



EXHIBITION PARK
"EXpect the Best"

EXHIBITION PARK

3401 Parkside Drive South, Lethbridge, AB T1J 4R3

Phone: 403.328.4491 Fax: 403.320.8139

exhibitionpark.ca

events@exhibitionpark.ca

Dear Saturday Farmers' Market Vendor,

Thank you for your interest in the 2010 Exhibition Park Alberta Approved Farmers' Market! Whether you are hoping to be a brand new exhibitor for 2010 or have been participating for 20 years it is very important that you read the information in this package carefully as there have been some changes to the contract.

The markets will begin on May 15, 2010 and will conclude October 30, 2010. We will do our best to accommodate as many applicants as possible but it is necessary that the rules from the Alberta Farmers Market Association are adhered to when selecting vendors.

Vendors who participated in the 2009 market as full or part time vendors will have be the first accepted for the 2010 market as long as their contract and payment is received prior to April 16, 2010. Starting Monday, April 19, 2010 new exhibitor contracts will be accepted for 2010.

Confirmations will be sent out starting April 19, 2010 to all returning exhibitors.

Please carefully read your contract and the Contract Information sheets as they provide very important information about the upcoming market and the changes for 2010.

We look forward to welcoming you as an exhibitor for the 2010 season and wish you all the best in your preparations for a successful market!

Sincerely,

Events Department at Exhibition Park

"EXpect the Best"

Important Information

2010 Contract Changes

- For the 2010 Farmers' Market the following changes have been made:
- Part time and casual vendors will not have a confirmed location. We will always do our best to keep you in the same spot; however this may not always be possible.
- Full time vendors may leave their products at their own risk within their booth space between markets but may be asked to move something in the case of an unforeseen circumstance.
- Part time and casual vendors will not have the option for a corner as there is no guarantee that one will be available. With the increased popularity of the market it is difficult to accommodate all requests for corners.

Payments and Contracts

Contracts will only be accepted if they are entirely complete and signed. They must also include payment information. If you have questions about the process of completing your contract please contact the events department for assistance.

The following options are acceptable ways of submitting contracts and payment for the Farmers' Market:

- **In Person**
 - Contracts may be submitted in person at the reception desk and payment can be made by cash, credit card, debit or cheque (made out to Exhibition Park).
- **By Mail**
 - Contracts sent in the mail must include a cheque (made out to Exhibition Park) or credit card information on the contract
- **By Fax/ Email**
 - If scanning and emailing your contract or sending it by fax please include credit card information on the contract.

If you wish to phone in your credit card information or have any other questions regarding payment for your booth please contact Lori Greene at 403-317-3215.

Please note that these are the only options for submitting contracts and payment and they will not be accepted at the market.

Name Badges

The people visiting the farmers market love the connection they get with the vendor, for many people it is very satisfying to know where their food or other products are coming from. In addition to providing your customers with as much information as possible about the product and the process of making, baking or growing it, I encourage you to wear a name badge. The growing trend is for people to really become knowledgeable about the items that they buy and who they are buying from. By building a relationship with your customer and them knowing who you are they are more likely to seek out your booth when returning to the market. Vendors may choose to create their own name badge or you may purchase them (while supplies last) by adding them to your contract.

ATM Machine

As there are very few of our vendors set up to take payment in any other form but cash we will have an ATM machine set up at every Farmers' Market for the use of your customers.

Move In

- The first move in is tentatively scheduled for May 14th from noon until 4:00 PM.
- For the weekly move in you may access your booth between 2:00 PM and 4:00 PM each Friday prior to the Saturday market.
- Every Saturday morning there will be move in from 6:00AM - 7:30AM.
- These times and dates are subject to change so please keep an eye on your information packages as well as the weekly newsletters.
- If you require access to your booth space at another time than what is scheduled please contact the Event Coordinator and make arrangements.

