



Butterdome
Craft Sale

Exhibitor Guide 2024

Butterdome Craft Sale

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.

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Show Details

Show Website Butterdome.com
 Show Manager Francine Leduc | fleduc@signatures.ca
 Show Location Butterdome | University of Alberta
 11440 87 Avenue NW
 Edmonton, AB | T6G 1C9

Key Dates & Times

*Tuesday, December 3rd Load-in and set-up 10 a.m. to 8 p.m. | **Note: Loading zone closes at 6 p.m.**
 Wednesday, December 4th Load-in and set-up 10 a.m. to 8 p.m. | **Note: Loading zone closes at 6 p.m.
 Thursday, December 5th 10 a.m. to 9 p.m.
 Friday, December 6th 10 a.m. to 9 p.m.
 Saturday, December 7th 10 a.m. to 6 p.m.
 Sunday, December 8th 10 a.m. to 5 p.m. | **Load-out from 5 p.m. until 12 a.m.**

*Edmonton area exhibitors **only**; other exhibitors may be accommodated as time permits.
 **Out-of-town exhibitors.

Building Access Times for Exhibitors

Thursday only 8 a.m.
 Friday to Sunday 9 a.m.

Admission Prices

General Admission \$10.00 | Seniors (65+) \$8.00 | Free for ages 17 and under.
 University of Alberta students (with valid ONEcard) \$5.00 | 50% off General Admission weeknights after 5 p.m.
 Customers may pick up a free re-admission ticket at the show.

Complimentary Tickets

All exhibitors are entitled to six (6) complimentary admission tickets to the show. You are encouraged to use these tickets as a marketing tool to promote attendance at the event by running giveaways on social media or through other channels. Complimentary tickets must be requested in advance, no later than **November 19th, 2024** using this [link](#). Should you require additional tickets, they can be purchased for 50% off the sale price.

Show Suppliers

*Global Convention Services – Display/Electrical/Material Handling – www.globalconvention.ca
 *Account login & ordering information will be emailed to you directly by Global Convention Services.
 VM ID – Booth Merchandising Services - <https://vm-id.com>
 J&R Hall Transport Inc. (via Francine Leduc) – Transport Services – [Shipping Information Sheet](#)

Scam/Phishing Emails

Beware of fraudulent emails falsely associated with Signatures Shows. These scams often request urgent information, offer the likes of attendee lists, exhibitor directory listings or travel/accommodation discounts and include suspicious links. Official event communications will only be sent from @signatures.ca or @globalconvention.ca domains. If you receive a suspicious email, please contact info@signatures.ca to verify its legitimacy.



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Parking Info

Paid parking is available onsite at the Butterdome and is managed by the University of Alberta Parking Services. Access to parking in any of the UofA lots is available on a first-come, first-served basis; single or multi-day parking passes are **not** available. As a courtesy to customers attending the show, we ask exhibitors to leave the spaces closest to the entrance available. **Varsity Parking** is exclusively reserved for exhibitors with oversized vehicles and trailers; all other vehicles will be refused access to this lot. For more information on parking, please refer to the [Parking Information Sheet](#).

Booth Location

Booth location assignments will **not** be provided in advance. You will receive your booth number on set-up day after completing the load-in steps outlined below. **Show suppliers do not require your booth location when making your arrangements**; this information will be provided to them by Show Management prior to load-in.

Load-In/Load-Out

For exhibitors bringing their goods to the show, you will be issued a **Load-In Pass** that will include your assigned load-in time and instructions on accessing the facility loading area, approximately two (2) weeks before the show. This pass needs to be printed and displayed on the dash of your vehicle on load-in day. **You must arrive during the time slot indicated on your pass; arrivals before or after your scheduled time will result in longer waits.**

For exhibitors shipping their goods & display to the show, you may arrive any time after 10 a.m. to set-up your booth. Your crates and/or pallets will be moved to a storage area by Global Convention Services at the conclusion of set-up. For more information on shipping, please refer to the [Shipping Information Sheet](#).

IMPORTANT Persons under the age of 15 are **NOT** permitted in the exhibit hall during load-in **or** load-out for liability and safety reasons. Our onsite staff will be enforcing this rule – please plan for childcare in advance.

