

MEDIEVAL FAIRES CANADA



EXHIBITOR
HAND BOOK

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Welcome

Greetings, noble Exhibitor! 🏰

We're delighted to welcome you to our Medieval Faires & Artisan Markets. Whether you're returning or joining us for the first time, thank you for helping us bring the magic alive. This handbook outlines requirements, expectations, and best practices to ensure a smooth and successful Faire for all. Please read carefully and keep this guide handy.

Future Medieval Faires & Artisan Markets

Vegreville

Dates: July 10-12, 2026

Location: Vegreville AG Grounds

Strathmore

Dates: August 21-23, 2026

Location: Strathmore Stapede Park

Hours - Both Events:

Friday: 4:00 - 9:00 pm

Saturday: 10:00 am - 6:00 pm

Sunday: 10:00 am - 6:00 pm

1. Administration

- Insurance Requirement
 - Proof of insurance is required for all exhibitors.
 - If using your own provider, the Additional Insured wording must match exactly as provided on the Exhibitor Information Page. Incorrect certificates will be returned for editing.
 - We have partnered with DUUO Insurance for an easy, discounted option. Use the DUUO link on your Exhibitor Info Page to access prefilled forms.
- Info Page
 - Setup times, teardown details, and parking maps are provided on your Faire's Exhibitor Information Page.
 - Please check regularly for updates.

2. Pre-Show

- **No Shows / Late Shows**

- Any reserved space not claimed or arranged for by 1:00 pm Friday may be resold or reassigned without refund.

- **Pre-Show Meeting**

- A mandatory meeting for all exhibitors will be held at the Stage area at 3:00 pm Friday.
 - We'll review important information and allow time for you to return to your booth before our 4:00 pm opening.
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3. Move-Out & Dismantling

- Move-Out Date & Hours: Sunday, 6:00 pm
 - Dismantling: Strictly prohibited before 6:00 pm. Early teardown will result in refusal for future events. An announcement will be made when teardown may begin.
 - Removal Deadline: All exhibits, equipment, and materials must be removed by 9:00 pm Sunday.
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4. Booth Requirements

- Booths are 10x10 unless otherwise arranged.
 - Tents/Canopies
 - Must be sturdy, professional-quality pop-ups.
 - Weights and tie-downs are mandatory (no exceptions).
 - Sidewalls recommended for weather protection.
 - **Displays & Signage**
 - Keep all displays within your assigned space. Aisles must remain clear.
 - Booth height may not be extended without permission.
 - All promotional materials must be appropriate and approved by Show Management.
 - Signage should be neat and professional.
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5. Show Etiquette & Rules

- Staffing
 - Booths must be staffed during all show hours. Empty booths reflect poorly on both vendor and event.

- **Community Behaviour**
 - Exhibitors must foster a supportive environment. Negative words or actions toward other vendors will result in removal from the Faire.
 - **Professional Conduct**
 - No exhibitor may sell wares or take orders from another exhibitor during show hours.
 - No distribution of handouts, samples, or promotional material outside your rented booth space.
 - **Cleanliness**
 - Keep booths clean, professional, and safe. Garbage and recycling bins are placed throughout the grounds—please use them.
 - **Noise**
 - Keep sound at a respectful level. Demonstrations, music, or sound effects must remain within your space.
 - **Solicitation**
 - Peddlers or agents are not allowed. Report any unapproved solicitation to Show Management.
 - **Costumes**
 - Costumes are encouraged. Even small medieval touches help create atmosphere.
 - **Animals**
 - Although we have a canine mascot, no dogs are allowed unless certified working/service dogs.
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6. Safety & Security

- **Weather Preparedness**
 - These are outdoor events. Prepare for wind, rain, heat, or cold. Bring tarps, extra weights, and ropes.
 - **Security**
 - Security is on duty during show hours, not during move-in/out. Cover or remove valuables at day's end. Show Management is not responsible for lost or stolen items.
 - **Fire Safety**
 - Fire extinguishers are required if using open flame or cooking equipment.
 - **Prohibited Items**
 - Smoking, alcohol, illegal drugs, and marijuana products are not allowed on the grounds.
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7. Prize Draws & Promotions

- Exhibitor draws or giveaways must be approved by Show Management.
 - Draws must be free, with terms and prizes clearly posted.
 - Non-exhibiting companies cannot be promoted within your booth prize.
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8. Food & Beverage

- Exhibitors offering samples or selling food/beverage must be approved and licensed by Alberta Health Services (AHS).
 - Forms and details are provided on your Exhibitor Information Page.
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9. Use of Booth Space

- Exhibit space may not be shared, transferred, or sublet without written permission from Show Management.
 - Only products/services listed on your application may be promoted.
 - Only the company officially registered may conduct business in your booth.
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10. Utilities

- Power: No power is provided. Please prepare with battery-operated lighting, devices, or solar options.
 - Water: Bring containers as needed; water access is limited.
 - Wi-Fi & Payments: Internet may not always be reliable—bring backup payment methods and cash/change.
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11. Community Engagement

- **Social Media**
 - Use the official Facebook Event Page to introduce yourself and your products.
 - Posts that are strictly ads will not be approved; introductions and sneak peeks work best.
 - **Booth Contest**
 - Vendors are encouraged to decorate booths with medieval flair.
 - The winner receives a free booth at the Vegreville Faire two years ahead.
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12. Fair Pricing & Competition

Our marketplace is built on respect for artisanship, creativity, and community. While each exhibitor sets their own prices, the following expectations apply:

- Handcrafted vs. Resale Products – We value and prioritize handcrafted items. Exhibitors selling imported, mass-produced, or resale products must price and present them fairly, without intentionally undercutting vendors of comparable handcrafted goods.
- Fair Competition – Undercutting or misrepresenting goods erodes trust in the marketplace and diminishes the experience for both guests and fellow exhibitors.
- Transparency – Be clear about the origin and nature of your products. Customers deserve honesty and exhibitors deserve fairness.

Show Management reserves the right to intervene if pricing practices are found to be harmful to the integrity of the Faire.

13. Faire “Gold” Coin Promotion

To enhance the guest experience, the Faire runs a special “gold” coin promotion. These coins are awarded as prizes during events such as the Costume Contest and are valued at \$1 per coin.

All exhibitors are required to participate in this promotion by:

- Accepting Faire Coins as valid currency at your booth (equal to \$1 in value).
- Honouring the full value of coins for purchases.
- Redeeming Coins with Show Management after the event, where they will be bought back at full value (\$1 per coin).

This program creates a fun and immersive atmosphere while encouraging Faire-goers to explore and support a variety of booths. Your participation ensures the magic of the Faire extends to every corner of the marketplace.

Closing

By following these guidelines, you help us create a safe, professional, and magical event for all. Thank you for being part of our community and for helping us bring the medieval spirit to life.

We look forward to welcoming you to the Faire!

The Faire Team

