



# APPLICATION SPRING & CHRISTMAS 2012

## BASIC SHOW INFORMATION

**ONE OF A KIND SPRING SHOW AND SALE**  
**MARCH 28 TO APRIL 1, 2012**  
**DIRECT ENERGY CENTRE, EXHIBITION PLACE, TORONTO**

**ONE OF A KIND CHRISTMAS SHOW AND SALE**  
**NOVEMBER 22 TO DECEMBER 2, 2012**  
**DIRECT ENERGY CENTRE, EXHIBITION PLACE, TORONTO**

## SHOW FACTS

- The show has been in progress since 1975 and is currently in its 37th year
- It is the largest consumer craft show in North America
- Over 4 million people have shopped at the show since its inception
- Everything sold at the show is made by hand in North America by Canadian and/or American artisans

## STATISTICS

### ATTENDANCE

- The attendance for the Christmas show is 140,000 qualified shoppers and for the Spring show is 60,000

### SPENDING

- Annual cumulative spending between the two Toronto shows is \$22,000,000 which does not include any orders placed after the show or future work commissioned at the show

### WE'RE SELECTIVE

- It is a juried show and each application is reviewed by a selection committee

### GREAT VARIETY

- There are 800 exhibitors at the Christmas show
- 500 exhibitors at the Spring Show

## ABOUT THE CUSTOMER

**WOMEN** 82% are women between the ages 25–54

**TORONTO & BEYOND** 26% come from outside the GTA from communities primarily in and around the Golden Horseshoe area

**WELL-HEELED** 42% have a combined household income of just under \$100,000 per year, while 30% have an average of \$150,000 per year

**THEY BUY** 90.8 % of our visitors made at least one purchase at our Show

**THEY SPEND** The average amount spent is \$150 per visitor

\*\*DATA FROM CHRISTMAS TORONTO 2010 SURVEY RESULTS

## ACCEPTANCE CRITERIA

- ✓ YOU MUST BE THE DESIGNER. APPLICANT MUST ALSO BE INVOLVED IN THE CREATION AND PRODUCTION OF YOUR ART AND CRAFT.
- ✓ YOU MUST RESIDE IN CANADA OR THE UNITED STATES.
- ✓ YOUR ART OR CRAFT MUST BE MADE IN CANADA OR THE UNITED STATES.
- ✓ YOUR APPLICATION PACKAGE WILL BE JURIED FOR THE QUALITY, UNIQUENESS AND SALABILITY OF YOUR PRODUCT, YOUR BOOTH PRESENTATION, AND OVERALL BALANCE OF ART AND CRAFT CATEGORIES.
- ✓ REPRODUCTION AIDS SUCH AS MOULDS USED IN JEWELLERY OR CERAMICS MUST BE CREATED BY THE APPLYING ARTISAN.
- ✓ **VISUAL ARTISTS ONLY:** A LIMITED AMOUNT OF REPRODUCTIONS IS ACCEPTABLE. REPRODUCTIONS MUST BE DISPLAYED IN A MAXIMUM AREA OF 5 FEET WIDE AND 8 FEET HIGH WITHIN THE BOOTH. REPRODUCTIONS MUST BE CLEARLY LABELED AS SUCH.
- ✓ VISUAL ARTISTS WISHING TO SELL REPRODUCTIONS AND PHOTOGRAPHERS APPLYING TO THE ONE OF A KIND SHOW MUST PROVIDE US WITH ADDITIONAL DOCUMENTATION (PLEASE SEE THE **SUPPORT MATERIALS** SECTION).

Upon acceptance, part of your contract includes **an exclusivity clause** contained within our artisan agreement. We heavily market and promote the fact that the artisans and products found at The One of a Kind Show are unique and cannot be found everywhere, especially in and around the Toronto area. Therefore, we embrace artisans who understand and believe in our philosophy and whose product is not available in other consumer shows 30 days before and 30 days after the dates of our event within a 50-kilometre radius of the Show.

## SPECIAL SECTIONS

**WELCOME TO YOUR NEIGHBOURHOOD.** The One of a Kind Show has created special sections for fashion, outdoor, food, green creations, new artisans and visual art where you can enjoy the crowd of customers drawn by the festive, marketplace atmosphere.

### FASHION DISTRICT

The place to be for Canada's trendsetting designers! The Fashion District stages prêt-a-porter style fashion shows each day, allowing customers to make a purchase immediately following a runway presentation. This section is only open to the clothing category.

### FLAVOURS

If your kitchen is your studio, then the Flavours section is for you. In this popular neighbourhood, customers find all of their favourite edibles such as baked goods, preserves, jams, dressings, marinades and sweets.

### GREEN

Sustainability is a rapidly growing trend among consumers and designers, and this section is becoming more and more popular each year. Your creations are biodegradable, recycled, organic, sustainable and definitely innovative.

