

Exhibitor Guide 2023

Welcome to the Signatures family of shows! Thank you for joining us. Please take a moment to review this guide to ensure a successful show experience and to take advantage of advance pricing options.

Show Details

Show Website signatures.ca/byhand/
Show Manager Francine Leduc | fleduc@signatures.ca
Show Location The International Centre, Hall 1, 6900 Airport Rd, Mississauga, ON L4V 1E8

Key Dates and Times

Saturday, January 28 th	Move-in and set-up 8 a.m. to 8 p.m.
Sunday, January 29 th	Show - 9 a.m. – 7 p.m.
Monday, January 30 th	Show - 9 a.m. – 6 p.m.
Tuesday January 31 st	Show - 9 a.m. – 5 p.m.
Tuesday January 31 st	Move-out 5 p.m. until 9 p.m.

Show Suppliers

GES Services Canada – Show decorator and material handling - <https://ordering.ges.com/CA-00062241>
ShowTech – Electrical – for additional requirements – info@showtech.ca
Recall Trade Show Logistics – Shipping – rmccall@rogers.com – 416.509.6103

Age Limit

Persons under the age of 18 are not permitted in the exhibit hall during move-in or move-out.
Persons, age 16 or over are permitted during the show only, subject to show management approval, accompanied by an adult and a Child Waiver Form is completed at Registration.

New Product Showcase

This a complimentary opportunity to debut your new product to potential buyers and generate traffic to your booth. Space is limited and offered on a first come first served basis. Your one feature product must be supplied with a prop or mannequin to properly display your item. Entries are subject to Show Management approval and must be received by 2 p.m. on Saturday, January 28th.

Buyer Registration

Buyers can register online at byhand.ca. All previously registered buyers with By Hand have been invited to join us again in 2023 during Toronto Market Week. If you have Buyers that you would personally like to invite, please contact us at info@signatures.ca.

Booth Location

Your booth allocation and the floor plan will be available online at signatures.ca/byhand/ in early January 2023.

Parking Info

There is plenty of free outdoor parking at the International Centre.

Move-In/Move-Out

For exhibitors who are bringing their goods to the show, we will send you a move-in pass to place on the dash of your vehicle on load-in day. For exhibitors who are shipping, your goods will be delivered to your booth. All freight shipped with our official transport company will be handled free of charge. Freight shipped with other carriers will incur material handling charges from GES. Please inform us at info@signatures.ca if you are shipping and what carrier you are using.

Move-In Steps

Move-in and set-up starts at 8am on Saturday, January 28^h, 2023.

The unloading of your goods must be **completed by 6pm**. The set-up of your display must be **completed by 8pm**. Goods can be brought in through Door 43.

PLEASE REMEMBER:

Show Management supplies a number of dollies. It is our experience, however, that it is quicker to unload when you supply your own. There is no labor supplied to help in the unloading of your vehicle, so it is very important that you bring your own help, if required. You must unload the dolly immediately. Do not remove it from circulation by leaving your goods on it.

Do not begin to set up your display until all your goods have been removed from your vehicle and your vehicle has been parked. Please proceed to the registration desk to receive your identification badges and to register.

Any booths remaining empty by 4 pm on set-up day will be reassigned at the discretion of Show Management without compensation to the exhibitor.

The show opens at 9am on Sunday, January 29th, 2023; all displays must be completed by this time.

Please note that we will be actively enforcing the following rules on set-up day and throughout the show. By complying you will make things easier for everyone.

- ★ You are only permitted to display the products outlined in your contract.
- ★ **Your display cannot exceed its assigned size.**
- ★ You must wear your exhibitor badge at all times.
- ★ You must comply with the fire and electrical regulations.

For exhibitors who are **shipping** their goods & display to the show, you may arrive any time **after 8am** on Saturday to set-up your booth. Your crates/pallets will be moved by our staff at the conclusion of set-up to the storage areas.

Important - Children under the age of 18 are not permitted in the facility during move-in and move-out because of safety concerns and facility requirements. If you are travelling with small children, please plan for their care off-site prior to move-in and move-out.

Shipping / Deliveries at the Show

The official transport company is Recall Trade Show Logistics. The Shipping Information Sheet available in the Exhibitor Resources section at signatures.ca provides helpful details for shipping to the show.

Courier companies may bring packages to the show's Registration Area during show hours. We will notify you when the delivery has arrived. Our staff will sign for prepaid deliveries and deliver them to your booth. Be sure to include By Hand Gift Show in your addressing labels.

Move-Out steps

Your booth tear-down begins after the show closing announcement at 5 p.m. on Tuesday, January 31st.

- Tear down your booth completely on the floor. Do not take a show dolly to tear down on.
- Please do not park your vehicle(s) at the building's move-out doors until you are ready to load.
- Get your vehicle by the doors and take a dolly, go to your booth and load your goods.
- Load your vehicle as safely and quickly as possible and drive your vehicle away from the doors.

Bringing your own dolly or cart can help speed up the load-out process.

Important - Children under the age of 18 are not permitted in the facility during move-in and move-out because of safety concerns and facility requirements. If you are travelling with small children, please plan for their care off-site prior to move-in and move-out.

