

Spruce Meadows

Vendor Manual

‘Masters’ 2026

As of February 11, 2026

Table Of Contents

I. Show Planning	3
1. Planning and promotion	3
2. Participation at the event	3
3. Show service provider.....	3
4. Expected booth display standards	4
5. Vendor services	5
6. Propane inspection	5
7. Customs broker	6
8. Move in & move out	6
9. Wi-Fi	7
10. Preshow shipping.....	7
11. Promotion and awareness	7
II. Post Show.....	8
12. Post show shipping	8
III. Contact information	8
13. Spruce Meadows Staff	9
14. Other contacts.....	9
15. Travel Information	9

Event Times

- Monday September 7th (Labour Day Sneak Peek) – 10:00AM – 5:00PM **All Exhibits Open**
- Wednesday September 9th – 10:00AM – 5:00PM - **Equi-Plex will remain open until 8:00PM for exclusive ticketed shopping event**
- Thursday September 10th 10:00 AM- 5:30 PM All Exhibits Open
- Friday September 11th 11:00 AM - 7:00 PM All Exhibits Open
- Saturday September 12th 9:00 AM - 6:00 PM All Exhibits Open
- Sunday September 13th 9:00 AM - 5:00 PM All Exhibits Open
- *Times are subject to change

I. Show Planning

1. Planning and promotion

Advanced planning is a key tool in getting the word out about your participation at Spruce Meadows. Pre-Show promotions can significantly enhance the final results of your exhibit efforts by increasing the number of visitors who will seek you out at Spruce Meadows.

1.1 Social Media – If you are active on social media such as Facebook, Twitter, Instagram, and TikTok don't forget to leverage these marketing tools to increase your reach and visibility. If you are using Facebook tag Spruce Meadows (@sprucemeadows), on Twitter use the Spruce Meadows handle (@spruce-meadows) or #sprucemeadows. With Instagram use #spruce_meadows and tag @spruce_meadows. Our Social Media team will repost promote your posts through our social media platforms.

2. Participation at the Event

2.1 Move-in/move-out

The first step toward a smooth move-in/move-out process is to **READ THIS MANUAL**. The most common vendor mistake is to put this thick stack of papers aside for later, but later never comes and important details will be overlooked. If you have any questions after reading this manual, call the Exhibits Team immediately for clarifications. Most importantly, you should:

- order all services prior to the deadlines. Keep in mind, anything ordered on the floor will cost more. Order everything you need in the correct size, color, and quantities.
- have as much work as possible done on your exhibit before it is packed or shipped.
- number and label your crates and boxes according to contents for easy move-in and set-up.
- provide special instructions for your electrical requirements.
- arrive at the venue early to see your booth location and find the Exhibit Office.
- confirm, revise, or initiate orders for rentals and services that you will require.
- obtain vendor information for yourself and your personnel.

3. 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 (15amp plug). If your power exceeds **1500-watt 15 amp-120v** additional costs will be calculated on a case by case basis.
- 1 light stand/booth. Please note, Equi-Plex 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 connect with Global Convention Services directly. If you require additional electricity, display services, or other show services, please contact Global Convention Services Inc. directly at:

Global Convention Services

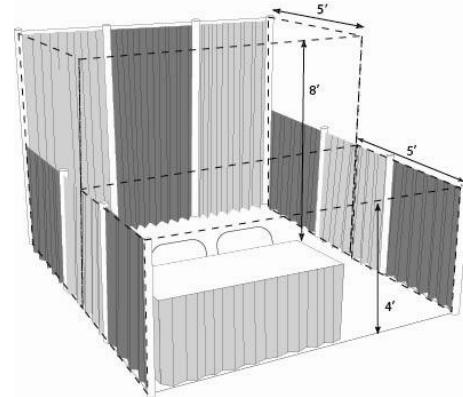
P: (403) 273-8064

9168 52nd Street SE - Calgary, AB - T2C.5A9

Email: essgroup@globalconvention.ca

4. 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.
- **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.
- Booth construction must be professional in appearance. Open concept booths are highly recommended.
- 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.

5. Vendor Services

5.1 Exhibit 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 shows. Upon arrival, please register at the Exhibit Office to receive your arrival information. This will include your parking passes, vendor passes, a current exhibits layout and schedule of events.

5.2 Exhibit Venue Access

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

5.3 Security

Although 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 from your exhibit immediately following the closing of the show.
- Vendors are responsible for arranging their own insurance coverage.

5.4 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. Passes will be issued as outlined on the application - if extra passes are required, they can be purchased at \$25.00/per pass.

5.5 Vendor Parking

Vendor parking will be available during the events. Your parking passes will be included in your Arrival Information available upon registration at the Exhibits Office. Additional parking passes can be purchased at \$25.00/per pass.

