



# oneofakind *Spring Show*

## APPLICATION

MARCH 28 -  
APRIL 1, 2018  
ENERCARE CENTRE,  
EXHIBITION PLACE  
**# O O A K S 1 8**

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**DEADLINE: SEPTEMBER 22, 2017**



# WHY WE'RE ONE OF A KIND

## OUR ARTISANS

- ✓ Design AND are heavily involved in the creation and production of their work.
- ✓ Reside in AND produce their work in Canada or the United States
- ✓ Partner with us to promote their business and the handmade community year-round.

## OUR PHILOSOPHY

For more than 40 years, One of a Kind has brought together makers and buyers who share a commitment to handmade excellence. Our mission is to provide customers with a meaningful shopping experience and artisans with a platform that empowers them to grow their business.

Each year, the Spring Show draws more than 60,000 shoppers looking to meet and buy from the best Canadian makers. We put lots of marketing power into promoting our artisans and their work as unique and not found everywhere, especially in the Toronto area, so that shoppers can't wait to come out and meet you at the show! Therefore,

- ✓ We embrace artisans whose products are not available in other consumer shows 30 days before, during and 30 days after the dates of our event within a 30-km radius of the Show.

## WHAT YOU'LL GET

- A booth space in the show, with pipe-and-drape and booth number signage.
- 6 exhibitor badges for you and your team
- 10 complimentary tickets to share with friends, family and loyal customers and use in your marketing and promotions.
- Resources and support, including a mentorship program, private Facebook Group, and regular newsletters to help you connect with the OOAK community and prepare for a successful show.
- Access to onsite exhibitor services like a sleeping room, massage therapist, and a lounge with free tea and coffee throughout the show.
- Exposure to our 60,000 Spring shoppers, including buyers, bloggers, media and galleries.
- Membership in a community of top-quality makers who share your belief in craftsmanship and small batch production.

## PLUS, NEW THIS YEAR!

- We're providing you with even more opportunities to build and strengthen your business with One of a Kind. Each participating exhibitor will now receive a complimentary one-year membership to the **One of a Kind Online Shop** [www.oneofakindonlineshop.com](http://www.oneofakindonlineshop.com), so that we can promote your work and connect you with our loyal before, during and after the shows.

# APPLICATION CHECKLIST

- ✓ **Filled-Out Application Form:** You can find it on the last page of this package.
- ✓ **10 High-Resolution Photos of Your Work:** Make sure to include photos of at least one of each of the items you list under "Items You Would Like to Sell" on your application form. If you are accepted, we'll also use these photos for marketing and PR opportunities.
- ✓ **Booth Design:** A photo, sketch or rendering that includes plans for signage, lighting, display and the structure of your booth. Not sure where to start? Visit us on Pinterest [@oak\\_toronto](#) to see best booths from shows past.
- ✓ **3 Studio Photos:** Show us where the magic happens, whether it's your studio or your dining room table! These photos help give the jury a sense of the scale of your production.
- ✓ **Biography:** Tells us about yourself, your brand, any education/training and other shows you have participated in.
- ✓ **Price List:** This will help the jury get an idea of your pricing. Your price list should match the photos you submitted of your work.
- ✓ **Step-by-Step Description of your Production Process(es):** This crucial document helps us preserve our commitment to handmade so it's important that you tell us how and where your work is made. Be sure to use "I" statements and tell us when and how other are involved in your production process. This information will not be share with anyone outside of the jury.
- ✓ **\$500 Deposit:** Via credit card or cheque (payable to Informa Canada Inc). Don't worry, we'll only cash it once you have been notified of your acceptance.

## SPECIAL CATEGORIES

**Food/Flavours:** Please submit samples of each type of item you wish to sell for review by the jury. Samples must be submitted in the form they will be sold to the consumer. You must also provide an outline of your sampling procedure at the show.

