



# **CANADIAN COUNTRY EXPO**

**OCTOBER 1 - 5, 2025   EDMONTON EXPO CENTRE**

## **VENDOR HANDBOOK**



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## Canadian Country Expo Vendor Welcome

Welcome to the Canadian Country Expo, where tradition meets innovation, and the spirit of the West comes alive. We are committed to curating a vibrant and engaging marketplace, showcasing the best of Western-themed products, services, and experiences. Get ready to connect with a diverse audience and make lasting impressions in the heart of Canada's Western culture in the heart of Edmonton.

### Location

The Canadian Country Expo will be located at the Edmonton EXPO Centre Halls A, B and C.

The main Tradeshow and Invitational Western Art Show and Sale will be located in Hall A, with additional vendor and display opportunity within Hall B & C.

Hall B & C will each include an arena and will showcase western events that may include but not limited to:

- Team Roping
- Barrel Racing
- Junior Rodeo
- Heritage Ranch Rodeo
- Team Penning

### Dates and Hours of Operation:

Dates: October 1 - 5, 2025

Hours of Operation:

- October 1 - 4, 10:00 am – 5:00 pm
- October 5, 10:00 am – 3:00 pm

### Selection Criteria:

**Theme Alignment:** Prioritizing vendors offering products or services that embody the spirit of the western lifestyle. This includes, but is not limited to, western apparel, decor, food, and craftsmanship.

**Product Quality:** Emphasis on high-quality goods with detailed descriptions and images highlighting craftsmanship, authenticity, and value.

**Booth Presentation:** Professional and thematic booth designs should enhance the expo experience.

**Experience and Reputation:** We value vendors with a positive track record of customer satisfaction and reliability in previous events.

**Diversity of Offerings:** To ensure a wide array of products and experiences for attendees, we aim to select a diverse group of vendors.



## Key Dates

| KEY DATES                    | DATE & TIME   |
|------------------------------|---|
| Applications Open            | March 17, 2025  |
| Deposit Deadline             | June 1, 2025  |
| Placement Period             | June 1-30th, 2025, or until full  |
| Application Close            | August 1, 2025 (or when full)   |
| Certificate of Insurance     | August 15, 2025   |
| Final Payment Deadline       | August 1, 2025  |
| Withdrawal Deadline (no fee) | July 31, 2025   |
| Move-In                      | September 30th, 8 am - 8 pm<br>Large Booths, with prior approval, can move in on September 29.              |
| Move-Out                     | October 5, 2025, 3:15pm – 8 pm<br>Large Booths, with prior approval, must be moved out by October 6, 11 am. |

## Application Process

### Application process stages:

- Apply Online
- Application Received
- Applications Reviewed
- Decision Made
- Successful Applicants Notified and provided with further details to prepare for the CCE event.

### Apply Online:

- Submit the completed application with all required documentation. Include booth size, product/service details, pictures and any social media links. Thorough applications aid the selection process.

### Review and Decision:

- Applications will be reviewed on a rolling basis.
- Applications are evaluated on quality, experience, presentation, and fit.
- Decisions will be communicated via email.
- Successful applicants will receive a confirmation email.
- Submitting an application does not guarantee acceptance to be a vendor.



Compliance with the Vendor License Agreement is mandatory; violations may result in termination.

Please contact [countryexpo@cfr.ca](mailto:countryexpo@cfr.ca) for application status inquiries.

We ask applicants to please be patient, as decisions take time. Once a decision has been made vendors will receive communication:

| Decision                | Communication  | Vendor Action Required  |
|-------------------------|--|---|
| Accepted                | Vendor receives email containing: <ul style="list-style-type: none"><li>• Confirmation of acceptance</li><li>• Vendor License Agreement</li><li>• Vendor Invoice</li></ul> | <ul style="list-style-type: none"><li>• Complete Agreement and submit to Exhibits Team</li><li>• Pay Vendor Deposit Invoice</li></ul> <p><b><i>Once these have been received, applicants are moved to Placement Phase</i></b></p> |
| More Information Needed | Email asking for more information  | <ul style="list-style-type: none"><li>• Share information requested</li></ul>   |
| Not Accepted            | Email informing vendor not accepted  | <ul style="list-style-type: none"><li>• No further actions required</li></ul>   |

### Vendor License Agreement

The Vendor License Agreement is an outline of vendor expectations for the event. Completion of this agreement is done through 'DocuSign'. All Food Concessionaire's will also have to be on the City of Edmonton approved vendors list prior to the event.

