



VENDOR

Application Guidebook | 2025 Exhibit Events



Join us at Spruce Meadows, where world-class events provide the perfect backdrop for vendors to showcase and sell their unique products to enthusiastic attendees from around the globe.



Spruce Meadows is committed to supporting local businesses by providing a premier platform to connect with the Calgary and area market, offering valuable exposure to a diverse and engaged audience.

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Spruce Meadows encompasses a total of 360 acres of competition grounds, buildings and vendor space.



Our Exhibits

We're thrilled that you're considering joining us at our upcoming events with your small business. As one of the premier equestrian facilities in the world, Spruce Meadows attracts a diverse and engaged audience, providing vendors with unparalleled exposure and sales opportunities. We believe in fostering partnerships with vendors that share

our commitment to excellence, and we strive to create a dynamic and vibrant marketplace that benefits both our vendors and visitors alike. Whether you're a small artisanal business or a seasoned tradeshow attendee, we welcome you to apply for a chance to showcase your products and services at Spruce Meadows!

Selection Criteria

Excellence

The product and booth display are thoughtfully designed and created. All items are completed in a professional and consistent manner. Please ensure the photos submitted in the application show off your work in the best way possible.

Local

Products are locally made or locally designed. We believe that local small businesses are the heart and soul of Alberta. We want to support makers from our city, province, and country.

Returning Vendors & Multi Event Vendors

Supporting Spruce Meadows by participating in previous Exhibit Programs at Spruce Meadows or have committed to exhibit at a minimum of two Spruce Meadows events in 2025.

Originality

The product stands out from the crowd! The work is unique and innovative and adds value to our market. Acceptance into the market is decided by ensuring there is no saturation in any one category and that all offerings are unique. Applications will be sorted into groups of similar products and categories, and they will then be compared against other applications in each category.

Whether you're an artisan or a seasoned vendor, apply to showcase your products at Spruce Meadows!

NEW Christmas Market Spruce Meadows Exclusives:

For vendors interested in joining us at the 2025 Spruce Meadows Christmas Market—particularly those also attending other holiday markets—we ask that you feature **one or more exclusive products available only at our Christmas Market.**

Please highlight a unique product (or collection) curated specifically for sale at Spruce Meadows. To support these "Spruce Exclusives," we will provide a special booth label and promotional features on our social media channels. Our market attracts a diverse clientele, and we are committed to maintaining the tradition of excellence that makes Spruce Meadows a premier holiday shopping destination.



Display Requirements

Spruce Meadows takes great pride in the visual appeal and overall atmosphere of our exhibits, striving for a high standard in both design and execution. Our goal is to create a visually engaging and immersive environment for attendees, while maintaining a professional and cohesive appearance throughout our event spaces.

Booth Design and Display Standards

- We highly encourage the use of the 5 Principles for Excellent Indoor Booth Design: **DESIGN - THEME - COLOUR - LIGHTING - DISPLAY** when designing booth space.
- Booth construction must be professional in appearance.
- Open concept booths are highly recommended.
- Exhibitors are prohibited from blocking Spruce Meadows provided signage.
- **Spruce Meadows will provide a 1' high x 8' wide sign of your booth name that MUST always be visible and not obstructed or altered.**
- Exhibitors are prohibited from executively blocking other exhibitors.
- Perimeter booths are permitted to exceed 8 feet in height, provided the display is finished on all sides.
- Island booth display cannot exceed side wall drape line (typically 5 feet in height) to ensure sight lines are maintained between booths.
- Vendors are responsible for maintaining the appearance and cleanliness of their booth space and flooring.
- Additional rentals will be available through our onsite rental company.
- Mood Lighting will be in place. Vendors are responsible for bringing additional display lighting if they require it.

Catrina Art



We highly encourage vendors to incorporate the 5 Principles for Excellent Indoor Booth Design—Design, Theme, Colour, Lighting, and Display—to create an inviting and visually appealing space. A well-thought-out booth not only attracts visitors but also enhances their experience, making your products stand out and leaving a lasting impression. Thoughtful design, cohesive themes, strategic use of colour, effective lighting, and engaging displays all work together to draw in customers and maximize your success at Spruce Meadows events.



Engage with attendees! A friendly, approachable attitude combined with an inviting booth design can significantly boost interest and sales. Smile, start conversations, and share your story—people love connecting with the passion behind the products they buy.



