



# Calgary Beerfest Vendors

## 2026 Logistics + FAQs



PRESENTS



**Thank you for being part of our upcoming festivals! Please ensure you and your team read the below logistics to ensure maximum value of your participation.**

**Please understand ABF must enforce all AGLC, AHS, Fire and Police rules and policies. Reading and following this document will ensure a smooth festival experience.**

# ABF

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## Important Dates, Times & Logistics

### **Dates:**

May 1 & 2, 2026

### **Location:**

BMO Center, Stampede Park – Halls D,E,F

### **Set-Up:**

Thursday, April 30 – 1PM to 7PM

Friday, May 1 – 9AM to 4PM

### **BMO Move-In Information**

A staged move in approach is in full effect through the BMO Centre logistics management system, Voyage Control. You must book your specific time to gain access to the BMO Loading Dock Apron.

1. Go to the BMO Centre portal at <http://calgarystampede.voyagecontrol.com/>
2. Click the LOG IN/SIGN UP button to create an account. If you have an existing account from previous years or other venues that also use Voyage Control you can use the same login information
  - **User Type = Exhibitor**
  - **Booking Code = TBD** (*will be available Feb 1, 2026*)
3. Select a time for your load in, available times include:
  - **Thursday April 30, 1:00 pm to 6:00 pm**
  - **Friday May 1, 9:00 am to 2:00 pm**

More information available in the [Move In Exh Comm – Beerfest – EXHIBITOR document](#)

### **Take-Down:**

Saturday, May 2 – 10PM to Midnight

All items must be removed from the venue immediately following the festival!

Please review and reference the [End of Evening Shut Down Instructions](#)

### **Festival Hours:**

#### **Industry Session (no sample tokens collecting – industry only):**

B2B Power Hour: Friday – 4PM to 5PM

#### **Festival Sessions (sample token collection begins):**

Session #1: Friday – 5PM to 10PM

Session #2: Saturday – 12PM to 4:30PM

Session #3: Saturday – 5:30PM to 10PM



## What Does My Booth Space Include?

### Each **Beverage** Vendor's Booth includes the following:

- 10×10 Space (8' pipe & drape black background)
- 1 x 8' table with covering and skirting
- 4 x Exhibitor Passes / Session
- 6 x Promo Passes for Session #1 (Friday Evening)
- 6 x Promo Passes for Session #2 (Saturday Afternoon)

### Each **Food** vendor will be provided with the following:

- 20×10 Space (8' pipe & drape black background)
- 2 x 8' table with covering and skirting
- 1 x 1500v Power Outlet
- 1 x Handwash Station
- 1 x Garbage Can
- 1 x Parking Pass\*
- 6 x Exhibitor Passes / Session
- 6 x Promo Passes for Session #1 (Friday Evening)
- 6 x Promo Passes for Session #2 (Saturday Afternoon)

### Each **NSV** vendor will be provided with the following:

- 10×10 Space (8' pipe & drape black background)
- 1 x 8' table with covering and skirting
- 4 x Exhibitor Passes / Session
- 6 x Promo Passes for Session #1 (Friday Evening)
- 6 x Promo Passes for Session #2 (Saturday Afternoon)

## I need to order more items for my Booth Space!

The following additional items can be ordered through the [Calgary Stampede Exhibitor Order Portal](#) including:

- Electrical/Power
- Banner Hanging
- WiFi
- Plumbing
- Fridges
- If any exhibitors are having problems with ordering they can e-mail [exhibitorservices@calgarystampede.com](mailto:exhibitorservices@calgarystampede.com) for assistance
- *For best pricing order before Wednesday, April 15, 2026*

**Parking** – please use the ParkPlus system to pre-pay for parking: [Click here for more information.](#)

**Additional Tables & Chairs** – please review the [Global Convention Exhibitor Kit](#)



# ABF

## How Do Sample Tokens Work?

- Both festivals are strictly sampling events.
- All samples must be exchanged for sample tokens and no cash sales are permitted.
- Maximum Sample Sizes:
  - Beer, Cider, RTDs – 4 ounces
  - Spirits – ½ ounce
- Sample tokens are \$1.00 each.
- Minimum of 2 tokens per sample.
- ABF will collect the sample tokens from vendors at the end of each evening.
- You will receive \$0.50 per sample token collected.
- A breakdown sheet of sample tokens collected per session and rebate cheques will be mailed to each sampling vendor no later than two weeks following the completion of both festivals.

