



Maker Market at the Calgary Stampede

SHOWCASING DECORATIVE, FUNCTIONAL AND WEARABLE ART

The 2017 Calgary Stampede will launch the inaugural Maker Market. The Maker Market will be an upscale and accessible marketplace of locally made handcrafted goods for sale by the artists.

The variety of handmade goods we welcome are virtually unlimited! We are looking for creative applications of materials using a wide variety of techniques and finishes to produce original, artistic and appealing goods for sale. We welcome rustic, modern, urban and ethnic themes as this is not just a “Western” craft show.

ESTABLISHED AUDIENCE

On average, more than 400,000 local, national and international visitors come through the [BMO Centre](#) each year over the 10 days of the Calgary Stampede.

EVENT DATES

- Block 1*: Evening July 5th & 6th, full days 7th & 8th
- Block 2: July 9, 10, 11, 12th
- Block 3: July 13, 14, 15, 16th

Opening hours vary but typically run from 11 am – 11 pm. *Evening July 5th is contingent.

APPLICATION PROCESS

In recognition of Canada’s 150th birthday, we are welcoming makers from across Canada to apply to the first Maker Market. Interested vendors should:

- Provide information about themselves, their brand/studio and contact details;
- Tell us about their product and include good-quality photos; and
- Confirm that they produced a significant portion of their products themselves.

IMPORTANT APPLICATION DATES

Deadline to submit application:	February 15, 2017
Applications juried:	February 21, 2017
Notification of acceptance from Maker Market:	March 1, 2017
Non-refundable deposit due:	March 15, 2017
Payment balance due:	May 15, 2017

To apply to the July 2017 Maker Market, please fill out the application at:

https://cs.formstack.com/forms/maker_market_application_form



Application Requirements

WHO SHOULD APPLY?

We invite local artists and crafters to apply, provided they:

- Reside in Canada;
- Are significantly involved (75%+) in the making of their final product; and
- Their product is made in Canada.

WHAT KINDS OF PRODUCTS ARE ALLOWED?

The variety of handmade goods we welcome are virtually unlimited! (with one exception: we regret that edible products are not permitted at this time.)

We are looking for creative applications of materials using a wide variety of techniques and finishes to produce original, artistic and appealing goods for sale.

We welcome rustic, modern, urban and ethnic themes as this is not just a “Western” craft show.

Artisans must be significantly involved creating their original end product. No third party products, kits or network marketers will be accepted (these are welcome to apply for the Calgary Stampede’s product market.)

All applications will be evaluated by the Creative Arts & Crafts Committee for product originality, marketability, quality, uniqueness, and overall market product mix.

2017 EVENT DATES

Vendors are welcome to apply for multiple “blocks” of the Stampede and preference may be given to those wanting to participate in more time at the Maker Market.

Block 1: Evening July 5th and 6th, July 7-8

Block 1 includes Sneak-A-Peek on Thursday, the official Calgary Stampede opening day on Friday and the first Saturday.

Block 1 may* include participation the Western Showcase’s Stir’Up Art event and the Art Auction on the Wednesday evening. Stir’Up is a private ticketed event for 2,500 interested art buyers.

*event subject to change and capacity constraints. Participation will be at the sole discretion of the Western Showcase Committee.

Block 2: July 9-10-11-12th

Block 2 includes the first Sunday (Family Day), Monday, Tuesday (Western Heritage Day a.k.a. Senior’s Day), and Wednesday (Kids’ Day),



Block 3: July 13-14-15-16th

Block 3 includes the final four days of the Calgary Stampede: Thursday, Friday, Saturday and Sunday.

HOURS OF OPERATION

The BMO Centre is open for guests from 11:00 am to 11:00 pm daily during the Calgary Stampede, except for earlier opening hours on:

- Thursday: Sneak-A-Peak hours are from 5:00 pm – 11:00 pm
- Sunday: Family Day hours are 9:00 am to 11:00 pm
- Tuesday: Western Heritage Day hours are 10:00 am to 11:00 pm
- Wednesday: Kids' Day hours are 9:00 am to 11:00 pm

Vendors are expected to have their spaces staffed and open for business at all times during hours of operation. Vendors who leave early will not be permitted to participate in future Maker Market events. Special consideration may be given for serious extenuating circumstances.

