



MASTERGROOM CANADA

EXHIBITOR AGREEMENT

DATE:

JULY 25TH - 27TH 2025

VENUE:

SPRUCE MEADOWS, AB

MASTERGROOM CANADA: IN COLLABORATION WITH GROOMANIA

Presented by, LYNN Professional

EXHIBITOR APPLICATION & CONTRACT



- **Venue Name:** Spruce Meadows
- **Venue Address:** 18011 Spruce Meadows Way SW
- **Event Dates:** July 25 - 27, 2025
- **Set-up Date:** July 24, 2025
- **Set-up Time:** 9am - 5pm

**set-up times may be staggered, we will notify you in advance.*

- **Sponsorship Levels with Booths Included:**
 - **Diamond Jackpot:** 30 x 10
 - **Gold:** 20 x 10
 - **Silver:** 10 x 10
 - **Bronze:** Not included
- **Exhibitor Booth Prices:**
 - **10 x 10:** \$500 - comes with 1 table and 2 chairs
 - **20 x 10:** \$1,500 - comes with 2 tables and 4 chairs
- **A La Cart Options:**
 - **WIFI:** free for general use.
 - **Electricity:** free (if needed must be reserved).
 - **Welcome Bag Access:** \$250 (can include sample products and print advertisements)
 - **Event Brochure Ads:** \$250 per 1/2 page ad.
 - **Additional Banquet table:** \$25 each
 - **Additional chairs:** complimentary, but must be requested in advance.

EXHIBITOR APPLICATION:

Company Name: _____

Representative: _____

Address: _____

City/Province: _____

Company Email: _____

Company Phone: _____

Company Website: _____

Person in charge at show: _____

Cell Phone at Show: _____

Authorized Signature: _____

Print: _____

Electricity at your booth (yes or no): _____ (free of charge but must be reserved)

Please skip this section if you are a Sponsor whose level includes a booth and/or if you do not require additional space or à la carte options

Please note this section is **in addition to Sponsorship Level commitments.*

a) Booth Space Required (select one): 20 x 10 = \$1,500 10 x 10 = \$500 Total a):\$ _____

b) Welcome Bag Access = \$250 Total b):\$ _____

c) Brochure Ads (select one): 1/2 = \$250 3/4 = \$375 Full page = \$500 Total c):\$ _____

d) Additional Banquet Tables: \$25/each x _____ Total d):\$ _____

e) Additional Chairs: Free of charge but need to be requested: _____

Grand Total (a+b+c+d):\$ _____

The Exhibitor hereby agrees with the above, including the indemnification in the Exhibitor Agreement Terms. No refunds after May 31, 2025.

Authorized Person Signature: _____ Date: _____

EXHIBITOR AGREEMENT TERMS:

Indemnity & Liability Insurance: Indemnity & Liability Insurance

The Exhibitor indemnifies and agrees to hold harmless Mastergroom Canada, its affiliates, the host facility, and/or the legal entities that own, lease, and/or operate Mastergroom Canada and the host facility, including their members, officers, directors, and employees, against any and all damage to property or personal injury or loss caused by the Exhibitor, its agents, representatives, employees, or any other person.

The Exhibitor assumes complete responsibility and liability for all injury to any and all persons or property in any way connected with the Exhibitor's display, caused by the Exhibitor, its agents, representatives, or employees. The Exhibitor understands that neither Mastergroom Canada, its affiliates, nor the host facility maintain insurance covering the Exhibitor's property, and it is the sole responsibility of the Exhibitor to obtain such insurance.

Mastergroom Canada shall not be liable for theft, fire, water damage, accidents, or any other loss or damage incurred by the Exhibitor.

Application Acceptance & Booth Assignment

Mastergroom Canada reserves the right to accept or reject any Exhibitor or sponsorship application at its sole discretion. Booth spaces are assigned by Mastergroom Canada based on sponsorship level, event logistics, and space availability. Mastergroom Canada reserves the right to rearrange or relocate exhibit spaces as necessary for the overall benefit of the event.

Exhibitors are strictly prohibited from subletting or sharing their booth space unless prior written approval is granted by Mastergroom Canada.

Payment Terms & Deadlines

The Exhibitor agrees to pay the total amount as outlined in this Exhibitor Agreement and if applicable, their chosen sponsorship package. A deposit of 50% is due with the submission of this signed contract, and the remaining balance must be paid by May 31, 2025. Payment options include e-transfer or credit card (note: a 2% fee applies to credit card payments).

In the event of cancellation by the Exhibitor, no refunds will be issued after **May 31, 2025**. Please return this signed agreement via email to mastergroomcanada@gmail.com.

Booth Setup, Operations & Regulations: Exhibitors are permitted to display banners, posters and other promotional materials within designated Exhibitor spaces as arranged with Mastergroom Canada. Exhibitors must follow event setup guidelines and ensure that all materials adhere to professional standards. Exhibitors must set-up and take-down their booth within the respective timeframes:

- **Set-up: July 24, between 9am and 5pm.**
 - *DISCLAIMER: Doors close at 5pm, all booths must be fully set up by this time.*
- **Take-down: July 27, after the winner of the Diamond Jackpot Class is announced.**
 - *DISCLAIMER: Vendors who dismantle their booths before the contest concludes may not be eligible to attend future events.*

EXHIBITOR AGREEMENT TERMS (CONT):

Booth Setup, Operations & Regulations (cont.)

Exhibitors must ensure that their booths are staffed during all official event hours. Booths left unattended during event hours may result in exclusion from future events.

All signage and promotional materials must remain within the designated booth space. Attaching signs or displays to walls, posts, or other venue structures without prior approval is strictly prohibited. Mastergroom Canada reserves the right to reject any signage or displays that are deemed inappropriate or unprofessional.