## What Volume of Product Do Vendors Serve?

### **BEVERAGE - number of samples poured per session according to the 2024 festivals:**

- Average Number of Samples Per Session = 600
  - 1800 samples in total per festival
  - Based on assumption that all samples were 2 sample tokens each
- Note – this is an average! Some vendors will serve more, and others will serve less.

### **FOOD - number of samples poured per session according to the 2024 festivals:**

- Average Number of Samples Per Session = 500
  - 1500 samples in total per festival
  - Based on assumption that all samples were 3 sample tokens each
- Note – this is an average! Some vendors will serve more, and others will serve less.





## How Do Vendors Order Products?

ABF is proud to have Sobeys Liquor and Safeway Liquor as our Title Sponsors and Liquor Store Partners! Below is the Order Form to complete when submitting your liquor order.

Only vendors that order products through Sobeys Liquor will have access to cold storage.

### Why Should You Order Through Sobeys Liquor?

There are a lot of perks when you order through Sobeys Liquor, including:

- Your product will be featured at the On-Site Liquor Store.
- Free access to the Sobeys/Safeway Liquor reefer trailer.
- Join Sobeys program to support local.

### Important Steps:

Vendors ordering through Sobeys Liquor need to complete and submit the Sobeys Liquor Order Form

- Download a copy of the [Sobeys Liquor Order Form](#)
- Complete the Liquor Order Form & email it to [beerfest@sobeys.com](mailto:beerfest@sobeys.com)

\*All orders must be submitted and paid for by **4:00pm Friday April 17, 2026**

Return Product (post-event) – please email the email address that you placed your order with to request return. Include quantity and description as well as order code. Sobeys will assign a location once all returns have been assessed. No excess product left at venue – Absolutely No Exceptions

## How does the Business to Business (B2B) Industry Session work?

ABF is excited to introduce the Business to Business (B2B) Industry Session to our spring festivals.

### What is The Industry Session?

- A unique opportunity for vendors (you) to network with key decision-makers in the liquor and hospitality industries.
- Showcase your product to owners and managers from local liquor stores and restaurants – *please have your booth ready and staffed by 4pm on Friday.*
- Admission to the Industry Session will be free for owners and managers of liquor stores and restaurants.

### Calgary Beerfest B2B Industry Power Hour

- BMO Centre
- Friday, May 1, 2026, 4pm – 5pm
- Share **THIS LINK** with owners and managers from your network – they will receive their complimentary passes directly through Showpass!
- **Food Vendors** are not required to serve food, you can use this time to continue preparing for the consumer portion of the festival – which begins at 5PM.



## AHS – Policies + Reminders

All vendors must have hand sanitizer at their booth!

### **Who DOES NOT have to complete AHS Form?**

- Beverage Vendors that are strictly serving alcohol

### **Who DOES have to complete the AHS Form?**

- All Restaurant Vendors
- Beverage Vendors that are using garnishes with their samples (i.e. fresh fruit or vegetables).

### **Where do I find the AHS Form?**

- Find a copy of the AHS form you can fill out online and then save [HERE](#)
- Before you complete and submit, please review the [Special Event Food Vendor Package](#)
- Form must be submitted prior **April 1, 2026**

## AGLC – Policies + Reminders

- Be sure to read and understand all information forwarded to you by AGLC regarding festival participation.
- No minors allowed in the venue – this includes working at booths in any capacity!
- No consuming alcohol behind your booth for any reason.
- Products cannot be “pre-mixed” – all cocktail samples must be prepared on-site.
- All samples must be exchanged for sample tokens – no cash sales are permitted
- Maximum Sample Sizes:
  - Beer, Cider, RTDs – 4 ounces
  - Spirits – ½ ounce
- Sample tokens are \$1.00 each
- Minimum of 2 tokens per sample

### **\*Proserve**

- All vendors serving alcohol must have Proserve
- All staff at beverage booths need to have their Proserve cards with them.
- Vendor Check-In – All beverage vendor staff will need to show their Proserve at the entry point in order to receive their exhibitor wristbands and enter the venue.