5.6 Vendor Booth Staffing

Vendors must be on time and have their booth open and ready when the market is open to the public. A Spruce Meadows representative will open any booths that are unattended at time of opening. Late

arrivals and early closings of booths will be noted on file - such infractions will jeopardize future participation at Spruce Meadows Markets.

6. 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.

7. Customs Broker

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:

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.

8. Move-in & Move-out

Please note the dates and times of move-in for each event are provided prior to the event start. Large items can be moved in prior to the main move-in dates. 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 Convention Services. Move out will commence when the show closes on the Sunday of each event. Products **must not be removed** from the exhibit areas until this time.

9. Wi-Fi

Spruce Meadows has WIFI available for market vendors. WIFI Speed can not be guaranteed and should not be relied upon for transactional purposes. 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.

10. Pre-show shipping

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) 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 Tournament Name”
c/o Spruce Meadows Shipping & Receiving
18011 Spruce Meadows Way SW
Calgary, AB Canada T2X 4B7

Booth Deliveries

For deliveries to your booth of warehoused items, we offer the following options.

1. One Time booth drop from warehouse: \$75/delivery + GST
2. Weekend Rate for multiple deliveries: \$150/weekend (Fri – Sun) + GST

The above must be requested through our exhibit.programs@sprucemeadows.com email address. Deliveries are 1st order, 1st served basis. Include booth name, number and requested delivery date and time. Allow a minimum of 2 hours notice for deliveries.

II. Post-Show

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.

11. Promotion & Awareness

The Spruce Meadows tournaments attract close to 400,000 on-site visitors each summer. This impressive and world-leading attendance number pales in comparison to the millions world-wide who watch the action on television. More than 200 pages of editorial coverage is also realized over the competitive season. To complement this, Spruce Meadows participates in a number of paid and partnered advertising and promotion initiatives using a variety of mediums.

11.1 International - Television is an instrumental driver for world-wide awareness. However, with more than 400 media accreditations issued annually, the on-site presence of the major news wire services and the Spruce Meadows story are sure to reach fans around the world. The Spruce Meadows Television footprint reaches nearly 100 countries around the world. A host of networks and distribution channels carry 130 hours of production originating from Spruce Meadows. These networks include the likes of CBC, Rogers Sportsnet, CTV, SKY Sports, Fox Sports Net, Fox Sports International and Eurosport.

11.2 National - National newspaper coverage, advertising and promotion are paramount to the nation-wide awareness and recognition that Spruce Meadows enjoys. Shaw Media, the National Post, Sun Media and the Globe & Mail all factor into the national media plan. The plan includes additional editorial

and advertising initiatives designed to draw attention to Spruce Meadows Tournaments and to the programs being carried on CBC and Rogers Sportsnet.

11.3 Regional - Spruce Meadows dedicates significant resources each year for tournament advertising. These programs focus on the major daily and regional (weekly) newspapers. The advertising and promotions cycle typically runs two weeks prior and throughout the course of the respective tournaments. Electronic programs (television and radio) run on a similar cycle with an emphasis on highly rated times. This coverage equates to the evening news on television and morning drive on radio. It is a Spruce Meadows practice to relate and buy with the electronic media market leaders in our key customer areas.

11.4 Tournament Show Guides - A Tournament Guide is printed for each tournament and is distributed to the public as they arrive on-site. This useful publication provides information on all the activities taking place at the tournament, including a listing of every vendor. **This promotional opportunity is available to you at no additional cost, providing we receive your application at least six weeks prior to the tournament.**

III. Contact Information

Spruce Meadows

Krista Poffenroth – Exhibits Manager

Claire Colquhoun – Exhibits Co-ordinator

Montana Albrecht - Exhibits Co-ordinator

Email: 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

Gaby Martinez and Nate Heintz

Email: calgary@globalconvention.ca or gmartinez@globalconvention.ca / nheintz@globalconvention.ca

Phone: 403-831-8429

Customs Broker

Film Logic Customs Brokers Inc. - YYC

Telephone: (403) 452-2244 ext. 101

12. 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).

To make travel bookings, please contact:

Bridget MacQueen
Maritime Travel
Calgary, AB T2E 5T2
www.maritimetravel.com
Telephone: (403) 662-8427
Fax: (403) 531-9779
E-mail: bmacqueen@maritimetravel.ca

13. Hotels

Courtyard by Marriott – Seton

3750 Market Street SE
Calgary, Alberta
587-349-7599
[Hotel in Southeast Calgary | Courtyard Calgary South \(marriott.com\)](http://Hotel in Southeast Calgary | Courtyard Calgary South (marriott.com))

Carriage House Inn

9030 Macloed Trail
Calgary, Alberta
403-253-1101
Carriage House Hotel & Conference Center - South Calgary, AB