

NEW spring show!

ARTISAN APPLICATION SPRING 2011
www.festivalofcrafts.ca

Spring Festival of Crafts

APRIL 29 - MAY 1, 2011

Big Four, Stampede Park, Calgary

The Festival of Crafts is coming to Calgary in the spring!

For the past 24 years, the Calgary public has embraced the Christmas edition of Festival of Crafts. The show has grown to become Alberta's largest craft show featuring the quality handmade works of Canada's best artisans. With this great public support, it became clear that the time had come to introduce a spring show to satisfy the demands of the marketplace for unique, Canadian, eco-friendly products. The Spring Festival of Crafts will be heavily promoted at our Christmas show and our investment in the advertising campaign will ensure a profitable experience for all participants. We, at Signatures Shows, know what it takes to ensure a smooth running event and our 30 year track record proves it.

The Spring Festival of Crafts at Stampede Park will feature the creations of more than 125 exhibitors focusing on products for the spring and summer seasons and gift-giving occasions such as Mother's Day, Father's Day, weddings, graduations and also personal shopping. The show is also conveniently scheduled the week before the Butterdome Spring Craft Sale in Edmonton so you may wish to apply for both shows to maximize your exposure in the Alberta market.

We look forward to welcoming you in Calgary in spring 2011!

Send in your application today.

APRIL 29 - MAY 1, 2011 Big Four, Stampede Park, Calgary
FRIDAY 10 - 10 SATURDAY 10 - 6 SUNDAY 10 - 5


www.festivalofcrafts.ca

APPLY NOW! APPLICATIONS RECEIVED EARLY WILL BE GIVEN PRIORITY IN THE SELECTION PROCESS.



Acceptance Criteria/Information

Selection - This is a juried show with the primary basis for acceptance being the quality, originality, craftsmanship and marketability of the work to be sold. A unified booth theme is preferable to those that have a selection of items from unrelated craft categories. The initial selection process will begin on September 1, 2010. All applications are considered and reviewed, even those received after the initial application deadline. The processing and selection of these applications will be based on the remaining space and category availability within the show.

Eligibility - You must be the designer, creator and producer of the work to be sold. Only work produced by you or under your direct supervision will be considered. No work produced or sourced by commercial means, nor work represented by dealers or agents will be allowed. Work must be handmade in Canada.

Presentation - The professionalism of the booth display is a major consideration in our applicant selection and is also a determination in booth placement within the show.

Acceptance - When accepted you will receive two copies of the show contract indicating your accepted booth size, accepted products and payment options. Prior to the show you will find a detailed exhibitors kit that will contain the show information, move-in details, hotel information and all other information you may need at our website: www.signatures.ca.

Application Procedure (check off as you complete)

Photos Please submit a minimum of 5 professional quality digital photos (jpeg format on CD) of all the work you plan to sell at the show. The photos should be close-up of individual pieces. Please also include a digital photo of your studio/workshop and a clear, recent photo or detailed diagram of your booth display. **NOTE - DIGITAL IMAGES ARE PREFERRED IN ORDER FOR US TO PROMOTE YOU ON OUR WEBSITE & PRINT MATERIALS.**

Product/Resumé Please include a statement on your work. Describe what inspired you to create it, how long you have been doing it, the production process, the number of employees you have and their roles in the business and your product price range. Please also include a resumé detailing your background, your design training and show experience.

Food/Body Care Applicants in the category of Specialty Foods and Body Care must complete a separate questionnaire available at www.signatures.ca. (On-site consumable foods are not permitted).

Deposit Please enclose a deposit cheque of \$200 payable to: **Signatures Shows Ltd.** This will only be cashed if you are contracted for space.

Spring FESTIVAL OF CRAFTS 2011 Application Form

Please detach and send this form and your supporting materials to us. Keep a photocopy for future reference.

Name _____ Company Name _____

Mailing address _____ City _____ Province _____ Postal Code _____

() _____ () _____ () _____

Telephone _____ Fax _____ Mobile _____

Email _____ Website _____

Products to be sold (attach a sheet if necessary, be specific, this will form part of your contract) _____

How many people work in or for your company? Full time _____ Part time _____

Let's go "green"! I wish to receive show applications & information by email. (NO print will be mailed.) YES NO

SIGNATURE _____

DATE _____

Services Include - Our exhibit price is an all-inclusive package that includes booth draping, 800 watts of power, complimentary admission tickets, storage, show promotional literature, show directory listing, listing on our customer website www.butterdomecraftsale.com, pre-show media opportunities, in-show promotional feature areas, hotel assistance and discounted shipping rates when using the official show carrier.

NOTE: Display materials and lighting are not included.

Using 1, 2, 3 indicate your first, second and third choices in the boxes.

Spring FESTIVAL OF CRAFTS	Booth Size	Aisle	Corner	Double Corner
Big Four, Stampede Park, CALGARY	10' X 10'	\$460 <input type="checkbox"/>	\$560 <input type="checkbox"/>	
	10' X 15'	\$690 <input type="checkbox"/>	\$790 <input type="checkbox"/>	
April 29 - May 1, 2011	10' X 20'	\$920 <input type="checkbox"/>	\$1020 <input type="checkbox"/>	\$1120 <input type="checkbox"/>

All fees are subject to GST (#110127892).

About Us: We, at Signatures Shows are a team of experienced show management & staff committed to serving the best interests of the exhibitors and customers. Our goal is to provide a professional, friendly atmosphere for all who attend. We encourage talented artisans from all across Canada dedicated to quality craftsmanship. Show features include prize draws, display areas, entertainment, informative show guide, free re-entry passes, on-site ATM's, coat/parcel check and friendly helpful customer service to give added customer value. We have targeted proven advertising campaigns in print, radio, TV and internet/website initiatives. Direct mail and/or email blasts to annually updated customer databases.



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