Booth Display Requirements

Your booth includes 8' high white drape on back and side(s) and 750 watts of electricity. You bring your display equipment, extra crossbars, floor covering and lights necessary for your booth display. Rental equipment is available from [GES Services Canada - click on link here](#).

Tables and chairs are not included with your booth. Tabletop displays that do not incorporate a design element are not permitted. A professional looking display will increase your sales.

Backdrop required in all booths. All booths are required to have a visual backdrop. The booth draping can be integrated into your display but must not be considered as the main element.

Floor covering is required in your booth. You may bring your own floor covering or rent from [GES](#).

Booth draping is provided. White fire-resistant draping is 8' high on all sides (back and two sides, or one side for corner booths). Booth draping can be integrated into your display but must not be considered the main element.

Crossbars holding the draping are not weight-bearing and therefore cannot be used as supports for hard walls, grids, or shelving. Lightweight items may be hung from the crossbars with S-Hooks. You may rent additional crossbars to mount lighting or different colour drapes from [GES](#).

Signage is required to identify your company, and your booth number sign must also be visible. All signs in your booth must be professional in appearance. Handwritten or fluorescent signs are not acceptable and cannot exceed 8' in height.

Lighting is required to properly illuminate and showcase your display and products. LED lighting is recommended. All booths are supplied with 750 watts of power. If you require additional power, contact ShowTech at info@showtech.ca.

Exhibitors with hard wall displays, grid displays, or an assortment of tables in their display, please be aware that the inside dimensions of the booths are smaller than the assigned display space to accommodate the posts, crossbars, and electrical cables that measure approximately 3" in diameter.

Contracted Size	Actual Size
5' x 10'	4'9" deep x 9'9" wide
5' x 15'	4'9" deep x 14'9" wide
10' x 10'	9'9" deep x 9'9" wide

IMPORTANT: Display equipment such as racks, stools or chairs, desks, hangers, etc. may not protrude into an aisle. This is a fire code violation which presents traffic congestion and corresponding safety concerns. Displays or signage within a display may not be taller than 8'. If you are unsure whether your display meets our requirements, please ask us and we will happily review and provide feedback.

Tips for presenting a great display!

For 3 days, your booth is your **storefront**. Maximize your investment in the show by presenting your work in a way that will make buyers want to come into your booth and buy. You also want the buyers to be able to picture it as if your product was in their store. Here are some tips to help you.

- ❖ Do a mock-up before the show and create a display in the same dimensions of your space at the show in your studio or garage. This way, you can visualize what design works best for your products and what doesn't.
- ❖ Booths that provide an overall sense of the artists' style through colour and texture and that can be seen from a distance make great first impressions. Make your booth look like a small boutique or shop.
- ❖ Great lighting enhances your products and directs the buyers' eyes to highlighted areas. Booths that are poorly lit are often overlooked by customers.
- ❖ Don't block the entrance to your booth with furniture or tables or create a barrier. Buyers want to be able to see and touch your products.
- ❖ Present a unified theme. Have focal points in your booth where products are presented to work together. Create small vignettes or have photos of the products in settings used by customers for the buyer to see.
- ❖ Don't clutter your display with too much product. Often when presented with too much choice, the buyer will choose nothing.
- ❖ Greet the buyers and welcome them in your booth by engaging them. Talk about your work and show them the different choices. If you are sitting in a chair, looking bored, buyers will feel this and go on to the next booth.
- ❖ Have a small table and at least one where the buyer can sit while discussing an order with you.

Event promotion & social media

Signatures conducts extensive advertising, promotion, and public relations campaigns prior to the show. We do expect our exhibitors to also help promote the show to their respective communities and audiences. This leads to stronger attendance, increased overall sales, and a healthy handmade community.

Social media marketing is a very effective tool to reach a large audience quickly, but to reach as many potential customers as possible we also need our exhibitors' involvement. Here are a few simple steps that can make a huge difference for the show and your results there:

- Contact your existing buyers to invite them to come to By Hand to see your new works. Email them the show invitation or direct them to register in advance of the show at byhand.ca.
- Share your best images or videos onto your Instagram page using the official show hashtags – #ByHandCanada and #HandmadeLive. We also encourage you to “Like” our posts related to the show on our Instagram page – @signatures.ca
- Talk about the show on your blogs or any of your other social channels.
- Email us your most recent clear, high-resolution, professional-quality images of your work, preferably on a solid background.

Buyers Services

Buyers can enjoy the following services while at the show:

- A convenient Café located in the hall offering a variety of hot and cold foods and drinks, all made in house.
- A self-serve coat check.
- Complimentary shuttle transportation to and from the International Centre from all host hotels.

Exhibitor Services

Please see our staff onsite if you require business services such as printing, photocopying, etc.

Communications

Wi-fi will be available for all exhibitors at a cost. Details to follow. Some exhibitors choose to bump up their data plan on their tablets or phones to process orders.

