

Exhibitor Guide 2025

Signatures By Hand Gift Show: Winter

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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Signatures By Hand Gift Show



Show Details

Show Website <https://byhand.ca>
Show Manager Christine Mathieu | cmathieu@signatures.ca
Show Location The International Centre | Hall 1
6900 Airport Road
Mississauga, ON | L4V 1E8

NEW Key Dates & Times

Friday, January 24 th	Move-in and set-up 8 a.m. to 8 p.m. Note: Loading zone closes at 6 p.m.
Saturday, January 25 th	11 a.m. – 6 p.m.
Sunday, January 26 th	9 a.m. – 6 p.m.
Monday, January 27 th	9 a.m. – 6 p.m.
Tuesday, January 28 th	9 a.m. – 4 p.m. Load-out from 4 p.m. until 9 p.m.

Building Access Times for Exhibitors

All Show Days 8 a.m.

Show Suppliers

GES Services Canada – Display/Material Handling – <https://ordering.ges.com/>
ShowTech – Electrical – Additional requirements above the included 750W – info@showtech.ca
VM ID – Booth Merchandising Services - <https://vm-id.com>

Buyer Registration

Buyers can register online at <https://myconexsys.com>. All previously registered By Hand buyers have been invited to join us again in 2025 during Toronto Market Week. As an exhibitor in the show, you will also receive a personalized buyer invitation code by email in early-January which can be used to personally invite your existing buyers. You will be able to view which buyers registered using your code on your [MyConexsys](#) profile (see 'Exhibitor Identification' on pg. 6 for more information).

Scam/Phishing Emails

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

Parking Info

There is plenty of free surface lot parking at The International Centre.

Booth Location

Booth location assignments and the show floor plan will be posted online at <https://byhand.ca> in early-January 2025; you will receive an email notification from our team when this information becomes available. **Please check your junk/spam folders regularly to ensure you are up to date on important show communications.**

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NEW Shipping

Inbound Freight Delivery Date: Thursday, January 23rd between 8 a.m. and 5 p.m.
Outbound Freight Pick-up Date: Tuesday, January 28th after 4 p.m. | Next day pick-up will not be permitted

The facility will not accept freight arriving before **Thursday, January 23rd**; you will need to communicate this information to your carrier and ensure they do not attempt delivery prior to this date. For exhibitors shipping their goods, GES will deliver them to your booth by **8 a.m. on Friday, January 24th** and will move any empty crates/pallets to designated storage areas at the conclusion of set-up. Labels for empty crates/pallets can be collected at the onsite GES service desk.

Please inform us if you will be shipping to the show and what carrier you are using by sending an email to info@signatures.ca. **Free material handling will only be offered to exhibitors who notify our team in advance;** all other freight will be subject to material handling charges from GES.

Please review the [Shipping Information Sheet](#), available through our online Exhibitor Portal, for some helpful details on shipping to and from the show (**Password - [byhand25](#)**).

Move-In/Move-Out

For exhibitors bringing their own goods to the show, you will be issued a **Move-In Pass** approximately two (2) weeks before the show; this pass needs to be printed and displayed on the dash of your vehicle on move-in day. Move-in and set-up begins at **8 a.m. on Friday, January 24th**.

IMPORTANT Persons under the age of 18 are **NOT** permitted in the exhibit hall during move-in or move-out for liability and safety reasons. Persons aged 16 and over are permitted onsite during show days/hours only, subject to show management approval. All minors must be accompanied by an adult and have a completed Child Waiver Form prior to entering the exhibit hall which can be collected at the Registration Desk.

Move-In Steps

- Goods can be brought into the exhibit hall through **Door 37 (dock bay)** or **Door 43 (roll-up)**.
- 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) dolly or remove a dolly from circulation by leaving your goods on it.
- Return the dolly to the loading zone and move your vehicle away from the loading doors.
- Collect your identification badges at the TMW Registration Desk (outside the entrance to Hall 1)
- Proceed with your booth set up.

