- Spruce Meadows provides booth signage (8' wide x 1' high) stating Vendor/Product name and must remain visible.
- Contests, free draws, raffles or the sale of tickets are not permitted.
- Any signage displayed within the booth must be professionally produced. Absolutely no handwritten signage will be allowed.
- Encroachment over the booth line into the aisle is not permitted. Should the booth set up extend into the aisle, the Vendor will be expected to ensure product is placed within the booth perimeter.
- As Spruce Meadows is a farm, it is strongly suggested bringing plastic bins with lids to store any additional items and that all food vendors store their product in Rubbermaid-type containers.
- Spruce Meadows Management reserves the right to veto any signage within or around the booth.
- For more information, please read the "Terms of Conditions" posted on our website.



Spruce Meadows has a very strict rule with regards to sight lines within all venues. Vendors are not permitted to block in any way sight lines along aisles. Any Vendor disrespecting this rule will be asked to remove all product displayed in this area.

## 7. SHOW SERVICE PROVIDER

Spruce Meadows works with Global Convention Services to provide all vendor booth needs.

Your booth fee includes the following display services:

- 8' skirted table
- Folding chair(s)
- Standard exhibit sign - size dependent on booth space [this will be retained by Spruce Meadows for future events]
- Booth Signs: 96" x 12" (8' wide x 1' high)
- Hoecker Signs: 36" x 24" (3' wide x 2' high)
- 1000-Watt, 110 VAC duplex electrical outlet
- 1 light stand/booth. Please note, EquiPlex and Riding Hall have subdued lighting, should you require additional lighting for your booth you are welcome to order additional lighting through Global Convention or bring in your own.
- Daily aisle cleaning

Alternative table sizes are available at no charge. If you wish to change your table size, please indicate on the Global Convention Services forms which are provided through our website and return them **directly to Global Convention Services at least 14 days prior to show dates**. To ensure prompt service, Global Convention Services information forms **MUST** be sent directly to Global Convention Services **NOT** Spruce Meadows.

If you require additional electricity, display services, or other show services, please contact Global Convention Services Inc. directly at:

### **Global Convention Services**

**Adam Amor**

**C: 403-831-8429**

9168 52<sup>nd</sup> Street SE - Calgary, Ab – T2C.5A9

Email: [calgary@globalconvention.ca](mailto:calgary@globalconvention.ca) or [aamor@globalconvention.ca](mailto:aamor@globalconvention.ca)

## 8. EXHIBITS SHOW OFFICE

The Show Office is located inside the main entrance of the Equi-Plex. The office is **open 1 hour** before and **½ hour after all show days**. Upon load in, please register at the Exhibit Office to receive your vendor welcome package. This will include your vendor passes, a current exhibits layout, parking map, schedule of events and any applicable parking passes.

## 9. SHIPPING & WAREHOUSE

**Pre-Show Shipments** - The following guidelines apply to all pre-show shipments. Please advise Shipping and Receiving in advance of shipments (403-369-9781 or [warehouse@sprucemeadows.com](mailto:warehouse@sprucemeadows.com) ) and to arrange pickup or delivery of product.

**Please note that all shipments to Spruce Meadows must be freight pre-paid. Shipments sent C.O.D. WILL NOT be accepted.** Please ensure that all shipment fees, duties, customs fees, and G.S.T. are also pre-paid. Note: these fees will not be paid by Spruce Meadows, which could result in a receiving delay. **Pre-show crate storage is available for out-of-town vendors (outside a 100 km radius from Spruce Meadows) only.**

Please address all pre-show shipments to your company name (include a contact name, telephone number and your booth number) care of Spruce Meadows at the following address:

“YOUR EXHIBIT NAME” and “YOUR COMPANY NAME”  
“Booth Number and International Christmas Market”  
c/o Spruce Meadows Shipping & Receiving  
18011 Spruce Meadows Way SW  
Calgary, AB Canada T2X 4B7

**Event Day Warehouse Drop Offs & Booth Delivery:**

For booth drop offs, please arrange with Warehouse, and ensure items are dropped off no later than 1 hour prior to event opening. Delivery times for product are not guaranteed.

