

MEDIEVAL FAIRES CANADA



Exhibitor Guide

Millarville

TBA

Vegreville

July 9-11, 2027

Strathmore

August 27-29, 2027

LEGENDWORKS EVENTS INC.
EXHIBITOR HANDBOOK
Medieval Faires &
Artisan Markets
2027 Edition



Welcome to the LegendWorks family!

We're thrilled you've chosen to join us. Whether this is your first event or your tenth, we appreciate the time, talent, and passion you bring to our marketplace.

Our goal is simple: create an unforgettable experience for our guests while providing our exhibitors with a safe, organized, and successful event.

This handbook has been created to answer common questions and help make your event experience as smooth as possible.

If at any time you have questions before or during the event, please don't hesitate to ask. We're here to help.

Welcome to the Faire!

IMPORTANT INFORMATION

Locations:

Millarville Race Track
306097 192 St W, Millarville, AB T0L 1K0

Strathmore Stampede Park
33 Wheatland Trail, Strathmore, AB T1P 1X3

Vegreville Ag Grounds
4753 45 Ave, Vegreville, AB T9C 0B2

Faire Hours:

Friday	04:00 pm - 9:00 pm
Saturday	10:00 am - 6:00 pm
Sunday	10:00 am - 6:00 pm

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1. BEFORE YOU ARRIVE

To help ensure a smooth arrival, please complete the following before travelling to the Faire:

- ✓ Booth fees paid in full
- ✓ Certificate of Insurance submitted at least 30 days prior to the Event
- ✓ Required permits and licenses obtained
- ✓ Alberta Health Services approval (where applicable)
- ✓ Read the Exhibitor Agreement
- ✓ Read the Marketplace Standards
- ✓ Read this Exhibitor Guide
- ✓ Review your Event Information Page

A little preparation before you arrive helps make move-in day easier for everyone.

INSURANCE

All exhibitors are required to carry Commercial General Liability Insurance as outlined in the Exhibitor Agreement.

If you are using your own insurance provider, the Additional Insured wording must match exactly as provided on your Event Information Page. Certificates containing incorrect wording WILL be returned for correction.

2. YOUR EVENT INFORMATION PAGE

Each LegendWorks event has its own Event Information Page.

This page contains all of the information specific to your event, including:

Move-in schedule
Booth assignments
Parking maps
Vehicle access
Setup times
Move-out procedures
Emergency contacts
Venue maps
Important announcements

Please check your Event Information Page regularly, as information may be updated leading up to the event.

3. ARRIVAL & MOVE-IN

Move-in schedules vary by event and are provided on your Event Information Page.
Upon arrival:

- Check in with Show Management.
- Follow staff directions at all times.
- Unload your vehicle promptly.
- Once unloaded, move your vehicle to the designated exhibitor parking area before continuing booth setup.

Our move-in procedures are designed to keep traffic moving and help everyone get set up as quickly and safely as possible.

EXHIBITOR MEETING

An Exhibitor Meeting may be held prior to the opening of the Faire.

The meeting time and location will be announced at the Faire.

We encourage at least one representative from each booth to attend, as important announcements, safety information, and weekend updates may be shared.

NO SHOWS

If an exhibitor has not arrived or contacted Show Management by the published deadline on the Event Information Page, their booth may be reassigned without refund.

4. BOOTH SETUP

Standard booth spaces are 10' × 10', unless otherwise arranged.

Please ensure your booth:

- remains within your assigned space;
- is safe and secure;
- does not block neighbouring booths or walkways; and
- complies with the Marketplace Standards.

Tents & Canopies

Commercial-quality tents or canopies are strongly recommended.

All tents must be adequately weighted. Weights are mandatory at every event, regardless of weather conditions.

Tent stakes may be permitted at some venues but should never be relied upon as the sole means of securing your tent.

Displays & Signage

Keep all displays, merchandise, and equipment within your assigned booth space. We encourage professional, themed signage that complements the atmosphere of the Faire.

If you require additional display space or have unique setup requirements, please contact Show Management before the event.

5. DURING THE FAIRE

Our Medieval Faires are built on community, respect, and creating an unforgettable experience for our guests. Every exhibitor plays an important role in bringing the Faire to life.

BOOTH STAFFING

Please ensure your booth is open, staffed, and ready to welcome guests during all published event hours.

