

MEDIEVAL FAIRES CANADA



Marketplace Standards

Millarville

TBA

Vegreville

July 9-11, 2027

Strathmore

August 27-29, 2027

**LEGENDWORKS EVENTS INC.
MARKETPLACE STANDARDS
Medieval Faires &
Artisan Markets
2027 Edition**



OUR PHILOSOPHY

The LegendWorks marketplace is more than a collection of vendors—it is part of an experience.

Our goal is to create an immersive medieval village filled with talented artisans, quality merchants, demonstrations, and unique shopping experiences that guests cannot find in a typical retail environment.

We believe a carefully curated marketplace benefits everyone. It provides guests with an unforgettable experience, supports small businesses, encourages craftsmanship, and helps ensure the long-term success of our events.

These Marketplace Standards have been developed to preserve the quality, integrity, and atmosphere of every LegendWorks Medieval Faire & Artisan Market.

1. CURATED MARKETPLACE

LegendWorks Events Inc. operates a juried and curated marketplace. Acceptance is based on a variety of factors, including but not limited to:

- Product quality
- Originality
- Craftsmanship
- Historical or fantasy suitability
- Product diversity
- Booth presentation
- Demonstration value
- Overall marketplace balance

Acceptance into one event does not guarantee acceptance into future events.

Show Management reserves the right to limit the number of exhibitors within any product category to maintain a balanced and diverse marketplace.

2. PRODUCT ELIGIBILITY

We welcome products that complement the medieval, Viking, Celtic, Renaissance, fantasy, artisan, or historical atmosphere of our events.

Examples include, but are not limited to:

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|----------------------------|------------------------------|
| • Original artwork | • Fantasy-inspired creations |
| • Handmade crafts | • Apothecary products |
| • Blacksmithing | • Specialty foods |
| • Leatherwork | • Books |
| • Pottery | • Toys and games |
| • Woodworking | • Approved beverages |
| • Jewellery | • Demonstration artisans |
| • Textiles | |
| • Historical reproductions | |

This list is intended as a guide and is not exhaustive.

3. PRODUCT DISCLOSURE

Your application must accurately describe the products you intend to display and sell.

If your product line changes after your application has been accepted, those changes must be approved by Show Management before the event.

Exhibitors are expected to accurately represent the origin and method of production of their products.

Show Management reserves the right to request clarification regarding any product offered for sale. Products that have not been approved may be removed from display.

4. PRODUCT STANDARDS

LegendWorks welcomes a variety of production methods while recognizing the value of originality and craftsmanship. Products generally fall into one of the following categories:

Handmade

Products primarily created by the exhibitor through their own craftsmanship.

Designed by the Exhibitor

Products created from the exhibitor's original designs but manufactured on their behalf.

Curated or Resale

Products purchased from another manufacturer or wholesaler for resale.

All product categories may be considered for acceptance provided they are accurately represented during the application process and contribute positively to the overall marketplace.

Preference is generally given to products demonstrating originality, craftsmanship, creativity, and authenticity.

5. PRODUCTS THAT MAY NOT BE ACCEPTED

Show Management reserves the right to refuse or remove products that are inconsistent with the quality, atmosphere, or integrity of the event.

Examples include, but are not limited to:

- Counterfeit merchandise
- Illegal products
- Offensive or discriminatory material
- Unsafe products
- Merchandise unrelated to the theme of the event
- Products not disclosed during the application process

6. BOOTH PRESENTATION

Every booth contributes to the guest experience.

Exhibitors are encouraged to create displays that are welcoming, creative, and appropriate to the medieval or fantasy atmosphere of the event.

Simple additions such as banners, wooden displays, natural fabrics, greenery, themed decorations, and period-inspired furnishings all help transform the marketplace into a living village.

Perfection is never expected.

Effort is always appreciated.

7. COSTUMING

Costumes are strongly encouraged.

Whether you wear full armour, Viking clothing, Renaissance attire, or simply add a few period-inspired touches, every effort helps bring an immersive experience to our guests.

8. DEMONSTRATIONS

Guests love seeing artisans at work.

Whenever practical, exhibitors are encouraged to demonstrate their craft.

Demonstrations educate guests, encourage conversation, and showcase the skill and passion behind your work.

9. FAIR COMPETITION

Our marketplace is built on professionalism, honesty, and mutual respect.

Exhibitors are expected to:

- Represent their products honestly.
- Conduct business ethically.
- Respect neighbouring exhibitors.
- Avoid making false or misleading statements about another business.
- Support a positive marketplace environment.

Healthy competition benefits everyone.

10. SHOW MANAGEMENT AUTHORITY

Show Management reserves the right to interpret and apply these Marketplace Standards in a manner that supports the quality, safety, balance, and integrity of the event.

Decisions regarding product suitability, booth presentation, marketplace balance, and exhibitor acceptance are made at the sole discretion of Show Management.

THANK YOU

Thank you for helping us create one of Canada's premier Medieval Faires & Artisan Markets.

Every handcrafted item, every demonstration, every beautifully presented booth, and every conversation contributes to the experience our guests remember long after the Faire has ended.

Together, we're creating more than a marketplace.

We're building a village.