



# BECOME A VENDOR

GLOW CHRISTMAS FESTIVAL EDMONTON  
FEATURING OUR NEW SHOW -  
ENCHANTED FOREST

NOVEMBER 28TH - DECEMBER 31ST, 2025  
EDMONTON EXPO CENTRE HALLS B & C

## THE WORLD'S LARGEST INDOOR CHRISTMAS CELEBRATION RETURNS TO EDMONTON IN 2025 WITH A NEW SHOW AND THEME!

Glow Christmas Festival attracts over 50,000 visitors to our show each year. Set inside the Edmonton EXPO Centre in Halls B & C in 100,000 square ft. A family-friendly all indoor event Glow brings our guests festive holiday activities while they stroll under the twinkle of a million lights from our enchanted displays.



Families will enjoy the exciting scavenger hunt through the light up maze, entertainment on the Glow stage, visits with Santa Claus and other whimsical characters, and of course shopping through the Glow Merry Makers Market.

We hope you will consider being a part of this year's Christmas celebration.



**GLOW HOSTS OVER 50,000 VISITORS  
EACH SEASON.**

# MARKETING THE MARKET

Glow's marketing team works to develop content, build partnerships with local brands, purchase media spots, attract influencers and ambassadors, conduct street level marketing and perform SEO.

Glow Festival is advertised on local radio stations, and on billboards throughout the city in high traffic areas.

We send out targeted weekly e-blasts detailing information about the festival. These e-blasts are tailored to the various target audiences who attend Glow and they are specially crafted to cater to their needs and interests.

Glow's marketing team drives our digital media presence through various social media platforms including Facebook, Instagram, Pinterest, YouTube, Twitter, LinkedIn and TikTok.

We run innovative weekly contests promoting the festival, our entertainment, the Merry Makers Market, and our Sponsors. Using promotional contests and online giveaways, allows Glow to expand our social media following while mentioning vendors who contribute to the prizes.

Our marketing reach is broad and strong.

Your business can have your logo and product featured on our website from time of approval.

**We get over 700,000 visitors to our website each year**

***We have over 78,000 subscribers.***

***We reach over 58,000 users daily.***

***Our pages reach 65,000 viewers, with an average engagement of 28,000 users.***



# FULL SHOW PRICING

## November 28th - December 31st 25 Days and 204 Hours

<b>10x10</b>	<b>\$1250</b>	<b>(\$50/day)</b>
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<b>10x15</b>	<b>\$1625</b>	<b>(\$65/day)</b>
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<b>10x20</b>	<b>\$2000</b>	<b>(\$80/day)</b>
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<b>20 X 20</b>	<b>\$4000</b>	<b>(\$160/day)</b>
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**\*quad Booths can be split by 4 vendors**

Booth sharing is permitted; however, all vendors, including those sharing booths, must submit separate applications.

All booths come with the following:

- 1 table for 10x10 booths
- 2 tables for 10x15 booths
- 3 tables for 10x20 booths
- Red skirting on tables and draping behind booths

Prices DO NOT include GST

# HALF SHOW PRICING

**November 28th - December 14th \*12 days**

**10x10 \$720 (\$60/day)**

**10x15 \$840 (\$70/day)**

**December 17th - December 31st \*14 days**

**10x10 \$770 (\$55/day)**

**10x15 \$1050 (\$75/day)**

Booth sharing is permitted; however, all vendors, including those sharing booths, must submit separate applications.

All booths come with the following:

- 1 table for 10x10 booths
  - 2 tables for 10x15 booths
  - 3 tables for 10x20 booths
  - Red skirting
- 
- Prices DO NOT include GST



# APPLICATION FORM

Submit the following application form to [SVP.Vendor@gmail.com](mailto:SVP.Vendor@gmail.com), to be considered for this season of GLOW's Merry Makers Market. Please note that this is a juried show, and vendors are approved on a first-come, first-served basis.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Website: \_\_\_\_\_

Are your products Hand Made: \_\_\_\_\_

List of Products: \_\_\_\_\_

Are you booth sharing with another business: YES ☐ NO ☐

Name of Company: \_\_\_\_\_  
(please forward their application with this one)

## PAYMENT SCHEDULE & REMITTANCE:

- 20% deposit for due upon contract approval.
- Final booth payment is due November 15th, 2025. If payment is not received, you will not be permitted to set up on your scheduled date and forfeit your deposit.

