



Fall Into Christmas...

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FINE ART & HANDCRAFT MARKETS

MEDICINE HAT

October 16 & 17, 2010

Medicine Hat is a rapidly growing city located on the #1 highway in southeastern Alberta, serving a trade area of 135,000 and reaping the rewards of the oil boom. Fall Into Christmas is the "gas" city's largest handcraft market. Now in it's 5th year!

LOCATION: The Fieldhouse, Cypress Centre, Medicine Hat, AB

SET UP: Friday, October 15, 3 pm - 9 pm

Saturday, October 16, 8 am - 9 am

SHOW HOURS: Saturday, October 16, 10 am - 6 pm

Sunday, October 17, 10 am - 5 pm

WEBSITE: www.fallintochristmas.com

**NOW
3 days!**

LETHBRIDGE

November 5, 6 & 7, 2010

Lethbridge is the economic centre of southwestern Alberta with a population of 80,000 and a trading area of 150,000. Fall Into Christmas has established itself as Lethbridge's premier fine art and handcraft market. We've extended the show a day (added Friday) to capture the Christmas market! Now in it's 5th year!

LOCATION: North Pavilion, Exhibition Park, Lethbridge, AB

SET UP: Thursday, November 4, 2 pm - 9 pm

Friday, November 5, 8 am - 9 am

SHOW HOURS: Friday, November 5, 10 am - 9 pm

Saturday, November 6, 10 am - 6 pm

Sunday, November 7, 10 am - 5 pm

WEBSITE: www.fallintochristmas.com

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Application & Call for Entry 2010

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ELIGIBILITY & ACCEPTANCE CRITERIA . . .

Fall Into Christmas are **JURIED Shows**. Selection will begin April 10, 2010

Your inclusion will be based on the following criteria:

- The quality and completeness of the application.
- Applicants must be the creator/designer of the work. Imported items, commercial kits, and non-juried items are not eligible. No dealers or agents are allowed.
- The quality and marketability of your product, its' originality and the overall balance of the show are considerations in the jurying process.
- An appealing and professional booth display is very important to the selection process as well as your ultimate success at the shows.
- A unified booth theme is preferable to those that have a selection of items from unrelated craft categories.
- Your submission is compared to others in your craft category. Please be original, neat and thorough.

PLEASE RESIST THE TEMPTATION TO SUPPLEMENT YOUR HANDMADE STOCK WITH COMMERCIALY PRODUCED PRODUCT.

WE OFFER . . .

- 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.
- EXTENSIVE Proven Advertising Campaigns in print, radio, TV and Internet / Website initiatives.
- Customer benefits – informative show guide, on-site ATM's, coat and parcel check and friendly, helpful customer service.
- Our exhibit price is an all-inclusive package of load-in and load-out assistance, 8' high booth draping (back & sides), one table & 2 chairs, booth relief for solo exhibitors, exhibitor's lounge, overnight security, electrical power, storage, carpeted aisles, show promotional literature, show directory listing, listing on our web site, www.signatures.ca and www.fallintochristmas.com, pre-show media opportunities, discounted shipping rates and free material handling when using the official show carrier.
- Saturday evening socials.
- Blocked bookings at great prices for hotels, motels and campgrounds.

In the News ...

Fall Into Christmas - Medicine Hat and Lethbridge's Fine Art & Handcraft Markets have joined the Signatures family of shows. "We are excited about this new opportunity to be able to promote Canadian handmade in two more great cities in Canada" says John Ladouceur founder of Signatures Shows. "We look forward to meeting the new talented artisans who participate in these two shows and to strengthening our association with the many artisans who participate in our other Signatures shows."

A little about Signatures ...

Signatures Shows Ltd. is Canada's largest and most experienced producer of fine craft shows with over 25 years of experience. We produce and manage annual shows across Canada in a variety of different markets. Our portfolio of shows includes retail events where artists and consumers come together and wholesale markets where artists and retailers can conduct business. 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.



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

2010 APPLICATION FORM

Keep a photocopy of the documents you submit for future reference.

