ANNAPOLIS VALLEY EXHIBITION MARKET VENDORS

VENDOR HANDBOOK

APPLICATIONS ARE DUE APRIL 30, 2027

APPLICATIONS RECEIVED AFTER APRIL 30 WILL BE CONSIDERED IF SPACE AVAILABLE

APPLY ONLINE AT: WWW.VALLEYEX.CA/RESOURCES/VENDORS/

MORE INFORMATION: 902-584-3339 INFO@VALLEYEX.CA

ANNAPOLIS VALLEY EXHIBITION EST. 1927

2027 VENDOR HANDBOOK

Celebrating 100 Years | August 16–21, 2027

Welcome to the 100th anniversary of the Annapolis Valley Exhibition!

Thank you for being part of this milestone celebration. Our vendors play an important role in creating the vibrant, welcoming atmosphere that makes the Exhibition such a special community tradition.

Whether you're a returning vendor or joining us for the first time, this handbook outlines important expectations, operating information, preparation tips, and a helpful checklist to ensure a smooth, enjoyable, and successful Exhibition experience.

We appreciate the time, effort, and creativity you bring to the Exhibition and look forward to a fantastic week together!

SECTION 1 — VENDOR EXPECTATIONS

1.1 General Booth Setup & Operation

The following expectations apply to all vendors, regardless of location.

- Booths must be fully set up and ready for visitors before opening on Monday.
- **Required vendor operating hours are 12:00 noon to 8:00 pm daily**, with vendors welcome and encouraged to remain open later, particularly when visitor traffic is strong.
- Vendors must remain within their assigned booth space.
- Booths should generally be staffed during operating hours. However, depending on the nature of the booth, a combination of staffed and unstaffed operation may be appropriate, particularly for informational, educational, or community displays.
- Unstaffed booths must remain attractive, visible, and informative. Vendors may cordon off their booths or otherwise limit physical access to merchandise, displays, or equipment when unattended. Displays should not be completely covered or hidden from public view.
- Retail vendors are generally expected to staff their booths during required operating hours, apart from occasional brief closures for essential needs.
- Keep booth areas and nearby walkways clean, tidy, and free of obstructions.
- Vendors are responsible for ensuring their booth arrangements are safe, accessible, and appropriate for their assigned location.

Temporary Booth Closures

We recognize that vendors operating alone may occasionally need to step away for a brief period to take a break, restock supplies, or attend to other essential needs.

If a temporary closure is unavoidable:

- Post a clearly visible sign indicating when you expect to reopen.
- Keep closures brief and to a minimum during required operating hours.

- Secure merchandise, cash, and equipment before leaving.
- Whenever possible, arrange for someone to cover your booth during breaks.

Temporary closures are intended to accommodate occasional operational needs, not regular or extended closures during required vendor hours.

1.2 Arena Vendors

Arena Public Hours: 12:00 noon – 10:00 pm daily

Required Vendor Hours: 12:00 noon – 8:00 pm daily

Vendors are welcome and encouraged to remain open beyond 8:00 pm, particularly when visitor traffic is strong.

Live Entertainment & Arena Atmosphere

The Arena is a lively hub of activity throughout Exhibition week, featuring daily live musical performances, demonstrations, and other entertainment.

While we endeavour to maintain music and sound at reasonable levels, there may be periods when performances are louder than usual. Vendors should be prepared for occasional increases in noise throughout the day and evening.

Live entertainment is an important part of the Arena experience, helping to attract visitors, create an exciting atmosphere, and encourage patrons to explore the vendor booths.

We appreciate your understanding as we work to balance an enjoyable entertainment experience with a welcoming marketplace.

Arena Teardown

- Arena vendors may begin dismantling their booths at **8:00 pm on Saturday**, the final day of the Exhibition.
- Vendors wishing to remain open later are welcome to do so.
- During teardown and loading, vehicles must not block the Arena entrance/exit, which serves as an accessible access point.
- Entrances, exits, and accessible pathways must remain clear for patrons and emergency access.
- Vendors must follow staff directions regarding vehicle movement and safe loading.

1.3 Admin Building Vendors

Admin Building Public Hours: 9:00 am – 11:00 pm daily

Required Vendor Hours: 12:00 noon – 8:00 pm daily

Vendors are welcome to open earlier or remain open later to take advantage of additional visitor traffic.

High-Traffic Location

The Admin Building serves as the main entrance and exit to the Exhibition grounds and experiences significant pedestrian traffic throughout the day and evening.

This provides excellent visibility and exposure for vendors, including opportunities to connect with patrons as they arrive, explore the grounds, and depart.

