



### 31<sup>ST</sup> ORIGINALS - THE SPRING CRAFT SALE

**APRIL 6 - 9, 2017 EY CENTRE, OTTAWA, ON** [originalsshow.ca](http://originalsshow.ca)

Originals - The Spring Craft Sale is coming off a strong year in 2016. Always an Ottawa favourite and known as the strongest spring craft show in the country, our 30-year celebration was supported with great gusto. Our fantastic array of 180 artisans, coming from coast-to-coast, will parlay into even better attendance in our 31<sup>st</sup> year and forward.

Located at the EY Centre, Ottawa's dedicated trade show facility, the show attracts more than 15,000 motivated shoppers over four days. There is plenty of parking and the facility's location provides easy access from all parts of the city and surrounding areas. Signatures Shows' strong investment in advertising, public/media relations, community partnerships and promotions continues to contribute to the success of the show. Notably we have made a huge ramp up in our social media activity and it is working beyond our highest expectations. Our campaign nails it! We get active shoppers of every age.

Size	Aisle	Corner
5' x 10'	\$860	\$980
5' x 15'	\$1290	\$1410
5' x 20'	\$1720	\$1840
10' x 10'	\$1120	\$1320
10' x 15'	\$1680	\$1880
10' x 20'	\$2240	\$2440



\*5' depth booths N/A for food exhibitors

### INDIE HANDMADE SPRING

**APRIL 21 - 23, 2017 THE ENJOY CENTRE, ST. ALBERT, AB** [indiehandmade.ca](http://indiehandmade.ca)

You will not find a more beautiful setting for a craft show than The Enjoy Centre in St. Albert. This gorgeous facility features natural sunlight, abundant free parking and great on-site amenities that attract the bountiful and affluent residents of St. Albert and beyond. Indie Handmade has quickly become a must-go event in the city and the 100 artisans that participate will be thrilled with their experience. Over 12,000 shoppers will fill the aisles over the three days. What a great way to start the Alberta swing!



Size	Aisle	Corner
* 5' x 5'	\$300	
5' x 10'	\$410	\$490
5' x 15'	\$620	\$690
10' x 10'		\$600

\* Emerging Artist Section (See Application Form)

### OUR BEST TO YOU SPRING ART & CRAFT SALE

**APRIL 28 - 30, 2017 WESTERNER PARK, RED DEER, AB** [ourbesttoyou.ca](http://ourbesttoyou.ca)

On to Red Deer! Down the road 1 1/2 hours from St. Albert we find this rich gem of a city primed for a spring craft event. We will be celebrating our 25<sup>th</sup> year in Red Deer this Christmas season and once again we are expecting attendance to be through the roof! The demographic here is perfect: young, wealthy, community oriented and pro-buy Canadian. 150 artisans will be signed up to bring Red Deer the best in Canadian Handmade - Spring Style!



Size	Aisle	Corner	Aisle Storage
10' x 10'	\$500	\$600	\$550
10' x 15'	\$750	\$850	\$810
10' x 20'	\$1000	\$1100	\$1080

### 11<sup>TH</sup> BUTTERDOME SPRING CRAFT SALE

**MAY 5 - 7, 2017 UNIVERSITY OF ALBERTA, EDMONTON, AB** [butterdome.ca](http://butterdome.ca)

And now to the star performer of all spring craft events in Alberta...Butterdome Spring! Last year marked our 10<sup>th</sup> anniversary and as well we celebrated our 25<sup>th</sup> year at Butterdome Christmas. Both were record-smashing events! It's no secret that daily attendance numbers for each have been off the charts and without peer for years. Of course we are delighted with the way Edmonton loves us but we do not rest on past successes. Every year our marketing campaign is critically reviewed and updated. To keep up with advertising trends we have invested heavily in social media and the results have been electrifying. Butterdome Spring draws over 18,000 eager customers seeking the best Canadian Handmade products from 180 artisans found exclusively at the show.

