



FALL FEST 2025
EXHIBITOR PACKAGE

WHO WE ARE

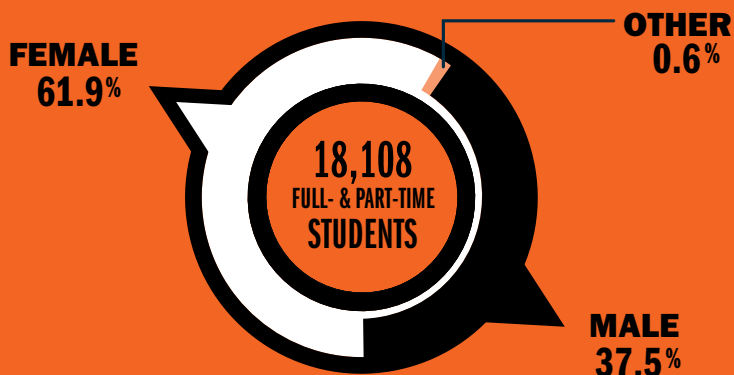
The Students' Association of MacEwan University (SAMU) is a non-profit organization working independently from MacEwan University to support students. Our purpose is to enrich the student experience by focusing on their non-academic needs through an array of student-driven programs and services.

We are governed by elected student representatives who set the strategic vision on behalf of students. With support from over 50 full- and part-time staff, we keep our mandate student-focused to achieve the vision. SAMU is proud to be an organization serving students, inspired by students.



Fall Fest is the largest event that SAMU hosts. The event includes activities, live music, food trucks, beer garden and exhibit space for a select few organizations.

FALL FEST AT A GLANCE



DEMOGRAPHIC OF MACEWAN UNIVERSITY SOURCE: LERS

WHY FALL FEST?

Fall Fest is a one-day event that will take place on Friday, September 5th, and will see an estimated attendance of over 3,800 students. This is an opportunity for your organization to promote your brand to a highly engaged group of young adults.

THE EXHIBITOR DETAILS



THE 2025 FESTIVITIES

Fall Fest is a one-day event that runs Friday, September 5th, 2025 from 2:00 pm – 9:00 pm at MacEwan University on 104 Avenue and 106 street. The event will take place on the lawn (quad) in front of MacEwan Building 6, near the 106 street clock towers. The area outdoors is primarily grass with some paved surfaces, all conducive to a live event space.



THE SITE

The event site is a licensed area, exclusive to students of MacEwan University. Alcohol is available to purchase for students only. All exhibitors will be issued festival IDs and all staff working at the event must be over the age of 18.

Exhibitor space will be booked in 10' x 10' areas that include two chairs and a table. Bring what is needed to create an interactive booth and promote your business.

There will be no power provided to exhibitors on site at this time. Exhibitors may set up between 11:00 am – 12:30 pm on event day, though this will be advanced closer to the event date. Exhibitors may temporarily unload their gear by using the student drop-off area beside Towers Pub (please do not park here, load/unloading only.) Even though we will have security present, SAMU is not responsible for any of your items on-site.

NOTES

- Exhibitors need to be present from 2:00pm- 8:45pm. The event will conclude at ~8:45pm. Exhibitors are not permitted to leave the site or begin tear down prior to 8:45pm or the end of the last performers performance.
- Space is limited and based on availability
- SAMU does not supply tents for Exhibitors
- Parking is not supplied. Exhibitors may park in one of the many lots on or around the campus at their own expense.
- Students are attracted to interactive booths and to vendors who offer complimentary items.
- Organizations are not allowed to sign students up for credit cards or long-term contracts of any kind.
- Exhibitors must stay within their 10' x10' area and not wander through the event site or within the university.
- Exhibitors will not drink alcohol while on shift, or while representing their company. Violation will result in exhibitor removal.
- We expect all vendors to act professionally and courteously when on MacEwan Property.
- All Exhibitors must abide by our policies and procedures and obey the terms and conditions.
- Distribution Rights (promotional items, coupons, information, etc.) and Data Collection Rights (independent collection of attendee information) must be pre-approved by the Student's Association of MacEwan University.



