



vALEfest 2026 Beer Vendor Information



ABOUT THE EVENT:

Tourism Valemount is proud to host vALEfest 2026 — a vibrant celebration of mountain culture, craft beer, and community spirit in the heart of the Robson Valley.

The event will take place at the Valemount Rodeo Grounds, welcoming an estimated 550 guests for an unforgettable day of regional craft brews, an outdoor market, local fare, and live entertainment.

Set against the stunning backdrop of the Rocky, Monashee, and Cariboo mountain ranges, Valemount, BC is a place where wild landscapes meet warm hospitality — and vALEfest is where they all come together.

Valemount Fast Facts



Average summer temperature is 15° C



Average winter temperature is -1° C



Elevation is 792 m / 2,600 feet



Valemount is on Pacific Daylight Time (PDT)



Valemount is approximately 3.25 hours South East of Prince George, 3.75 hours North of Kamloops, and 1.25 hours West of Jasper.

LIVE ENTERTAINMENT:

The festival will feature performances from local and regional artists, culminating in a high-energy headline show. Artists to be confirmed for 2026!

VENDOR PARTICIPATION:

As a beer vendor, you will:

- Showcase your brand and product to an enthusiastic audience
- Staff and operate your own booth
- Pour and serve your beer (kegs purchased by Tourism Valemount)
- Receive one complimentary hotel night (Sept 12) in Valemount

REGISTRATION DETAILS:

- Vendor Fee: \$100.00 (due upon confirmation)
- Booth Size: 10' x 10' space
- Includes: One 6' table + two chairs (Additional items and setup needs are vendor's responsibility)



For more details please contact:

Marcie Down
Executive Director
Tourism Valemount
250-566-3335



[@ TourismValemount](#)
[#Valemountonthetrail](#)