### ONE OF A KIND CRAFT COMMUNITY OF CANADA (SPRING ONLY)

For over 35 years, the One of a Kind Show has been helping artists and artisans from across the country to make a living out of their passion. We are not alone in our endeavors—this section celebrates the organizations of the Canadian art and craft community, who work together to foster talents, grant opportunities, and increase exposure of the uniquely talented artists and artisans working today.

### OUTDOOR (SPRING ONLY)

Our Outdoor section offers a destination for customers looking to decorate their backyard patios and more! It features the finest in handmade and designed seasonal furniture, sculpture, decor and more.

### RISING STARS

This section is for first time exhibitors who have less than 5 years professional experience as a full time artisan. Space in this open concept area is sold by the square foot, making your booth fee and your stock more manageable. We supply your carpet and you provide a fantastic free-standing display with lighting to showcase your creations.

To view photos of these sections at past shows, please visit [www.oneofakindshow.com/apply](http://www.oneofakindshow.com/apply)

### **VISUAL ART GALLERY (CHRISTMAS ONLY)**

The only thing you'll find here is fantastic fine art in this originals-only section. Acrylics, oils, watercolours, hand-pulled prints and sculpture attract collectors and gallery owners, and wider aisles allow for the ultimate viewing space. If you are a visual artist, this is the place to show your work.

### **5-DAY/6-DAY EXHIBITORS (CHRISTMAS ONLY)**

At the Christmas show, we offer the opportunity where artisans can participate for the first 5 days or the last 6 days of the show. This option is ideal for exhibitors who cannot commit to the 11-day show period due to productivity limitations and/or travel expenses, or those who wish to try exhibiting at the Show for the first time.

## **ASSISTANCE/OPTIONS FOR NEW ARTISANS**

At the One of a Kind Show, we recognize it is often in the early stages of a career that some new and emerging artists and artisans may need some financial assistance. We are happy to offer the following opportunities:

There are a limited number of the following options for new artisans. Applicants may apply for one or more of the below opportunities, but will only receive one form of assistance if accepted to the show. Not all applicants will receive an assistance grant.

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The **NEW ARTISAN SCHOLARSHIP FUND** assists aspiring artisans exhibiting in the One of a Kind Show for the first time. Those selected will have their booth fees for the show reduced by 50%. All new applicants who have been in their art or craft less than 3 years may apply.

The **FIRST TIME TRAVEL SCHOLARSHIP** is designed to assist those from outside Ontario with their travel, shipping and accommodation expenses during the show. Their booth fees will be reduced by \$500. All new applicants to the One of a Kind Show residing outside the province of Ontario are eligible to apply.

To apply for one or both of the above scholarships, applicants must complete a full application (see **SUPPORT MATERIALS** for more information), along with a brief background summary, current employment status as an artist, and why our financial assistance is required.

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**RISING STARS** (both Spring and Christmas shows) is an open space concept exhibition area for first time applicants with less than 5 years professional experience. The space is sold by the square foot (see **PRICING FOR EXHIBIT SPACE**). Open to all disciplines except food. We supply your carpet, and you provide a free-standing display with lighting.

To apply for the Rising Stars section, applicants must complete a full application (see **SUPPORT MATERIALS** for more information).

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**NEW THE ONE OF A KIND BUDDY BOOTH PROGRAM** (both Spring and Christmas shows) allows two artisans to share and exhibit in one 10 x 10 booth. Sharing a booth can help alleviate many of the stresses of participating in your first One of a Kind Show, such as costs, amount of required stock, and booth sitting. This program is open to artists who are applying to the One of a Kind Show for the first time, or those who have previously participated in the Show as a Rising Stars exhibitor ONLY. You can only apply, and be accepted to this program at ONE Spring Show, and ONE Christmas Show.

The work of both artists must be present in the booth and equally distributed throughout the booth (50% per artist) for the entire duration of the show. A strong preference will be given to artists that present a cohesive booth display (either through products that are closely related in media or function, or through overall booth design).

Upon acceptance, each artisan in the Buddy Booth Program will receive an individual contract, however, the total booth fee will be divided equally between the two "buddies".

To apply for the Buddy Booth Program, each artist must include a standard application form and package describing how they make their individual work (please refer to **SUPPORT MATERIALS** for more information). However, only ONE booth display is required. Applicants must also include a brief statement explaining the reasons why they need a buddy at the show. One paragraph must be submitted by each artist in the exhibiting team, and BOTH artists must demonstrate need.

**NEW THE ONE OF A KIND CRAFT COMMUNITY OF CANADA SECTION** (Spring Show ONLY) is a new section where art and cultural institutions partner with the Show to provide a platform for emerging artists to launch their careers.