ADDITIONAL TERMS AND CONDITIONS

1. Exhibitors understand that they are limited to display materials located within the designated spaces only. Exhibitors must obtain all required municipal provincial permits, licenses, and approvals which govern their business activity. The students' association will not be held responsible for failure to do so. Exhibitors may not use microphones, loudspeakers, stereos, or other audiovisual equipment unless previously approved. Any construction or set-up required by the user must be first approved in writing by the Students' Association of MacEwan University and shall be set up and dismantled forthwith upon request at the Exhibitor's expense.
2. The Students' Association accepts no responsibility and liability for legal action taken against the Exhibitor, their business practices or involvement with their operations. The Students' Association shall not be responsible for any theft, loss, or damage of, to, or from the persons or property of the Exhibitors, its agents, employees, servants, or invitees howsoever caused.
3. The Students' Association accepts no responsibility or liability for losses, any expenses, damages, demands, and claims, based on any injury or alleged injury to persons, or damage or alleged damage to property sustained, or alleged to have been sustained, in any way connected with the use of or proximity to the facilities and services herein described, by the exhibitor, its employees, agents, servants, and invitees and agrees to indemnify and hold harmless the Students' Association, its agents, servants, and employees, from and against the same and from and against any and all expenses incurred by the Students' Association in collection or attempting to collect any monies properly due to it under this agreement and the exhibitor further agrees to defend any suit or action brought against Students Association, its agents, servants, or employees, or any of them based on any such alleged injury or damage and to pay all damages, costs and expenses, including solicitors' fees in connection therewith or resulting therefrom. The Exhibitor's liability shall not be in any way limited, reduced, or altered by any provision for insurance contained herein and the Exhibitor agrees that the Exhibitor shall not upon any found or for any reason whatsoever join or seek contribution from the Students' Association in any lawsuits arising out of or in any way related to the use of the facilities and services herein described by the Exhibitor, its employees, agents, servants, or invitees.
4. Should any term of this agreement be breached by the Exhibitor, the Students' Association of MacEwan University shall have the right to terminate this Agreement forthwith, without any notice whatsoever, and the Students' Association, in such event, shall have the right to require the Exhibitor to leave the said facilities at once. In such an event, the expenses, or fees for the use of said facilities and the provision of the services shall be in no way abated and the Exhibitor shall remain liable for the full amount.
5. The Students' Association reserves the right to cancel this Agreement for any reason whatsoever on written notice provided, however, such notice of cancellation shall be given to the Exhibitor no later than seven days before the facilities are first provided.
6. Notwithstanding anything contained herein, the Students' Association reserves the right to cancel this Agreement at any time whatsoever if in the opinion of the Students' Association, the performance or continued performance of this Agreement would or could result in damage to the real or property of the University or if such performance or continued performance would otherwise be dangerous or unsafe.
7. The Exhibitor agrees that there have been no promises, representations, or undertakings given by the Students' Association concerning the facilities to be provided or the services supplied save as are expressly outlined in this Agreement and that this Agreement contains all the terms and conditions agreed to between the parties hereto.

YES! I WOULD LIKE TO EXHIBIT AT “FALL FEST”!

COMPANY NAME: _____

CONTACT PERSON: _____ OFFICE PHONE: (____) _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ P/C: _____

EMAIL: _____

CONTACT PERSON ON SITE: _____ CELL PHONE: (____) _____

Please describe your program, and list any products/ services you are promoting:

Will you be giving away to students? (List/Describe):

Are you selling items? (List/Describe):

Are you registering students for service agreements? (List/Describe):

YES! I WOULD LIKE TO RESERVE SPACE FOR THE DAY:

Friday, September 5th, 2025 \$1,200 x number of Spaces ____ = \$ _____

5% GST = \$ _____

Total Enclosed = \$ _____

I have read and understood all terms and conditions (including the attached pages).

Signature: _____ **Date:** _____

Payment must be made in full prior to acceptance.

Pay by Cheque

Please make all cheques payable to the Students' Association of MacEwan University.

-OR-

Please charge my credit card:

Number: _____ Expiry: ____ / ____

Name on Card: _____

I authorize the students' Association of MacEwan University to charge my credit card the amount of \$ _____ for my participation in "Fall Fest"

Signature: _____ **Date:** _____

Note: Submission of this document does not guarantee inclusion but simply a request to participate. The Students' Association reserves the right to limit exhibitors for any reason, including, but not limited to numbers of vendors in any market segment, product conflict with core values of the organization or its members, evaluated interference with the festival or university businesses. Payment will not be processed until registration is accepted. 50% of the registration fee will be charged if participation is cancelled within three weeks of the event. SAMU will approve all exhibitor artwork and marketing materials used for our event to ensure professionalism is maintained on campus.

Please contact the event organizers at any time for clarifications.



READY TO BE AN EXHIBITOR?

CONTACT

COURTNEY MILFORD
EVENT PRODUCER

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EXHIBITOR DEADLINE

AUGUST 8, 2025



STUDENTS' ASSOCIATION
OF MACEWAN UNIVERSITY