I understand this application becomes a binding contract when accepted by Show Management. I agree to remit the balance according to the payment schedule above. I agree to abide by the Conditions/Rules and Regulations detailed on the following pages of this contract.

\_\_\_\_\_  
Entrant's Signature

\_\_\_\_\_  
Date Signed

# BOOTH SPACE ORDER FORM

PLEASE INDICATE WHICH OPTION YOU WANT BY CHECKING THE BOX

**Full Show: Nov 28th - Dec 31st**

◦ Size of Booth: \_\_\_\_\_

☐

**First Half: Nov 28th - Dec 14th**

◦ Size of Booth: \_\_\_\_\_

☐

**Second Half: Dec 17th - Dec 31st**

◦ Size of Booth: \_\_\_\_\_

☐

**Additional Items:** Please indicate how many items you require in the box: Tables \$35.00 each    Chairs \$5.00 each

• Extra Skirted Tables:

◦ Number of Tables:

☐

• Chairs:

◦ Number of Chairs:

☐

# BOOTH STANDARDS

1. **Decor and Presentation:** Booths should be attractively decorated and well-presented to create a festive atmosphere.
2. **Safety and Compliance:** All booths must comply with safety regulations and local ordinances. This includes ensuring that booth structures are stable and securely set up. If you have a canopy on your tent, it must have fire retardant and certification provided for Fire Marshal inspection.
3. **Product Quality:** Vendors are expected to offer high-quality products that are appropriate for the holiday season. Items should be well-made, unique, and in good condition.
4. **Content Appropriateness:** No items containing profanity or deemed not suitable for children will be permitted to be visibly displayed inside the market. All products and displays must adhere to family-friendly standards.
5. **Cleanliness:** Booths should be kept clean and organized throughout the event. This includes regular tidying up and proper disposal of trash.
6. **Customer Service:** Vendors should provide friendly and attentive customer service to all visitors. This includes greeting customers, answering questions about products, and processing transactions efficiently.
7. **Promotion and Branding:** Vendors are encouraged to promote their booth and products through signage, branding materials, and engaging displays. This helps attract visitors and enhances the overall market experience.
8. **Compliance with Market Rules:** Vendors must adhere to all rules and guidelines set forth by the market organizers. This includes following designated setup and teardown times, as well as any specific rules related to product categories or sales practices.
9. **Availability:** Vendors are expected to be present and open for business during all designated market hours. This ensures a consistent experience for visitors and helps maximize sales opportunities.
10. **Attendance:** During official open hours, all booths must be open to the public, with a competent attendant in charge. **VENDORS ARE NOT PERMITTED TO OPEN LATE OR CLOSE EARLY AS IT GREATLY AFFECTS THE OTHER VENDORS, THE CUSTOMER EXPERIENCE, AND THE SHOW'S REPUTATION.** All vendors are expected to adhere strictly to the designated operating hours for the market.
11. **Professionalism:** Vendors should conduct themselves in a professional manner at all times. This includes dressing appropriately for the occasion and treating customers, fellow vendors, and event staff with respect.