Load-In Steps

- Upon arriving at the Butterdome for your scheduled time, follow the directives of our onsite attendants and proceed to the building's West load-in doors.
- Unload your vehicle as quickly as possible in the loading area and move your vehicle to a parking lot.
 - **Note: The maximum time allowed at the loading doors is thirty (30) minutes; after this time, vehicles must be moved to one of the available lots.**
- After moving your vehicle, you will be provided with a ticket to register your arrival with Show Management at which point you will receive your booth number and exhibitor badges.
- Dolly your goods to your booth and unload them immediately. **Do not take more than one (1) show dolly or remove a dolly from circulation by leaving your goods on it.**
- Return the dolly to the loading area and proceed with your booth set up.

Attention: If your goods/display need to be set-up in stages, you **must** unload your show dolly, return it to the loading area, so other can have access while you work in your booth. When you are ready to continue bringing over your goods, you may take another dolly.

A number of dollies are supplied through Global Convention Services for exhibitor use, but you are strongly encouraged to bring your own dolly if possible. Doing so greatly speeds up the load-in and load-out process for everyone. We are not able to provide labor to assist with unloading your vehicle or setting up your booth; as such, it is very important you bring your own help if required.



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The loading area closes at 6 p.m. and all goods must be unloaded from your vehicle by this time; set-up continues until 8 p.m. Please notify us if, for any reason, you will not be arriving by your scheduled time on load-in day; any booths remaining empty by 6 p.m. on Wednesday, December 4th will be reassigned at the discretion of Show Management without compensation to the exhibitor.

The show opens at 10 a.m. on Thursday, December 5th, please ensure you allow yourself enough time to complete your booth display by 9:30 a.m. on opening day. **Thursday morning load-ins will not be permitted.**

Re-Stocking

You may re-stock daily before the show opens to the public (see pg. 1 for *Building Access Times*). The building will be accessible through the West load-in doors; you will have until fifteen (15) minutes prior to show open each day to complete your re-stocking. **Load-in doors are to remain closed, without exception, during all show hours to prevent cold air and wind from entering the building.**

Deliveries at the Show

You may arrange for courier companies to deliver packages to the main entrance area during show hours. Our staff will sign for any pre-paid deliveries and deliver them to your booth. If the delivery is not pre-paid, we will notify you of the courier's arrival. Be sure to include **Butterdome Craft Sale** in your addressing labels.

If your courier cannot guarantee the delivery of your package during show hours, we recommend sending it to your hotel (indicate the Guest Name and Room #) or to pick it up at the courier's office yourself.

Load-Out Steps

Booth teardown begins **after** the show closing announcement at 5 p.m. on **Sunday, December 8th**. Exhibitors are not permitted to begin tearing down their displays or loading out stock before the show closes to the public.

- Dismantle your display completely in your booth space, pack your goods for transport and leave them in your booth. **Do not take a show dolly to tear down on.**
- Proceed to the **Admissions Area** and a show staff member will inspect your booth for compliance.
 - After inspection, you will be provided with a **Load-Out Ticket**. This ticket is required to gain access to the load-out doors and will **not** be issued if your booth is not ready to load-out.
- Bring your vehicle around to the West load-out doors and line-up in the queue for access. An attendant will be on hand directing traffic as space becomes available.
 - **DO NOT** join the queue until you have received your **Load-Out Ticket**. Those who join the line without a ticket will need to exit the line and rejoin the back of the queue.
- Take a show dolly and load your vehicle as quickly as possible.
- Return the dolly to the loading area.
- Move your vehicle away from the load-out doors.

PLEASE NOTE: There is only one (1) area which can accommodate long trailers and oversized vehicles; wait times for access to this space will be longer, but we will do our best to get everyone out as quickly as possible.

Booth Display Requirements

Your booth includes 8' high black drape along the back and side(s), and 750 watts of electricity. You must supply your own display equipment, additional crossbars, floor coverings, lights and other items required for your setup. Rental equipment is available through Global Convention Services and can be ordered online [here](#).



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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 potential at the show.

Backdrops are required in all booths. The booth draping can be integrated into your display but must not be considered the main visual element of your backdrop.

Floor covering is not required within your booth area. If you have a floor covering, it should be adhered to the show floor using high-adhesion, double-sided cloth tape common to trade shows which leaves almost no residue. You may bring rent floor coverings from [Global Convention Services](#) if desired.