**Post-Show Shipments** - Post-show crate storage is available for out-of-town Vendors for a **maximum of (5) working days following the event.** Please advise our Shipping & Receiving Department of your post-show shipping arrangements prior to move-out. All post-show shipments must be pre-paid. You will be charged storage fees of \$1.00 per pound/week for any items left on Spruce Meadows property after the closing day of the event. Vendors will be charged storage fees if their items are not picked up after five days.

## 10. CUSTOMS BROKERS

Individuals are required to declare with the Canadian Customs authorities (CBSA) all goods that they are forwarding or carrying into Canada whether they be of a personal or commercial nature. There are many regulations that cover the importation of goods into Canada. The most important of these are the marking and labelling of clothing and household goods. It is important to research the commodities you are exporting to Canada as there are several regulations that may restrict the articles you propose to enter Canada. All customs clearances can be completed by either the individual exhibitor or through the services offered of the official customs broker;

**Elias Pizarro**

Film Logic Customs Brokers Inc. - YYC

Telephone: (403) 452-2244 ext. 101

Generally, goods being imported into Canada can be divided into two categories: display goods intended for re-export and goods intended for sale or disposition in Canada.

**Display Booths and Display Goods - Not for Sale**

This covers goods intended for display only and not for resale. They would include display booths, stands, tables, backdrops, decorations, display merchandise, tents and other housings when they form part of the entire display. Display goods may be entered on a "Temporary Admission Permit" or on an ATA Carnet. No payment of duty and taxes would be required on such goods; however, customs may request some form of security to ensure that the articles are exported from Canada. The official broker can assist you in accommodating this form of import and re-export.

### **Goods Intended for Sale**

Goods which are entering Canada for purposes of being offered for sale are subject to Canadian duties and taxes. These duties and taxes are payable at time of importation. Please note however that for the benefit of registered vendors attending the Spruce Meadows event, we have established a Customs Bonded facility that would allow for the deferment of duties and taxes until the goods are removed for sale in Canada. At the end of the show, duty and taxes are paid on all goods sold or disposed in Canada. By implementing this procedure, outlays of cash at time of import are alleviated. To benefit from this provision, you will need to contact the official show customs broker in advance of the merchandise being dispatched to Canada as there are specific qualifying conditions.

## **11. PAYMENT**

A credit card number must accompany your Spruce Meadows application; however, it will NOT be charged unless your application is approved, and you confirm your participation.

If accepted, the following deposit structure applies:

Before May 31<sup>st</sup>, 2024 – 50% of total booth cost.

Before October 1<sup>st</sup>, 2024 - Remaining 50% the total booth cost.

Space must be 100% paid prior to the event in order to secure space.

## **12. CANCELLATION POLICY**

Prior to 60 days – 30% is retained.

Prior to 45 days – 50 % is retained.

Within 45 days no refunds will be given.

Vendors that wish to cancel their participation in the Christmas Market are asked to do so in writing/email to the exhibits team at [exhibit.programs@sprucemeadows.com](mailto:exhibit.programs@sprucemeadows.com). No shows without notice will not be refunded. Refunds will not be issued to vendors who have been dismissed under any circumstance. No cancellation refunds will be issued after October 1<sup>st</sup>, 2024.

## **13. FOOD VENDORS/AHS SAMPLING REQUIREMENTS**

All food vendors must complete the required form provided by Spruce Meadows and please return to the Spruce Meadows exhibits team by October 11<sup>th</sup>, 2024.



- All vendors with food who are providing product sampling must comply with current provincial regulations.
- All samples must be bite sized.
- No frying is permitted.

## 14. APPROVED ITEMS

All products offered for sale must be listed on the application form. Should a vendor wish to add a product to their booth it must be submitted in writing to the Spruce Meadows Exhibits team and approved prior to the market.

## 15. NO SUBLET

No subletting of any kind is permitted. There is only one vendor/company per booth that has been approved on your application. Anyone found subletting their booth will be removed from the show floor and not permitted at any future shows at Spruce Meadows and no refunds will be issued.

## 16. INSURANCE

As an approved exhibitor you must have adequate Liability Insurance with a minimum \$2,000,000 limit to protect the exhibitors, the attending public, Spruce Meadows, and yourself. Our insurance policy does not extend coverage to any exhibitor.

## 17. PROPANE INSPECTION

Any vendor using propane in their booth will be required to have the equipment available for inspection prior to the event - the time and place to be determined by Spruce Meadows. The cost of the inspection will be shared among vendors.

