



CONCESSION & MIDWAY APPLICATION GUIDEBOOK



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About the Canadian National Exhibition

The **Canadian National Exhibition** (CNE) is Canada's largest community event and offers an exciting opportunity for vendors & concessionaires to directly connect with more than 1.4 million visitors annually!

The **Outdoor Concessions & Midway** experience is a major attraction for CNE patrons and showcases a variety of games, wacky fun eats, international cuisines and fair classics. The Midway Food experience lends itself to nostalgia (with traditional fair eats) while also pushing limits with new Featured Foods that are highlighted each year.

The CNE is looking for Outdoor Concessions & Midway Exhibitors who can offer exceptional experiences for our guests that include: new exciting games, fun foods, and a passion for customer service and community.



How to Apply to be a CNE Midway Concessionaire

Step 1: Review Requirements

- The CNE reviews each application for proper completion, product integrity, product quality and booth display.
- See Page six (6) for a detailed breakdown of all requirements.

Step 2: Prepare Supplementary Documents

- At least 3 photos of your concession in operation (if it is a new concession, please provide a digital rendering of the concession).
- A PDF of an up-to-date menu with estimated pricing and images of the food product.
- Most recent health department inspection.
- Most recent TSSA Inspection (if cooking with propane).
- Propane handlers certificate (if changing propane tanks).

Step 3: Submit Application

- Application must be submitted online in full with supplementary documents to: www.theex.com/outdoor-concessions-midway-application/
- Supplementary Documents must be sent in one link on the online application form. You can do this by using a free file sharing service that can generate a link to the uploaded content (ie. WeTransfer/ Google Drive). You would need to upload a folder with all your supplementary documents to the file sharing platform and use the generated link that can be created in that file sharing platform on the CNE's Outdoor Concession & Midway online form.
- Please note: all 2026 applications are accepted from now until April 10th. Any application submitted after April 10th automatically gets put on our wait list and will only be reviewed if space becomes available.

Step 4: Selection Process

Only applicants that are selected to move on to the next phase will be contacted directly. A committee reviews applications as they come in up until the deadline in April.

- You will be contacted whether or not you are successful.
- Applicants who have previously operated at the CNE may be invited back (on a performance basis) therefore spaces are very limited.
- Space availability, location and product are all closely considered in the selection process.
- License agreements are issued on a year-to-year basis - no exceptions.

Application Requirements



In order to make application selections, we require detailed information about your booth(s), products, services and company.

- Please fill out the application form with as much detail as possible.
- If the selection team is uncertain about any information provided in the application, they will reach out directly for clarification.
- Photos: Please submit a minimum of three (3) photos, two (2) of your booth display and one (1) of your products. Please ensure that these photos highlight your booth and products as the selection process is very competitive and the overall display is a main consideration in acceptance. At least one of the photos must show the entire booth display, so all parts are visible. Artist renderings, drawings, or mock ups are accepted in the preliminary selection phase.
- If you have a rental concession, it must be pre-approved by the concessions manager to be eligible for selection.
- Please include the exact menu you will be using at the fair.
- Applications submitted without photos will be rejected. If you are unable to attach the photos to the application, please submit them to Concessions@theex.com.
- Applications are accepted from February 2nd to April 10th. Any application submitted after April 10th automatically gets put on our waitlist and will only be reviewed if space becomes available.



Best Practices for CNE Concessionaires

Booth Design:

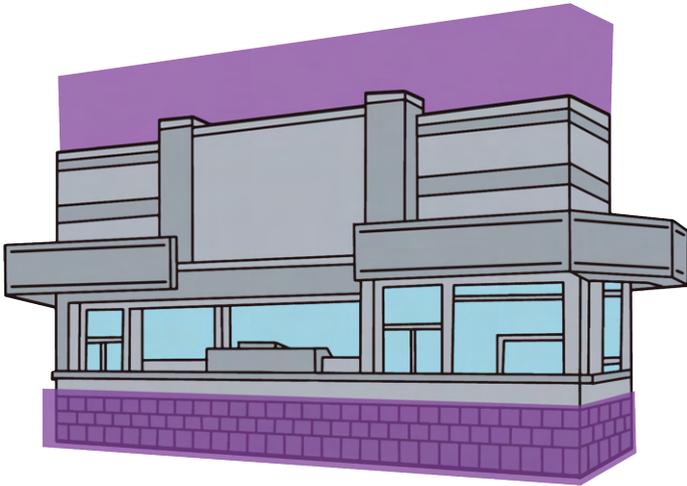
The CNE prides ourselves in having extremely high standards for our concessionaires. Below are criteria we look for in an application. Do you have what it takes to sell at the biggest fair in Canada?