MARKETING

The Maker Market will be actively promoting both the event and its chosen vendors through traditional and social media to ensure a successful event.

We expect vendors to promote their appearance at the Maker Market on their website/blog and on social media with at least one post in June and one post the week prior to their appearance. Images will be provided for these posts. Additional marketing and promotion is encouraged!

Additionally, we expect accepted artists to allow Calgary Stampede permission to use their images for marketing and promotion.

PHOTO REQUIREMENTS

The quality of your digital photos is extremely important! As we will not be able to see your products in person, the 5-10 photos you select to represent your work should be crisp, clear and well-lit so your quality, attention to detail and craftsmanship easily shows to the jury.

We strongly recommend using a camera, not your smartphone. Please do not compress your images to get a smaller file size as this degrades the image quality.

Photos must be:

- Filename by artist/studio
- .JPG file format
- Landscape orientation
- Max 3 MB (3000 KB) file size
- 300 dpi resolution
- As is. No digital enhancement or filters please.



BOOTH RENTAL

The Maker Market rents booth space to local artisans and crafters to showcase their amazing work to the guests of the Calgary Stampede. The Maker Market does not charge any commission on vendor sales.

BOOTH SHARING

Vendors are welcome to share a booth with another artist. Both makers must apply individually and both makers must be accepted.

Please note your intention to share on the application form and the other artist's name, Studio name and email address.

BOOTH SPACE

Two booth sizes are available for 2017:

Option 1: 8' x 8' space vendor space

Option 2: 8' X 12' vendor space

Each Block rental includes:

- An 8' high back wall (comprised of 4'x8' solid panels)
- Booth side wall
- Carpeting
- One skirted table
- One chair
- Signage with your business/studio name
- Delivery passes to the loading dock for set-up and take-down

VENDOR FEES

Introductory pricing for the 2017 Maker Market:

Option 1: 8' x 8' booth costs \$600 + GST (per block); *\$450 for Block 1 if Stir'Up excluded

Option 2**: 8' x 12' booth costs \$900 + GST (per block); *\$675 for Block 1 if Stir'Up excluded

Each option includes a gate admission pass to Stampede Park for each day of the Calgary Stampede the vendor is selling at the Market (one for each day/block).

Vendors are welcome to apply for more than one block and preference may be given to those applying for more time at the Market.

All amounts in Canadian funds.



PAYMENT DATES

A **non-refundable** 50% deposit will be required within 15 days upon acceptance of your application by the Maker Market committee. This deposit will go towards the total amount due.

The balance of payment is May 15th, 2017.

PAYMENT OPTIONS

Once accepted, vendors will receive a Vendor Acceptance Package which will outline payment options amongst other vendor information.

CANCELLATION & REFUND POLICY

The 50% deposit is non-refundable. The booth rental fees are non-refundable. Serious and recent extenuating circumstances may be considered for refund by the Maker Market, at our sole discretion.

Accepted vendors not paid in full will not be considered for future Maker Markets.

VENDOR REVENUES

The Maker Market charges rental for booth space without any additional commissions. Vendors are free to use the payment system or platform of their choice.

Vendors are responsible for their providing their own payment, receipt and GST collection processes.

SET UP & TAKE DOWN

Once accepted, vendors will receive a Vendor Acceptance Package which will outline set up and take down information for vendors.

About Us

The Maker Market is an initiative of the Creative Arts & Crafts Committee, a 100% volunteer-run organization that also organizes an amateur craft competition as part of the Calgary Stampede Art Show.

Our Vendor Liaison email: cs.makermarket@gmail.com

Please sign up for updates about the Maker Market at www.westernshowcase.com/maker_market.html

Thank you for your support of the inaugural Maker Market at the 2017 Calgary Stampede!