### BUTTERDOME Spring Craft Sale

Size	Aisle	Corner	Aisle Storage
10' x 10'	\$560	\$660	\$610
10' x 15'	\$840	\$940	\$910
10' x 20'	\$1120	\$1220	\$1210

### 33<sup>RD</sup> BEACHES ARTS & CRAFTS SHOW

**JUNE 10 - 11, 2017 KEW GARDENS PARK, TORONTO, ON** [beachesshow.ca](http://beachesshow.ca)

Include Toronto in your spring tour! For over 30 years, the Beaches Arts and Crafts Show has been a staple in the Toronto arts community. This outdoor show is held annually in the picturesque Kew Gardens Park in the heart of Toronto's affluent Beach neighbourhood. The Beach is known for its' above-average household income and it is a destination spot for residents from all over the city. Torontonians flock to the Beach district in the Spring looking to enjoy the outdoors and shop! This show is limited to 150 of the finest Canadian artisans.



Size	Aisle	Corner/Prime
10' x 10'	\$360	\$420
10' x 15'	\$540	\$600
10' x 20'	\$720	\$780

# SIGNATURES SHOWS 2017 SPRING APPLICATION



## SHOW PRODUCTION EXPERIENCE

We are the most accomplished and experienced show producer in Canada. Having produced over 300 shows, we know what it takes to ensure a smooth running event. We are a team of experienced show managers and staff committed to serving the best interests of our exhibitors and the shopping public. Our goal is to provide a professional, friendly atmosphere for all who attend our shows. Be confident that with Signatures you will have a problem-free, enjoyable and profitable experience.

## ADVERTISING AND PROMOTION

Signatures understands the need for prominent advertising and promotion, which we always deliver. Our expertise and contacts in the media, our expenditures, and our national buying power all ensure a well-publicized and high-profile event in every market. Our advertising campaigns include print, radio, TV, outdoor, internet, social media and email blasts to our annually updated customer database which exceeds a quarter of a million records.

## ACCEPTANCE CRITERIA – ELIGIBILITY – SELECTION

**Selection** - Our shows are juried. Our primary basis for acceptance is the quality, originality and craftsmanship of the work to be sold. Acceptance is also based on booth display, product packaging and product categories within each show so that no one category is over-weighted. Applicants with a focus in one main product category will receive preference over applicants having multiple product lines. Applications whose main product category is not jewellery, may not sell jewellery products unless specifically juried and accepted. Reproduction aids such as moulds used in jewellery or ceramics must be created by the applying artisan.

**Eligibility** - You must be the designer and the creator of the work to be sold. Only work produced in Canada by you or under your direct supervision will be considered. Commercially manufactured products, work assembled from commercial kits or materials or work represented by dealers or agents will not be allowed.

**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. Your booth design should enhance the quality of your work, not detract from it.

**Specialty Foods and Body Care Products** - We make available a limited number of booths for gourmet packaged foods (on-site consumable foods are not permitted) and health and body care products. Applicants in these product categories must complete a separate questionnaire available at [www.signatures.ca](http://www.signatures.ca).

## EXTRAS YOU WILL RECEIVE (Originals, Indie Handmade, Our Best To You and Butterdome)

Our exhibit price is an all-inclusive package: Included is 8' high booth draping (back & sides), electrical power, storage, shopping bags, show promotional literature, show program listing, load-in and load-out assistance, exhibitor's lounge, security, carpeted aisles, artisan gallery and links to artisan websites on our individual show websites, pre-show media opportunities, in-show artisan promotions, discounted hotel rates, discounted shipping rates, free material handling when using the official show carrier and priority consideration for acceptance into all of our shows.

## EXTRAS YOU WILL RECEIVE (Beaches)

Our exhibit price is an all-inclusive package: Included are overnight security, show promotional literature, artisan gallery and links to artisan website on our show website, media opportunities and priority consideration for acceptance into all our shows.

## APPLICATION PROCEDURES – INSTRUCTIONS

**Application Form** – Complete the enclosed application form in its entirety.

**Photos** - Please submit a minimum of ten high resolution jpegs (original file size and/or 300 dpi) on a DVD or USB stick representing all of the work you plan to sell at the show. The photos must be close-ups of individual pieces. If you are accepted into a show these images will be used to promote you and your work on our websites and may be used in our advertising campaign. There is direct correlation between the quality of the photos submitted and their chance of being used in our advertising campaigns! Please also include a photo of your studio or workshop.

**Booth Design** - Please submit a clear and recent photo or detailed diagram of your booth display. The professionalism of displays is a very important part of our acceptance criteria and a major consideration in booth placement within the show.

**Biography** - Please include a résumé detailing your background, your design training and show experience.

**Craft/Art** - Include a statement of 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.

**Deposit** - Please enclose separate cheque(s) in the sum of \$200 per show payable to Signatures Shows Ltd. dated the day of your submission. This (these) will only be cashed if you are contracted for space in the show(s) to which you have applied.