- Height, Light, Colour, Movement, Service, Show and Communication.
- Concession units must be designed to accommodate for high-capacity orders with fast serving time.
- Concession units should be in 'like new' condition with exteriors well maintained, clean, brightly lit and with professional signage.
- Concession units shall be designed to be self contained, with all equipment such as freezers, refrigerators, beverage canisters, and propane tanks, located within the concession space and not visible to the public.
- All electrical cables, water hoses, propane hoses and sewer lines must be kept neat, with excess cables or hoses stored out of sight.
- Use of an auxiliary storage area immediately next to the concession unit may be acceptable if it is enclosed in a professional manner and complements the concession unit.
- Trailer mounted units, roll off units or food trucks shall be skirted or camouflaged to the ground and trailer hitches should be removed or covered appropriately.
- Concession units shall follow the theme of the food or beverage product being sold by using appropriate signage, décor and uniforms etc.
- Large professionally made menu boards are to be used with high quality point of sale signage.
- Signage and menu boards should be easily visible to the guests with clearly displayed prices (including GST) and sizes. -NO HAND WRITTEN SIGNS

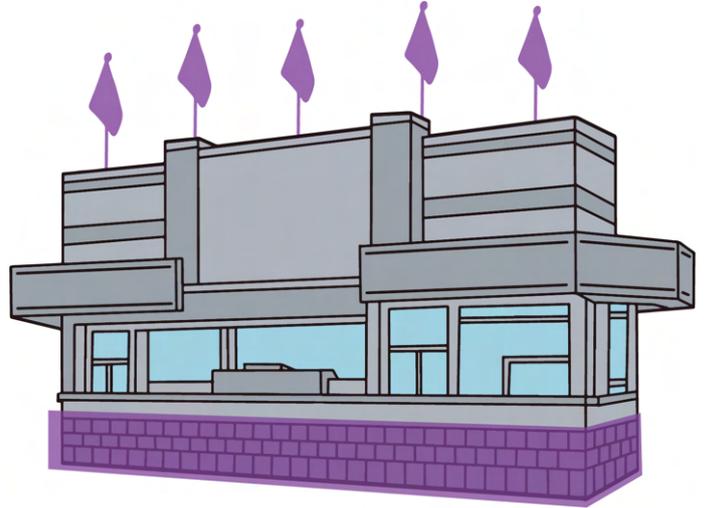


Concession Trailer

Add height to trailer with (marquee sign)

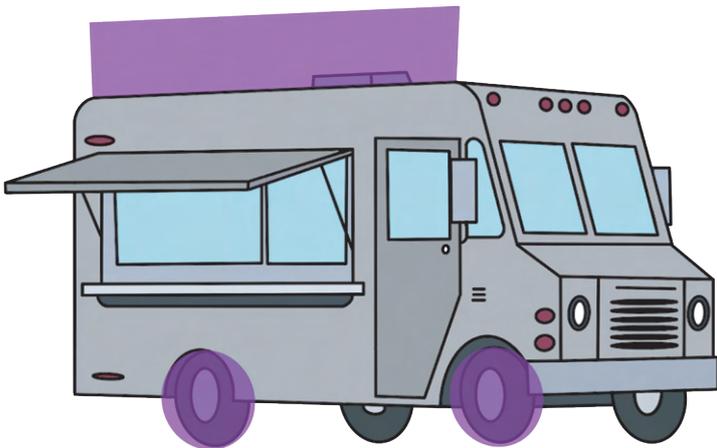


Add height to trailer with (flags)



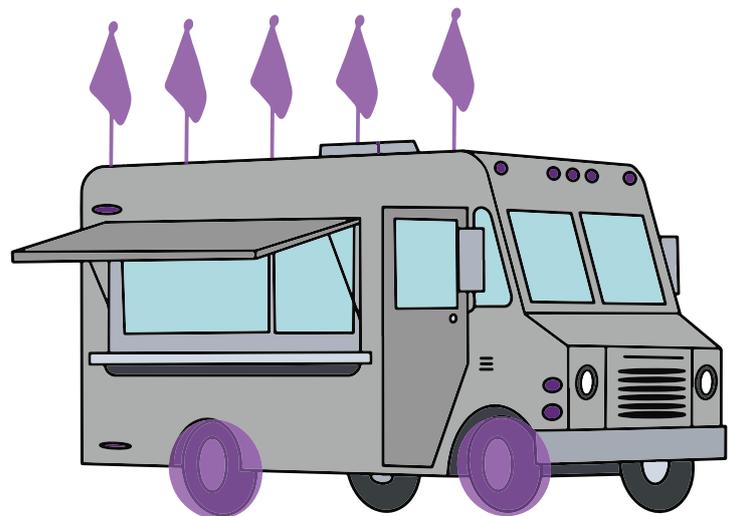
Food Truck

Add height to truck with (marquee sign)



Hide or cover tires

Add height to truck with (flags)



Hide or cover tires

Payment Structure



- A minimum 50% rent payment is taken upon signing the contract, this is calculated base on size/ location of the concessions.
- During the event, daily payments will be made based on the daily sales for each booth space they are licensed for, and each location is required to meet or exceed the booth's allotted minimum guarantee.
- Concessionaires shall pay the CNE 25% of their gross sales (net of GST) or a minimum rate guarantee, whichever is greater.
- Concessionaires MUST record all cash and electronic sales and provide daily detailed reports from the POS system.