Useful Addresses

IKEA: 1475 The Queensway, Etobicoke, ON M8Z 1T3

Canadian Tire: 2850 Queen Street East, Brampton, ON L6S 6E8

Home Hardware: 9 Hansen Road South, Brampton, ON L6W 3H6

Exhibitor Identification

Each booth receives up to four badges containing the name of the exhibitor/staff and their company. Badges are only for people working in the booth and must be worn at all times during show hours. Please order your badges [here](#). Badges will not be sent by mail, they can be picked up at registration. Failure to order your badges in advance will result in longer wait times at registration.

Photography

Photography or videography of other exhibitors' booths may not be taken without the approval of the exhibitor.

Cash and Carry

By Hand is strictly a wholesale show, restricted to taking orders only. Exhibitors are permitted to sell or give their samples to buyers only in the last hour of the show on Tuesday, January 31st.

Food Sampling

All food sampling must take place within your assigned booth space and proper waste receptacles must be provided. Exhibitors must comply with provincial, municipal and facility regulations. In accordance with Health Canada regulations, all samples and food for sale must provide clear ingredient labels and allergy alerts must be posted in the booth. Please complete the [International Centre Food Sampling Form](#).

Body Care Restrictions

For the health and safety of our attending buyers and other participating artisans, samples of soaps, bath bombs, and other heavily-scented products must be wrapped or contained under glass or see-through containers.

Show Sales and Order Cancellation Policy

By Hand is a wholesale marketplace whereby orders are placed for future delivery. Exhibitors are not allowed to sell product and/or samples may not be removed from the show at any time (see Cash and Carry section). Selling of product/samples for immediate delivery is strictly prohibited in the show at any time.

We strongly recommend that all exhibitors have an Order Cancellation Policy and that all the buyers that you are dealing with are made aware of this policy. This is for your protection. Sometimes a buyer may be reluctant to give a deposit and this policy gives you and them an option before you incur out of pocket expenses. Here is an example: Total order \$1000.00 – Security deposit (credit card imprint or postdated cheque) 10% of order (\$100.00) – if buyer cancels order within 10 days of show – no penalty, if buyer cancels after 10 days then security deposit is processed or cashed. If buyer does not cancel order, then you can apply normal payment terms. By doing so, you are protecting your investment in producing their order. You can customize the Order Cancellation Policy to suit your needs.

Regulations/Insurance

Fire Regulations

Exhibitors must abide by the City of Mississauga's Fire Regulations for governing exhibits and displays in public buildings. Please consult the Fire Regulations by clicking [the link here](#).

Electrical Regulations

Each booth is supplied with 750 watts of electrical power. The electrical panels installed are measured to provide 750 watts per booth so if they are overloaded, the breakers will trip. If you require additional power, it must be ordered in advance with ShowTech. Lighting is required in your booth. We strongly recommend LED lighting. **Metal clamp-on lamp holders cannot be mounted directly on the metal tubes used in the construction of the display booths.** (If your light shorts out you could electrify the entire row of booths you are in.) Any electrical product used in your display or being sold by you (i.e., lamps, etc.) must be CSA approved and must have a CSA sticker or stamp. **When purchasing lights be sure and look for the CSA label or stamp. Design your display so that the lights are mounted securely on a non-conductive material (i.e. wood) and are away from draped curtains. * Remember to turn your lights off every night.**

Exhibitor Regulations

Please note that we will be actively enforcing the following rules on set-up day and throughout the show.

- You are only permitted to display and sell the products outlined in your contract. The addition of non-juried products, other artisans' work or commercial products will result in termination of your participation. Jewellery products in non-jewellery booths are not permitted unless specifically indicated in your contract.
- Your display cannot exceed its assigned size or infringe on another artisan's display.
- All display equipment must not be taller than 8'.
- You may not conduct business in the aisles or use attention getting devices or methods to draw customers in your booth.
- You must wear your exhibitor badge at all times.

Insurance

As a participating exhibitor in By Hand, you must have adequate Liability Insurance with a minimum \$2,000,000 limit to protect the exhibitors, the attending buyers, the show organizer and yourself. Our insurance policy does not extend coverage to any exhibitor. We recommend that you contact your insurance provider first to provide coverage. If they cannot provide coverage, there are insurers who provide insurance for exhibitors.



Information on these insurers is available online. If you participate in many shows yearly, it is less expensive to sign on for yearly coverage as opposed to single event coverage. Signatures Shows does not endorse or recommend any particular insurance providers.

Hotel Info

Toronto Market Week has negotiated reduced rates for exhibitors and buyers at select hotels in the vicinity of the International Centre. Please use the [link here for reservations](#).

Checklist

Check when completed:

- Email** us your existing Buyer's list (if applicable)
- Design** my booth to make it attractive and inviting to buyers
- Hire** staff to help out (if necessary)
- Make** hotel reservations (please check deadlines)
- Ordered** additional power from ShowTech (if required)
- Ordered** display equipment, carpet, etc. from GES (if required)
- Arrange** for the shipment of my goods (if shipping)
- Arrange** for my children 18 and under to be cared for off-site during load-in & out (if applicable)
- Arrange** for insurance coverage
- Fireproof** the fabrics used in my display at least 1 month prior to show