



## **MARKETPLACE VENDOR PACKAGE**

Thursday to Saturday

**April 10 – 12, 2025**

Edmonton, AB

**Northern Alberta Jubilee Auditorium**

**Vendor Coordinator:**

Jamie Popowich

sdf@shumka.com

# Shumka Dance Festival 2025

Shumka Dance Centre  
10515 111 Street NW  
Edmonton, AB T5H 3E8  
Phone: 780.455.9559 | Email: [sdf@shumka.com](mailto:sdf@shumka.com)  
Web: [shumka.com/shumka-dance-festival](http://shumka.com/shumka-dance-festival)



November 2024

Dear Ukrainian Dance Community:

We are excited to invite you to the inaugural Shumka Dance Festival at Edmonton's prestigious Northern Alberta Jubilee Auditorium, taking place from **Thursday, April 10, to Saturday, April 12, 2025**, with a potential extension to Sunday, April 13, depending on registration numbers. This festival promises to be a vibrant celebration of Ukrainian dance, showcasing the immense talent, creativity, and dedication within our community.

Please review the enclosed vendor registration details carefully before completing the online application, which you can access [here](#). Note that the email address used for the application will serve as the primary contact for all communications. **Applications for vendors opens on December 2 and closes at 11:59 PM on January 10, 2025. Successful vendors will be notified by February 15.**

At the conclusion of the festival, attendees will receive a link to an evaluation form, and we highly encourage everyone to complete it, as your feedback is invaluable in helping us improve the festival experience each year.

We look forward to seeing you there!

Sincerely,

**Jamie Popowich**  
Vendor Coordinator | [sdf@shumka.com](mailto:sdf@shumka.com)

# Official Vendor Information

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## REASONS TO VENDOR AT SHUMKA DANCE FESTIVAL

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- **Audience Reach:** Connect with a vibrant community passionate about art, culture, and dance.
- **Visibility:** Showcase your handmade goods, crafts, products, or services to thousands over three days in a high-traffic area that all attendees will pass through.
- **Networking:** Engage with fellow artisans and dance enthusiasts, expanding your network.
- **Event Support:** Benefit from an extremely well-organized event with a dedicated committee liaison available before and during the festival.
- **Marketing Exposure:** Receive high-profile promotion across Ukrainian Shumka Dancers media platforms and the festival website.
- **Vendor Setup:** Each vendor is provided with power, tables, chairs, security, Wi-Fi, and overnight storage.

## DATES & LOCATION

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- Thursday, April 10, 2025 (setup: from 8 am, festival opens at TBA)  
Friday, April 11, 2025 (8 am to 10 pm)  
Saturday, April 12, 2025 (8 am to 10 pm)
- The Shumka Dance Festival Marketplace will be centrally located on the main floor of Edmonton's renowned Northern Alberta Jubilee Auditorium, ensuring convenient access for all festival attendees. Vendor setup locations include the stage-right and stage-left, the coat check area near the main entrance, and the lobby area across from the bars. See included map.

## APPLICATION

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- Complete the application form [here](#) fully and accurately to avoid processing delays. The application deadline is January 10, 2025. Successful vendors will be informed by February 15. Refundable booking deposits to hold the spot are due with the application. Vendors will be notified by email if their reservation is not accepted, and the booking deposit will be returned.
- The festival coordinators will assign vendor spaces to ensure a balanced marketplace. While location requests are considered, they cannot be guaranteed. **Unfortunately, due to Jubilee Auditorium regulations, food and drink vendors are not eligible to apply.**

## FEES

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- The Jubilee Auditorium requires that the vendor fee is calculated as a percentage of sales made during the festival. This arrangement means vendors can participate without any upfront costs, with fees drawn directly from their festival sales. It is a flexible approach that allows vendors to focus fully on engaging with attendees and sharing their creations.

- The vendor fee is based on a percentage of the total sales during the festival.  
22% of sale for all merchandise.  
10% for recorded music sales.  
Flat fee of \$250 for table rental with no merchandise sales.  
\$250 fully refundable booking deposit.
- Vendors must submit a sales summary form to the festival coordinators at the end of the festival to calculate the vendor fee. Failure to report sales accurately may result in a ban on future participation. Payment of the calculated vendor fee is due within five business days after the festival concludes. After payment is received, the \$250 booking deposit is returned.
- For cheque payments, you may either drop them off in person or mail them. Cheques should be made payable to “Ukrainian Shumka Dancers.” Please place cheques in an envelope and be sure to clearly state the name of the vendor, either on the envelope itself or in an accompanying note. Address the envelope as follows: Shumka Dance Centre: 10515 111 Street NW Edmonton, AB T5H 3E8.
- For Visa or MasterCard payments, please contact June Eeles at our office at 780-455-9559 ext. 1.
- For e-transfer payments, fees should be sent to darka.tarnawsky@shumka.com. Please include a message with the e-transfer that clearly states the name of the vendor to ensure proper tracking of your payment.

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## AGREEMENT TERMS

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### Application

- All vendors must complete the vendor application form in full, including the refundable \$250 booking deposit, to secure consideration. Submission and acceptance of the application constitute a binding contract with the Festival. If the reservation is not accepted, the vendor will be informed, and the deposit will be returned.
- Goods for sale should align with the festival's spirit, ideally reflecting a Ukrainian, dance, or cultural theme. Due to venue regulations, food and drink cannot be sold.