Due to the volume of visitors moving through the building:

- Displays and merchandise must remain within assigned booth spaces.
- Walkways, entrances, and exits must remain unobstructed.
- Vendors should be mindful of congestion when restocking, rearranging displays, or moving merchandise.
- Unstaffed booths should maintain visible signage and informative displays while appropriately securing merchandise or restricting physical access where necessary.

Admin Building Teardown

Due to the high volume of pedestrian traffic through the Admin Building, **Saturday evening teardown is strongly discouraged**.

Vendors are encouraged to leave their displays in place until the Exhibition concludes and return on Sunday for safe and convenient removal.

Preferred teardown: Sunday, August 22, from 12:00 noon to 4:00 pm.

- Vendors should plan accordingly when arranging staffing, transportation, and removal of merchandise.
- If Saturday removal is necessary, vendors must ensure that dismantling and movement of materials do not interfere with pedestrian traffic.
- Entrances, exits, and accessible pathways must remain clear at all times.
- Follow any instructions from Exhibition staff regarding safe loading and vehicle access.

1.4 Outdoor Vendors

Required Vendor Hours: 12:00 noon – 8:00 pm daily

Outdoor vendors are welcome and encouraged to remain open later, particularly when visitor traffic is strong or evening activities are taking place nearby.

Arrival & Setup

To ensure a safe and organized setup process, **outdoor vendors are strongly encouraged to arrive on Sunday, August 15**, the day before the Exhibition opens.

This allows time to properly position vehicles, trailers, tents, displays, and equipment before the grounds become busy with visitors, exhibitors, and livestock.

- **Preferred arrival:** Sunday, August 15, during designated setup hours.
- **Monday arrival:** Vendors unable to arrive Sunday must be onsite by **10:00 am Monday, August 16**, to allow sufficient time for positioning and setup before opening.
- Vendors must set up only within their assigned space and follow directions provided by Exhibition staff.
- Vehicles, trailers, tents, awnings, displays, and equipment must not extend into neighbouring vendor, food concession, or exhibitor spaces.
- Allow adequate clearance for pedestrian pathways, emergency access, deliveries, and the safe movement of livestock and equipment.
- All tents, canopies, signage, and displays must be properly secured and suitable for outdoor conditions.

Shared Spaces & Pedestrian Traffic

Outdoor vendor areas are shared with food concessions, agricultural exhibitors, livestock, entertainment activities, and thousands of visitors throughout the week.

Vendors are expected to be considerate of neighbouring operations and the safe movement of people, animals, and vehicles.

- Respect assigned booth boundaries and neighbouring spaces.
- Do not block walkways, roadways, entrances, gates, or emergency access routes.
- Keep merchandise, signs, tables, chairs, and displays within your designated space.
- Be mindful of livestock and exhibitors moving through the grounds, particularly near barns, show areas, and designated animal routes.
- Avoid unnecessary vehicle movement during public hours.
- Keep your area clean and free of garbage, packaging, and other potential hazards.

Smoking & Vaping

The Annapolis Valley Exhibition is a family-friendly event, and vendors are expected to help maintain a comfortable and welcoming environment for all visitors.

Smoking and vaping are not permitted at or near vendor booths, displays, or operating spaces.

Vendors and their staff must use designated smoking areas only. Please ensure cigarette butts and other waste are disposed of appropriately.

Weather & Outdoor Conditions

Outdoor vendors should be prepared for changing weather conditions throughout Exhibition week, including rain, wind, and periods of high temperatures.

- Ensure tents, canopies, and displays are properly anchored and secured.
- Protect merchandise, electrical equipment, and payment systems from weather-related damage.
- Keep cords, hoses, and other equipment safely secured and away from pedestrian pathways.
- Monitor weather conditions and take appropriate precautions to protect staff, visitors, and merchandise.

- Notify Exhibition staff if weather conditions or safety concerns require significant changes to your setup or operating arrangements.

Outdoor Vendor Teardown

Outdoor vendors may begin teardown after **8:00 pm Saturday**, provided it can be completed safely and without interfering with Exhibition activities.

However, due to the significant volume of pedestrian, livestock, exhibitor, and vehicle traffic during the final evening, **Sunday removal is strongly encouraged wherever practical**.

- Be mindful of visitors, animals, exhibitors, and other vendors who may still be actively participating in the Exhibition.
- Do not move vehicles through crowded areas or obstruct pedestrian and livestock routes.
- Do not block access to neighbouring vendors, food concessions, barns, or exhibitor areas.
- Follow directions from Exhibition staff regarding vehicle access and safe removal.
- Leave your assigned space clean and free of garbage, debris, and equipment.