***Restaurants are not permitted to serve or collect tokens for alcoholic samples at the festival***



## Fire Department – Policies + Reminders

### **Tents/Canopies**

- ALL tents and canopies must be approved for indoor use
- ALL canopies must have a tag (attached to the canopy) clearly indicating that it is approved for indoor use and has a [CAN/ULC-S109 or NFPA 705](#) rating.
- Be sure to have this confirmed prior to bringing your canopies to the festivals!
- If you bring a tent bring a smoke detector

### **Display Vehicles**

- Must have less than ¼ of gas in the tank – no exceptions!
- Gas gauge must be functional.

Be sure to read and understand the [Calgary Fire Department Indoor Events Guide](#) regarding festival participation.

## Frequently Asked Questions

### **I need my product chilled – how do we do this?**

- All vendors that order product through Sobey's Liquor will have access to cold storage
- There is no cold storage available for vendors that do not order their product through Sobey's Liquor for the Calgary International Beerfest.
- There will also be ice available to order onsite at the festivals (\$12 per large bag). Visit the Ice Booth at the back of the hall.

### **I need to rent or purchase a draught unit – how do I do this?**

Contact Craig Sorrette with Everclear Draught Services at least two weeks prior to the event [everclear@shaw.ca](mailto:everclear@shaw.ca)

### **Are we allowed to sell merchandise at the festival?**

These are sampling festivals and selling product is not permitted

### **I have more questions – who should I contact?**

Please email Mark Kondrat directly at [m.kondrat@albertabeerfestivals.com](mailto:m.kondrat@albertabeerfestivals.com) with any questions or comments!





## Registration

There are NO refunds on cancellations

Exhibitor registration will only be considered to be valid when it has been completed in full and processed by Alberta Beer Festivals Inc., including all monies to be received. 'In Full' means fully executed Exhibitor Registration Forms, and a signed & dated 'Rules and Policies' page.

### CONFIRMATION

In order to ensure registration, please ensure that you have the following: Completed registration form, signed rules and policies form, as well as your final tally payment.

### INDEMNIFICATION

The Calgary International Beerfest, The Edmonton Craft Beer Festival, The Banff Craft Beer Festival, and Alberta Beer Festivals Inc., Sponsors, and/or the host facility shall not be responsible for injury, loss or damage to persons, goods, equipment or decoration which occurs during the transportation of goods and/or other cause beyond the control of the organizers, who shall be in no way whatsoever liable.

### RESTRICTIONS

The event organizer reserves the right to modify the layout and exhibitor spaces should the need arise. Further, it is agreed that the exhibitor will not in any way sublet booth space without consent from event organizers. It is also understood that the event organizers reserve the right to restrict, prohibit or evict any exhibitor who in the opinion of the organizer is reflecting unfavourably against the character of the festival. Exhibitors may not tear down until show close.

The registrant, by execution of this document by its authorized representative, accepts the terms and conditions as set out and agrees to ensure compliance by its employees, agents or representatives participating in the festival.

Any of the following represent an understanding and acceptance of these rules and policies: submission of an Alberta Beer Festivals registration form, a signed rules and policies form, paid registration, participation in the event or any other indication that the organizers of the Calgary Beer Festivals deem to be acceptable.

The registrant further releases The Calgary International Beerfest, The Edmonton Craft Beer Festival, The Banff Craft Beer Festival, The Jasper Beer & Spirits Festival, The Revelstoke Craft Beer Festival and Alberta Beer Festivals Inc., its sponsors, the organizers, the volunteers, or the venue from any and all liability arising out of the participation in the events The Calgary International Beerfest, The Edmonton Craft Beer Festival, The Banff Craft Beer Festival, The Jasper Beer & Spirits Festival, The Revelstoke Craft Beer Festival and Alberta Beer Festivals Inc. and operation of the exhibitor of the registrant.