# BOOTH STANDARDS CONTINUED

1. **Flexibility:** While maintaining standards is important, vendors should also be flexible and adaptable to changes or requests from market organizers. This helps ensure a smooth and successful event for everyone involved.
2. **Storage:** **Storage** items and equipment must not be visible to the public.
3. **Electrical Safety:** Electrical cables must be neatly organized, with excess cable or hoses stored under or inside the booth.
4. **Space Management:** Signs, fixtures, or decorative materials must not encroach upon neighboring booths or overhang the aisles.
5. **Table Presentation:** Exhibitors must ensure tables are in good condition, professionally skirted, and complement the color scheme of the booth.
6. **Booth Arrangement:** Shadow Vista Productions may direct exhibitors regarding the arrangement of articles on display if deemed undesirable.
7. **Entertainment and Giveaways:** Entertainment, draws, or giveaways require prior written consent from Shadow Vista Productions.
8. **Respect for Neighbors:** Exhibitors must conduct business without interfering with neighboring exhibitors or causing annoyance to the public.
9. **Vendor Identification:** All personnel must wear their Glow ID daily upon entering the grounds (e.g., bracelets or lanyards).



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Entrant's Signature

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Date Signed

# TERMS AND CONDITIONS

1. Vendor location to be determined by SHADOW VISTA PRODUCTIONS.
2. Exact times and date for load in will be communicated by SHADOW VISTA PRODUCTIONS or appointed representative at a later date. Please be aware that if you miss your scheduled load in time there is a chance that you will be denied entry. Schedules are subject to change and will be agreed upon by both parties one week prior to proposed change.
3. Vendors shall remain open for business until the event closes, unless otherwise arranged or instructed. Vendors must be ready for service half an hour prior to gates opening. If a booth is found with no competent attendant half an hour prior to opening or during official open hours, that vendor will be subject to a \$100 fine.
4. Vendors must use the footprint provided. No other booths/set-ups are allowed without prior approval of SHADOW VISTA PRODUCTIONS.
5. No distribution, canvassing, flyers, nor vending of any kind may be done by roaming through the venue.
6. You must post prices in a legible manner and in a visible place within/on the Booth. SHADOW VISTA PRODUCTIONS must approve signage prior to the event.
7. The sale of non-alcoholic beverages or food is restricted to vendors who have pre-arranged such offerings with SHADOW VISTA PRODUCTIONS in advance of this contract.
8. Consumption of alcoholic beverages by your employees and/or volunteers during the event hours or whilst in uniform is prohibited.
9. You must provide trash & recycling receptacles for waste generated by your booth. SHADOW VISTA PRODUCTIONS will provide large bins for all vendors to dump waste after closing each day.
10. You are required to obtain and display all necessary permits and/or licenses.
11. Each vendor is solely responsible for all of his/her own merchandise or equipment, and for all costs and expenses necessary to operate, including, but not limited to, costs of all labor, materials, equipment, supplies, taxes and any other items.

# TERMS AND CONDITIONS

12. SHADOW VISTA PRODUCTIONS assumes no responsibility for, and will NOT be liable for and lost, stolen, or misplaced merchandise or equipment at the event. You hereby expressly relieve and discharge SHADOW VISTA PRODUCTIONS from any and all liability for any loss, damage, injury or death to persons or property that may be sustained by reason of entry upon the venue and/or the occupancy of the booth space designated to you under this agreement. Security of you and your possessions is your responsibility and no dedicated security will be furnished by SHADOW VISTA PRODUCTIONS. SHADOW VISTA PRODUCTIONS shall not be liable for any damages or expenses you may incur should any concert or event be delayed or cancelled.

13. You must meet and follow all applicable laws. Health applications and insurance documents must be received by November 1st, 2024.

14. All products to be sold shall be subject to the prior approval of SHADOW VISTA PRODUCTIONS and all items sold shall at all times be of a high quality. No unofficial branded or event merchandise is permitted to be sold.

15. Booth must keep a clean exterior at all times. You must return the designated booth space at the conclusion of the event in the same condition in which you received it.