If an emergency requires you to leave your booth, please notify Show Management as soon as possible.

PROFESSIONAL CONDUCT

We strive to create a positive and welcoming atmosphere for everyone.

Exhibitors are expected to treat guests, volunteers, entertainers, neighbouring exhibitors, venue staff, and Show Management with courtesy and respect at all times.

Harassment, intimidation, discrimination, abusive language, or disruptive behaviour will not be tolerated and may result in removal from the event.

SUPPORTING YOUR FELLOW EXHIBITORS

One of the things that makes LegendWorks unique is the sense of community within our marketplace.

We encourage exhibitors to support one another, celebrate each other's successes, and work together to create an exceptional guest experience.

If you encounter an issue with another exhibitor, please bring it to Show Management rather than attempting to resolve it yourself.

SELLING & PROMOTIONS

Only products and services approved through your application may be displayed or sold.

Exhibitors may not:

- sell from another exhibitor's booth;
- distribute promotional material outside their assigned booth without prior approval;
- actively solicit customers away from another exhibitor.

Prize draws, contests, and giveaways are welcome but must be approved by Show Management prior to the event.

CLEANLINESS

Please help keep our Faire beautiful.

Exhibitors are responsible for keeping their booth and the area immediately surrounding it clean throughout the weekend.

Garbage and recycling stations are located throughout the grounds. Please dispose of waste regularly.

MUSIC & DEMONSTRATIONS

Live demonstrations are encouraged and help create a vibrant marketplace.

Please ensure demonstrations, music, and sound effects remain respectful of neighbouring exhibitors.

If volume becomes disruptive, Show Management may request adjustments.

COSTUMES

Costumes are strongly encouraged.

You don't need to wear full armour or an elaborate gown to help create the atmosphere. A simple medieval-inspired shirt, dress, apron, cloak, or accessory helps transport our guests into another world.

Every little touch adds to the magic.

PETS

Only certified service/working dogs are allowed on site.

6. SAFETY & SECURITY

The safety of our guests, exhibitors, volunteers, and staff is our highest priority

WEATHER

Our events take place outdoors, and Alberta weather can change quickly. Please come prepared for:

- wind
- rain
- heat
- cold
- smoke
- sudden weather changes

We recommend bringing:

- extra tent weights
- tarps
- ropes
- waterproof storage
- warm clothing
- sunscreen
- drinking water

SEVERE WEATHER

Should severe weather occur, Show Management will provide instructions as conditions require.

Please follow all directions from staff immediately.

FIRE SAFETY

Exhibitors using cooking equipment, propane, or open flame must comply with all applicable fire regulations.

Fire extinguishers must be readily available whenever required by law or regulation.

SECURITY

Security personnel patrol the event during public hours and overnight, where provided by the event.

However, exhibitors remain responsible for securing their own merchandise and equipment.

Please cover or remove valuables whenever your booth is unattended.

LegendWorks Events Inc. assumes no responsibility for lost, stolen, or damaged property.

EMERGENCIES

If you witness an emergency:

1. Contact the nearest member of Show Management immediately.
2. If required, call 911.
3. Follow directions from emergency responders and staff.

LOST CHILDREN

If you encounter a lost child:

- Notify Show Management immediately.
- Do not leave the child unattended.
- Do not attempt to search the grounds yourself unless requested.

Our team members have procedures in place to safely reunite children with their families.

FIRST AID

First Aid services are available during public event hours.

The location of First Aid will be identified on your Event Information Page and event map.

7. FOOD VENDORS

Food vendors must comply with all applicable Alberta Health Services (AHS) regulations.

All required permits and approvals must be obtained before the event.
Food vendors are responsible for:

- maintaining safe food handling practices;
- complying with AHS requirements;
- maintaining required fire safety equipment;
- operating within their approved menu.

Food sampling is permitted only where approved by Alberta Health Services and Show Management.

8. UTILITIES

Utility availability varies by venue.

Specific information will be provided on your Event Information Page.

ELECTRICITY

Electrical service is limited and not available at every event.

If you require electricity, please indicate this during your application.

WATER

Water access varies by venue.

Please bring sufficient water containers if your booth requires water throughout the weekend.

