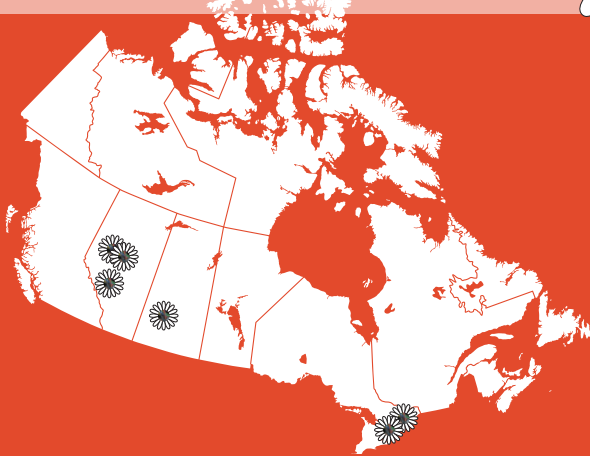


# SIGNATURES SHOWS



CANADIAN  
HANDMADE  
LIVE

## 2018 SPRING | APPLICATION



**OTTAWA, ON APRIL 5-8**  
ORIGINALS THE SPRING CRAFT SALE

**ST. ALBERT, AB APRIL 13-15**  
INDIE HANDMADE SPRING

**RED DEER, AB APRIL 20-22**  
OUR BEST TO YOU SPRING CRAFT SALE

**REGINA, SK APRIL 27-29** **NEW!**  
OUR BEST TO YOU SPRING CRAFT SALE

**EDMONTON, AB MAY 4-6**  
BUTTERDOME SPRING CRAFT SALE

**TORONTO, ON JUNE 9-10**  
BEACHES ARTS & CRAFTS SHOW

## SIGNATURES' SPRING 2018 SHOW LINEUP! IT JUST KEEPS GETTING BETTER!

Signatures is pumped to bring you a spectacular six-show line-up in the spring of 2018, including our newest stop in Regina. Get a jump on planning your spring season; you know these shows will fill up quickly!

We start April 5 to 8 in Ottawa. We always open with a bang, and when it comes to spring shows there is no louder or bigger bang than Originals. Entering our 32<sup>nd</sup> year, Originals is the pre-eminent spring craft event in Canada. Next we move west beginning in St. Albert at Indie Handmade on April 13 - 15, then down Highway 2 to Red Deer for the second edition of the wildly successful Our Best to You Spring Craft Sale April 20 - 22. The caravan continues to Regina where we are excited to introduce our newest Our Best to You Spring Craft Sale, April 27 - 29. For our western finale, we end up back in Edmonton at the Butterdome Spring Craft Sale from May 4 - 6. No doubt we will draw many of you from the far reaches of the country who will love the economic benefits of four western shows in a row.

As always, we finish up our spring season in Toronto for the Beaches Arts & Crafts Show, June 9-10. Our only outdoor show, the Beaches Show is held in the beautiful Kew Gardens located in one of Toronto's prime neighbourhoods.

Check out the details on each of our spring shows. Give us a call if you have any questions.



SIGNATURES SHOWS LTD.  
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EMAIL: INFO@SIGNATURES.CA

**SIGNATURES.CA**  
**#HANDMADELIVE**



**32<sup>ND</sup> ORIGINALS - THE SPRING CRAFT SALE**  
**APRIL 5 - 8, 2018 EY CENTRE, OTTAWA, ON [www.originalsshow.ca](http://www.originalsshow.ca)**

Originals - The Spring Craft Sale is coming off one of its strongest years in history. An Ottawa tradition and well-known as the premiere spring craft show in Canada, Originals features an unmatched combination of the best Canadian artists and designers, and a top-notch clientele who support Canadian handmade.

Our fantastic array of 180 artisans, who come from every region of our country, will once again set the gold-standard.

Located at the EY Centre, Ottawa's dedicated trade show facility, the show attracts more than 15,000 sophisticated 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.