**Paper, Body Care, Candles:** All paper (stationery) and scented products (soap, candles, etc) must be submitted for review in their finished form. These samples will not be returned.

**Photography:** Photographers must submit a statement telling us how and where your work is printed. Prints should be signed and dated. Open editions are acceptable.

**Green:** Tell us what makes your product or process green, whether it's recycled/eco-friendly materials or an environmentally-friendly production process. We'll create signage at the show so that customers can learn about what you do and why they should shop with you.

**Visual Arts:** All visual artists must include an image of their art displayed in an interior space. If you wish to sell reproductions at the show, you must limit them to a 5' x 8' area in your booth display and clearly label them with a "Reproductions" sign.



# ASSISTANCE FOR NEW ARTISANS

We know that, in the early stages of a career, some emerging artisans need financial assistance, so we created our scholarship programs to help you get started at the show in a regular booth. This year, we've amped up this popular program to help more new artisans begin to build their career with the show.

You are welcome to apply for more than one of the opportunities, but in order to spread the love to as many new artisans as possible, you are only eligible to receive one. Scholarships are only application to regular booths and are limited, so be sure to apply early to increase your chances!

## NEW ARTISAN SCHOLARSHIP

Open to first-time applicants who have been practicing their art or craft for less than 5 years, this grant reduces booth fees by 50%.

To apply, applicants must provide a short paragraph addressing the following:

- What is your current employment status as an artisan (full time, part time, other)?
- How will the New Artisan Scholarship Fund benefit your career?

## TRAVEL SCHOLARSHIP

Open to first-time applicants coming from outside of Ontario, this grant is designed to assist with travel, shipping and accommodation expenses during the show by reducing booth fees by \$500.

To apply, applicants must provide a short paragraph addressing the following:

- Why do you require financial assistance?
- How will the Travel Scholarship benefit your career?

## CRAFT COMMUNITY OF CANADA SCHOLARSHIP

We've revamped our Craft Community of Canada program to help emerging artisans launch their career and gain the experience necessary to build a long and successful career with One of a Kind. Each year, we'll award 3 recent graduates a grant of \$750 to put towards their first regular booth at the Spring Show.

Open to students or recent graduates of a post-secondary institution or members of accredited learning organization who have been practicing their craft for less than 5 years.

To apply, applicants must provide a document that includes:

- A brief overview of your program/training/specialty and how your education informed your work.
- A name and contact information or documentation (ie. copy of diploma) to confirm your current or previous registration at your institution.



# INTRO BOOTH OPTIONS

## MARKETPLACE

\$ 8 5 0

New artisans can apply for a 4' x 2.5' tabletop in this popular section, where you will benefit from the busy marketplace atmosphere and be surrounded by a community of fellow sellers. A great place for new artisans to get their start at the show for a fraction of the cost and without having to build a booth their first time out.

Exhibitors who have participated in the Marketplace section previously may return for a second year, provided they have not exhibited in any other booth space or section at the Spring Show. In exchange, they will act as a mentor to new exhibitors in the Marketplace section.

For more information and to apply online, visit [www.oneofakindshow.com/marketplace](http://www.oneofakindshow.com/marketplace).

## RISING STARS

\$ 7 5 / S Q F T

In this open concept section, we supply the carpet and you bring a freestanding structure and lighting to showcase your work. Request space by the square foot, so you get as little or as much as you need. Open to all categories except food.

ex. 3' x 3' = \$675      4' x 3' = \$900      5' x 2' = \$750

To see examples of past Rising Stars booths, visit [www.pinterest.com/oak\\_toronto/rising-stars](http://www.pinterest.com/oak_toronto/rising-stars).

To apply, submit a complete application and include your preferred size(s) for the booth choices on the application form.

## BOOTH SHARE

\$ 1 , 1 6 8 x 2

Share a 10' x 10' booth with a fellow new artisan to help alleviate some of the challenges of your first show, like costs, required stock, and booth sitting. Applicants are eligible for the Booth Share program at ONE Spring Show and ONE Christmas Show. Also open to individual applicants looking to be paired with a buddy, depending on availability of suitable applicants.

