



Welcome to SIGNATURES

To all of you who have participated in our shows in the past, we welcome you back. For those of you contemplating exhibiting with us for the first time, we thank you for your interest.

Signatures Shows is Canada's largest and most experienced producer of fine craft shows. Our goal is to provide you with the best shows possible in which to sell your work. For over 30 years, we have worked in conjunction, with you the artisan, to promote and develop Canada's craft marketplace. Based in Ottawa, we are a Canadian-owned and operated business with a dedicated team of professionals who understand the business and strive to meet the needs of our customers.

We produce, promote and manage fifteen annual events in nine cities across Canada. Our portfolio of shows includes retail events where artists and consumers come together and wholesale events where artists and retailers can conduct business.

Now long established, Signatures has never lost sight of our founding principles: To help Canadian artists sell their work and to treat them with the utmost respect and consideration. Today Signatures' portfolio of shows boasts over 400,000 visitors annually and over 2,000 participating artists. Signatures has proven that the market for Canadian handmade has never been stronger.

Sincerely,

John Ladouceur
Signatures Show Ltd.



Signatures Shows Ltd.
810 - 325 Dalhousie, Ottawa, ON, K1N 7G2
Toll Free: 1-888-773-4444 Fax: 613-241-5678
Email: info@signatures.ca www.signatures.ca

ADVERTISING AND PROMOTION

Signatures understands the need for prominent advertising and promotion and always delivers. Our contacts and expertise in the media, our expenditures, and our national buying powers all ensure a well-publicized and high-profile event in every market. Our advertising campaigns include print, radio, TV, internet, social media and email blasts to our annually updated customer database which exceeds a quarter of a million records.

SHOW PRODUCTION EXPERIENCE

We are the most accomplished and experienced show producer in Canada. Having produced over 250 shows we know what it takes to ensure a smooth running event. We are a team of experienced show management and staff committed to serving the best interests of the exhibitors and shopping public. Our goal is to provide a professional, friendly atmosphere for all who attend our shows. Be confident that with Signatures you will have a problem-free, enjoyable and profitable experience.

ACCEPTANCE CRITERIA – ELIGIBILITY – SELECTION

Selection - Our shows are juried. Our primary basis for acceptance is the quality, originality and craftsmanship of the work to be sold. Acceptance is also based on booth display, product packaging and product categories within each show so that no one category is over-weighted. Applicants with a focus in one main product category will receive preference over applicants having multiple product lines. Applications whose main product category is not jewellery, may not sell jewellery products unless specifically juried and accepted. Reproduction aids such as moulds used in jewellery or ceramics must be created by the applying artisan.

Eligibility - You must be the designer and the creator of the work to be sold. Only work produced in Canada by you or under your direct supervision will be considered. Commercially manufactured products, work assembled from commercial kits or materials or work represented by dealers or agents will not be allowed.

Presentation - The professionalism of the booth display is a major consideration in our applicant selection and is also a determination in booth placement within the show. Your booth design should enhance the quality of your work, not detract from it.

Specialty Foods And Body Care Products - We make available a limited number of booths for gourmet packaged foods (on-site consumable foods are not permitted) and health and body care products. Applicants in these product categories must complete a separate questionnaire available at www.signatures.ca.

EXTRAS YOU WILL RECEIVE

Our exhibit price is an all-inclusive package: Included is 8' high booth draping (back & sides), electrical power, storage, shopping bags, show promotional literature, show programme listing, load-in and load-out assistance, exhibitor's lounge, overnight security, carpeted aisles, descriptive artisan information and links to artisan websites on our individual show websites, pre-show media opportunities, in-show artisan promotions, discounted hotel rates, discounted shipping rates and free material handling when using the official show carrier and priority consideration for acceptance into all of our shows.