### Vendor Invoice Due

Once vendors have been accepted, vendor invoice(s) are due.

- **Deposit Due – June 1, 2025**
- **Final Payment Due – August 1, 2025**

Once vendors are in good standing (no outstanding invoices and all documentation submitted) their application is moved to the placement phase.



## Placement Stage

Once applicants are in good standing, they will be assigned placement within their activation area. Please be patient between acceptance and placement, as there are many considerations before placement can occur.

- Placement is based on many factors including, but not limited to: needs of the CCE customer, product mix, booth size requirements, power requirements of the vendor
- The Exhibits Teams does its best to maintain booth placement but reserves the right to move vendors at our discretion.

## Vendor Added to Event Webpage:

The Canadian Country Expo has an online presence including event webpages in conjunction with the CFR and Explore Edmonton. Vendors in good standing will be added to the live event website as a vendor.

## Vendor Withdrawal and Refunds

The Exhibits Team understands that circumstances may force vendors into withdrawing from the event. To ensure our guests have the best experience, withdrawal policies are:

- Vendors can withdraw and receive a full refund prior to August 1<sup>st</sup>, 2025.
- Any vendors who withdraw past August 1<sup>st</sup>, 2025 will incur an administration fee of 15% for each location withdrawn
- If there are unforeseen circumstances, please reach out to the Exhibits Team to discuss.

## Alberta Health Services

Concessionaires are responsible for completing and submitting their Alberta Health Services *Special Events Food Vendor Package* to AHS.

- To start the package follow this link: [Special Events Food Vendor Package](#)
- AHS must receive the completed forms prior to onsite inspection
- All Concessionaires must have an AHS onsite inspection and approval prior to opening/serving food at the Canadian Country Expo
- This application must be completed no later than 30 days prior to the event



## Insurance

**All vendors must acquire insurance for this event.** Appropriate insurance is required to ensure the protection of all parties involved – safety is the Canadian Country Expo and Explore Edmonton’s number one priority.

- Insurance documents can be sent to [countryexpo@cfr.ca](mailto:countryexpo@cfr.ca)
- Insurance documents to be sent in as early as possible but must be submitted by August 1<sup>st</sup>.

### **Licensees must have in force a minimum of:**

Commercial General Liability (CGL) insurance with limits of not less than two million dollars (\$2,000,000.00) per occurrence, covering liabilities for bodily injury, personal injury, death, and property damage including products and completed operations liability. Explore Edmonton may, in its sole discretion, request that you have in force CGL in excess of \$2,000,000, ranging from \$5,000,000, \$10,000,000 or other depending on the risk of your operations. This insurance shall name “Canadian Country Expo”, “Explore Edmonton” and the “City of Edmonton” as additional insureds.

### **Addresses for the three additional insureds should be as follows:**

Canadian Country Expo  
Box 34 Site 16 RR#1  
Didsbury, AB  
T0M 0W0

Explore Edmonton Corporation  
9990 Jasper Ave  
3rd Floor World Trade Centre  
Edmonton, AB, T5J 1P7

City of Edmonton  
3rd Floor, City Hall  
Sir Winston Churchill Square, Edmonton, AB, T5J 2R7

Any other form of insurance which the Canadian Country Expo and Explore Edmonton may reasonably require from time to time in the form, for the amount, and for the insurance risk against which, a prudent party under similar circumstances would insure.

The Canadian Country Expo are not affiliated with any insurance companies. Two common companies used by other vendors for short term insurance are:

- PAL Insurance: [Home \(palcanada.com\)](http://Home.palcanada.com)
- DUUO Insurance: [Vendor Insurance | Get A Quote Now From Duuo](#)



## Vendor Rates and Fees

| Size  | Booth Price      |
|---|------------------|
| Corner Booth 10ft x 10ft  | \$17/square foot |
| Inline Booth 10ft x 10ft  | \$15/square foot |
| Reduced Size Booth 5ft x 10ft<br>(limited availability and based on meeting<br>criteria outlined) | Flat Rate \$900  |
| Western Art Vendor 10ft x 10ft  | Flat Rate \$1500 |

### All Corner and Inline booths will include:

- 10' wide and 8' high back drape – colour black
- 3' side drape on either side or open on the corner if preferred
- One (1) 1500-Watt electrical plug

### All Invitational Western Art Show and Sale Vendors booths will include:

- Slat walls on all three sides of the booth
- One (1) 1500-Watt electrical plug

## Power and Water

Power and water if required can be booked through the internal supplier Showtech Power & Lighting.