Fall Into Christmas ... **MEDICINE HAT - October 16 & 17, 2010**
 Fall Into Christmas ... **LETHBRIDGE - November 5, 6 & 7, 2010**



MEDICINE HAT & LETHBRIDGE

Name _____ Company Name _____

Mailing Address _____

City/Town _____ Province _____ Postal Code _____

E-mail _____ Website _____

Phone () _____ Fax () _____ Mobile () _____

Show(s) I wish to apply for: appropriate box(es) **Medicine Hat** **Lethbridge**

Provide a detailed list of all items you wish to sell. (Attach a sheet if necessary, be specific, this will form part of your contract).

Signature _____ Date _____

BOOTH PREFERENCE

Using **1 & 2** indicate your first & second choices in the boxes provided.

All fees are subject to 5% GST (110127892).

MEDICINE HAT - October 16 & 17, 2010

Booth Size	Aisle Booth	Corner Booth	Double Corner Booth
5' x 10'	<input type="checkbox"/> N/A	<input type="checkbox"/> \$210	N/A
5' x 20'	<input type="checkbox"/> \$360	<input type="checkbox"/> \$420	<input type="checkbox"/> \$480
10' x 10'	<input type="checkbox"/> \$290	<input type="checkbox"/> \$365	N/A
10' x 15'	<input type="checkbox"/> \$435	<input type="checkbox"/> \$510	N/A
10' x 20'	<input type="checkbox"/> \$580	<input type="checkbox"/> \$655	<input type="checkbox"/> \$730

LETHBRIDGE - November 5, 6 & 7, 2010

Booth Size	Aisle Booth	Corner Booth	Double Corner Booth
5' x 10'	N/A	<input type="checkbox"/> \$300	N/A
5' x 20'	N/A	<input type="checkbox"/> N/A	<input type="checkbox"/> \$600
10' x 10'	<input type="checkbox"/> \$390	<input type="checkbox"/> \$465	N/A
10' x 15'	<input type="checkbox"/> \$585	<input type="checkbox"/> \$660	N/A
10' x 20'	<input type="checkbox"/> \$780	<input type="checkbox"/> \$855	<input type="checkbox"/> \$930

PLEASE SEND THIS FORM AND SUPPORTING MATERIALS TO US AT:



Signatures Shows Ltd.
 810 - 325 Dalhousie, Ottawa, ON, K1N 7G2
 Tel: 613-241-5777 Toll Free: 1-888-773-4444 Fax: 613-241-5678
 Email: info@signatures.ca www.signatures.ca

APPLICANTS MUST SUBMIT . . .

- Fully completed application form as you complete
- A minimum of 4 professional quality photos or digital images (preferred) in jpeg format on CD of all the work you plan to sell at the show. **(NOTE - DIGITAL IMAGES ARE PREFERRED IN ORDER FOR US TO PROMOTE YOU ON OUR WEBSITE AND PRINT MATERIALS.)**
- One image/photo of your proposed booth display, if not available, submit a drawing of your booth plan and one image/photo of your studio/workshop.
- Applicants in the categories of Specialty Foods and Body Care must complete a separate questionnaire available at www.signatures.ca. (On-site consumable foods are not permitted).
- Statement on your work, description of 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. Also include a resumé detailing your background, design training and show experience.
- A deposit cheque of \$100.00 per show, postdated to April 10, 2010 payable to **Signatures Shows Ltd.** Note - This deposit will be returned **ONLY** to unsuccessful applicants OR may be held if on the "Waitlist".

Notice of acceptance will be made by the end of April. Applications received after April 2010 will be reviewed and considered depending on remaining space and category availability within the shows.

When accepted you will receive two copies of the show(s) contract(s) indicating your accepted booth size, accepted products and payment options. Only the products indicated in the contract will be allowed at the show. Jewellery is not permitted unless it is specified in your contract. Prior to the show, a detailed exhibitors kit that will contain the floor plan, move-in details, hotel/motel/campground information, order forms and all other information that you will need will be mailed to you as well as available on our web sites www.signatures.ca or www.fallintochristmas.com.

Cancellation Policy: Cancellation after notice of acceptance (contracts) will be assessed a \$50 processing fee; cancellation on or after September 1, 2010 forfeits the full booth fee.