

it's all about  
**hand  
made**



**BY  
HAND**  
Canada's  
Artisan  
Gift Show

2010  
WINTER  
APPLICATION

**“BY HAND CANADA’S ARTISAN GIFT SHOWS ARE MARKETPLACES FOR CANADIAN ARTISTS, ARTISANS AND DESIGNERS LOOKING TO MEET QUALIFIED WHOLESALE BUYERS.”**

**NEW LOCATION**

**BY HAND TORONTO - 16th EDITION**  
**JANUARY 30 – FEBRUARY 1, 2010**  
**Sheraton Toronto Airport Hotel**  
**801 Dixon Road, Toronto, Ontario**



By Hand is Canada's largest and most dynamic gift show featuring Canadian handmade products. Our 16th edition of By Hand in Toronto will conveniently take place at the Sheraton Airport Hotel between the Toronto Congress Centre and the International Centre that are hosting major gift shows at the same time. Bus shuttles will be available to Buyers. By Hand Toronto is Canada's pre-eminent handmade wholesale event. The Buyers attending By Hand include major galleries, museums, gift shops and retail outlets from all regions of Canada and the U.S. If you are intent on exploring or expanding your wholesale business then By Hand Toronto is a must!

**HALL A EXPO CENTRE**

**BY HAND ALBERTA - 10th EDITION**  
**FEBRUARY 21 – 24, 2010**  
**Hall A Expo Centre (formerly AgriCom Building)**  
**7300 – 116 Avenue, Edmonton, Alberta**



The 10th edition of By Hand Alberta will run concurrently with the Alberta Gift Show – Western Canada's largest wholesale gift event. We are prominently located on the main floor in Hall A of the renamed and expanded Expo Centre (previously known as AgriCom). Exhibitors in By Hand Alberta will meet Buyers from all over the Rocky Mountain provinces, the Prairies and the Northwest U.S. By Hand Alberta is for exhibitors that wish to maximize their wholesale exposure in Western Canada.

**What the market is saying ...**

“The ascendancy of chain-store culture and global manufacturing has left us dressing, furnishing and decorating alike ... the consumer craving for novelty, for the unique, the special, seems unquenchable.” “Buying something from an indie craft artist can result in a buyer-seller connection, but it can also make consumption itself feel like a creative act. This is the crucial element fueling the craft boom: People show up at the fairs, the shops and the Web sites. And they spend money.” “If the marketplace today has become alienating and disconnected, then buying something handmade, from another individual, rolls back the clock to an era before factory labor and mass production.”

From *The New York Times*, Handmade 2.0, by Rob Walker December 16, 2007.

Signatures Shows Ltd. 810-325 Dalhousie, Ottawa, ON K1N 7G2  
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## ACCEPTANCE CRITERIA INFORMATION

**Selection** - By Hand are juried shows with the primary basis for acceptance being the quality, originality and craftsmanship of the work to be sold. The ongoing processing and selection of applications is based on space and product category availability within the shows. Applications received early in the selection process have greater opportunity for acceptance.

**Eligibility** - You must be the designer, creator and producer of the work to be sold. Only work produced by you or under your direct supervision will be considered. No work produced or sourced by commercial means, nor work represented by dealers or agents will be allowed. Work must be handmade.

**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.

### Acceptance

When accepted you will receive two copies of the show(s) contract indicating your accepted booth size, accepted products and payment options. Prior to the show you will find a detailed exhibitors kit that will contain the floor plan, move-in details, hotel information and all other information you may need at our website: [www.byhand.ca](http://www.byhand.ca).

## APPLICATION PROCEDURE

as you complete

**Photos**  
 Please submit at least 5 professional quality digital images (300 dpi jpg format on CD) of all the work you plan to sell at the show. The photos should be close-up of individual pieces. Please also include a digital photo of your studio/workshop and a clear, recent photo or detailed diagram of your booth display.

**Product/Resumé**  
 Please 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. Please also include a resumé detailing your background, your design training and show experience.

**Deposit**  
 Please enclose a deposit cheque of \$200 per show payable to: **Signatures Shows Ltd.** This will only be cashed if you are contracted for space.

**APPLY TODAY!**

## 2010 WINTER APPLICATION

Please send this form and your supporting materials to us. Keep a photocopy for future reference.



Name		Company Name	
Mailing Address		City	Province
(       )		(       )	(       )
Telephone		Fax	Mobile
Email		Web site	
Products to be sold (attach a sheet if necessary, be specific, this will form part of your contract) _____			

How many people work in or for your company?      Full time \_\_\_\_\_      Part time \_\_\_\_\_

**SIGNATURE** \_\_\_\_\_      **DATE** \_\_\_\_\_

Please  your requested space.

<b>BY HAND TORONTO</b>			
<b>January 30 - February 1, 2010</b>			
	Aisle Booth	Corner Booth	
5 x 10	\$780 <input type="checkbox"/>	\$880 <input type="checkbox"/>	
5 x 15	\$1170 <input type="checkbox"/>	\$1270 <input type="checkbox"/>	
5 x 20	\$1560 <input type="checkbox"/>	\$1660 <input type="checkbox"/>	
10 x 10	\$1210 <input type="checkbox"/>	\$1310 <input type="checkbox"/>	
10 x 15	\$1815 <input type="checkbox"/>	\$1915 <input type="checkbox"/>	
10 x 20	\$2420 <input type="checkbox"/>	\$2520 <input type="checkbox"/>	

<b>BY HAND ALBERTA</b>			
<b>February 21 - 24, 2010</b>			
	Aisle Booth	Corner Booth	
6 x 10	\$780 <input type="checkbox"/>	\$880 <input type="checkbox"/>	
6 x 15	\$1170 <input type="checkbox"/>	\$1270 <input type="checkbox"/>	
6 x 20	\$1560 <input type="checkbox"/>	\$1660 <input type="checkbox"/>	
10 x 10	\$1210 <input type="checkbox"/>	\$1310 <input type="checkbox"/>	
10 x 15	\$1815 <input type="checkbox"/>	\$1915 <input type="checkbox"/>	
10 x 20	\$2420 <input type="checkbox"/>	\$2520 <input type="checkbox"/>	

Electrical Surcharge of \$80 per booth.  
 All fees are subject to GST (#110127892).

**Be part of our PR/ADVERTISING!**  
 Enclose good quality digital photographs on a CD or email to: [info@byhand.ca](mailto:info@byhand.ca).



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