Contact Us

If you require more information about the Farmers' Market please contact the coordinators in the Events Department at Exhibition Park by calling the main office line at 403-328-4491

Fax: 403-320-8139

Address: 3401 Parkside Drive S
Lethbridge, AB
T1J 4W7



Saturday Farmers' Market Contract

May 15 – October 30, 2010



Invoice #
FM - 051510—103010

Please complete ENTIRE form (print or type)

Company Name: _____
Contact: (first and last name) _____
Email: _____
Address: _____ **City:** _____
Province: _____ **Postal Code:** _____
Phone: _____ **Fax:** _____ **Cell:** _____

Are you a: Baker Crafter Producer Fruit Vendor Other _____
 Do you make, bake or grow your own products? Yes No Are you a returning vendor? Yes No
 Is your product made, baked or grown in Alberta? Yes No Are you a commercial vendor? Yes No

Please Complete Option A, B or C

A. Full Time Vendor: Must pre-register for 21-24 markets, confirmed spot throughout the season, first choice of available spaces.
No Refunds. Payment Schedule: \$125 per booth deposit with application, \$350 per booth due June 25/10, balance due by August 27/10

Full Time Vendor Rate \$720 per 10x10 space
Additional Fees
 \$115 for Corner Booth
 \$115 for an extra table (in addition to provided, see reverse)
 \$310 for extra 110V Power (in addition to provided, see reverse)
 \$3 For AFMA name badge

_____ Booths @ \$720.00 per booth = \$ _____
 _____ Additional 110v power @ \$310 = \$ _____
 _____ Corner Booth @ \$115 each = \$ _____
 _____ Extra Tables @ \$115 each = \$ _____
 _____ Name Badge @ \$3 each = \$ _____
 Sub-Total = \$ _____
 Plus 5% GST. = \$ _____
 Full-time vendor total owing (see above payment schedule)
 Total = \$ _____

B. Part-time Vendor: Must pre-register for 15-20 markets, no confirmed spot
No Refunds. Payment Schedule: \$125 per booth deposit with application, \$350 per booth due June 25/10, balance due by August 27/10

Part-Time Vendor Rate \$680 per 10x10 space
Additional Fees
 \$84 for an extra table (in addition to provided, see reverse)
 \$220 for extra 110V Power (in addition to provided, see reverse)
 \$3 For AFMA name badge

_____ Booths @ \$680.00 per booth = \$ _____
 _____ Additional 110v power @ \$220 = \$ _____
 _____ Extra Tables @ \$84 each = \$ _____
 _____ Name Badge @ \$3 each = \$ _____
 Sub-Total = \$ _____
 Plus 5% GST. = \$ _____
 Part-time vendor total owing (see above payment schedule)
 Total = \$ _____

C. Casual Vendor: Register week-by-week, no confirmed spot.
No Refunds. Payment Schedule: Booths must be pre-paid the Thursday PRIOR to the Farmers' Market that you want to be in.

Casual Vendor Rate \$55 per 10x10 space (per week)
Additional Fees
 \$7 for an extra table (in addition to provided, see reverse)
 \$15 for extra 110V Power (in addition to provided, see reverse)
 \$3 For AFMA name badge

_____ # of Booths x _____ # of Markets @ \$55.00 per booth = \$ _____
 _____ Additional 110v power @ \$15 = \$ _____
 _____ Extra Tables @ \$7 each = \$ _____
 _____ Name Badge @ \$3 each = \$ _____
 Sub-Total = \$ _____
 Plus 5% GST. = \$ _____
 Casual vendor total owing (see above payment schedule)
 Total = \$ _____

Deadline For Application is April 16, 2010 AND Cannot be processed without: a) completed and signed contract; b) payment; c) schedule of markets attending; d) copy of liability insurance; description of items sold. This contract is also your receipt, please keep a copy for your records.

