



Our Best to You
Handmade Market

Exhibitor Guide 2024

Our Best to You Handmade Market: Red Deer

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 OurBestToYouRedDeer.com
Show Coordinator Dawn Paquette | dpaquette@signatures.ca
Show Location Parkland & Prairie Pavilions | Westerner Park
4847A 19 Street
Red Deer, AB | T4R 2N7

Key Dates & Times

Thursday, October 24th Load-in and set-up 8 a.m. to 8 p.m. | **Note: Loading zone closes at 6 p.m.**
Friday, October 25th 10 a.m. to 9 p.m.
Saturday, October 26th 10 a.m. to 6 p.m.
Sunday, October 27th 10 a.m. to 5 p.m. | **Load-out from 5 p.m. until 10 p.m.**

Building Access Times for Exhibitors

Friday only 8 a.m.
Saturday & Sunday 9 a.m.

Admission Prices

General Admission \$9.00 | Seniors (65+) \$7.00 | Free for ages 17 and under.
50% off General Admission after 5 p.m. on Friday
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 **October 10th, 2024** using this [link](#). Should you require additional tickets, they can be purchased for 50% off the sale price.

Show Suppliers

Goodkey Show Services – Display/Electrical/Material Handling – www.goodkey.com
Show Code: **OBYHM10252724** | Early bird pricing available until: **October 4th, 2024**
Telebyte Communications – Internet Services – support@telebyte.ca; 403.346.9966
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 domains. If you receive a suspicious email, please contact info@signatures.ca to verify its legitimacy.



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Parking Info

There is free parking available for everyone at Westerner Park. As a courtesy to customers attending the show, we ask exhibitors to leave the spaces closest to the entrance available. Exhibitors with trailers or oversized vehicles must park them as far from the entrance as possible.

Booth Location

Booth location assignments and the show floor plan will be posted online at OurBestToYouRedDeer.com in **September 2024**; you will receive an email notification from our team when this information is available. **Please check your junk/spam folders regularly to ensure you are up to date on important show communications.**

Load-In/Load-Out

For exhibitors bringing their goods to the show, you will be issued a **Load-In Pass** that will include 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.

For exhibitors shipping their goods & display to the show, you may arrive any time after 8 a.m. to set-up your booth. Your crates and/or pallets will be moved to a storage area by Goodkey Show 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 arrival at Westerner Park, proceed to the Parkland & Prairie Pavilions buildings and line-up in the queue for access to the load-in area.
- Register your arrival with onsite show management and collect your exhibitor badges.
- Unload your vehicle as quickly as possible onto a provided dolly.
- 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 move your vehicle to the parking lot to allow others access.
- 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, and move your vehicle away from the doors so other can have access while you work in your booth. When you are ready to continue unloading your vehicle, you may take another dolly.

A number of dollies are supplied through Goodkey Show 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.

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 5 p.m. on load-in day; any booths remaining empty by 6 p.m. will be reassigned at the discretion of Show Management without compensation to the exhibitor.



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The show opens at **10 a.m.** on **Friday, October 25th**, please ensure you allow yourself enough time to complete your booth display by 9:30 a.m. on opening day. **Friday morning load-ins will not be permitted.**

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. Include **Our Best to You Handmade Market** 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, October 27th**. It will take approx. thirty (30) minutes for Goodkey to remove the aisle carpet. Until this is done, we ask you to teardown in your booth space and that you do **not** roll dollies on the carpet or block aisles with your boxes, crates or display.

- 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.**
- Bring your vehicle to the loading doors. **DO NOT** park your vehicle(s) at the loading doors until you are ready to load-out.
- 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 loading doors.

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 Goodkey Show Services and can be ordered online [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 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 required for the visible floor space within your booth area. Floor coverings 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 your own floor covering or rent from [Goodkey Show Services](#). **Booths will be inspected for compliance.**

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 [Goodkey Show Services](#).