APPLICATION PROCEDURES – INSTRUCTIONS

- **Application Form** – Complete the enclosed application form in its entirety.
- **Photos** - Please submit a minimum of ten high resolution jpegs (original file size and/or 300 dpi) on a CD representing all of the work you plan to sell at the show. The photos must be close-ups of individual pieces. If you are accepted into a show these images will be used to promote you and your work on our websites and may be used in our advertising campaign. There is direct co-relation between the quality of the photos submitted and their chance of being used in our advertising campaigns! Please also include a photo of your studio or workshop.
- **Booth Design** – Please submit a clear and recent photo or detailed diagram of your booth display. The professionalism of displays is a very important part of our acceptance criteria and a major consideration in booth placement within the show.
- **Biography** - Please include a résumé detailing your background, your design training and show experience.
- **Craft/Art** - Include a statement on your work. Describe what inspired you to create it, how long you have been doing it, the production process, the number of employees you have and their roles in the business and your product price range.
- **Deposit** – Please enclose separate cheque(s) in the sum of \$200 per show payable to Signatures Shows Ltd. dated the day of your submission. This (these) will only be cashed if you are contracted for space in the show(s) to which you have applied.

The initial jurying and selection of artisans will begin May 1, 2012. You will be notified of your status by the end of May. Applications received after May 1, 2012 will be reviewed and considered and selection will be based on the remaining space and category availability after the initial jurying process is complete.

ACCEPTANCE

If you are successful in your application you will receive your letter of acceptance and show contract by email to the address you have indicated in your application form. Please read these documents carefully. The contract will indicate the booth size and type for which you have been accepted. We attempt to accommodate your original request but this is not always possible and an alternative size may be contracted.

The products that you are accepted to display and sell will also be indicated. Only the products that were submitted for jurying and indicated in the show contract will be allowed at the show.

You must sign, date and return the contract by the indicated due date. You must also select one of our payment options as indicated in the contract and include post-dated payments as outlined.

Prior to the show you will receive an email with your Exhibitor log-in information where you will be able to download from our website, www.signatures.ca, your Exhibitor Guide. This guide contains all the show information you will require: move-in details, hotel information, display requirements, shipping information etc.

CHRISTMAS SHOWS

MEDICINE HAT - FALL INTO CHRISTMAS FINE ART AND HANDCRAFT MARKET OCTOBER 12 - 14, 2012



The Fieldhouse, Medicine Hat Exhibition & Stampede, Medicine Hat, AB
Now in its' 7th year, Fall Into Christmas Medicine Hat continues to be the largest craft event of the year in southeastern Alberta. Enjoying the economic benefits of the thriving gas industry, shoppers look forward to buying the unique Canadian Handmade works found at our show conveniently located in the Fieldhouse of the Cypress Centre in Medicine Hat. Kick the season off in Medicine Hat. October 12 - 14. It's three days you won't want to miss. www.fallintochristmas.com

RED DEER - OUR BEST TO YOU ART & CRAFT SALE OCTOBER 26 - 28, 2012



Parkland & Prairie Pavilions, Westerner Park, Red Deer, AB
The 21st annual Our Best to You Art & Craft Sale will be returning to the booming Red Deer community October 26 - 28. This event will feature over 200 exhibitors. The Red Deer Our Best to You show is located at Westerner Park in the Parkland & Prairie Pavillions and welcomes over 15,000 shoppers eagerly waiting to buy your unique works. Don't delay, send in your application today! www.ourbesttoyou.ca

LETHBRIDGE - FALL INTO CHRISTMAS FINE ART AND HANDCRAFT MARKET NOVEMBER 2 - 4, 2012



North Pavilion, Exhibition Park, Lethbridge, AB
Mark November 2 - 4, 2012 on your calendar and head to Lethbridge to capture the Christmas Market! After 7 years, Fall into Christmas Lethbridge continues to be southwestern Alberta's premier fine art and Canadian handmade market. Located in the North Pavilion at Exhibition Park, our show serves a population of 150,000 in the greater Lethbridge area. Reap the benefits of southwestern Alberta's economic hub, where anxious shoppers await the unique Christmas shopping experience that comes to them, only at Fall into Christmas!
www.fallintochristmas.com