Cheque # _____ VISA/MC/AMEX G.S.T. # R123172801 Expiry Date _____ **Make cheques payable to:** Exhibition Park, 3401 Parkside Dr. South, Lethbridge, AB T1J 4R3 Phone:(403) 328-4491 Fax: (403) 320-8139

I authorize Exhibition Park the use of my credit card number to process this application and all forthcoming amounts related to this registration. (please check box to agree)

Exhibitors (Signature) _____ **Date** _____
 "The above "Company" is subject and bound to all Trade Show Policies, rules and Regulations, which I/We acknowledge hereto and form part of this agreement covering the privilege (but not the exclusive privilege) of the aforementioned operations at Farmers' Market governing the exhibitors at Exhibition Park."
 SEE REVERSE FOR EVENT REGULATIONS

OFFICE USE ONLY: Payment Amount Enclosed _____
 Amount Still Owing _____

Exhibition Park Saturday Farmers' Market 2010 Contract Regulations

Contract provisions (unless otherwise specified)

- 1 (one) 8x2.5 ft stock table
- 2 (two) stock chairs
- 1 (one) 15 amp/110 v power receptacle (for one cord)
- 1 (one) 10x10 ft booth space (unless otherwise indicated on contract)
- Vendors must submit a completed application listing all product (s) to be sold
- Contracts may be granted in whole, in part or not at all

Application

- All cancellations prior to April 16, 2010 are subject to a 20% administration fee
- All cancellations after April 16, 2010 will forfeit all monies
- There are no refunds for missed or skipped markets

Space Allocation and Conditions

- Subletting and sharing of booth space is prohibited
- Spacing is at the sole discretion of Exhibition Park: spacing may be requested in writing but not guaranteed
- Vendors are responsible for providing their own clean up after the market
- Booths must be left in 'as found condition'
- There are no exclusive rights on product/s being sold at the market
- Booth switching or moving within the market is strictly prohibited. Any requests to move must be presented in writing to the Trade Show Coordinator
- Vendors applying as full time or part time will be given a permanent spot

Exhibition Policy

- By registering for the Farmers' Market, your contact information will appear on our exhibitor lists. By signing this contract, you give Exhibition Park permission to include your contact information on the exhibitor lists and to distribute these lists, as Exhibition Park deems appropriate.
- Vendors in violation of contract Regulations and/or Exhibition Park Farmers' Market rules and regulations shall be excused from the Farmers' Market for one year and must resubmit a contract as a new vendor.
- Exhibition Park reserves the right to deny any vendor space and may require vendors to leave the market in the event that the said vendors fails to or refuses to abide by the Farmers' Market Event Regulations and /or Exhibition Park Farmers' Market rules and regulations.
- In the event that a vendor damages or causes to be damaged, any property or equipment belonging to Exhibition Park, Exhibition Park may repair the damage and charge the cost to the vendor.
- Exhibition Park is not responsible for lost, damaged or stolen property.

Utilities and Insurance

- Vendors must carry and show proof with their contract of personal liability insurance for all contracts listing food items as being sold by the vendor. For non edible products it is recommended that the vendor have insurance for their own protection.

Food Services and Regulations

- No vendor will offer food (s) that run in direct competition with the existing concession.
- All goods are to be wrapped or packaged and not indicated for consumption during the market.
- Vendors must provide a regulation fire extinguisher in their booth if they are providing cooked samples.
- The sale of food products in the Exhibition Park Farmers' Market is strictly controlled by the Chinook Health Region. Information can be obtained from the Health Inspector at (403) 345-3000. See attached Farmers' Market standards.
- The Public Health Act Food Regulations will be adhered to
- No alcoholic beverages are permitted to be consumed at any exhibit space, display area or on site
- No raw milk products in accordance with federal law

Addendum

- Raffle draws are not allowed
- Exhibition Park reserves the right to make changes, additions or deletions to the Exhibition Park Farmers' Market Contract Regulations at any time
- No smoking within the facilities
- Propane cylinders are not allowed within the building
- No signage representing Exhibition Park or any Exhibition Park sponsors can be covered or removed
- No helium balloons permitted.

2010 Saturday Farmers' Market
Doors Open at 6:00 a.m.
Market Open 8:00a.m. - 12:30 p.m.

Full/Part time vendors please indicate markets attending.