**The initial jurying and selection of artisans will begin December 1, 2016.** The acceptance process takes about one month to complete. You will be notified of your status. Applications received after December 1, 2016 will be reviewed and selection will be based on the remaining space and category availability after the initial jurying process is complete.

## ACCEPTANCE

If you are successful in your application, you will receive your letter of acceptance and show contract by email to the address you have indicated on your application form. Please read these documents carefully. The contract will indicate the booth size and type for which you have been accepted. We attempt to accommodate your original request but this is not always possible and an alternative size may be contracted.

The products accepted to display and sell will be indicated. Only the products that were submitted for jurying and indicated in the show contract will be allowed at the show.

You must sign, date and return the contract by the indicated due date. You must also select one of our payment options as indicated in the contract and include post-dated payments as outlined.

**Exhibitor Info** - Prior to the show, you will receive an email containing your username and password to access the Exhibitor Login Area at [www.signatures.ca](http://www.signatures.ca). In this Login Area, you will be able to download the Exhibitor Guide that contains specific show info, move-in details, shipping info, hotel details, display requirements, show suppliers' order forms, promotional show materials and any other info necessary to have a successful exhibiting experience. Please review the info in the Login Area well in advance of the shows.

# 2017 SPRING APPLICATION FORM

PLEASE FILL OUT THIS FORM IN ITS' ENTIRETY AND SEND THIS FORM AND SUPPORTING MATERIALS TO US.

SIGNATURES SHOWS LTD. 113 MURRAY STREET, OTTAWA, ON K1N 5M5

TEL: 613.241.5777 FAX: 613.241.5678 TOLL FREE: 1.888.773.4444 EMAIL: info@signatures.ca WEB: signatures.ca



INCLUDE -  APPLICATION FORM  PHOTOS  BOOTH DESIGN  CRAFT/ART STATEMENT  DEPOSIT

DEPOSIT OF \$200 PER SHOW - SEPARATE DEPOSIT CHEQUES MUST BE SUBMITTED IF APPLYING FOR MULTIPLE SHOWS. APPLICATIONS WITHOUT DEPOSIT(S) WILL NOT BE PROCESSED. ONCE CONTRACTED FOR SPACE, CANCELLATION FEES APPLY.

FIRST AND LAST NAME \_\_\_\_\_ COMPANY NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_ TOWN OR CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ MOBILE \_\_\_\_\_ EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

FACEBOOK \_\_\_\_\_

TWITTER \_\_\_\_\_

INSTAGRAM \_\_\_\_\_

HOW MANY PEOPLE ASSIST YOU IN YOUR PRODUCTION?

PROVIDE A DETAILED LIST OF ALL THE ITEMS YOU WISH TO SELL. (ATTACH A SEPARATE SHEET IF NECESSARY.)

DECLARATION OF AUTHENTICITY: I \_\_\_\_\_ AM THE CREATOR AND PRODUCER OF THE PRODUCTS THAT I INTEND TO SELL AT THE SHOW(S) APPLIED FOR IN THIS APPLICATION FORM.

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

SHOW GUIDE LISTING HOW YOU WILL APPEAR IN THE SHOW GUIDE HANDED OUT AT THE SHOW.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NAME OR COMPANY NAME (20 CHARACTERS LIMIT)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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DESCRIPTION OF THE PRODUCTS SOLD IN YOUR BOOTH. (30 CHARACTERS LIMIT)

BOOTH RENTAL REQUEST - USING 1 OR 2 INDICATE YOUR FIRST AND SECOND CHOICES IN THE BOXES PROVIDED. ALL FEES ARE SUBJECT TO 5% GST OR 13% HST AS APPLICABLE. (101127892)

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\* EMERGING ARTIST - INDIE HANDMADE - FOR FIRST TIME ARTISANS WHO HAVE LESS THAN 5 YEARS PROFESSIONAL EXPERIENCE. TO APPLY, APPLICANTS MUST SUBMIT A FULLY COMPLETED APPLICATION FORM INDICATING A 5'X 5' BOOTH AND INCLUDE YOUR ARTISAN RELATED EXPERIENCE ON YOUR RÉSUMÉ/STATEMENT OF YOUR WORK.

BUTTERDOME SPRING CRAFT SALE MAY 5 - 7, 2017			
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