## Waste Management

Due to waste volume produced by exhibits, a fee of \$50 is collected for each booth.

## Inspections

### Edmonton Fire Department

If you are a concessionaire or attraction vendor, your Exhibit may be inspected by the Edmonton Fire Department to ensure you are meeting all fire safety requirements. The interpretation and enforcement of applicable laws and regulations will be conducted by the fire marshal and must be complied with.

### Electrical Inspection





If you are a Concessionaire or Outdoor Commercial Vendor requiring an electrical hookup, your exhibit may be inspected by a licensed electrician and the City of Edmonton, to ensure cords and connections are safe to electrical code.

## Aesthetics and Expectations

We require that you:

- Display the exhibit in a professional manner and in good structural condition.
- Maintain the products presentable, clean, and free of damage.
- Have professionally created and clear signage (**hand-written signs will not be permitted**).
- Prominently display signs showing the products and the price of the products. All signage must be contained within the exhibit designated area and will be prohibited from being in any aisles.
- Be respectful of the other vendors by not encroaching on their space or blocking their sightlines.
- Keep the exhibit clean and free from packing boxes and papers. Storage is permitted for certain exhibits but must not be visible to the public.
- During move in and move out garbage and recycle carts will be available for vendors to place their items in the designated areas through the halls, or will be asked to place their cardboard in the aisles.
- CCE will ensure that the aisles are kept clean, but it is the responsibility of the vendor to keep their booth clean.
- There will be no carpet in the aisles, if the vendor wishes to rent some for their booth, they can make arrangements with the internal supplier GES, or if they bring their own all carpet or flooring must be secured to the ground appropriately to avoid trips and falls.
- Any product must be contained within the exhibit designated area and not accessible or visible to the public.
- All cords in areas open to foot traffic must be covered or securely taped down and approved by CCE.
- Food products are to be kept off the ground.
- Keep the exhibit fully stocked and always staffed during the hours of operation. CCE is pleased to offer break relief for vendors manning their booth alone. A sign up sheet will be provided onsite.
- Have staff that is alert and professional, and that always maintain a professional appearance and attitude with guests. Your staff is not permitted to work outside of their allocated exhibit space.
- Conspicuously display the permits required by any government agency.



## Prohibited Items

The CCE reserves the right to prohibit the sale or display of any item that does not:

- resonate with the western theme
- demonstrate a high standard of product quality
- may be offensive
- was not approved at the time of the application
- or is a
  - Alcoholic Beverage
  - Drug Paraphernalia
  - Live animals, fish and reptiles
  - Merchandise containing inappropriate slogans, graphics or suggestive connotation.
  - Pornographic materials
  - Tobacco products
  - Weapons; including guns, ammunition, knives, swords, etc. **Special Exemptions can be requested and additional safety precautions will be required to ensure safety of all attendees of CCE and The Edmonton Expo Centre.**

## Vendor Rentals

### GES

Vendors may rent additional items such as tables, chairs, carpets, forklift, and a multitude of other items you may require.

### Showtech Power & Lighting

Additional hot & cold water, drain, and natural gas services along with power & lighting services, may be rented through Showtech.

The online ordering site for exhibitors will be live and ready to begin accepting orders and booth layout shortly. Information will be sent out to vendors once it is available.

If an exhibitor has never ordered from our online ordering portal, they need to create a new account with a username and password to log in first.

Please access the direct online ordering link with **Google Chrome** to view pricing and/or order online. To take advantage of the discount pricing, please order online by September

**Note: Discount pricing is for online orders only.**



## Vendor Auditing Programs

The Exhibits Team has implemented a vendor auditing program during the event. The purpose of both is to ensure that our guests are being provided with the expected level of customer service and support and that vendors are held accountable if they need to be. The Audit program is conducted by Exhibits staff and will be reviewing items such as overall look of the booth, state of repair, cleanliness, speed of service (always with volume considered) etc.