REGINA - OUR BEST TO YOU ART & CRAFT SALE NOVEMBER 9 - 11, 2012



Canada Centre East, Evraz Place, Regina, SK
Now in its' 20th year, Our Best You Art & Craft Sale will be held at Evraz Place, Canada Centre East. Over 18,000 excited shoppers mark their calendars for this much anticipated event. Our Best to You, November 9 - 11 is the strongest 3 days craft event in Canada. Visitors from all across the province come to this well-attended event. Space is limited to only 200 exhibitors, apply early and don't miss out. www.ourbesttoyou.ca

SIGNATURES SHOW - OTTAWA NOVEMBER 14 - 18, 2012



Ottawa Convention Centre, Ottawa, ON
Located downtown in the architecturally stunning Ottawa Convention Centre, the Signatures Show offers Ottawa an urban shopping experience like no other. The central location draws over 20,000 Ontario and Quebec residents, tourists and professionals from the downtown private and public sectors. Strong media relations and targeted advertising campaigns deliver a quality group of shoppers with high disposable income and discerning taste. For 30 years, Signatures has been delivering this unique shopping event. Join us in Ottawa, November 14-18 for this highly anticipated show. www.signaturesottawa.ca

SIGNATURES CRAFT SHOW & SALE - WINNIPEG NOVEMBER 22 - 25, 2012



Winnipeg Convention Centre, Winnipeg, MB

The 33rd annual Signatures Craft Show and Sale in Winnipeg is the city's most established and longest running craft event. Timed perfectly for the holiday gift-buying season, the show will attract over 20,000 happy customers to the Winnipeg Convention Centre from November 22nd to 25th. Our 135 talented artisans, many from Manitoba and from all of Canada will reap the rewards of this thriving and growing show. Our investment in advertising and media is extensive and insures that our exhibitors enjoy a successful and profitable show experience. Join us this year in Winnipeg! www.signatureswinnipeg.ca

FESTIVAL OF CRAFTS ART & CRAFT SALE - CALGARY NOVEMBER 29 - DECEMBER 2, 2012



BMO Centre, Stampede Park, Calgary, AB

Centrally located at the BMO Centre in Stampede Park, the 26th annual Festival of Crafts Art and Craft Sale returns to enchant the Calgary public from November 29 to December 2. The show, Alberta's largest, welcomes over 250 of Canada's best artisans just in time for the prime holiday shopping season. With a proven ad campaign and new media initiatives to excite our 25,000 plus customers, this show will provide our participating exhibitors with great results. We look forward to welcoming YOU in Calgary! www.festivalofcrafts.ca

BUTTERDOME CRAFT SALE - EDMONTON DECEMBER 6 - 9, 2012

BUTTERDOME Craft Sale

The Butterdome, University of Alberta, Edmonton, AB

What you've heard is true! The Butterdome Craft Sale is Alberta's top selling event and the number one choice of more than 30,000 loyal customers as the place to buy their unique gifts for the holiday season. The 22nd edition of the show will take place December 6 to 9 at the University of Alberta Butterdome. Our ad campaign, from billboards all over the city to newspaper and television coverage, assures amazing results for the 240 participants. Space is limited – apply early!

www.butterdome.ca

ORIGINALS OTTAWA CHRISTMAS CRAFT SALE - OTTAWA DECEMBER 6 - 16, 2012



CE Centre, Ottawa, ON

Christmas shopping is what this show is all about. For 38 years, the residents of the Ottawa area have come to look forward to shopping for quality Canadian handmade gifts at the Originals Ottawa Christmas Craft Sale. The CE Centre, located near the Ottawa International Airport, has plenty of parking and is easily accessible from all areas, both within and outside of the city. Our continued commitment to strong media promotions keeps this show top of mind during this busy time. 'Tis the season to be in Ottawa, December 6 - 16, at the Originals Ottawa Christmas Craft Sale.

