

# SPRING SHOW



**BUTTERDOME**  
*Spring Craft Sale*

**MAY 4 - 6, 2012**

UNIVERSITY OF ALBERTA BUTTERDOME, EDMONTON

Set Up Day: Thursday, May 3, 2012

## BUTTERDOME Spring Craft Sale

Every year, the **Butterdome Spring Craft Sale** grows and attracts more exhibitors and more importantly, thousands of eager customers to the show. The strong attendance of the show has shown that the demand for Canadian handmade products in the spring season is flourishing in Edmonton and that translates into fantastic sales for the selected 165 exhibitors. The 6th annual presentation is sure to sell out fast, don't miss out. Apply today!



### A little about Signatures ...

Signatures Shows Ltd. is Canada's largest and most experienced producer of fine craft shows with over 30 years of experience. We produce and manage annual events 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](mailto:info@signatures.ca) [www.signatures.ca](http://www.signatures.ca)

APPLY NOW! APPLICATIONS RECEIVED EARLY WILL BE GIVEN PRIORITY IN THE SELECTION PROCESS.

## Acceptance Criteria/Information

**Selection** - This is a juried show with the primary basis for acceptance being the quality, originality, craftsmanship and marketability of the work to be sold. A unified booth theme is preferable to those that have a selection of items from unrelated craft categories. The initial selection process will begin on September 1, 2011. All applications are considered and reviewed, even those received after the initial application deadline. The processing and selection of these applications will be based on the remaining space and category availability within the show.

**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 in Canada.

**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 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 show information, move-in details, hotel information and all other information you may need at our website: [www.signatures.ca](http://www.signatures.ca).

## Application Procedure (check off as you complete)

**Photos**

Please submit a minimum of 5 professional quality digital photos (jpeg 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. **DIGITAL IMAGES ARE PREFERRED IN ORDER FOR US TO PROMOTE YOU ON OUR WEBSITE & PRINT MATERIALS.**

**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.

**Food/Body Care**

Applicants in the category of Specialty Foods and Body Care must complete a separate questionnaire available at [www.signatures.ca](http://www.signatures.ca). (On-site consumable foods are not permitted).

**Deposit**

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

[www.signatures.ca](http://www.signatures.ca)

## Spring 2012 Application Form - Butterdome Spring Craft Sale

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

Name \_\_\_\_\_ Company Name \_\_\_\_\_

Mailing address \_\_\_\_\_ City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

( ) \_\_\_\_\_ ( ) \_\_\_\_\_ ( ) \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

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 \_\_\_\_\_

**Let's go "green"!** I wish to receive show applications & information by email. (NO print will be mailed.) YES  NO

**"PHOTOS for MEDIA CAMPAIGN"** I have included a CD of my work or emailed jpegs to you! YES  NO

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

Using 1, 2, 3 indicate your first, second and third choices in the boxes.

**Services Include:** Our exhibit price is an all-inclusive package that includes booth draping, 750 watts of power, complimentary admission tickets, storage, show promotional literature, show directory listing, listing on our customer website [www.butterdomecraftsale.com](http://www.butterdomecraftsale.com), pre-show media opportunities, in-show promotional feature areas, hotel assistance and discounted shipping rates when using the official show carrier. NOTE: Display materials and lighting are not included.

All fees are subject to GST (#101127892).

**About Us:** We, at Signatures Shows are a team of experienced show management & staff committed to serving the best interests of the exhibitors and customers. Our goal is to provide a professional, friendly atmosphere for all who attend. We encourage talented artisans from all across Canada dedicated to quality craftsmanship. Show features include prize draws, display areas, entertainment, informative show guide, free re-entry passes, on-site ATM's, coat/parcel check and friendly helpful customer service to give added customer value. We have targeted proven advertising campaigns in print, radio, TV and internet/website initiatives. Direct mail and/or email blasts to annually updated customer databases.

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Booth Size	Aisle	Corner	Double Corner
10' X 10'	\$480 <input type="checkbox"/>	\$580 <input type="checkbox"/>	
10' X 15'	\$720 <input type="checkbox"/>	\$820 <input type="checkbox"/>	
10' X 20'	\$960 <input type="checkbox"/>	\$1060 <input type="checkbox"/>	\$1160 <input type="checkbox"/>
Perimeter storage request add \$50 <input type="checkbox"/>			

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