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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 [Goodkey Show 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	Contracted Size	Actual Size
5' x 10'	4'9" deep x 9'9" wide	10' x 10'	9'9" deep x 9'9" wide
5' x 15'	4'9" deep x 14'9" wide	10' x 15'	9'9" deep x 14'9" wide
5' x 20'	4'9" deep x 19'9" 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.

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.



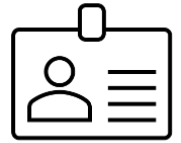
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Exhibitor Services

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 **October 10th, 2024**. Additional badges will not be available on site and badges are not transferable.

Communications

Wi-Fi connections are available at Westerner Park at a cost through their official communication partner, Telebyte Communications. Their professionally managed service offers Wi-Fi connections at a rate of \$50/day. To purchase internet, please complete the [Telebyte Order Form](#) and submit it directly to support@telebyte.ca.

Shaw Internet customers can be instantly and continuously connected to **Shaw Go Wi-Fi** by inputting their shaw.ca email address and password on their mobile device while onsite at Westerner Park. Once logged in, you will remain connected to all Wi-Fi access points within range of the network.

****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.

Customer Services

Show customers enjoy free re-admission for the duration of the show, onsite ATMs, and a convenient restaurant located within the exhibit hall.

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:



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- ❖ Contact your existing customers and invite them to attend Our Best to You Handmade Market 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 – **#OurBestToYou**, **#HandmadeLive** and **#RedDeer**
- ❖ Like and share show related content from our Instagram ([@OurBestToYou RedDeer](#)) and/or Facebook page ([@OurBestToYouRedDeer](#))
- ❖ 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.
 - o "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.

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.



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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.

Municipal and provincial legislation pertaining to plastic checkout bags and other single-use plastics have already come into effect in some markets with wider federal bans still in the works. Exhibitors are encouraged to implement sustainable plastic alternatives to allow for a smooth transition and ensure compliance with any new regulations when they come into effect. Information on the potential federal ban can be found [here](#).

Fire Regulations

Westerner Park, 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 [Goodkey Show Services](#) to ensure your display is sufficiently lit to showcase your products. Displays should be designed so the lights are mounted securely on a 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 Goodkey Show Services has found the source and corrected the problem.
- Wall and pillar plugs distributed around the building are for the specific use of Westerner Park 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.



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- 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 [Goodkey Show 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 hotels 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.

Sandman Hotel Red Deer – 2818 Gaetz Ave., Red Deer, AB, T4R 1M4 | 403.343.7400

★★★

The hotel offers free outdoor parking, high-speed internet, a pool, and a fitness center.

Cut-Off Date: Room rates are guaranteed until **October 2nd, 2024**.

Group Code: **OURBEST**

Rate: \$99.00/night for a Standard 2 Doubles Room or a Standard 1 King Room

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

Reservations: Call the number listed above and quote the **Group Code** to book your reservation.

Distance: 3.1 km; 6 min drive

Days Inn – Red Deer – 1000-5001 19 St., Red Deer, AB, T4R 3R1 | 403.340.3297

★★

The hotel offers free breakfast, free Wi-Fi, onsite vehicle & trailer parking, fitness centre and pool.

Cut-Off Date: There is no cut-off date for bookings.

Group Code: **SIGNATURES SHOWS**

Rates: \$99.00/night for a Classic 1 or 2 Queen Room or Class King Room

\$114.00/night for a Premium Suite

\$119.00/night for a Signature Suite

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

Reservations: Call or email bsampath@d3h.ca to book your reservation.

Distance: 1.9 km; 5 min drive



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Checklist

Check when completed:

- Make hotel reservations (please refer to the deadlines above)
- [Order Exhibitor Identification Badges](#) (Deadline: October 10th, 2024)
- [Order complimentary show tickets](#) - (Deadline: October 10th, 2024)
- Order display equipment from [Goodkey Show Services](#) (if required)
- Order additional power from [Goodkey Show Services](#) (if required)
- Order internet services from [Telebyte Communications](#) (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](#)

