

**Calgary Exhibition & Stampede
Exhibitor Agreement
Alcoholic Beverage Sampling**

Event Name: _____ Show Manager: _____
Event Date(s): _____
Exhibitor Company Name: _____
Exhibitor Representative Name: _____ Booth Number/Location: _____
Address: _____
Telephone: _____ Fax: _____ E-mail: _____

Regulations:

1. **Any Exhibitor who wishes to provide alcoholic beverages product samples during an event held at The Calgary Exhibition & Stampede must submit this form for approval.**
2. Exhibitors must order their product from CES and their booth MUST be within the licensed area of the show floor.
3. It is the responsibility of any Exhibitor that will be providing alcohol samples to submit this agreement to Stampede Park for approval by the Catering Manager at least 14 days prior to show date.
4. All products being sampled must be pre-approved by the Calgary Exhibition & Stampede.
5. Alcohol samples must be poured and served by either a CES bartender, hired at the expense of the Exhibitor at a labour charge consistent with the current rate, or by a product representative. Representatives must be certified with Pro-Serve as per AGLC regulations effective January 1, 2010.
6. Persons working the booths must not consume/sample any alcohol.
7. Exhibitors must comply with all health and safety regulations as outlined in Food Regulations, Public Health Act (Province of Alberta) Alberta Health Services "Food Establishment Policy". For information call 403-943-8090.
8. Food & Non-Alcoholic beverage samples are not approved on this agreement, but must be submitted for approval on the "Food and Non-Alcoholic Beverage Exhibitor Agreement".

Free Sample Guidelines:

1. Samples / giveaways will be assessed, approved or disapproved by CES.
2. Liquor samples may not be sold as the licensed area will be operating under the CES liquor license.
3. Sample items must be restricted to a maximum 2-ounce beer or coolers, 1-ounce wine and 0.5-ounce spirits or liqueurs. As per the AGLC Liquor License Handbook, Section: product promotions 7.1(G) 2.
4. The maximum number of Exhibit booths allowed to sample alcohol in the BMO Centre & Big Four Building is five (5) per exhibit hall to a maximum of 10 per show.

Please list below all alcoholic beverage products that will be sampled at your exhibit booth that you wish to submit for approval by the Calgary Exhibition & Stampede. Please provide a full description of all products, including sample size with quantities needed to order:

CSPC and Product Name: _____
CSPC and Product Name: _____
CSPC and Product Name: _____
CSPC and Product Name: _____

Liquor Ordering Guidelines:

1. Exhibitors within a CES licensed area (Food Fair) must order their product from CES.
2. The Exhibitor must provide the CES Catering department with their product requirements within 7 working days prior to the event to ensure we have enough time to place an order.
3. Each Exhibitor must provide CES with billing information 3 days prior to the show. Exhibitors will be billed directly for product, labour and applicable commissions. In the event an Exhibitor does not pay within 30 days the Show Manager will be billed.
4. Exhibitors will be charged a \$250.00 "Rights Fee" for the sampling of any alcohol during a Trade and Consumer Show. As per the AGLC Liquor License Handbook, Section 7.1(E) 1a.
5. Exhibitors will be billed at CES purchase price plus 10% for all consumption during the show.

Stampede Park reserves the right to shut down any Exhibitor that does not follow the above regulations. Failure to comply may result in Exhibitor being permanently banned from Stampede Park.

The Preceding regulations are understood and agreed to:

Trade Show Manager

Exhibitor

Date Submitted

Approved by (CS)

Mail or Fax to: Calgary Stampede Food & Beverage Department / Catering Department
Attention: Catering Manager
PO Box 1060, Station "M", Calgary, AB T2P 2K8
Telephone: (403) 261-0203 Fax: (403) 269-1348