Note: If your goods/display need to be set-up in stages, you must unload your show dolly, return it to the loading zone, and move your vehicle away from the doors so others 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 GES for the exclusive use of By Hand exhibitors, but you are strongly encouraged to bring your own dolly if possible. Doing so greatly speeds up the move-in/out process. 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 zone closes at 6 p.m. and all goods must be unloaded from your vehicle by this time; set-up continues until 8 p.m. Any booths remaining empty at 5 p.m. on set-up day will be reassigned at the discretion of Show Management without compensation to the exhibitor.

The show opens at 11 a.m. on Saturday, January 25th, and all displays must be completed by this time.

Deliveries at the Show

You may arrange for courier companies to deliver packages to the show's Registration desk 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 **By Hand Gift Show** in your addressing labels.

Move-Out Steps

Booth teardown begins after the show closing announcement at 4 p.m. on Tuesday, January 28th. It will take approximately thirty (30) minutes for GES 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/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 move out.
- Take a show dolly and load your vehicle as quickly as possible.
- Return the show dolly to the loading zone.
- Move your vehicle away from the loading doors.

Booth Display Requirements

Your booth includes 8' high white 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 GES Services Canada 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 as the main visual element of your backdrop.

Booth draping is provided. Fire-resistant white 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.

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 that leaves almost no residue. You may bring your own floor covering or rent from [GES](#). **Booths will be inspected for compliance; exhibitors will be required to rent a floor covering on site at their own cost if they do not have one.**

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 [GES](#).

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

Booth Sizes

Exhibitors with hard wall displays, grid displays, or an assortment of tables, please be aware that the inside dimensions of 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

If you are unsure whether your display meets our requirements, please email Show Management and we will happily review and provide feedback.

Tips for Presenting a Great Display

For four (4) 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 order. You want the buyers to be able to picture the merchandise as if your product was in their store. Here are some tips to help you.

- ❖ Do a mock-up before the show. Create a display in the dimensions of your booth in your studio or garage so 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 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 buyers.
- ❖ Don't block the entrance to your booth with furniture, tables or by creating 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 (1) chair where the buyer can sit while discussing an order with you.

Order Policies

By Hand is a wholesale marketplace whereby orders are placed for future delivery. Selling product/samples for immediate delivery is strictly prohibited at the show. Please review the **Cash & Carry** policy in the **Regulations & Insurance** section below.

We strongly recommend that all exhibitors have an Order Cancellation Policy and that buyers 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 incurring out of pocket expenses. An Order Cancellation Policy can be customized to suit your needs and delivery timelines.

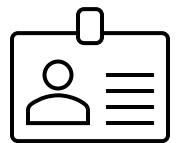
Here is an example: The order total is \$1000.00 – Security deposit (credit card imprint or postdated cheque) is 10% of the order (\$100.00). If the buyer cancels the order within ten (10) days of show – no penalty, but if the buyer cancels more than ten (10) days after the show, the security deposit would be processed or cashed. If the buyer does not cancel the order, then normal payment terms can be applied. By enforcing this kind of policy, you are protecting your investment in producing their order.

Exhibitor Services

Please speak to our onsite Show Management staff if you require business services during the show such as printing, photocopying, etc.

Exhibitor Identification

Each booth may request up to four (4) badges containing the name of the exhibitor/staff and their company. Badges are **only** for people working in the booth and must be worn during move-in, move-out and all show hours. Badge ordering will be available soon through TMW [here](#); the form password will be your postal code on file (all UPPERCASE with no spaces). Badges will be available for collection onsite at the Registration desk outside the entrance to Hall 1. Failure to order your badges in advance will result in longer wait times at Registration.



Communications

Wi-Fi will be available for all exhibitors at a cost with details to follow in the show **Welcome Letter**. Some exhibitors opt to use cellular hotspots instead of purchasing dedicated Wi-Fi; we recommend contacting your service provider to upgrade your data allowance in advance of show to ensure smooth order processing if required. **There is no free Wi-Fi available in the exhibit spaces of The International Centre.**

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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Buyers Services

The following services are available to Buyers attending the show:

- A convenient Café located in the hall offering a variety of hot & cold foods and in-house drinks.
- A self-serve coat and bag check located at the entrance to Hall 1.
- Complimentary shuttle transportation to and from The International Centre and TMW host hotels.