Vendors are encouraged to plan their teardown arrangements in advance and consider Sunday removal as the safer, less congested option.

1.5 Vendor Parking & Vehicle Access

Each registered vendor receives **one (1) parking pass** for use in designated vendor parking areas during Exhibition week.

- All vendor vehicles must be parked in designated parking areas unless otherwise authorized by Exhibition staff.
- Additional parking passes may be purchased at a reduced vendor rate.
- Parking passes do not authorize vehicles to park within the Exhibition grounds, beside booths, or in areas reserved for exhibitors, deliveries, emergency access, or other designated uses.
- Vehicles used for setup, deliveries, or restocking must be moved to designated parking areas once loading or unloading is complete.
- Vehicle access to the grounds may be restricted during public hours or periods of heavy pedestrian, livestock, or exhibitor traffic.
- Vendors must follow all posted signage and directions from Exhibition staff regarding parking, vehicle movement, and access.

Please note: A vendor parking pass provides access to designated parking areas only and does not guarantee parking immediately adjacent to your booth or building.

1.6 Vendor Admission & Staff Passes

Each registered vendor receives an allocation equivalent to **12 single-day admission passes**, which may be issued as:

- Twelve (12) single-day admission passes;
- Two (2) full-week admission bracelets; or
- A combination of single-day passes and full-week bracelets.

One full-week bracelet is equivalent to six (6) single-day passes.

For example, a vendor may choose:

- 12 single-day passes;
- 2 full-week bracelets; or
- 1 full-week bracelet plus 6 single-day passes.

These passes are intended for vendor owners, employees, and individuals assisting with booth operations throughout Exhibition week.

Additional admission passes may be purchased at a special vendor rate.

Vendors are encouraged to plan staffing arrangements in advance to ensure their allocated passes meet their needs. Passes should be distributed to staff before arrival whenever possible to avoid delays at the entrance.

1.7 Booth Security & Overnight Protection

The Annapolis Valley Exhibition employs overnight security personnel and has security cameras in place to help monitor the grounds and facilities.

While these measures contribute to overall event safety and security, **the Exhibition cannot guarantee the security of individual booths, merchandise, equipment, cash, or personal belongings**.

Vendors are responsible for taking reasonable precautions to protect their property throughout the event, including overnight.

- Secure merchandise, cash, payment equipment, and valuables when booths are unattended.
- Avoid leaving cash or high-value portable items onsite overnight whenever possible.
- Ensure tents, trailers, storage containers, and display equipment are appropriately secured.
- Report suspicious activity, theft, damage, or security concerns to Exhibition staff as soon as possible.
- Do not assume that overnight security personnel or camera coverage provide continuous monitoring of individual vendor spaces.

The presence of security personnel and surveillance cameras does not constitute a guarantee against theft, loss, or damage.

1.8 Deliveries, Restocking & Vehicle Movement

To help maintain a safe and enjoyable environment for patrons, vendors should plan deliveries and major restocking activities outside peak public hours whenever possible.

- Use designated loading and unloading areas where available.
- Keep vehicle movements to a minimum during public hours.
- Do not block pedestrian walkways, accessible entrances, livestock routes, emergency access, or neighbouring vendor spaces.

- Vehicles must be moved to designated parking areas promptly after loading or unloading.
- Follow instructions from Exhibition staff regarding vehicle access and movement.

For safety and operational reasons, vehicle access, setup, deliveries, and teardown may be restricted, delayed, or temporarily suspended at the direction of Exhibition staff.

1.9 Displays & Signage

To ensure visibility, accessibility, and fairness for all vendors:

- Displays must remain within your assigned booth space.
- Tents, large flags, tall backdrops, and large banners are not permitted indoors.
- Poster-sized signs may be placed within booth spaces or on designated walls.
- Small sandwich boards may be used outdoors if they do not block traffic flow, fire lanes, or access to other vendors.
- Signage should be clear, professional, and easy for patrons to read.

1.10 Generators, Electrical Equipment & Outdoor Displays

- All electrical requirements must be identified in advance.
- Generators may only be used with prior approval from Exhibition staff.
- Approved generators must be safely positioned to minimize noise, exhaust, fumes, and hazards to neighbouring vendors and patrons.
- Electrical cords, hoses, and equipment must be safely secured and must not create tripping hazards.
- Outdoor tents, canopies, signage, and displays must be properly anchored and suitable for expected weather conditions.
- Vendors are responsible for monitoring and maintaining the safety of their equipment throughout the event.