Booth draping is provided. Fire-resistant black draping is 8' high and will be installed along the back and two (2) sides for aisle booths or the back and one (1) side for corner booths.

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 additional drape from [Global Convention Services](#).

Signage is required to identify your company and your booth number sign (provided by Show Management) must be visible. All signs in your booth must be professional in appearance and cannot exceed 8' in height. Handwritten or fluorescent signs are not acceptable.

Lighting is required, as the overhead lighting will be at a low level to create ambiance. You may bring your own lighting or rent additional lighting from [Global Convention Services](#) to ensure your display is sufficiently lit to display and showcase your products. LED lighting is recommended.

Show Management reserves the right to request improvements to your display. If you are unsure whether your display meets our requirements, please email us and we will happily review and provide feedback.

Booth Sizes

Exhibitors with hard wall displays, grid displays, or an assortment of tables, please be aware that the inside dimensions of the booths are smaller than the assigned display space to accommodate posts, crossbars, and electrical cables measuring approximately 3 inches in diameter. Display equipment such as racks, stools/chairs, desks, hangers, etc. may not protrude into an aisle as it is a fire code violation which impedes traffic flow and causes corresponding safety concerns.

Contracted Size	Actual Size
10' x 10'	9'9" deep x 9'9" wide
10' x 15'	9'9" deep x 14'9" wide
10' x 20'	9'9" deep x 19'9" wide

Storage

Storage space for overstock is limited, so plan to incorporate storage within your booth or to restock in the mornings. Please remove empty plastic packing bins or boxes to your vehicles and trailers for storage. Fire panels, pull stations, and fire exits must never be blocked or impeded by storage. Empty boxes are not permitted in storage areas, as they present a fire hazard.



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Security

Security controls are in place to prevent thefts during set-up, show hours, and overnight, but we require full cooperation from all exhibitors to ensure these measures are effective. The following guidelines should be observed at all times, including during load-in and load-out:

- * Keep your booth attended at all times.
- * Wear your exhibitor badge at all times.
- * If you have any problems or observe any unusual activity, please notify Show Management immediately.
- * Non-exhibitors are not permitted in show storage areas at any time, for any reason.
- * Do not leave any valuables or cash in your booth unattended at any time during the show or overnight.
- * Place a night sheet or another type of barrier, such as netting, across your booth entrance overnight.
- * Stay in your booth for a few minutes after the show closes each night to allow time for all customers to leave the hall. The hall must be vacated no later than thirty (30) minutes after closing each night.

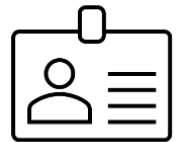
Signatures cannot assume responsibility for any losses incurred from shoplifting, pilferage, or any other causes. We reserve the right to inspect any box or crate that is removed from the exhibit hall.

Exhibitor Services

Exhibitors enjoy complimentary material handling for shipments through J&R Hall Transport Inc., discounted hotel rates and free listing on our show website with a product image (if provided). **Note: Any requests for changes to web gallery listings must be received, no later than, 30 days before the show.**

Exhibitor Identification

Each booth will be provided up to four (4) Exhibitor Badges containing the name of the artisan/staff and their company. Additional badges can be purchased for \$10.00/each. Badges are only for people working in your booth and must be worn at all times during show hours. Blank badges with only a company name will not be printed.



Please order your badges for the show using the [online order form](#) by **November 19th, 2024**. Additional badges will not be available on site and badges are not transferable.

Communications

Free Wi-Fi is available at the University of Alberta by connecting to the **Guest@UofA** network and agreeing to the terms of service. This is an unsecured network and may not be accepted by all point-of-sale (POS) devices depending on the built in security settings. Some exhibitors opt to use cellular hotspots instead of relying on Wi-Fi; we recommend contacting your service provider to upgrade your data allowance in advance of the show if required.

NEW *Booth Merchandising*

Signatures Shows is excited to partner with VM ID as our official visual merchandising service provider. Known for designing some of the best booths in the industry, VM ID offers unique services tailored to transform your booth, enhance customer engagement, and drive sales growth. Their offerings include both DIY and full-service consultation options to fit any budget, as well as workshops and self-assessment guides. For more information, you can review their market booth packages available through the [VM ID website](#). When initiating your service request through their online platform, be sure to mention **Signatures Shows** in the comment section.