16. You hereby agree to indemnify, defend and hold SHADOW VISTA PRODUCTIONS, their landlords, and their respective parents, members, partners, affiliates, divisions, and subsidiaries, and their respective officers, directors, shareholders, employees, agents and representatives harmless from and against any and all claims, suits, losses, injuries, liability and damages (including reasonable attorney's fees and court costs) arising directly or indirectly from the use and occupancy of the booth space assigned to you, by you and/or by your employees, promoters, agents, representatives, guests, invitees, contractors and/or volunteers.

# TERMS AND CONDITIONS

17. You shall procure and maintain at all times all customary and prudent insurance naming SHADOW VISTA PRODUCTIONS and its landlord or licensors, if any, and their respective parents, members, partners, affiliates, divisions and subsidiaries and their respective officers, directors, and employees as additional insured on a primary basis for acts arising out of your negligence, including (i) Commercial General Liability insurance with limits of at least two million dollars (\$2,000,000) per occurrence, for any bodily injury and/or property damage claims, personal and advertising injury, and for products and completed operations liability and (ii) Automobile Liability Insurance subject to a limit of not less than Three Million Dollars (\$3,000,000), combined and covering all owned, non-owned and hired vehicles. You shall also maintain Workers' Compensation Insurance, including Employer's Liability coverage, as required by law. You shall furnish to SHADOW VISTA PRODUCTIONS certificates of insurance evidencing such policies upon execution of this agreement.

18. MISCELLANEOUS: This agreement does not appoint either party as an employee or the agent of the other party, or create a partnership or joint venture between the parties. This agreement contains the entire understanding of the parties relating to the subject matter hereof, and supersedes all previous agreements or arrangements between the parties relating to the subject matter hereof. No change, amendment or modification of any provision of this agreement shall be valid unless set forth in a written instrument signed by the party subject to enforcement of such amendment. A waiver by either party of any term or condition of this agreement in any instance shall not be deemed or construed as a waiver of such term or condition for the future, or of any subsequent breach thereof. If any provision of this agreement is determined by a course of competent jurisdiction to be unenforceable, such determination shall not affect any other provision hereof, and the unenforceable provision shall be replaced by an enforceable provision that most closely meets the commercial intent of the parties. You may not assign any right, privilege or license conferred by this agreement without first obtaining the written consent of SHADOW VISTA PRODUCTIONS, which consent may be granted or withheld in its sole and absolute discretion.

19. Insurance. All vendors will have their own insurance and add SHADOW VISTA PRODUCTIONS LTD as a additional named insured with a minimum 2 million liability policy.

**I agree to the terms and conditions:**

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Entrant's Signature

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Date Signed

# SELLING FOOD PRODUCTS

If you selling any food products at your booth, you must adhere to Alberta Health Services Food Handling rules and provide SHADOW VISTA PRODUCTIONS LTD with the Food Handling Permit issued by AHS.

If you plan to provide food samples or offer food to be consumed inside the show, you'll need to rent a sink and have access to water, which is provided by ShowTech at an additional cost. Once ShowTech releases the order form closer to the event, we'll send it to you for your convenience

The Edmonton Expo Centre also mandates that an application for a Food & Beverage sampling form be submitted to them at least 30 days prior to the event's commencement for approval.

A copy of all applications and approvals will be provided to SHADOW VISTA PRODUCTIONS LTD.

There is no cooking or preparation of food permitted in the Merry Makers Market. All food items must be prepared in the AHS approved kitchen.

Certain food products may be restricted if they conflict with the offerings of our food truck vendors.

As a food vendor, it is your responsibility to ensure that all necessary forms are submitted to the appropriate companies prior to your final approval for participation at the Glow Christmas Festival.

## **ON SITE APPROVAL WILL NOT BE PERMITTED**

<https://www.albertahealthservices.ca/assets/wf/eph/wf-eh-special-events-temporary-food-establishment-vendor-package.pdf>

<https://edmontonexpocentre.com/wp-content/uploads/2022/04/FB-Sampling-Form-2022-2.pdf>

# CANCELLATION POLICY

## **Please Read Carefully – No Exceptions to the Refund Policy Will Be Offered**

### **Up to 30 Days Prior to the Event:**

- If a vendor cancels their participation up to 30 days prior to the event, a 50% refund of the vendor fee will be provided.
- Alternatively, vendors may choose to receive a full credit to be applied to a future market.