1.11 Assigned Vendor Spaces

Vendor spaces are assigned in advance to support a safe, accessible, and organized Exhibition layout.

- Vendors must remain within their assigned space.
- Booths, trailers, tents, displays, and equipment must not infringe upon neighbouring vendors, food concessions, exhibitors, or public areas.
- Vendors may not relocate, expand their footprint, exchange spaces, or make significant changes to their assigned location without prior approval from Exhibition staff.
- All walkways, entrances, exits, emergency routes, and accessible pathways must remain unobstructed.
- Exhibition staff may require adjustments to displays or equipment where necessary for safety, accessibility, or operational reasons.

1.12 Safety & Accessibility

- Keep aisles, entrances, and exits clear at all times.
- Avoid tripping hazards such as loose cords or unstable displays.
- Confirm power needs in advance.
- Ensure displays and merchandise do not obstruct accessible pathways or neighbouring booths.

- Follow all facility safety guidelines.
- Be mindful of pedestrians, mobility devices, livestock, and equipment moving through shared spaces.

1.13 Vendor Responsibilities

- Vendors are responsible for their booth, merchandise, equipment, and any damages.
- Required licences must be displayed where applicable.
- Proof of insurance must be provided prior to the Exhibition, where required.
- Staff should be friendly, knowledgeable, and ready to assist visitors.
- Vendors are encouraged to maintain an inviting, accessible booth throughout the week, whether staffed or appropriately arranged for self-guided viewing.
- Vendors must comply with Exhibition policies and reasonable directions from Exhibition staff.

1.14 A Note About Visitor Traffic & Sales

The Annapolis Valley Exhibition is a six-day event, and many visitors attend on multiple days. Purchasing patterns can vary throughout the week, with some patrons choosing to browse early and return to make purchases later.

Don't get discouraged if sales start slowly!

Early-week visitors may be exploring what's available, comparing products, or planning purchases for a return visit. Sales opportunities often build as the week progresses, particularly as visitors return for additional activities and entertainment.

Our introduction of a **free Community Day on Monday in 2026** helped bring additional visitors through the gates and provided a positive opportunity for vendors to connect with patrons early in the week.

We encourage vendors to view the entire Exhibition week as an opportunity to build interest, connect with customers, and generate sales. Keep your booth welcoming, your displays engaging, and your enthusiasm up!

Remember, a friendly conversation on Monday could turn into a purchase on Friday!

1.15 Top 5 Vendor Tips for Success

1. **Make your booth interactive.** Demonstrations, samples, and engaging displays help attract attention.
2. **Clearly display prices.** Make it easy for visitors to understand what you're offering.
3. **Promote your booth online.** Let your customers know where to find you and tag the Exhibition.
4. **Create a welcoming space.** An attractive, accessible display encourages visitors to stop and explore.
5. **Think beyond a single day.** Visitors often return throughout the week, so keep your booth inviting, your inventory stocked, and your enthusiasm up!

SECTION 2 — VENDOR PREPARATION TIMELINE

1 Month Before the Exhibition

- Confirm registration and payment.
- Submit insurance and required licences.
- Order inventory and supplies.
- Plan booth layout and signage.
- Confirm staffing arrangements.
- Plan booth promotion.
- Review admission pass and parking requirements.

2 Weeks Before the Exhibition

- Confirm booth size and power requirements.
- Test equipment and payment systems.
- Prepare pricing labels and product information.
- Schedule social media posts.
- Gather handouts and promotional materials.
- Confirm staff schedules and operating arrangements.
- Arrange additional staff admission or parking passes if needed.

1 Week Before the Exhibition

- Pack booth supplies and display materials.
- Prepare cash float and payment supplies.
- Confirm transportation and arrival time.
- Restock inventory.
- Review vendor expectations, operating hours, and setup arrangements.
- Review teardown requirements for your assigned location.
- Confirm parking arrangements and distribute staff admission passes.

Setup Day

- Arrive during your scheduled setup time.
- Outdoor vendors are encouraged to arrive Sunday, August 15, or by 10:00 am Monday, August 16.
- Set up your booth safely and securely.
- Keep displays within your assigned space.
- Secure electrical cords and outdoor structures.
- Ensure your booth is clean, attractive, and welcoming.
- Confirm signage, pricing, and promotional materials are visible.
- Move vehicles to designated parking areas after unloading.

Reminder: No tents, large flags, tall backdrops, or large banners are permitted indoors.

