

oneofakind



Spring and Christmas Show and Sale

application

- **Review** the basic show information and acceptance criteria to see if you qualify
- **Examine** our assistance for new artisans information
- **Select** your display space needs, show duration and neighbourhood
- **Collect** your support materials and complete the attached application form
- **Send** your application to us!

basic show information

One of a Kind Spring Show and Sale

March 31 to April 4, 2010 Direct Energy Centre, Exhibition Place, Toronto

One of a Kind Christmas Show and Sale

November 25 to December 5, 2010 Direct Energy Centre, Exhibition Place, Toronto

acceptance criteria

- ✓ You must be the designer, creator and producer of your art or craft.
- ✓ You must reside in Canada or the United States.
- ✓ Your art or craft must be made in Canada or the United States.
- ✓ Your application package will be juried for the quality, uniqueness and salability of your product, your booth presentation, and overall balance of art and craft categories.
- ✓ Reproduction aids such as moulds used in jewellery or ceramics must be created by the applying artisan.
- ✓ Photomechanical reproductions such as giclée and offset prints are only accepted for photography
- ✓ Photographers applying to the One of a Kind Show must provide us with additional documentation (please see the **support materials** section).

Upon acceptance, part of your contract includes an **exclusivity clause** contained within our artisan agreement. We heavily market and promote the fact that the artisans and products found at The One of a Kind Show are unique and cannot be found everywhere, especially in and around the Toronto area. Therefore, we embrace artisans who understand and believe in our philosophy and whose product is not available in other shows 30 days before and 30 days after the dates of our event within a 50-kilometre radius of the Show.

assistance for new artisans

The **New Artisan Scholarship Fund** is to assist aspiring artisans exhibiting in the One of a Kind Show for the first time. Those selected will have their booth fees for the show reduced by 50%. This fund is open to all new applicants who have been in their art or craft less than 3 years.

The **New Artisan Travel Scholarship** is designed to assist those from outside Ontario with their travel, shipping and accommodation expenses during the show. Their booth fees will be reduced by \$500.

To apply for one of the above scholarships, applicants should include a brief background summary, current employment status as an artist, and why our financial assistance is required.

pricing for exhibit space

All exhibitors receive gift tags, a booth number sign, 4 badges and 10 complimentary tickets. All booths and open concept spaces are subject to all applicable taxes. After acceptance, participants are notified of set up details via email. It is therefore mandatory that you have a valid email address.

Booths

Booth prices include an 8' high pipe and white drape. Exhibitors are responsible for providing lights, floor covering, signage and electrical costs.

Spring 2010 (March 31–April 4, 2010)

5' x 10' = \$1,466 5' x 15' = \$2,199 5' x 20' = \$2,933
10' x 10' = \$1,843 10' x 15' = \$2,766 10' x 20' = \$3,686 *Prices do not include applicable taxes.*

→ *Corners are an additional \$240 for 5' depth and \$295 for 10' depth.*

Christmas 2010

11-Day Section (November 25–December 5, 2010)

5' x 10' = \$1,911 5' x 15' = \$2,960 5' x 20' = \$3,823
10' x 10' = \$3,030 10' x 15' = \$4,671 10' x 20' = \$6,060 *Prices do not include applicable taxes.*

5-Day Section (November 25–29, 2010) or 6-Day Section (November 30–December 5, 2010)

5' x 10' = \$1,279 5' x 15' = \$1,923 5' x 20' = \$2,558
10' x 10' = \$1,884 10' x 15' = \$2,893 10' x 20' = \$3,768 *Prices do not include applicable taxes.*

→ *Corners are an additional \$360 for 5' depth and \$525 for 10' foot depth.*

Open Space Concepts

Open space concept exhibitors must provide their own lighting. Scholarships may not be applied to open space fees.

Rising Stars (both Spring and Christmas shows)

For first time applicants with less than 5 years professional experience. Open to all disciplines except food. We supply your carpet, and you provide a free-standing display with lighting.