DATE OF MARKET	LOCATION
<input type="checkbox"/> May 15, 2010.....	West Pavilion
<input type="checkbox"/> May 22, 2010.....	West Pavilion
<input type="checkbox"/> May 29, 2010.....	West Pavilion
<input type="checkbox"/> June 5, 2010.....	West Pavilion
<input type="checkbox"/> June 12, 2010.....	West Pavilion
<input type="checkbox"/> June 19, 2010.....	North Pavilion
<input type="checkbox"/> June 26, 2010.....	North Pavilion
<input type="checkbox"/> July 03, 2010	North Pavilion
<input type="checkbox"/> July 10, 2010	North Pavilion
<input type="checkbox"/> July 17, 2010	North Pavilion
<input type="checkbox"/> July 24, 2010	North Pavilion
<input type="checkbox"/> July 31, 2010	North Pavilion
<input type="checkbox"/> August 07, 2010	North Pavilion
<input type="checkbox"/> August 14, 2010	North Pavilion
<input type="checkbox"/> August 21, 2010.....	North Pavilion 8:00AM-11:00AM
<input type="checkbox"/> August 28, 2010	North Pavilion
<input type="checkbox"/> September 04, 2010..	North Pavilion
<input type="checkbox"/> September 11, 2010..	North Pavilion
<input type="checkbox"/> September 18, 2010..	North Pavilion
<input type="checkbox"/> September 25, 2010..	North Pavilion
<input type="checkbox"/> October 02, 2010	North Pavilion
<input type="checkbox"/> October 09, 2010	West Pavilion
<input type="checkbox"/> October 16, 2010	West Pavilion
<input type="checkbox"/> October 23, 2010	West Pavilion
<input type="checkbox"/> October 30, 2010.....	West Pavilion

*Please note location is subject to change

EXHIBITION PARK 2010 FARMERS' MARKET

**A PROUD ALBERTA APPROVED FARMERS' MARKET WHERE
YOU MAKE IT, YOU BAKE IT, YOU GROW IT, YOU SELL IT!**

Objectives of an Alberta Approved Farmers' Market are:

- To maintain and provide the opportunity for profitable and direct market access of safe and high quality Alberta agricultural and agri-food products to the consumer.
- To provide a framework allowing for a direct sales outlet for safe and high quality handcrafted goods and processed foods, produced in accordance with provincial and federal regulations.
- To enhance community development and build community relationships for Albertans within Alberta's rural and urban settings.
- To provide an opportunity for vendors and managers to acquire the knowledge and to develop the skills needed to maximize the potential success of an Alberta Approved Farmers' Market.

Who is eligible to sell at an Alberta Approved Farmers' Market?

(Preference will be given to):

- Alberta residents
- Alberta agricultural producers
- Individual Albertans that make, bake or grow their own product

What may be sold at an Alberta Approved Farmers' Market?

- Vendors at the Exhibition Park Farmers' Market are classed according to the 80/20 rule. **80%** of the vendors must sell products that they have made, baked, grown or produced in **Alberta**.
- **20%** of the remaining vendors must sell products that will compliment the market mix. The sale of products by distributors, franchises, existing storefront owners or the re-sale of any products is discouraged. Sales by agricultural, commodity or agri-food association are allowed provided that their products complement the existing market mix and they meet the requirements of who may sell. The sale of used goods or flea market products is strictly prohibited at an Alberta Approved Farmers' Market.

All Vendors and Applicants Must Abide by these Rules and Regulations

Exhibition Park reserves the right to deny any vendor space and may require vendors to leave the market in the event that the said vendor fails to or refuses to abide by the following rules and regulations set out below and the Farmers' Market Contact Regulations

Rules and Regulations:

- Vendors will not be spaced without: 1) payment, 2) fully completed and signed contract, 3) schedule of markets being attended 4) copy of liability insurance and 5) List of items being sold.
- Vendors must visually display a business name and phone number at their booth (business cards are fine).
- Vendors must cover their table(s) with a clean table cloth.
- Vendors are responsible for keeping their booth clean and tidy during and after the market; brooms and dustpans are not supplied.
- Vendors will conduct themselves in a courteous manner with the Events Coordinator, customers and fellow vendors.
- Vendors must include a list of ingredients on all products.
- Prices must be displayed visually for all products.
- Certification that must be included with contracts:
 - certification of government inspected meats
 - certification of organic products
- All producers must display grade, date packaged and best before date on their product.
- Previously frozen products must be labeled with the original date of freezing.
- Weighed items must be weighed on a scale that has been inspected and approved by federal authorities. The inspection sticker 'legal for trade' must be displayed on the scale.
- Vendors handling food must adhere to the Chinook Health Region Farmers' Market Standards.
- Full product guarantee is to be offered by all vendors. The vendor will replace the product free of charge or return the money to the customer.
- In the case a vendor sells out, they must display a professional sold out sign and leave their table covered until the end of the market However, vendors are expected to provide enough product(s) to last throughout the market.
- There will be no price undercutting.
- Vendors may offer a discount for volume buyers only.
- New products to be introduced, must be requested in writing and approved by the Trade Show Coordinator
- All vendors are expected to be at the market by 7:30 a.m. This time must be strictly adhered to. At 7:30 AM the doors will be locked until 8:00AM when the market opens. This allows vendors to set up before the public arrives. If you are not in before 7:30 you will not be permitted to set up your table and will not be refunded.
- No selling to the public before the market begins
- No vehicles are allowed in the West Pavilion

- Vehicles are allowed in the North Pavilion; in the outside driving isle only; all vehicles must be exited the building by 7:30 a.m.; Please be courteous of others by unpacking quickly and removing your vehicle from the building.
- No vendors shall pack up before 12:30 p.m.
- No vehicles are allowed into the buildings until 12:45 p.m.
- Offensive behavior displayed to either members of the public or the Events Coordinator will not be tolerated
- Any infraction to Farmers' Market rules and regulations or Contract Regulations by the vendor shall result in written warning from the Events Coordinator. Any vendor that has received a 2nd notice will be dismissed from the market.
- Vendors dismissed from the market will be excused one year and must resubmit a contract as a new vendor
- Appeals or complaints regarding the Exhibition Park Farmers' Market must be received in writing to the Events Coordinator within 30 days of the decision/incident; incident reports will be filled out.
- Events Coordinator will respond to the appeal or complaint within 30 days of which it was received.
- The Events Coordinator has full control of operations and conduct in the market.



Checklist for Saturday Farmers' Market Contract 2010

Have you...

- READ THE ENTIRE CONTRACT PACKAGE, RULES, REGULATIONS, BACK OF THE CONTRACT AND ALBERTA APPROVED AND CHINOOK HEALTH REGION FARMERS' MARKET REGULATIONS
- INCLUDED A COPY OF YOUR LIABILITY INSURANCE
- INCLUDED CERTIFICATION OF ORGANIC PRODUCTS IF APPLICABLE
- INCLUDED CERTIFICATE OF GOVERNMENT INSPECTED MEATS IF APPLICABLE
- INCLUDED A LIST OF ALL ITEMS BEING SOLD AT THE MARKET
- INCLUDED THE SCHEDULE OF MARKETS THAT YOU WILL BE ATTENDING AND MAP WITH DESIRABLE LOCATIONS IF APPLICABLE (FULL TIME OR PART TIME VENDORS)
- COMPLETED THE CONTRACT BY FILLING OUT SECTION A, B OR C AND ALSO INCLUDING ANY ADDITIONAL REQUIREMENTS SUCH AS ADDITIONAL POWER, TABLES, ETC.
- CONTRACT IS SIGNED
- INCLUDED A DEPOSIT WITH YOUR CONTRACT IF YOU ARE A FULL TIME OR PART TIME VENDOR - AND ARRANGED TO MAKE FUTURE PAYMENTS WITH POST-DATED CHEQUES OR CREDIT CARD
- INFORMED ANY EMPLOYEES WORKING IN YOUR BOOTH OF THE RULES AND REGULATIONS
- COMMITTED TO HAVING A GREAT SEASON AT THE FARMERS' MARKET!