To see examples of past Booth Shares, visit [www.pinterest.com/oak\\_toronto/booth-share](http://www.pinterest.com/oak_toronto/booth-share).

To apply, each booth share participant must submit a complete application, including a booth design that shows how you will share the 10'x10' booth space.

\* Prices for all booth spaces do not include applicable tax. Correct at time of printing.

## SPECIAL SECTIONS

We are always looking to create exciting sections that highlight different groups, categories or collectives at our Spring Show, like our **Craft Drinks section** or our **Launchpad section** highlighting talent from the province of Quebec.

For more information on these and other recurring sections, or if you have an idea for a section you would like to see at the show, visit [www.oneofakindshow.com/sections](http://www.oneofakindshow.com/sections).



# BOOTH SIZES + PRICING

Booth space includes 8' high pipe and white drape and booth number signage. Exhibitors must provide lighting, flooring, signage and POS equipment. Electrical, lighting, hard walls and other booth services are available for rental.

Due to the pipe-and-drape construction (1.5" diameter) of the booth, internal dimensions are slightly reduced. Consider your actual booth size in your booth display plans.

CONTRACTED SIZE	ACTUAL DIMENSIONS	PRICE
5' deep x 10' wide	4' 8" deep x 9' 8" wide	\$1,854
5' x 15'	4' 8" x 14' 8"	\$2,874
5' x 20'	4' 8" x 19' 8"	\$3,709
10' x 10'	9' 8" x 9' 8"	\$2,335
10' x 15'	9' 8" x 14' 8"	\$3,510
10' x 20'	9' 8" x 19' 8"	\$4,664

- Corners are an additional \$300 for 5' depth and \$350 for 10' depth.
- Islands and double corners available upon request.

\* Prices for all booth spaces do not include applicable tax. Correct at time of printing.

## WHAT HAPPENS NEXT?

Once you've mailed in your completed application package (see page 3 to ensure you've got everything covered), here's what you can expect to happen next.

- Following the application deadline, we will begin preparing all of the applications for jurying. You will receive a confirmation email when your application has been entered.
- The jurying and selection process for the 2018 Spring Show will begin in the month after the application deadline.
- Applicants will be notified of their status starting one month after jurying has concluded. All applicants will receive a response, regardless of their status.
- Once you have been notified of your acceptance, your deposit will be processed and you will receive a contract and all the information you will need to start planning for the show.
- Once processed, deposits are non-refundable

## QUESTIONS?

Don't hesitate to reach out to our recruitment team at [apply@oneofakindshow.com](mailto:apply@oneofakindshow.com)!



FOR OFFICE  
USE ONLY:

BOOTH#

SECTION

CATEGORY

BOOTH SIZE

JURY RESPONSE

## APPLICATION FORM

SPRING 2017

APPLICATION DEADLINE: JANUARY 18, 2017



# oneofakind SHOW & SALE

WWW.ONEOFKINDSHOW.COM

### YOUR INFORMATION

ALL FIELDS ARE MANDATORY, IF NOT APPLICABLE, PLEASE PUT N/A

FIRST AND LAST NAME

COMPANY NAME (IF ANY)

PARTNER(S)

MAILING ADDRESS

TOWN OR CITY

PROVINCE

POSTAL CODE

PHONE NUMBER

ALT PHONE NUMBER

EMAIL

PLEASE INDICATE BELOW WHAT INFORMATION YOU WOULD LIKE TO RECEIVE FROM THE SHOW:

- ALL GENERAL ONE OF A KIND COMMUNICATION INCLUDING CONSUMER MESSAGING, SHOW PROMOTIONS AND ONLINE SHOP NEWS
- I DO NOT WISH TO RECEIVE ANY COMMUNICATIONS FROM THE ONE OF A KIND SHOW AND INFORMA CANADA, INC. EXCEPT FOR COMMUNICATIONS WHICH ARE NECESSARY FOR MY PARTICIPATION IN THE SHOW.