***Failure to adhere to these guidelines, at the Canadian Country Expo's discretion, may lead to fines or exhibits not being accepted in the future.***

## Accreditation & Parking

Please ensure you have shared your license plate number either in advance within the application or send too [countryexpo@cfr.ca](mailto:countryexpo@cfr.ca) This must be received no later than 1 week prior to the event. If you are renting a car, and will not know until days prior, please send a request for a **parking deadline extension** and we will enter the license plate once received. Please note it can take up to 8 hours for the plate to be updated into the system. Parking tickets are only given if the license plate has not been entered. Vendors are responsible for sharing this info for the free parking pass and are responsible for any outstanding tickets if they do not share this info in a timely manner.

Each approved booth will receive two **(2) Parking Passes** for 7 days September 29<sup>th</sup> – October 5, 2025, and two **(2) Accreditation passes**. The complimentary parking pass provides exhibitors access to park within the Coliseum parking lots.

- Additional parking passes can be purchased in advance through the application or using a link sent out by the Exhibits team prior to the event.
- Single day parking within the main parking lot can be purchased through the Edmonton EXPO Centre parking machines daily.
- Additional parking Information to be provided to approved vendors 1 month prior to the event.

### Accreditation Passes

All approved vendors within the Canadian Country Expo must provide each of their staff a valid, non-transferable, Accreditation Pass. Accreditation must be always visible on employees while working and allows them to be identified by CCE and Edmonton EXPO Centre Staff as vendor employees upon entry and outside of event hours while onsite.

- Additional accreditation passes can be purchased for \$5 in advance in the vendor application and onsite from the CCE show office.



## **Paid Parking – Onsite**

Vendors can purchase additional parking passes upon entry at the Edmonton EXPO Centre Parking Machines location at the Edmonton EXPO and the Parking lots. General Parking Passes give access to general parking next to the Edmonton EXPO Centre. This lot is shared with guests, and availability is not guaranteed. Overnight parking is not permitted.

- General Parking Pass (North, East and West guest lots)
  - 1 Day: \$16.50
  - 7 Day: \$72

*Accessible parking is available*

## **Health & Safety**

- The Licensee acknowledges and agrees that it has assumed the sole obligation and duty to provide a safe place for work for the personnel in the designated areas on the premises and, further, that any claim for damages by any of the personnel against EEC alleging failure to furnish a safe workplace shall not be construed as relieving the Licensee of its indemnity obligations to EEC.
- The Licensee must implement and, at all times, adhere to formal, documented Health and Safety Program in respect of the activities of the personnel on the premises, that ensures at a minimum:
  - Compliance with EEC's Health and Safety Program while on the premises;
  - Compliance with Alberta Occupational Health and Safety Act and Regulations, applicable building codes and the Alberta Safety Code;
  - Compliance with Alberta Workers Compensation Act. The Licensee shall, upon the request of EEC provide evidence that its employees, while working on the premises, are covered by Workers Compensation Insurance and that the Licensee's WCB account is in good standing
- If any personnel, when on the premises, fails to comply with Health and Safety law, regulation, code or policy, EEC may order such personnel immediately removed from the premises.

[Alberta Occupational Health and Safety Act and Regulations](#)

[Alberta Safety Code](#)

[Alberta Workers Compensation Act](#)

[WCB Alberta](#)



## Crossing the Border

If you are planning on entering Canada to operate your exhibit at the Canadian Country Expo, you may be required to obtain necessary immigration paperwork, including, but not limited to, a Work Permit, Labour Market Opinion (LMO) and a Labour Market Impact Assessment (LMIA), for yourself and any workers that will be traveling with you. Please check with [www.cic.gc.ca](http://www.cic.gc.ca) for more information about these processes and the associated costs.

## Accommodations

Looking for a place to stay during CFR? Please visit the Edmonton Destination Marketing hotels website at:

[Homepage - Edmonton's Best Hotels \(edmontonsbesthotels.com\)](http://edmontonsbesthotels.com)

## Vendor Media Expectation

Canadian Country Expo vendors are not permitted to give statements and/or opinions pertaining to any of Explore Edmonton's business operation to any members of the media. If you are approached by media asking for a statement, please call our Exhibits Team.

## Contact us:

By Email at [countryexpo@cfr.ca](mailto:countryexpo@cfr.ca) or [info@countryexpo.ca](mailto:info@countryexpo.ca)

By Mail at:

Edmonton EXPO Centre  
Attn: CCE Tradeshow  
7515 118<sup>th</sup> Ave  
Edmonton, Alberta

Or

Canadian Country Expo  
Box 34 Site 16 RR#1  
Didsbury, AB  
T0M 0W0