

CHRISTMAS  
*Glow*



**BECOME A VENDOR**

GLOW CHRISTMAS FESTIVAL EDMONTON  
FEATURING OUR NEW SHOW -  
MAGIC TOY SHOP

NOVEMBER 27TH - DECEMBER 31ST, 2026  
EDMONTON EXPO CENTRE HALLS B & C

## THE WORLD'S LARGEST INDOOR CHRISTMAS CELEBRATION RETURNS TO EDMONTON IN 2026 WITH A NEW SHOW AND THEME!

Glow Christmas Festival attracts over 60,000 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 60,000 VISITORS EACH SEASON.**

# FULL SHOW PRICING

## November 27th - December 31st - Total 26 Days

All booth spaces include standard pipe and drape, skirted tables and are priced for the full event duration. Full show vendors receive placement priority

### Standard Booth Pricing

- 10 x 10 — \$1,250 (Approx. \$50 per show day)
- 10 x 15 — \$1,625 (Approx. \$65 per show day)

### Optional Corner Booth Upgrade (Limited Availability)

For smaller booth sizes, a limited number of corner placements will be available:

- 10 x 10 Corner Booth — \$1,438
- 10 x 15 Corner Booth — \$1,869

Corner booth upgrades for 10 x 10 and 10 x 15 spaces are limited, subject to approval, and assigned on a first-come, first-served basis.

### Premium Booth Pricing (Corner Booths)

Due to their size and placement, all 20-foot booths and quad booths are considered corner booths and include enhanced visibility with exposure to multiple aisles.

- 10 x 20 (Corner Booth) — \$2,300
- 20 x 20 (Quad Corner Booth) — \$4,600
- Quad booths may be shared by up to four vendors.

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

Prices DO NOT include GST

# HALF SHOW PRICING

Half show booths are offered at a higher per-day rate than full show booths. This pricing reflects limited availability and helps prioritize vendors committed to the full event run.

## Half Show Booth Options

Vendors may select one of the following half show options:

### First Half Show: November 27<sup>th</sup> - December 13<sup>th</sup>

- 13 show days

### Second Half Show: December 16<sup>th</sup> - December 31<sup>st</sup>

- 15 show days (Includes an additional 2 days at no extra charge)

## Half Show Booth Sizes Available:

- 10 x 10 – \$780
- 10 x 15 – \$910

Note: Half show participation is only available for 10×10 and 10×15 booth sizes. 10×20 and 20×20 (quad) booths are full-show only.

## Optional Corner Booth Upgrade – Half Show (Limited Availability)

A limited number of corner placements may be available for half show vendors:

- 10 x 10 Corner Booth – \$900
- 10 x 15 Corner Booth – \$1,050

Corner booth upgrades are limited, subject to approval, and assigned on a first-come, first-served basis.

## Important Notes

- Half show pricing is fixed regardless of first or second half selection
- Second half vendors receive 15 show days for the same half show price
- Half show booths are limited and subject to availability
- Corner booth availability is limited and subject to approval
- Booth sharing must be approved in advance

Prices Do Not include GST

# 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



# 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, 2026. 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.

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Entrant's Signature

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Date Signed

# BOOTH SPACE ORDER FORM

PLEASE INDICATE WHICH OPTION YOU WANT BY CHECKING THE BOX  
INCLUDE THE SIZE OF BOOTH AND IF YOU WANT A CORNER BOOTH

**Full Show: Nov 27th - Dec 31st**

Size of Booth: \_\_\_\_\_ Corner Booth: \_\_\_\_\_

**First Half: Nov 27th - Dec 13th**

Size of Booth: \_\_\_\_\_ Corner Booth: \_\_\_\_\_

**Second Half: Dec 16th - Dec 31st**

Size of Booth: \_\_\_\_\_ Corner Booth: \_\_\_\_\_

**Additional Items:** Please indicate how many items you require  
in the box: Tables \$40.00 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