During Exhibition Week

- Have your booth open and accessible to patrons daily from noon to 8:00 pm.
- Consider extended operating hours when visitor traffic warrants.
- Keep your booth tidy, welcoming, and stocked.
- Engage with visitors and encourage them to return.

- Ensure unstaffed booths remain visible and informative, with merchandise and equipment appropriately secured.
- Post reopening times if a brief closure is unavoidable.
- Be mindful of pedestrian traffic, particularly in the Admin Building and outdoor areas.
- Be prepared for live entertainment and occasional periods of louder music in the Arena.
- Post on social media and tag the Exhibition.
- Monitor inventory and payment supplies.
- Remember that many patrons visit multiple times and purchasing activity may increase later in the week.

Teardown & After the Exhibition

Arena Vendors

- Teardown may begin Saturday at 8:00 pm.
- Vendors may remain open later if desired.
- Keep the accessible Arena entrance/exit clear during loading.

Admin Building Vendors

- Saturday evening teardown is strongly discouraged due to heavy pedestrian traffic.
- Sunday, August 22, from noon to 4:00 pm is the preferred teardown period.
- Ensure dismantling and removal do not interfere with public access.

Outdoor Vendors

- Saturday teardown may begin after 8:00 pm, provided it can be completed safely.
- Sunday removal is strongly encouraged to avoid congestion and conflicts with pedestrian, livestock, and exhibitor movement.
- Follow staff directions regarding vehicle access and loading.

All Vendors

- Leave your booth space clean and free of debris.
- Remove merchandise and equipment safely.
- Keep entrances, exits, and accessible pathways clear.
- Follow up with customers.
- Review what worked well and consider improvements for future events.

SECTION 3 — VENDOR SUCCESS CHECKLIST

Before the Exhibition

- Submitted vendor application and deposit.
- Submitted insurance certificate (if required).

- Submitted required licences.
- Confirmed booth size and power requirements.
- Prepared signage and display materials.
- Planned staffing schedule or appropriate unstaffed display arrangements.
- Prepared payment options.
- Set prices for products/services.
- Reviewed building hours and vendor operating expectations.
- Confirmed admission pass allocation and any additional passes required.
- Confirmed vendor parking arrangements.
- Planned teardown arrangements.

Booth Setup

- Booth display fits within assigned space.
- Walkways and exits remain clear.
- Electrical cords secured safely.
- Display is stable and safe.
- Booth is clean and welcoming.
- Signage and prices are clearly visible.
- No tents, large flags, tall backdrops, or large banners indoors.
- Outdoor tents, canopies, and equipment properly secured.
- Vehicles moved to designated parking areas.

Customer Engagement

- Staff ready to greet visitors.
- Product/service information prepared.
- Demonstration or interactive activity planned, if applicable.
- Business cards, flyers, or handouts available.
- Pricing clearly displayed.
- Encouraged visitors to return later in the week.

Promotion & Visibility

- Social media posts scheduled.
- Tagged Annapolis Valley Exhibition in posts.
- Booth signage visible and easy to read.
- Optional draw or contest prepared.
- Unstaffed displays remain visible and informative.

During the Exhibition

- Booth open and accessible daily from noon to 8:00 pm.
- Extended operating hours considered based on visitor traffic.
- Booth staffed as appropriate, or safely arranged for unstaffed viewing.
- Reopening time posted during any unavoidable temporary closure.
- Booth area kept tidy daily.
- Walkways, entrances, and exits kept clear.
- Garbage removed as needed.
- Inventory restocked.

- Cash/payment supplies replenished.
- Merchandise and valuables secured when unattended.
- Social media updated to promote booth location and offerings.

After the Exhibition

- Teardown planned according to assigned location.
- Arena vendors: No teardown before 8:00 pm Saturday.
- Admin Building vendors: Sunday teardown, noon–4:00 pm, preferred.
- Outdoor vendors: Sunday removal encouraged.
- Accessible entrances, exits, and pedestrian pathways kept clear during removal.
- Booth area left clean and damage-free.
- Follow-up communication completed.

THANK YOU FOR BEING PART OF OUR 100TH ANNIVERSARY!

Our vendors help make the Annapolis Valley Exhibition a unique and memorable experience for thousands of visitors each year.

We appreciate your cooperation, enthusiasm, and commitment to helping us create a safe, welcoming, and successful Exhibition for everyone.

Here's to a fantastic week, great connections, and another century of Exhibition memories!

Celebrating the Past. Showcasing the Present. Promoting the Future of Agriculture and Life in the Annapolis Valley.

Annapolis Valley Exhibition Society

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