### **Within 2 Weeks Prior to the Event:**

- No refunds will be provided for cancellations made within 2 weeks prior to the event.
- Vendors will receive a credit equivalent to the vendor fee, which can be applied to a future event.

### **Please Note:**

- Credits for future events are non-transferable and valid for one year from the date of issue.
- In the unlikely event that the event organizers have to cancel Glow, a full refund will be issued within 15 days to all registered vendors.

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Entrant's Signature

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Date Signed

# INSURANCE & PARKING

All vendors require 1 million liability insurance to participate in the event and you will be asked to supply a copy for our records. If you do not have insurance set up for your business, we have partnered with Duuo to make this process of purchasing insurance simple for you. The average cost is around \$12,00 per day.

Glow has partnered with Duuo to provide you with preferred partner pricing for your insurance needs. This is a very user friendly platform. You can purchase 1, 2 or 4 days at a time as that is how the system is set up for events. As our event is over 27 days, you will have to purchase insurance for all the days that you are participating. Insurance certificate have to be in by November 10th, 2025.

List on policy: Shadow Vista Productions  
Glow Christmas Festival  
53221A RR 262  
SPRUCE GROVE, AB. T7Y 1A4



Backed by The Co-operators, Duuo provides Canadians with affordable vendor insurance that can be purchased in just a few clicks! Our vendors will enjoy exclusive rates on the cost of Duuo's vendor insurance for the upcoming event. Link for purchasing insurance will be sent to vendors in October.

**Parking:** All vendors are required to purchase pre-paid parking through the Edmonton Expo Centre at a discounted rate. The parking link will be sent to you prior to the show for purchase

# MARKETING & PROMOTION FOR MERRY MAKERS MARKET VENDORS

Once you have been approved to participate in the Merry Makers Market and your deposit has been received, we want to start promoting your business on our website!

## ☀ Why This Matters

Our website receives over 1 million visitors annually, providing you with valuable exposure to potential customers leading up to the festival.

## ◆ How to Get Featured

To be included on our Merry Makers Market page, please submit:

- ✓ Your company logo (high resolution, transparent background preferred)
- ✓ A brief description of your business (up to 20 words)
- ✓ Your website link (if applicable)

Each vendor will be showcased with their logo, description, and website link, ensuring thousands of potential customers can learn about your business before, during, and after the event.

## ◆ Visibility & Timing

Your business will remain on our website for 3-6 months, depending on when we receive your application. Our new website launches every July, so the earlier you submit, the longer your business will be featured!

📍 View the Merry Makers Market Page Here:

🔗 [GlowYEG.ca/merry-makers-market](https://GlowYEG.ca/merry-makers-market)

We're excited to highlight your business and help you shine this holiday season!



# APPLICATION PROCESS

If you wish to join us this holiday season, please submit your application to [\*\*svp.vendor@gmail.com\*\*](mailto:svp.vendor@gmail.com). The Glow Merry Makers Market is a juried show to limit direct competition. The market is also registered with AGLC as an artisans market, meaning that 80% of our market consists of handmade products or services. We expect to have up to 40 booth spaces available this season, depending on the size choices of each vendor.

Once accepted, you will receive an invoice for your 20% deposit. Upon receipt of your deposit, your information will be added to our website as early as July when the new show is announced. Booths are allocated based on priority to our full show vendors and on a first-come, first-served basis.

Thank you for taking the time to review the application and familiarize yourself with our terms, conditions, and booth standards. If you have any questions, please don't hesitate to reach out. We are thrilled to welcome you and your business to the Glow family, where we truly appreciate the effort and dedication you put into the items you sell.

We look forward to welcoming you to the largest indoor Christmas festival in Edmonton!