WEBSITE

FACEBOOK.COM/

TWITTER.COM/

INSTAGRAM.COM/

### 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 IN YOUR PRODUCTION?

IN THE SPACE BELOW, LIST ALL THE ITEMS YOU WOULD LIKE TO SELL IF ACCEPTED TO THE SHOW (EG. NECKLACES, EARRINGS, RINGS, ETC).

(EACH TYPE OF ITEMS LISTED HERE SHOULD BE REPRESENTED IN YOUR APPLICATION PHOTOS. DO NOT ATTACH A SEPERATE SHEET)

PLEASE TELL US WHICH OTHER SHOWS IN THE GREATER TORONTO AREA YOU ARE PLANNING TO PARTICIPATE IN:

PLEASE LIST YOUR FIRST THREE BOOTH SIZE CHOICES IF ACCEPTED:

(FOR A LIST OF AVAILABLE BOOTH SIZES, PLEASE REFER TO PG. 6)

### SPRING 2017

1ST CHOICE

2ND CHOICE

3RD CHOICE

INDICATE HERE IF YOU ARE ALSO APPLYING FOR:

- THE NEW ARTISAN SCHOLARSHIP FUND
- TRAVEL SCHOLARSHIP
- RISING STARS
- ONE OF A KIND BOOTH SHARE PROGRAM
- ONE OF A KIND FASHION DISTRICT
- ONE OF A KIND FLAVOURS
- ONE OF A KIND GREEN

To apply for the Craft Community of Canada, Marketplace or other special sections, visit [www.oneofakindshow.com/apply](http://www.oneofakindshow.com/apply) to fill out the online applications.

**NOTE: PLEASE REVIEW PAGES 1 TO 6 TO MAKE SURE YOUR APPLICATION IS COMPLETE.**

### MAIL 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

EMAILED APPLICATIONS WILL NOT BE ACCEPTED.

### PAYING BY

VISA  Mastercard  Cheque

(PLEASE ENCLOSE)

CARD NUMBER

EXPIRY

NAME ON CARD

SIGNATURE OF CARDHOLDER

(PLEASE NOTE: ALL PAYMENTS ARE NON-REFUNDABLE & NON-TRANSFERABLE)

### ONCE I'VE APPLIED WHAT HAPPENS?

THE INITIAL SELECTION PROCESS FOR THE 2017 SPRING SHOW WILL BEGIN FOLLOWING THE APPLICATION DEADLINES. APPLICANTS WILL THEN BE NOTIFIED OF THEIR STATUS STARTING ONE MONTH LATER. ALL COMPLETED APPLICATIONS ARE CONSIDERED AND REVIEWED, EVEN THOSE RECEIVED AFTER THE APPLICATION DEADLINES. YOU WILL RECEIVE AN EMAIL REGARDING YOUR SHOW ACCEPTANCE, ALONG WITH OTHER SHOW RELATED INFORMATION. YOUR DEPOSIT WILL BE PROCESSED AFTER YOU HAVE BEEN NOTIFIED OF YOUR ACCEPTANCE TO THE ONE OF A KIND SHOW.

FOR MORE INFORMATION OR TO UNSUBSCRIBE FROM RECEIVING ANY FURTHER COMMERCIAL ELECTRONIC COMMUNICATIONS FROM INFORMA CANADA, INC., PLEASE CONTACT A REPRESENTATIVE AT 10 ALCORN AVE., SUITE 100, TORONTO, M4V 3A9 C/O ONE OF A KIND SHOW OR BY EMAIL AT [DEVLIN@ONEOFKINDSHOW.COM](mailto:DEVLIN@ONEOFKINDSHOW.COM).