### Booth Space and Setup/Takedown

- Vendor spaces can be customized to the needs of the vendor. Each space includes 6-foot tables and chairs provided by the venue; please indicate your table and chair requirements on the application form. Vendors are required to bring their own extension cords. Complimentary Wi-Fi is available for all vendors. Please bring your own table linens and décor.
- All setup and takedown schedules must be strictly followed. Booths must be fully set up at the event's start and remain open through the festival hours. No takedown is allowed before the festival ends without prior approval. Vendors can load their items through the main entrance doors of the venue.
- Vendors will be assigned specific spaces to maintain a balanced marketplace. Space assignments cannot be guaranteed, but requests will be considered.
- Booth space may not be shared unless permission is obtained from the festival coordinators. Only approved products and services may be sold.

- Vendors must clear all items, trash, and structures by midnight on the final festival day, leaving the space in original condition.

### **Vendor Services and Staff**

- Vendors must provide service for the full festival duration. One-day-only participation is not permitted.
- Each vendor is responsible for their staffing and must comply with all relevant provincial laws. All personnel must wear vendor ID badges provided upon arrival and use designated entrances/exits. Festival staff and volunteers reserve the right to access vendor spaces during the festival.

### **Insurance and Liability**

- Vendors must maintain their own insurance and provide proof of liability coverage upon request. The Festival is not liable for theft, fire, accidents, or damages to vendor property.
- Vendors agree to indemnify the Ukrainian Shumka Dancers for any losses, injuries, or damages caused by their actions or products. Vendors are responsible for any damage to the festival site or equipment caused by themselves, agents, or guests.
- Vendors are welcome to leave their items overnight; however, please bring coverings for tables to ensure their protection.

### **Code of Conduct**

- Vendors are expected to uphold professionalism and respect at all times. Any behavior deemed inappropriate may lead to immediate removal from the event.
- Harmful, offensive, or illegal items or services are strictly prohibited.

### **Branding and Intellectual Property**

- Use of the Shumka Dance Festival logo, name, or likeness on products requires express permission from the Festival Coordinators.

### **Event Times and Service Commitment**

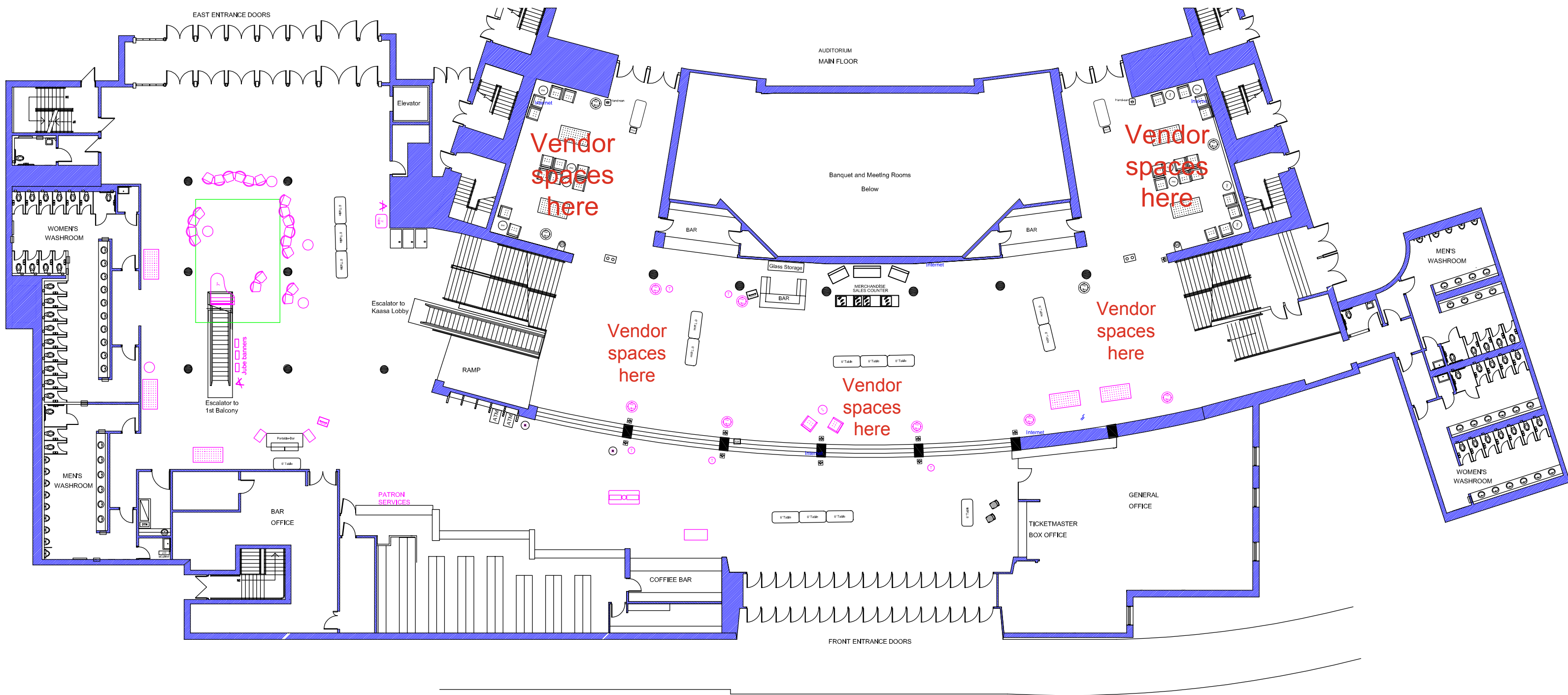
- All vendors must remain open for the entire event period, which spans three days, and adhere to all festival regulations and timelines.

### **Cancellation and Termination**

- Vendors must notify the festival of any cancellation at least two weeks before the event. The Festival reserves the right to terminate any vendor agreement without liability, issuing a full refund if necessary.

### **Compliance and Acknowledgment**

- Vendors, their staff, and associates must adhere to all festival regulations. By submitting the application form, vendors acknowledge their understanding and agreement to these terms and conditions.



# MAIN LOBBY