- Rising Stars space is \$55/sq. ft.
(i.e. 3' x 3' = \$495, 4' x 3' = \$660, etc.)

support materials

Your application **must** include the following items. Incomplete applications will be returned without being reviewed. (Check off as you complete)

- **Application Form** (printed from next page)
- **Photos** A CD (no mini or pocket CDs please) with 10 high resolution jpegs representing all the work you would like to sell at the show. All jpegs must be no smaller than 1500 pixels and no larger than 4000 pixels in dimension on any side.
- **Booth Design** A detailed drawing or digital photo of your proposed booth display.
- **Studio Photos** a selection of JPEGS that give the jury a sense of your workspace
- **Biography** Tell us about yourself, your education and training, and where you have shown and sold your work.
- **Step-by-Step Product Description** Include a price list of all your products, along with a detailed step-by-step description of how they are made. If there are others involved in the creation of your work, please explain how they assist you.
- **Samples** must be provided for all edible or scented items (eg. food, soap, candles). These samples will not be returned.
- **Food/Flavours** Exhibitors must provide detailed food sampling procedures with your application.
- **All photographers must also include:**
 - 1-3 matted exhibition prints in addition to your application photos.
 - A statement that indicates whether the photographer prints his/her own work or if it is printed by a lab (Please provide lab name, if applicable). Also provide an overview of your chosen printing method, the lifespan of each photo and why you have chosen to use that particular process/data source.
 - All prints should be signed and dated, with the negative and print dates on reverse. Open editions are acceptable. The photographer must also provide a guarantee/certificate of the product to the customer with every purchase. Please send a sample with your application. All photography samples will be returned.
- **Return Envelope** Please include a self-addressed stamped envelope, large enough for your photos, with sufficient postage so we may return your entire application if you are not accepted into the Show. If you are accepted, portfolios are kept on file.
- **Deposit** Please enclose, along with the attached application form, a VISA, Mastercard, or cheque deposit of \$300.00 payable to Merchandise Mart Properties, Inc. This deposit will be cashed only if you are contracted for space at the Show.

application form

I'm applying for: (check one of the two options below)

Spring 2010

Application deadline: **August 25, 2009**

Christmas 2010

Application deadline: **March 24, 2010**



TORONTO 2010

oneofakind

Your information

*required fields

FIRST AND LAST NAME*

COMPANY NAME (IF ANY)*

PARTNER(S)

MAILING ADDRESS*

TOWN OR CITY*

PROVINCE*

POSTAL CODE*

()

()

TELEPHONE*

FAX

()

MOBILE

EMAIL (MANDATORY)*

WEBSITE

Show guide listing (how you will appear in the directory handed out at the show)

NAME OR COMPANY NAME (20 CHARACTER LIMIT)*

DESCRIPTION (30 CHARACTER LIMIT)*

How did you hear about the show?

How many people assist you?

List all the items you would like to sell: (please be specific)

Please tell us which other shows in the Greater Toronto area you are planning to participate in: (attach separate sheet if necessary)

Please list your first three booth size choices if accepted:

(For a list of available booth sizes, please refer to pg. 3)

Spring 2010

Christmas 2010

1ST CHOICE

1ST CHOICE

11-DAY

5-DAY

6-DAY

2ND CHOICE

2ND CHOICE

11-DAY

5-DAY

6-DAY

3RD CHOICE

3RD CHOICE

11-DAY

5-DAY

6-DAY

Indicate here if you are also applying for:

- The New Artisan Scholarship Fund **or**
- The New Artisan Travel Scholarship (include support materials with all Scholarship applications. See pg. 2)
- The One of a Kind Visual Art Gallery (Christmas only)
- One of a Kind Flavours
- One of a Kind Green
- One of a Kind Fashion District
- One of a Kind Outdoor (Spring only)
- Rising Stars

Paying by VISA Mastercard Cheque (please enclose)

CARD NUMBER

EXPIRY

NAME ON CARD

SIGNATURE OF CARDHOLDER

Now, send your application to us.

Please print and send this form, with your support materials to:

One of a Kind Show and Sale

10 Alcorn Avenue, Suite 100

Toronto ON M4V 3A9

Attn: Exhibitor Applications

apply@oneofakindshow.com www.oneofakindshow.com

Once I've applied what happens?

The **initial selection** process for both 2010 shows will begin following the application deadlines. Applicants will then be notified of their status starting one month later. **All applications are considered and reviewed, even those received after the application deadlines.** You will receive a letter and/or phone call of your acceptance along with a contract, payment schedule, and any initial information you might need.