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 buyers to invite them to attend By Hand and see your new works. Email them the show invitation or direct them to register in advance of the show at <https://myconexsys.com>.
- ❖ Share your best product images or videos to your Instagram page using the official show hashtags – **#ByHandCanada** and **#HandmadeLive**.
- ❖ Like and share our By Hand related content from our Instagram page ([@signatures.ca](https://www.instagram.com/signatures.ca)).
- ❖ Talk about the show on your blogs and social media channels.
- ❖ Email us your most recent clear, high-resolution, professional-quality images of your work, preferably on a solid background.

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

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.
- * Your display must not exceed your assigned booth size.
- * You may not conduct business in the aisles.

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- * You must always wear your Exhibitor Badge.
- * You must comply with all public health, fire, and electrical regulations (see below).

Cash & Carry

The **By Hand Gift Show** is a strictly wholesale event and exhibitors are restricted to taking orders only. Exhibitors are not permitted to sell or give away their display products or samples until the last hour of the show (between 3 p.m. and 4 p.m.) on Tuesday, January 28th.

Body Care & Home Fragrance

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

Gourmet Foods

Exhibitors must comply with all federal, provincial, and municipal public health guidelines, facility regulations and packaging-labelling regulations in accordance with Health Canada. All food sampling must take place within your assigned booth space and all samples must have clear ingredient labels with allergen alerts posted.

All exhibitors with food products who will be offering samples, must complete the [Peel Region Health Services Special Events Application Form](#) at least **fifteen (15) days** before the show and review the [Food Safety at Special Events Guidelines](#). Food sampling must also be approved by The International Centre; please complete the [Sampling Authorization Form](#) and return it to catering@internationalcentre.com no later than **thirty (30) days before the show**.

Photography

Photography of another artisan's booth or work is not permitted unless you have their prior approval to do so. 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.

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** document [linked 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 and, as such, the breaker will trip if the circuit is overloaded. Additional power, if required, must be ordered in advance through ShowTech; please email info@showtech.ca to order.

Lighting is required in your booth. Any electrical product 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. Displays should be designed so lights are mounted securely on a non-conductive material (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 the display booths. **Remember to turn your lights off every night.**



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Insurance Requirements

Liability insurance with a minimum \$2,000,000 coverage to protect the exhibitors, attending buyers, show organizer and you 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 insurance providers who specialize in insurance for exhibitors.

Signatures does not endorse any particular insurance provider, but information on these insurers is widely available online. If you participate in many shows yearly, it is typically less expensive to sign on for yearly coverage as opposed to single event coverage.

Hotel Info

Toronto Market Week has negotiated reduced rates for exhibitors and buyers at select hotels in the vicinity of The International Centre. Information on these hotels and their related booking deadlines can be found on the [Toronto Market Week website](#).

Please Note: Prices cannot be guaranteed after the listed booking deadline.

Checklist

Check when completed:

- Make hotel reservations (deadlines available through [TMW](#))
- [Order Exhibitor Identification Badges](#)
- Design an attractive and inviting booth to catch buyers' attention
- Order display equipment, carpet, etc. from [GES](#) (if required)
- Order additional power from ShowTech - info@showtech.ca (if required)
- Arrange for the shipment of goods and display material (if shipping)
- Arrange for insurance coverage
- Fireproof materials used in display
- Email existing buyers and encourage them to register
- Promote your participation in the show on social media
- Hire staff to help with move-in & move-out and/or during show hours (if required)
- Arrange childcare for children under 18 during move-in & move-out (if applicable)
- Food vendors - Complete Peel Region [Special Events Application Form](#) (Deadline: January 10th, 2025)
- Food vendors - Complete & submit a [Sampling Authorization Form](#) (Deadline: December 26th, 2025)