Application Best Practices

When completing your application, this is your time to shine! You will need to:

1. Provide us with the **relevant details** about your business and what items you will be selling. The information you provide will be used in the jury process. All products to be offered for sale must be listed on the application form and any additional requests will be subject to the Spruce Meadows Exhibits Team's approval
2. Provide **three professionally captured photos of product and booth display** (under 2 MB in size) that showcase the quality and uniqueness of your product. Visually, vertical photos work best (see below) but horizontal shots will also work.
3. Should your application be approved, **the details you've supplied to us in your application will be showcased on our website** as part of your company listing. Ensure that your website address, product information, and photos are current, typed well, and truly represent your business. Upon acceptance, your listing, based on the information supplied in your application, will resemble the following:

Jess' Paper Co.

E12

VISIT



I'm Jess, the owner and creator behind Jess' Paper Co. I am deeply inspired by the outdoors, cozy boho spaces, and the enchanting beauty of plants. Through my work, I strive to capture the essence of these elements that inspire me most, turning them into stationery for you to enjoy! The items I sell include planners, journals, greeting cards, waterproof stickers, mirror decals, wall prints, puzzles, etc.



High-quality, professional photos of your products are essential as they will be featured on our website, helping to attract customers and showcase your brand and product effectively.

Selection Process

We will begin reviewing applications as they are submitted starting **March 1st, 2025**.

Our team will evaluate each application based on the selection criteria (see page 5). This is a highly competitive process. We will be considering the following for each application: uniqueness, appeal, professionalism, attractive representation, and space availability per product grouping.

Our selection process follows these steps:

1. Applications will be sorted into groups of **similar products**, then compared against other applications in the groups.
2. Applications will be selected based on our **selection criteria** previously mentioned.
3. All exhibitors will be notified of their application status by **May 15th, 2025**.

Important Dates

Applications open:
March 1, 2025

Applications close:
April 15, 2025

Acceptance will start the week of:
April 15, 2025

All applicants will be notified of final decisions by:
May 15, 2025

Application Status

I have my application status, what now?

Accepted

Congratulations on your acceptance into the Spruce Meadows Exhibit Program 2025!
Please stay up to date with our event information via email and vendor manual.

Waitlisted

Your application may be waitlisted for a few reasons, including but not limited to:

- Application submitted after application close date.
- Consideration is given to not oversaturate product categories.
- Lack of space within event venue.

Your application may be accepted if space in your category becomes available.

Not Accepted

Your application may not be accepted for a few reasons, including but not limited to:

- Your application was incomplete.
- Your application did not meet our selection criteria.
- Pyramid sales, auctions, or card table exhibits.
- Brand activation, street teams, brand or product sampling, fundraising or soliciting.
- Products that conflict with Spruce Meadows Sponsorship agreements.
- Outstanding account balance.

Exclusive Beverage Supplier



If you're planning on **SERVING** beverages, all products must be sourced from the exclusive supplier, Pepsi. Pricing must also be in line with our catering company. Pricing will be provided upon request.

Pepsi Beverage brands include:

- Pepsi
- Life Wtr
- proPEL
- Bubly
- Lipton
- Rockstar
- Crush
- Mountain Dew
- Schweppes
- Dole
- Mug
- Starbucks
- Gatorade
- Muscle Milk
- Starry
- KICKSTART
- Ocean Spray
- Gym Weed
- Pure Leaf

All water sold on-site must be Spruce Meadows-branded water which is available for sale through the Exhibits Program.

Please note:

Only alcohol products intended for take-home sales are permitted.

FAQ's

When do applications open?

- Applications for all events **open March 1st and close April 15th, 2025.**
- Vendor space requests for all 2025 events are required to be on **one application.**
- Applications received after April 15th will be automatically placed on the waitlist and will be notified should a space become available.

When will I know if I've been accepted?

- Accepted applicants will be notified by email **starting** the week of April 15th, 2025. All applicants will be notified of their final application status by the week of May 15th, 2025.

How do you select vendors?

- Acceptance into the market is decided by several factors as listed below under Selection Criteria. When completing your application, please take the time to provide us with all relevant details about your business and what items you will be selling, as well as quality images of your product and booth display.
- The information you provide will be used in the jury process. All products to be offered for sale must be listed on the application form and any additional requests will be subject to the Spruce Meadows Exhibits Team approval.

How will I know Spruce Meadows has received my application?

- Applications that have been successfully submitted will receive an automated email acknowledgement, including an application reference number. If you do not receive this automated response, please reach out to us at exhibit.programs@sprucemeadows.com to confirm that your application was received.

Thank you for your interest in the Exhibit Program at Spruce Meadows.

After the review period, notification of the status of your application will be sent via email. If you have any questions, please email the Exhibits Office at exhibit.programs@sprucemeadows.com

Once you apply, if you do not receive an automated email response with your application reference number, reach out to us as soon as possible at exhibit.programs@sprucemeadows.com to confirm that your application was received.



www.sprucemeadows.com/exhibitor/