www.originalsshow.ca

APPLICATION FORM - 2012 CHRISTMAS



PLEASE FILL OUT THIS FORM IN ITS ENTIRETY AND SEND THIS FORM AND SUPPORTING MATERIAL TO US:

SIGNATURES SHOWS LTD. 810-325 DALHOUSIE, OTTAWA, ON K1N 7G2
 TEL: 613.241.5777 FAX: 613.241.5678 TOLL FREE: 1.888.773.4444

INCLUDE - APPLICATION FORM PHOTOS BOOTH DESIGN CRAFT/ART STATEMENT DEPOSIT (\$200 PER SHOW - SEPARATE DEPOSIT CHEQUES MUST BE SUBMITTED IF APPLYING FOR MULTIPLE SHOWS).

PROVIDE A DETAILED LIST OF ALL THE ITEMS YOU WISH TO SELL.
 (Attach a separate sheet if necessary.)

 FIRST AND LAST NAME

 COMPANY NAME

 MAILING ADDRESS

 TOWN OR CITY PROVINCE POSTAL CODE

 TELEPHONE FAX

 MOBILE

 EMAIL

 WEBSITE

HOW MANY PEOPLE ASSIST YOU? FULL TIME _____ PART TIME _____

 SIGNATURE DATE _____

SHOW GUIDE LISTING (How you will appear in the Show Guide handed out at the show.)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NAME OR COMPANY NAME (20 CHARACTERS LIMIT)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

DESCRIPTION (30 CHARACTERS LIMIT)

BOOTH RENTAL REQUEST

Using **1, or 2** indicate your first or second choices in the boxes provided. All fees are subject to 5% GST or 13% HST as applicable. (101127892)

MEDICINE HAT - FALL INTO CHRISTMAS OCTOBER 12 - 14, 2012

Booth Size	Aisle	Corner
5' x 10'	<input type="checkbox"/> \$300	<input type="checkbox"/> \$350
5' x 20'	<input type="checkbox"/> \$600	<input type="checkbox"/> \$650
10' x 10'	<input type="checkbox"/> \$400	<input type="checkbox"/> \$480
10' x 15'	<input type="checkbox"/> \$600	<input type="checkbox"/> \$680
10' x 20'	<input type="checkbox"/> \$800	<input type="checkbox"/> \$880

LETHBRIDGE - FALL INTO CHRISTMAS NOVEMBER 2 - 4, 2012

Booth Size	Aisle	Corner
10' x 10'	<input type="checkbox"/> \$400	<input type="checkbox"/> \$480
10' x 15'	<input type="checkbox"/> \$600	<input type="checkbox"/> \$680
10' x 20'	<input type="checkbox"/> \$800	<input type="checkbox"/> \$880

RED DEER - OUR BEST TO YOU ART & CRAFT SALE OCTOBER 26 - 28, 2012

Booth Size	Aisle	Corner	Aisle Storage
6' x 10'	<input type="checkbox"/> \$400	<input type="checkbox"/> \$470	
6' x 15'	<input type="checkbox"/> \$600	<input type="checkbox"/> \$670	
10' x 10'	<input type="checkbox"/> \$520	<input type="checkbox"/> \$620	<input type="checkbox"/> \$600
10' x 15'	<input type="checkbox"/> \$780	<input type="checkbox"/> \$880	<input type="checkbox"/> \$900
10' x 20'	<input type="checkbox"/> \$1040	<input type="checkbox"/> \$1140	<input type="checkbox"/> \$1200

CALGARY - FESTIVAL OF CRAFTS ART & CRAFT SALE NOVEMBER 29 - DECEMBER 2, 2012

Booth Size	Aisle	Corner	Aisle Storage
10' x 10'	<input type="checkbox"/> \$780	<input type="checkbox"/> \$880	<input type="checkbox"/> \$860
10' x 15'	<input type="checkbox"/> \$1170	<input type="checkbox"/> \$1270	<input type="checkbox"/> \$1290
10' x 20'	<input type="checkbox"/> \$1560	<input type="checkbox"/> \$1660	<input type="checkbox"/> \$1720