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Customer Services

Show customers enjoy free re-admission for the duration of the show, a coat check service within the exhibit hall and onsite ATMs.

Event Promotion & Social Media

Signatures Shows conducts extensive advertising, promotion, and public relations campaigns prior to the show. In addition to this, we expect our exhibitors to help promote the show in their respective communities and audiences as this leads to stronger attendance, increased overall sales, and a healthy handmade community.

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

- ❖ Contact your existing customers and invite them to attend the Butterdome Craft Sale to see your new works. Email them the show information and/or encourage them to purchase their tickets in advance (ticket discount promotions are often available in the weeks leading up to the show!)
- ❖ Share your best product images or videos to your Instagram page using the official show hashtags – **#Butterdome**, **#HandmadeLive** and **#Edmonton**
- ❖ Like and share show related content from our Instagram ([@ButterdomeCraftSale](#)) and/or Facebook page ([@Butterdome](#))
- ❖ Download and share our official [Social Media Assets](#) in your show related posts.

Regulations & Insurance

Exhibitor Regulations

Please note, we will be actively enforcing the following rules on set-up day and throughout the show. By complying with these guidelines, you allow the show to run smoothly for everyone.

- * You are only permitted to display 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 is not permitted unless indicated in your contract.
- * The price of work for sale must not be altered or changed during the show.
 - "Reduced Price", "Sale", "Show Special", two-tier pricing (e.g. ~~\$30.00~~ \$25.00 on price tag/ticket), or other signs of this nature are not permitted.
- * Business must solely be conducted in your booth space without disruption to neighbouring exhibitors.
- * Video displays, music, or other attention-grabbing devices require prior Show Management approval.
- * Your display must not exceed your assigned booth size.
- * You must comply with all public health, fire, and electrical regulations.
- * If you wish to display or distribute flyers not directly related to your craft, prior approval from Show Management is required.
- * You must always wear your exhibitor badge.

Photography

Photography of another artisan's booth or work is not allowed unless you have their permission to do so. Customers must also acquire your consent prior to taking any photos. If you observe anyone taking photos of your work without your permission, please inform a member of our Show Management team. Accredited media personnel and show staff are permitted to shoot videos and take photos for promotional purposes.



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Gourmet Foods

Food exhibitors must comply with all federal, provincial, and municipal public health guidelines as well as package-labelling and facility regulations in accordance with Health Canada. All exhibitors with food products must complete the [Alberta Health Services Vendor Notification Form](#) at least **thirty (30) days** before the show.

IMPORTANT Please refer to the **Show Details** included on pg. 1 of this guide when completing the '**Event Details**' sections of the online form. When prompted enter **613.241.5777** in the '**Organizer Phone Number**' field and **info@signatures.ca** for the '**Organizer Email**'.

All food sampling must take place within your assigned booth space and must have clear ingredient labels with allergen alerts posted.

Body Care & Home Fragrance

For the health and safety of our attending customers and other participating artisans, candles, soaps, bath bombs, perfumes and other heavily scented products must be wrapped or tightly contained for display.

Single-Use Plastics

As an event organizer, we are committed to supporting the shift towards a greener future and your proactive efforts in embracing sustainable practices that will not only help protect the environment but also enhance the overall customer experience.

In compliance with City of Edmonton legislation in effect since July 1st, 2023, the distribution of single-use plastic checkout bags and polystyrene foam ('Styrofoam') plates, cups, bowls, and containers is prohibited at the show. Exhibitors are encouraged to utilize alternative packaging options such as reusable bags, paper bags or containers made from other sustainable materials. More detailed information on this legislation can be found [here](#).

Fire Regulations

The University of Alberta, in accordance with the Alberta Fire Safety Code and Fire Service, requires that all decorations and materials for display are flameproof. This law does not apply to your work. An inspector will be visiting every booth on set-up day to conduct fire tests on all display materials.

It is recommended that you test all your materials prior to arrival for set-up. Hold a flame to a sample of the material for 12 seconds; if it burns for more than 2 seconds after you remove the flame, it is not acceptable. Flame proofing should be done well in advance of the show as materials may require more than one application and will require drying time for maximum absorption. Some facilities require proof of flame proofing, please bring your documentation with you. There are products available in spray or liquid applications at retail stores such as Home Hardware, Lowes & Canadian Tire.