**FOR ARTISTS:** Applicants must be nominated by an arts/cultural institution, and have been practicing their art/craft for less than 5 years. Applicants must be students or recent graduates of a post secondary institution in their chosen field, or can demonstrate other accredited learning experience. Applicants must have also participated in at least one show of their own work (collective, group, school, gallery, etc). Please note that artists can only be nominated by one organization.

**FOR ORGANIZATIONS:** To become a sponsoring organization, you must be a Canadian arts organization, post-secondary educational institution or cultural institution, whose mandate is directly related to art, craft or design. The organization must nominate an eligible artist or artisan, and encourage them to submit an application to the Spring show. The artist **must** be making work in a field that is relevant to your organization.

Upon acceptance, each **artist in the Craft Community** section will receive a 5 x 10 booth space at the One of a Kind Spring Show; a cash grant (\$250 for Ontario residents \$500 for outside Ontario), and gallery style hard walls. Exhibitors are responsible for providing lights, floor covering, company signage, display, and electrical costs.

Each **participating organization** will receive branded signage, and wall space within the above 5 x 10 booth space to display promotional literature.

To apply for the **Craft Community** section, each artist must submit a standard application to the Spring show (please see **SUPPORT MATERIALS** for more information). In addition to this application, you **MUST** also include the following items to be provided by the organization nominating you:

- A letter of recommendation from a senior-level employee at the organization that is nominating you
- A copy of promotional literature from the organization that will be displayed in the booth (if available)
- A high res logo of the organization
- A completed nomination form (see CCOC package for form—[link](#))
- NOTE: Artists applying to the Craft Community of Canada DO NOT have to include a \$300 deposit

## APPLICATION DEADLINE FOR THE CRAFT COMMUNITY OF CANADA SECTION IS OCTOBER 14, 2011.

FOR COMPLETE DETAILS ABOUT THE CRAFT COMMUNITY OF CANADA, PLEASE CLICK HERE TO [DOWNLOAD THE INFORMATION PACKAGE](#).

APPLICATION DEADLINE FOR THE 2012 ONE OF A KIND SPRING SHOW IS AUGUST 26, 2011  
APPLICATION DEADLINE FOR THE 2012 ONE OF A KIND CHRISTMAS SHOW IS MARCH 30, 2012  
NOTE: ALL APPLICATIONS RECEIVED AFTER THE 1ST ROUND OF JURYING WILL CONTINUE TO BE CONSIDERED AND REVIEWED.

## PRICING FOR EXHIBIT SPACE

ALL EXHIBITORS RECEIVE GIFT TAGS, A BOOTH NUMBER SIGN, 6 BADGES AND 10 COMPLIMENTARY TICKETS, ACCESS TO AN EXHIBITOR LOUNGE, AND COMPLIMENTARY TEA AND COFFEE THROUGHOUT THE SHOW. ALL BOOTHS AND OPEN CONCEPT SPACES ARE SUBJECT TO ALL APPLICABLE TAXES. AFTER ACCEPTANCE, PARTICIPANTS ARE NOTIFIED OF SET UP DETAILS VIA EMAIL. IT IS THEREFORE MANDATORY THAT YOU HAVE A VALID EMAIL ADDRESS.

### BOOTHS

BOOTH PRICES INCLUDE AN 8' HIGH PIPE AND WHITE DRAPE. EXHIBITORS ARE RESPONSIBLE FOR PROVIDING LIGHTS, FLOOR COVERING, SIGNAGE, DISPLAY, AND ELECTRICAL COSTS.

#### SPRING 2012 (MARCH 28–APRIL 1, 2012)

5' x 10' = \$1600	5' x 15' = \$2400	5' x 20' = \$3200
10' x 10' = \$2015	10' x 15' = \$3021	10' x 20' = \$4025

PRICES DO NOT INCLUDE APPLICABLE TAXES

→ Corners are an additional \$265 for 5' depth and \$315 for 10' depth.

#### CHRISTMAS 2012

11-DAY SECTION (November 22–December 2, 2012)

5' x 10' = \$1,998	5' x 15' = \$3,315	5' x 20' = \$4,106
10' x 10' = \$3,162	10' x 15' = \$4,956	10' x 20' = \$6,324

PRICES DO NOT INCLUDE APPLICABLE TAXES

#### 5-DAY SECTION (NOVEMBER 22–26, 2012) OR 6-DAY SECTION (NOVEMBER 27–DECEMBER 2, 2012)

5' x 10' = \$1,330	5' x 15' = \$2,000	5' x 20' = \$2,660
10' x 10' = \$1,959	10' x 15' = \$3,009	10' x 20' = \$3,919

PRICES DO NOT INCLUDE APPLICABLE TAXES

→ Corners are an additional \$385 for 5' depth and \$560 for 10' foot depth.

#### RISING STARS

Rising Stars space is \$55/sq. ft. for the Spring show and \$60/sq. ft. for the Christmas show (11 days only).