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

**2<sup>ND</sup> INDIE HANDMADE SPRING**  
**APRIL 13 - 15, 2018 THE ENJOY CENTRE, ST. ALBERT, AB [www.indiehandmade.ca](http://www.indiehandmade.ca)**

The Enjoy Centre in St. Albert is one of the most beautiful settings one can ever imagine for a craft show. Bathing in natural light and surrounded by thousands of flowers, Indie Handmade Spring offers an unparalleled experience. With abundant free parking and great on-site amenities that attract the bountiful and affluent residents of St. Albert and beyond, Indie Handmade Spring has quickly become a can't-miss event. A beautiful boutique-style show, Indie Handmade Spring is restricted to only 100 artisans, artists and designers. Over 12,000 shoppers will fill the aisles over the three days. What a beautiful start to the western swing!



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

\* Emerging Artist Section (See Application Form)

**2<sup>ND</sup> OUR BEST TO YOU SPRING CRAFT SALE**  
**APRIL 20 - 22, 2018 WESTERNER PARK, RED DEER, AB [www.ourbesttoyou.ca](http://www.ourbesttoyou.ca)**

Red Deer never lets us down! When we announced the inaugural edition of the Red Deer spring show last year, we were confident our patrons would support the new event – and did they ever! It was a remarkable success, with the aisles full from opening Friday until the doors closed on Sunday. Our Best To You Spring Red Deer draws a young and wealthy clientele who support Canadian handmade like no other. With space for only 140 exhibitors, you do not want to wait to apply to this show.



Size	Aisle	Corner	Aisle Storage
10' x 10'	\$500	\$600	\$550
10' x 15'	\$750	\$850	\$820
10' x 20'	\$1000	\$1100	\$1100

**OUR BEST TO YOU SPRING CRAFT SALE**  
**APRIL 27 - 29, 2018 EVRAZ PLACE, REGINA, SK [www.ourbesttoyou.ca](http://www.ourbesttoyou.ca)**

Our newest family member, the Regina spring show is sure to continue the unbelievable success of our fall edition under the Our Best to You Craft Sale umbrella. Known for being so crowded that we have been instructed at times to restrict entrance to the show, we fully expect our spring edition to be the talk of the Queen City. As with all of our shows, we will hold nothing back in promotion and advertising for this exciting new event. Our Best to You Regina Spring is sure to be the newest star of our spring shows.



Size	Aisle	Corner	Aisle Storage
10' x 10'	\$500	\$600	\$550
10' x 15'	\$750	\$850	\$820
10' x 20'	\$1000	\$1100	\$1100

**12<sup>TH</sup> BUTTERDOME SPRING CRAFT SALE**  
**MAY 4 - 6, 2018 UNIVERSITY OF ALBERTA, EDMONTON, AB [www.butterdome.ca](http://www.butterdome.ca)**

It's the Butterdome - need we say more? The star performer of all spring craft events in the west - often imitated, never duplicated – the Butterdome Spring Craft Sale is now entering its twelfth spectacular year! With consistently sky-high attendance, a sophisticated and discerning clientele, and a premier line-up of professional artisans, it is the perfect combination for a five-star show. Needless to say, we are always humbled by Edmonton's unwavering support, but we never rest on past successes. Every year our marketing campaign is critically reviewed and updated to stay current; we invest heavily in attracting clients who represent broad demographics. The Butterdome Spring Craft Sale draws over 18,000 loyal customers seeking the best Canadian handmade products from 180 artisans found at the show.



Size	Aisle	Corner	Aisle Storage
10' x 10'	\$560	\$660	\$610
10' x 15'	\$840	\$940	\$920
10' x 20'	\$1120	\$1220	\$1220

**34<sup>TH</sup> BEACHES ARTS & CRAFTS SHOW**  
**JUNE 9 - 10, 2018 KEW GARDENS PARK, TORONTO, ON [www.beachesshow.ca](http://www.beachesshow.ca)**

Toronto in the springtime! For over three decades, the Beaches Arts & Crafts Show has been a staple in the renowned Toronto arts community. This outdoor show is held annually in picturesque Kew Gardens, nestled in the heart of Toronto's affluent Beach neighbourhood. The Beach is recognized for boasting an above-average household income and as a destination for residents from all over the city, who come in droves looking to enjoy the outdoors and shop! Limited to only 150 of the finest Canadian artisans, this show has always delivered excellent sales and is, quite simply, fun for all ages.