Electrical Regulations

Each booth is supplied with 750 watts of electrical power. Power is supplied to the individual booths through the installation of a single shared outlet – one plug-in per booth. Bring a power bar, or more if required, for power distribution within your booth. Extension cords must be grounded with three prong plugs.

Lighting is required in your booth, as the overhead lighting will be at a low level to create ambiance. You may bring your own lighting or rent additional lighting from [Global Convention Services](#) to ensure your display is sufficiently lit to showcase your products. Displays should be designed so the lights are mounted securely on a



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non-conductive material (i.e. e.g. wood or rubber) and are aimed away from draped curtains. Metal clamp-on lamp holders **cannot** be mounted directly on the metal tubes used in the construction of display booths.

Additional venue/supplier electrical policies include, but are not limited to:

- Latex wire cord, duplex, and triplex plugs are not permitted.
- Equipment which trips circuits due to overload may not be restarted until Global Convention Services has found the source and corrected the problem.
- Wall and pillar plugs distributed around the building are for the specific use of the University of Alberta and its exclusive service providers and are not for the use of exhibitors. A fee will be charged if these outlets are used, or they may be disconnected at the discretion of the building.
- The use of small appliances such as kettles, irons, portable heaters, or microwave ovens are not permitted in your booth unless additional power is purchased from [Global Convention Services](#).



Any electrical products used in your display or being sold by you (i.e. lamps, etc.) must be CSA approved and have a CSA sticker or stamp on them. **Remember to turn your lights off every night.**

Insurance Requirements

Liability insurance with a minimum \$2,000,000 coverage is required. We recommend that you contact your regular insurance provider first to provide coverage. If they are unable to provide coverage, there are some providers who specialize in insurance for exhibitors. Signatures does not endorse any particular provider, but information on these insurers is widely available online.

Hotel Info

Reduced rates for our exhibitors have been negotiated at the hotel(s) listed below. Please identify yourself as a Signatures Shows participant to receive the discounted rate (subject to availability). After the reservation deadline, these rates may still be offered subject to availability and at the hotel's discretion.

Campus Tower Suite Hotel – 11145 87 Avenue NW, Edmonton, AB, T6G 0Y1 | 780.439.6060

★★★

The hotel offers discounted parking for vehicles under 6', free Wi-Fi, business centre and onsite restaurants.

Group Code: **ACT-GFC4263**

Cut-Off Date: Room rates are guaranteed until **November 11th, 2024**.

Rate: \$135/night for a Junior Suite with Full Kitchenette
\$139/night for a 1 Bedroom Suite with Full Kitchenette
\$250/night for a 2 Bedroom Suite with Full Kitchenette

Rates are based on single or double occupancy and exclude taxes.

Reservations: Call or [book your reservation online](#).

Distance: 500 m; 7 min walk

Sandman Signature Edmonton Downtown – 10235 101 Street NW, Edmonton, AB, T5J 3E9 | 780.428.7111

★★★★

The hotel offers free high-speed internet, 24/7 business centre, onsite restaurant and indoor pool.

Group Code: **2412BUTTER**

Cut-Off Date: Room rates are guaranteed until **November 11th, 2024**.

Rate: \$149.00/night for a Deluxe 2 Doubles Room or Deluxe 1 King Room.

Rate is based on single or double occupancy and excludes taxes.

Reservations: Call 1.800.SANDMAN, email reservations@sandman.ca or [book your reservation online](#).

Distance: 4.4 km; 12 min drive



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Checklist

Check when completed:

- Make hotel reservations (please refer to the deadline(s) above)
- [Order Exhibitor Identification Badges](#) (Deadline: November 19th, 2024)
- [Order complimentary show tickets](#) - (Deadline: November 19th, 2024)
- Order display equipment from [Global Convention Services](#) (if required)
- Order additional power from [Global Convention Services](#) (if required)
- Arrange for the shipment of goods and display material (if shipping)
- Arrange for insurance coverage
- Fireproof materials used in display
- Email existing customers and encourage them to come to the show
- Promote your participation on social media
- Hire staff to help with load-in & load-out and/or during show hours (if required)
- Arrange childcare for children under 15 during load-in & load-out (if applicable)
- Food vendors - Complete the [Alberta Health Services Vendor Notification Form](#)