## 18. WIFI

Spruce Meadows has WIFI (#TELUS) available for market vendors. The fee for this service is included in your booth fee. Please ensure devices and software are up to date and current. Out of date devices may not connect to the network or have a slow connection.

## 19. SECURITY

**Spruce Meadows cannot be held responsible for vendors' booths or product. Security is provided by Spruce Meadows during "closed" hours.**

- Vendors are to remain in their exhibit area until the public has left the building.
- Please cover or pack away small items when exhibit areas are closed.

- Please remove all valuables and cash from your exhibit immediately following the closing of the show.
- Several locations in the market are in tent style structures. Calgary weather is often unpredictable and can change very quickly; Spruce Meadows is not liable for any weather-related damage. We strongly suggest storing items in plastic, covered bins, and covering (tarping) items overnight to avoid any damage.
- **Vendors are responsible for arranging their own insurance coverage.**
- Vendors are responsible for securing their products and exhibit area.
- Following the close of the first weekend of the Christmas Market, there will be 24-hour security in place until opening of the second weekend, and then again until the opening of the third weekend.

## 20. HEALTH AND SAFETY PROTOCOL

- All vendors must adhere to all safety requirements set forth by Alberta Health Services and Spruce Meadows Ltd. at all times. Failure to do so will result in immediate removal from the 2024 Spruce Meadows International Christmas Market and participation in any future markets at Spruce Meadows.
- Vendors will not be allowed to hand out flyers.
- Sampling will be permitted as per AHS guidelines.
- Appropriate Alberta Health Services (AHS) signs will be placed at all entries and exits and all admission booths.
- Security will be on-site to operate traffic flow and security on-site.
- We will be including high levels of sanitation and personal hygiene; and comply, with all AHS guidance.

## 21. THINGS TO NOTE

- Market vendor selection is at the discretion of the Spruce Meadows Exhibits team. Previous attendance at the Spruce Meadows Christmas Market does not guarantee acceptance at the 2024 Christmas Market.
- Placement of vendors is at the discretion of Spruce Meadows Exhibit's Team for the better of the 2024 Christmas Market with vendors, market presentation and customers in mind. Requests for specific locations are taken into consideration.
- Verbal, written or posted slander of Spruce Meadows, Spruce Meadows employees, vendors, customers, entertainment, or volunteers will not be tolerated and is grounds for immediate removal from the Christmas Market without a refund.
- Dress for the weather. Doors to all venues will remain open for ease of access to our customers filtering through the door. Booths closest to the doors can get chilly, so please dress accordingly.

## CONTACT INFORMATION

### **Spruce Meadows**

**Krista Poffenroth – Exhibits Manager**

**Claire Colquhoun – Exhibits Co-ordinator**

Email: [Exhibit.Programs@sprucemeadows.com](mailto:Exhibit.Programs@sprucemeadows.com)

Exhibit Phone: 403-974-4268

Spruce Meadows Exhibits Office (*During Event*) (403) 974-5863

Spruce Meadows Exhibits Fax (403) 974-4266

Shipping & Receiving (403) 369-9781

### **Global Convention Services**

**Adam Amor**

Email: [calgary@globalconvention.ca](mailto:calgary@globalconvention.ca) or [aamor@globalconvention.ca](mailto:aamor@globalconvention.ca)

Phone: 403-831-8429

### **Customs Broker**

Film Logic Customs Brokers Inc. - YYC

Telephone: (403) 452-2244 ext. 101

### **Travel Information**

Spruce Meadows is located on the south side of Calgary, approximately two kilometres west of Highway #2 on Spruce Meadows Trail (Highway 22x).

### **Bridget MacQueen**

Maritime Travel

Calgary, AB T2E 5T2

[www.maritimetravel.com](http://www.maritimetravel.com)

Telephone: (403) 662-8427

Fax: (403) 531-9779

E-mail: [bmacqueen@maritimetravel.ca](mailto:bmacqueen@maritimetravel.ca)

### **Hotels**

#### **Courtyard by Marriott – Seton**

3750 Market Street SE

Calgary, Alberta

587-349-7599

[Hotel in Southeast Calgary | Courtyard Calgary South \(marriott.com\)](http://marriott.com)

**Carriage House Inn**

9030 MacLeod Trail

Calgary, Alberta

403-253-1101

Carriage House Hotel & Conference Center - South Calgary, AB