



## **Exhibiting 101 – The Royal**

Welcome! Thank you for considering a commercial retail space at The Royal. Below, is a basic outline of what to expect when exhibiting at The Royal. While there is a lot more information, these basic details will help you decide if The Royal is the right event for you to consider.

### **1. What is The Royal, and who can exhibit?**

The Royal Agricultural Winter Fair has grown to be the largest combined indoor agricultural and equestrian event in the world. In addition to many international visitors who covet our auctions and competitions, we are a family event. Generations of families attend The Royal each year, and our on-site retail shopping is one of the main activities for ALL visitors' year over year.

- We receive over 3,000 commercial booking applications each year, with a booking capacity of 400 spaces. The Royal is selective in our approvals for retail space. While we truly value all those that apply, we look to book the very best.
- We do not offer product exclusivity to any commercial retailer.
- We do limit the number of bookings in a single retail category.
- We do restrict out-of-scope-products at our event, some of which include (but not limited to) direct sale luxury beauty creams, anti-aging creams, luxury cosmetics, commercial hair styling /straightening equipment - to name a few restricted out-of-scope categories.
- We look for community engaging businesses, unique, artisanal and/or independent small, medium and large businesses.
- We offer a "Made-By-Me" showcase area for hobbyist / small business handcrafts and new business creations/concepts.

## **2. Cost of Renting Commercial Space.**

- The Royal does not offer bulk rates, or discounts. 100sqft, or 1000 sqft, the rate established at our event is the same /sqft formula for all exhibitors booking a new Licence Agreements of any given year.
- If you book in May, or book in October, the same cost /sqft formula applies.
- If you are a not-for-profit organization, Welcome! The Royal Agricultural Winter Fair Association of Canada is also not-for-profit, with charitable status. Our standard /sqft formula is established every year for all businesses to join our event, to ensure we meet our own operational costs each year.
- Each Exhibit Hall may have a different /sqft formula, based on our own rental costs with the venue. Halls are category specific.

## **3. What is included in your Licence Agreement Fee?**

- Exhibit rental space plus standard rod and drape.
- A minimum\* of 4 exhibitor passes to staff your booth (\*based on our smallest booth size)
- Listing in our online Exhibitor Directory
- Listing in our Souvenir Magazine (if booked by Sept 1<sup>st</sup>)
- Access to our exhibitor lounge during the live event

## **4. All Booths, All Halls – The Very Basics**

- We are a 10-day event.
- We open at 9am, close at 8pm (except Sundays and Monday, as we close at 6pm).
- Exhibitors are required to maintain staff in their exhibit booths during all operating show hours.
- The Royal does not permit any form of tent/structure/canopy/gazebo indoors. No exceptions.
- The Royal has a Maximum Booth height of 8'. Including all signage.
- Booths must purchase services above the booth cost that are required for adequate daily operations (Power, Wi-Fi, plumbing etc). These are not included in booth costs.
- Pets are not permitted in booth spaces, or in the Enercare Centre. Service animals must be accompanied by appropriate accreditation and provided upon request by RAWF.
- Booths should have adequate stock to support sales, but not overwhelmed with stock creating fire regulation hazards, and/or poor aesthetics. Please book the booth size that you need.
- Exhibitors must have a comprehensive general liability insurance policy with a combined single limit of not less than \$2,000,000.00 for bodily injury or death and for property damage. You can add-us to a policy or buy short term exhibitor insurance. Proof of Insurance is due Sept 15<sup>th</sup>.
- Booths that sample or sell food, please refer to the guidelines provided for Artisanal and Food Court booths.

## 5. Next steps

- Ready to apply? Please fill in our online application form to get started.
- We will review all applications for suitability.
- If approved, we will send you up to 3\* available booth options on our show floor based on your product offerings, and size requirements. (\*The closer we are to selling out, the fewer the selection you will have to choose from).
- Once you have selected your location, we will issue a Licence Agreement to officially book the space.
- We continue to receive applications right up to our event start date, but we have limited and sometimes no available space from Sept 15<sup>th</sup> forward.
- Yes, we do have wait lists once we sell-out. It is not a numerical system. The Royal will select the best fit for any space that may become available.

**Have a few more questions before you apply?**

General Questions by email: [commercial@royalfair.org](mailto:commercial@royalfair.org) or [hsommer@royalfair.org](mailto:hsommer@royalfair.org)

***Thank you for your interest in The Royal!***