Size	Aisle	Corner/Prime	BEACHES ARTS & CRAFTS SHOW
10' x 10'	\$360	\$440	
10' x 15'	\$540	\$620	
10' x 20'	\$720	\$800	

# SIGNATURES SHOWS 2018 SPRING APPLICATION

## SHOW PRODUCTION EXPERIENCE

We are the most accomplished and experienced show producer in Canada. Having produced over 350 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 the exhibitors and 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 and always delivers. Our contacts and expertise 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, 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).

**SIGNATURES ALL-IN PRICING - no hidden costs!** (Originals, Indie Handmade, Our Best To You Red Deer, Our Best To You Regina and Butterdome)

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

**SIGNATURES ALL-IN PRICING - no hidden costs!** (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 you working in 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 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.

**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 September 1, 2017.** The acceptance process takes about one month to complete. You will be notified of your status. Applications received after October 1, 2017 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.

# 2018 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 \_\_\_\_\_

### 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)

**\* 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.

ORIGINALS -THE SPRING CRAFT SALE APRIL 5 - 8, 2018		
SIZE	AISLE	CORNER
5' x 10'	\$860 <input type="checkbox"/>	\$980 <input type="checkbox"/>
5' x 15'	\$1290 <input type="checkbox"/>	\$1410 <input type="checkbox"/>
5' x 20'	\$1720 <input type="checkbox"/>	\$1840 <input type="checkbox"/>
10' x 10'	\$1120 <input type="checkbox"/>	\$1320 <input type="checkbox"/>
10' x 15'	\$1680 <input type="checkbox"/>	\$1880 <input type="checkbox"/>
10' x 20'	\$2240 <input type="checkbox"/>	\$2440 <input type="checkbox"/>

OUR BEST TO YOU SPRING CRAFT SALE - RED DEER APRIL 20 - 22, 2018			
SIZE	AISLE	CORNER	AISLE STORAGE
10' x 10'	\$500 <input type="checkbox"/>	\$600 <input type="checkbox"/>	\$550 <input type="checkbox"/>
10' x 15'	\$750 <input type="checkbox"/>	\$850 <input type="checkbox"/>	\$820 <input type="checkbox"/>
10' x 20'	\$1000 <input type="checkbox"/>	\$1100 <input type="checkbox"/>	\$1100 <input type="checkbox"/>

BUTTERDOME SPRING CRAFT SALE MAY 4 - 6, 2018			
SIZE	AISLE	CORNER	AISLE STORAGE
10' x 10'	\$560 <input type="checkbox"/>	\$660 <input type="checkbox"/>	\$610 <input type="checkbox"/>
10' x 15'	\$840 <input type="checkbox"/>	\$940 <input type="checkbox"/>	\$920 <input type="checkbox"/>
10' x 20'	\$1120 <input type="checkbox"/>	\$1220 <input type="checkbox"/>	\$1220 <input type="checkbox"/>

INDIE HANDMADE SPRING APRIL 13 - 15, 2018		
SIZE	AISLE	CORNER
* 5' x 5'	\$300 <input type="checkbox"/>	
5' x 10'	\$410 <input type="checkbox"/>	\$490 <input type="checkbox"/>
5' x 15'	\$620 <input type="checkbox"/>	\$690 <input type="checkbox"/>

OUR BEST TO YOU SPRING CRAFT SALE - REGINA APRIL 27 - 29, 2018			
SIZE	AISLE	CORNER	AISLE STORAGE
10' x 10'	\$500 <input type="checkbox"/>	\$600 <input type="checkbox"/>	\$550 <input type="checkbox"/>
10' x 15'	\$750 <input type="checkbox"/>	\$850 <input type="checkbox"/>	\$820 <input type="checkbox"/>
10' x 20'	\$1000 <input type="checkbox"/>	\$1100 <input type="checkbox"/>	\$1100 <input type="checkbox"/>

BEACHES ARTS & CRAFTS SHOW JUNE 9 - 10, 2018		
SIZE	AISLE	CORNER / PRIME
10' x 10'	\$360 <input type="checkbox"/>	\$440 <input type="checkbox"/>
10' x 15'	\$540 <input type="checkbox"/>	\$620 <input type="checkbox"/>
10' x 20'	\$720 <input type="checkbox"/>	\$800 <input type="checkbox"/>