Electricity & WiFi

Electricity is available free of charge for all booths but must be reserved in advance. WiFi is complimentary for general use.

Force Majeure (Event Cancellation or Disruption)

If the venue becomes unavailable due to unforeseen circumstances such as fire, strike, Acts of God, or other events beyond the control of Mastergroom Canada, neither the event organizers nor the host facility shall be held responsible for any loss, damage, or expenses incurred by the Exhibitor. No refunds will be issued in such cases.

Exclusivity & Sponsorship Rights

If applicable, event Sponsors shall have exclusive rights to promote their designated sponsorship level at Mastergroom Canada, as per the selected level. The Sponsor's logo will appear in event materials, with announcements made throughout the event in recognition of their support.

For full class sponsorships (if included in the Sponsor's level), all three competition levels (Novice, Intermediate, and Open) within the chosen class are exclusively attributed to the Sponsor and will be named accordingly (e.g., "Pets Beautiful Poodle Championship").

For additional details on rights and benefits specific to each sponsorship level, please refer to the previously provided Sponsorship Package.

The Exhibitor hereby agrees to the terms outlined above, including the indemnification stated on the previous page of this contract. No refunds will be issued after May 31, 2025.

Authorized Person Signature: _____ **Date:** _____

KEY SPONSOR DEADLINES

APRIL
30TH

SOCIAL MEDIA EXPOSURE

If your sponsorship level includes social media exposure, please submit ALL posts by April 30, 2025. Sponsors are responsible for designing and providing their own posts.

MAY
1ST

SEMINAR/DEMO OPPORTUNITY

If your sponsorship level includes a seminar/demo opportunity, you can host a daily session in an exclusive setting. To secure a time slot, please submit your request to mastergroomcanada@gmail.com by May 1, 2025.

MAY
15TH

EVENT BROCHURE ADVERTISEMENTS

If your sponsorship level includes an event brochure advertisement, or if you're purchasing an advertisement a la carte, please submit your completed advertisement by May 15, 2025, to be featured in the official event brochure.

JUNE
15TH

WELCOME BAGS

If your sponsorship level includes welcome bag placement, all sample products and promotional materials must be received by June 15, 2025. Please send by prepaid mail to:

Mastergroom Canada
1403 27 Street SW
Calgary, Alberta
T3C-1L4

JULY
24TH

MAIN STAGE EXPOSURE & SIGNAGE

If your sponsorship level includes main stage exposure and signage, please deliver your **free standing** signage to the event venue on July 24, 2025, during setup hours, to ensure placement during your sponsored event.

JULY
25TH

SEMINAR ROOM EXPOSURE

If your sponsorship level includes seminar room exposure, please deliver your standing sign and any product samples during setup hours on July 24, 2025. Note: ALL product samples will be compiled into a giveaway at the end of the event.

JULY
25TH

ALL-ACCESS PASSES

If your sponsorship level includes all-access passes, they can be mailed to you in advance. Please email mastergroomcanada@gmail.com to arrange mailing. Passes may be used by your staff or as part of a promotional giveaway within your company.



SET-UP DETAILS

- DATE: July 24th
- TIME: 9am - 5pm
- DISCLAIMER: Doors close at 5pm, and all booths must be fully set up by this time.



TRADE SHOW HOURS

DOORS OPEN (to vendors): 7:30am

TRADE SHOW HOURS:

- Friday: 9am - 6pm
- Saturday: 9am - 6pm
- Sunday: 9am - 5pm



RESOURCES

- **TABLES & CHAIRS:** Provided based on your sponsorship level. The venue does not supply tables or chairs, so any additional rentals must be requested and paid for in advance. **Exhibitors must bring proof of reservation and payment to ensure access to their additional rentals.**
- **ELECTRICITY:** Free of charge for all booths but must be reserved in advance.
- **WIFI:** Complimentary for general use.



FOOD & BEVERAGE

Hammer & Anvil Pub
Equi-Plex, Upper Level

Head upstairs in the Equi-Plex to The Hammer & Anvil Pub, where you can enjoy a bite to eat either inside or out on the balcony with a view of the Equi-Plex Hall. Drinks and beverages are on hand to complete your experience!

Fri. July 25 | 11:00 a.m.-5:00 p.m.
Sat. July 26 | 11:00 a.m.-5:00 p.m.
Sun. July 27 | 11:00 a.m.-5:00 p.m.



TAKE-DOWN DETAILS

- DATE: July 27th
- TIME: after the winner of the Diamond Jackpot Class is announced.
- DISCLAIMER: Vendors who dismantle their booths before the contest concludes may not be eligible to attend future events.



CAMPSITES AT SPRUCE MEADOWS

- Weekend rentals available
- Just a 5-minute walk from the event venue
- Stay right where the action is!

Campsite reservations will open on the Mastergroom website once registration is live.



HOST HOTEL - GREY EAGLE RESORT & CASINO

- Name: Grey Eagle Resort & Casino
- DOG FRIENDLY
- Address: 3777 Grey Eagle Dr, Calgary, AB T3E 3X8
- Room block ID: 686452
- Phone number: 403-719-8777
- Email: info@greyeaglecasino.ca



HOTEL DINING

- **Little Chef** - modern dining without losing its Indigenous tradition.
- **Buffet Restaurant** - daily dinner buffets treat guests to a new feature each evening from Prime Rib and Pan-Asian to specialty themes.
- **Blaze Bar & Grill** - Enjoy steak, seafood, and Indigenous menu creations featuring fresh ingredients and exotic accents inspired by some of the world's most recognized culinary traditions.



HOTEL LOCATION - 18 MINS FROM VENUE