WINNIPEG - SIGNATURES CRAFT SHOW & SALE

Booth Size	Aisle	Corner
10' x 10'	<input type="checkbox"/> \$740	<input type="checkbox"/> \$840
10' x 15'	<input type="checkbox"/> \$1110	<input type="checkbox"/> \$1210
10' x 20'	<input type="checkbox"/> \$1480	<input type="checkbox"/> \$1580

EDMONTON - BUTTERDOME CRAFT SALE DECEMBER 6 - 9, 2012

Booth Size	Aisle	Corner	Aisle Storage
10' x 10'	<input type="checkbox"/> \$820	<input type="checkbox"/> \$940	<input type="checkbox"/> \$900
10' x 15'	<input type="checkbox"/> \$1230	<input type="checkbox"/> \$1350	<input type="checkbox"/> \$1350
10' x 20'	<input type="checkbox"/> \$1640	<input type="checkbox"/> \$1760	<input type="checkbox"/> \$1800

REGINA - OUR BEST TO YOU ART & CRAFT SALE NOVEMBER 9 - 11, 2012

Booth Size	Aisle	Corner	Aisle Storage
5' x 10'	<input type="checkbox"/> \$400	<input type="checkbox"/> \$470	
5' x 15'	<input type="checkbox"/> \$600	<input type="checkbox"/> \$670	
10' x 10'	<input type="checkbox"/> \$520	<input type="checkbox"/> \$620	<input type="checkbox"/> \$600
10' x 15'	<input type="checkbox"/> \$780	<input type="checkbox"/> \$880	<input type="checkbox"/> \$900
10' x 20'	<input type="checkbox"/> \$1040	<input type="checkbox"/> \$1140	<input type="checkbox"/> \$1200

OTTAWA - SIGNATURES SHOW NOVEMBER 14 - 18, 2012

Booth Size	Aisle	Corner
5' x 10'	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1130
5' x 15'	<input type="checkbox"/> \$1470	<input type="checkbox"/> \$1620
5' x 20'	<input type="checkbox"/> \$1960	<input type="checkbox"/> \$2110
10' x 10'	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$1500
10' x 15'	<input type="checkbox"/> \$1950	<input type="checkbox"/> \$2150
10' x 20'	<input type="checkbox"/> \$2600	<input type="checkbox"/> \$2800

OTTAWA - ORIGINALS OTTAWA CHRISTMAS CRAFT SALE DECEMBER 6 - 16, 2012 (Closed Mon, Dec 10)

DEC 6 - 16 Full 10 Days			DEC 6 - 9 First 4 Days		
Booth Size	Aisle	Corner	Booth Size	Aisle	Corner
5' x 10'	<input type="checkbox"/> \$1260	<input type="checkbox"/> \$1420	10' x 10'	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1120
5' x 15'	<input type="checkbox"/> \$1890	<input type="checkbox"/> \$2050	10' x 15'	<input type="checkbox"/> \$1470	<input type="checkbox"/> \$1610
5' x 20'	<input type="checkbox"/> \$2520	<input type="checkbox"/> \$2620	DEC 11 - 16 Last 6 Days		
10' x 10'	<input type="checkbox"/> \$1680	<input type="checkbox"/> \$1930	Booth Size	Aisle	Corner
10' x 15'	<input type="checkbox"/> \$2520	<input type="checkbox"/> \$2770	10' x 10'	<input type="checkbox"/> \$980	<input type="checkbox"/> \$1120
10' x 20'	<input type="checkbox"/> \$3360	<input type="checkbox"/> \$3610	10' x 15'	<input type="checkbox"/> \$1470	<input type="checkbox"/> \$1610