12. **Flexibility:** While maintaining standards is important, vendors are expected to remain flexible and adaptable to reasonable changes or requests from market organizers. This cooperation helps ensure a smooth and successful event for all involved.
13. **Storage:** All storage items, packaging, and equipment must be kept out of public view at all times.
14. **Electrical Safety:** Electrical cables and cords must be neatly organized. Excess cables or hoses must be safely stored under tables or inside the booth space.
15. **Space Management:** Signs, fixtures, or decorative materials must not encroach upon neighboring booths or overhang aisles or walkways.
16. **Table Presentation:** Exhibitors must ensure tables are in good condition, professionally skirted, and visually complement the overall booth presentation.
17. **Booth Arrangement:** Shadow Vista Productions Ltd. reserves the right to direct exhibitors regarding the arrangement or display of merchandise if deemed unsuitable or disruptive to the show's appearance or flow.
18. **Entertainment and Giveaways:** Any entertainment, contests, draws, or giveaways must receive prior written approval from Shadow Vista Productions Ltd.
19. **Respect for Neighbors:** Exhibitors must conduct business in a manner that does not interfere with neighboring booths or cause annoyance or disruption to guests.
20. **Vendor Identification:** All vendor personnel must wear their Glow-issued identification daily while on-site (e.g., wristbands or lanyards).
21. **Sub-Lease/Selling Booth Clause:** Vendors may not sub-lease, sell, or transfer their booth space without written approval from Shadow Vista Productions Ltd.



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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 in our vendor show package. All approved vendors will receive this package by email closer to the show dates.
3. Vendors shall remain open for business until the event closes. Vendors must be ready for service 10 minutes 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 being removed from the show without a refund.
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. All garbage bags can be placed in or beside garbage bins at the end of each day for removal by our janitorial service.
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/Glow Christmas Festival/Edmonton EXPO Centre 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 20th, 2026.

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. Also no LED wands, swords or similar items, or any type of balloons are not to be sold at your booth.

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. 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 court 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.

18. Insurance. All vendors will have their own insurance and add SHADOW VISTA PRODUCTIONS LTD as a additional named insured with a minimum 1 million liability policy.

19. Shadow Vista Productions Ltd. shall not be held responsible for delays, closures, or changes caused by circumstances beyond our control, including but not limited to severe weather, power outages, or government restrictions.

20. During vendor load-in and setup, no one under the age of 15 is permitted on the show floor. Setup involves heavy equipment, forklifts, lifts, and moving vehicles, and the show is still under construction during this time. The Edmonton EXPO Centre strictly enforces this rule, and no exceptions will be made.

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Entrant's Signature

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Date Signed

# SELLING FOOD PRODUCTS

## **All vendors selling or distributing food products at the Merry Makers Market must comply with Alberta Health Services (AHS) regulations**

- A valid Food Handling Permit issued by Alberta Health Services is required for any vendor selling or handling food
- Vendors must follow all AHS food safety, handling, storage, transportation, and sanitation requirements
- Food safety training (AHS-approved) is strongly recommended and may be required for permit approval
- AHS may conduct inspections at any time during the event  
A copy of the AHS Food Handling Permit must be submitted to SHADOW VISTA PRODUCTIONS LTD prior to final vendor approval.

## **Food Preparation Rules**

- No cooking or food preparation is permitted within the Merry Makers Market
- All food items must be prepared off-site in an AHS-approved kitchen
- Certain low-risk, home-prepared foods may be permitted if they meet AHS low-risk food guidelines and labelling requirements

## **Failure to comply with AHS requirements may result in removal from the event without refund.**

## **Edmonton EXPO Centre & Glow Requirements**

In addition to AHS approval, all food vendors must comply with Edmonton EXPO Centre and Glow / Shadow Vista Productions Ltd. policies.  
Registration & Approval

- All food vendors must register with and receive approval from the Edmonton EXPO Centre
- EXPO Centre approval is required in addition to Glow and AHS approval
- Participation is not confirmed until all approvals are received