INTERNET & PAYMENTS

Cellular and internet service may vary depending on the venue and network traffic.
We strongly recommend exhibitors bring:

- backup payment options;
- cash and change;
- offline payment capability where possible.

9. MARKETING & EXHIBITOR OPPORTUNITIES

Your success is important to us, and we're always looking for ways to help promote your business.

We encourage exhibitors to take advantage of the marketing opportunities available before and during the Faire.

SOCIAL MEDIA

One of the best ways to connect with guests before the event is through our official Facebook Event Pages.

You're encouraged to introduce yourself, share your story, post behind-the-scenes photos, showcase new products, or give guests a sneak peek of what you'll be bringing to the Faire.

Guests love getting to know the people behind the booths.

Please note that posts that are solely advertisements may not be approved. Personal introductions, demonstrations, works in progress, and engaging content tend to receive the best response.

SHOW GUIDE ADVERTISING

Our printed Show Guide is distributed to guests throughout the weekend and provides an excellent opportunity to promote your business.

Advertising information and ordering details will be made available through your Event Information Page.

MEDIA & PHOTOGRAPHY

Throughout the weekend, photographers and videographers may be capturing images and video for future LegendWorks marketing.

We encourage exhibitors to share their own photos on social media and tag LegendWorks whenever possible.

Working together helps promote both your business and the Faire.

10. EXHIBITOR AWARDS

One of the things that makes a LegendWorks Faire special is the incredible effort our exhibitors put into creating an immersive and memorable experience for our guests.

To recognize that effort, Show Management presents the following annual award.

BEST BOOTH AWARD

Throughout the weekend, Show Management will visit booths and evaluate them on their overall presentation and contribution to the atmosphere of the Faire.

Judging may include:

- Booth presentation
- Creativity and originality
- Medieval or fantasy theme
- Guest engagement
- Professionalism
- Attention to detail
- Overall contribution to the Faire experience

The recipient of the Best Booth Award will receive one complimentary standard booth at the same LegendWorks event the following year.

Whether your booth is simple or elaborate, what matters most is the care and effort you put into creating a welcoming experience for our guests.

Good luck!

11. CREATING THE FAIRE EXPERIENCE

Every exhibitor is an important part of the story we tell.

Our guests don't simply come to shop — they come to experience another world. The clothing you wear, the way you decorate your booth, the conversations you have with guests, and the passion you have for your craft all help create the atmosphere that makes LegendWorks unique.

You don't need an elaborate costume or an expensive display.

A smile.

A warm welcome.

A willingness to share your craft.

Those simple things often leave the greatest impression.

Together, we create more than a marketplace.

We create a village.

12. MOVE-OUT

Move-out procedures vary by event and will be outlined on your Event Information Page.

For the safety of our guests, exhibitors may not begin dismantling their booths before the official closing time unless authorized by Show Management.

An announcement will be made when it is safe to begin move-out.

When packing up:

- Remove all merchandise and equipment.
- Leave your booth space clean.
- Dispose of garbage in designated receptacles.
- Follow staff directions regarding vehicle access.

Our goal is to have everyone leave safely and efficiently.

THANK YOU

Thank you for choosing to be part of the LegendWorks Medieval Faires & Artisan Markets.

Your creativity, craftsmanship, professionalism, and enthusiasm help bring our events to life and create unforgettable experiences for thousands of guests each year. We truly appreciate the time, effort, and passion you invest in your business and in our community.

We look forward to welcoming you to another incredible season and wish you a successful and enjoyable Faire.

Safe travels, and we'll see you at the gates!

The LegendWorks Events Team

QUICK REFERENCE CHECKLIST

- ☐ Booth fees paid
- ☐ Insurance submitted
- ☐ Event Information Page reviewed
- ☐ Booth number confirmed
- ☐ Tent & weights packed
- ☐ Tables & displays packed
- ☐ Chairs packed
- ☐ Product inventory packed
- ☐ Float and payment equipment packed
- ☐ Business cards
- ☐ Extension cords (if applicable)
- ☐ Lighting (if applicable)
- ☐ Tarps & ropes
- ☐ Water & snacks
- ☐ Weather gear
- ☐ Costume
- ☐ Cell phone charger
- ☐ First aid kit
- ☐ Fire extinguisher (where required)
- ☐ Smile 😊