## **Commission & Sales Reporting**

- Any food packaged and intended to be consumed within the Glow Christmas Festival is subject to a 20% commission fee, payable to the Edmonton EXPO Centre
- Vendors must provide daily sales receipts upon request

# FOOD SAMPLING & CONSUMPTION INSIDE THE SHOW

## **Vendors wishing to provide food samples or food to be consumed inside the show must:**

- Submit a Food & Beverage Sampling Application to the Edmonton EXPO Centre at least 30 days prior to the event
  - Receive written approval from the Edmonton EXPO Centre
  - You may be required to rent a sink and have access to running water
  - Sink and water access are provided by ShowTech at an additional cost
  - The ShowTech order form will be shared once it becomes available
- Copies of all sampling applications and approvals must be provided to SHADOW VISTA PRODUCTIONS LTD.

## **Product Restrictions**

- Certain food products may be restricted if they conflict with approved food truck vendors. You will have to provide a full list of food products before approval will take place.
- Final product approval is at the discretion of Glow and the Edmonton EXPO Centre

## **Vendor Responsibility**

- Food vendors are responsible for ensuring that all required permits, registrations, applications, approvals, and documentation are completed and submitted prior to final approval
- Non-compliance may result in removal from the event without refund

***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>

# VENDOR OPENING READINESS ENFORCEMENT POLICY

Glow is a ticketed, premium holiday experience. Guests expect all areas of the festival – including the Merry Makers Market – to be fully open and operating from the moment doors open. Vendors opening late negatively impact guest experience, fairness to other vendors, and Glow's reputation.

*A vendor is considered late if their booth is not fully open, staffed, and ready for guests at the official show opening time.*

## **Enforcement Policy**

First Occurrence

- Verbal warning issued and documented

Second Occurrence

- Written warning issued

Third Occurrence

- Vendor may be removed from the show without refund
- Vendor will lose eligibility to vend at future Glow events

Manager Discretion

Glow Market Management reserves the right to use discretion in enforcing this policy based on the severity, frequency, and overall impact of late opening on guest experience and festival operations.

Vendor Acknowledgment & Signature

By signing below, I confirm that I have read, understand, and agree to comply with the Vendor Opening Readiness Enforcement Policy for the Merry Makers Market at Glow.

Vendor / Business Name: \_\_\_\_\_

Authorized Representative Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# 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 \$14.00 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 15th, 2026.

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.

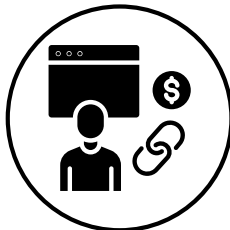
## ◆ Visibility & Timing

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!



# BOOTH SELECTION & PLACEMENT

A market layout map will be provided once your application has been approved and your deposit has been received. At that time, vendors will be invited to review the map and select their preferred booth size and location, subject to availability.

## **Booth Selection Process**

- Booths are assigned on a first-come, first-served basis once applications are approved and deposits are received
- Full show vendors receive placement priority
- Vendors may indicate preferred booth size and location; however, booth requests are not guaranteed

## **Booth Layout & Size Adjustments**

To ensure the most effective market layout and optimal guest flow, booth configurations are subject to change.

- A 20-foot booth may be divided into two 10-foot booths, depending on overall vendor sales and space requirements
- Adjustments may be made to maximize vendor participation and maintain proper aisle spacing
- Vendors will be notified if any changes impact their assigned booth size or location

## **Important Notes**

- The market map is provided as a reference guide only and may be updated prior to the event
- Corner booth availability is limited and subject to approval
- Final booth assignments will be confirmed closer to the event date
- Shadow Vista Productions Ltd. reserves the right to make final booth placement decisions

By submitting an application, vendors acknowledge and accept that booth placement and layout may be adjusted as required for the successful operation of the Glow Christmas Festival.

# 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 35 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!