EXAMPLE:	SPRING	CHRISTMAS
	3' x 3' = \$495	3' x 3' = \$540
	4' x 3' = \$660	4' x 3' = \$720

PRICES CORRECT AT TIME OF PRINTING

# SUPPORT MATERIALS

YOUR APPLICATION **MUST** INCLUDE THE FOLLOWING ITEMS. INCOMPLETE APPLICATIONS WILL BE RETURNED WITHOUT BEING REVIEWED. (CHECK OFF AS YOU COMPLETE)

- **APPLICATION FORM** (printed from last page)
- **PHOTOS** A CD (no mini or pocket CDs please) with 10 high resolution jpegs representing all the work you would like to sell at the show. All jpegs must be 300 dpi, no smaller than 1500 pixels and no larger than 4000 pixels in dimension on any side.
- **BOOTH DESIGN** A detailed drawing or digital photo of your proposed booth display.
- **STUDIO PHOTOS** A selection of jpegs that give the jury a sense of your workspace
- **BIOGRAPHY** Tell us about yourself, your education and training, and where you have shown and sold your work.
- **STEP-BY-STEP PRODUCT DESCRIPTION** Include a price list of all your products, along with a detailed step-by-step description of how they are made. If there are others involved in the creation of your work, please explain how they assist you.
- **SAMPLES** Must be provided for all edible, scented or paper items (eg. food, soap, candles, stationary). These samples will not be returned.
- **FOOD/FLAVOURS** Exhibitors must provide detailed food sampling procedures with your application.
- **GREEN EXHIBITORS** applying to this section must include a statement explaining why your products are green.
- **VISUAL ARTS** A limited amount of reproductions are acceptable for sale. Reproductions must be displayed in a maximum area of 5 feet wide and 8 feet high within the booth. Reproductions must be clearly labeled as such. Artists wishing to sell prints must send 1–3 matted exhibition prints of the reproductions in addition to your application photos of the original work.
- **ALL PHOTOGRAPHERS MUST ALSO INCLUDE:**
  - 1–3 matted exhibition prints in addition to your application photos.
  - A statement that indicates whether the photographer prints his/her own work or if it is printed by a lab (Please provide lab name, if applicable). Also provide an overview of your chosen printing method, the lifespan of each photo and why you have chosen to use that particular process/data source.
  - All prints should be signed and dated, with the negative and print dates on reverse. Open editions are acceptable. The photographer must also provide a guarantee/certificate of the product to the customer with every purchase. Please send a sample with your application. All photography samples will be returned.
- **RETURN ENVELOPE** Please include a self-addressed stamped envelope, large enough for your photos, with sufficient postage so we may return your entire application if you are not accepted into the Show. If you are accepted, portfolios are kept on file.
- **DEPOSIT** Please enclose, along with the attached application form, a VISA, Mastercard, or cheque deposit of \$300.00 payable to Merchandise Mart Properties, Inc. This deposit will be cashed only if you are contracted for space at the Show. Note: If you are applying for both shows and paying by cheque, please include a deposit cheque for both shows.

# APPLICATION FORM

## I'M APPLYING FOR:

(CHECK ONE OR BOTH OF THE TWO OPTIONS BELOW)

**SPRING 2012**

APPLICATION DEADLINE:  
AUGUST 26, 2011

**CHRISTMAS 2012**

APPLICATION DEADLINE:  
MARCH 30, 2012



# oneofakind SHOW & SALE

WWW.ONEOFKINDSHOW.COM

## YOUR INFORMATION

\*REQUIRED FIELDS

FIRST AND LAST NAME\*

COMPANY NAME (IF ANY)\*

PARTNER(S)

MAILING ADDRESS\*

TOWN OR CITY\* PROVINCE\*

POSTAL CODE\*

BUSINESS PHONE NUMBER\*

HOME PHONE NUMBER\*

FAX

MOBILE

EMAIL (MANDATORY)\*

WEBSITE

## 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?

INTERNET

MAGAZINE

OTHER

## HOW MANY PEOPLE ASSIST YOU?

## LIST ALL THE ITEMS YOU WOULD LIKE TO SELL

(PLEASE BE SPECIFIC)

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

(ATTACH SEPARATE SHEET IF NECESSARY)

## PLEASE LIST YOUR FIRST THREE BOOTH SIZE CHOICES IF ACCEPTED:

(FOR A LIST OF AVAILABLE BOOTH SIZES, PLEASE REFER TO PG. 3)

### SPRING 2012 CHRISTMAS 2012

1ST CHOICE	1ST CHOICE	<input type="radio"/> 11-DAY	<input type="radio"/> 5-DAY	<input type="radio"/> 6-DAY
2ND CHOICE	2ND CHOICE	<input type="radio"/> 11-DAY	<input type="radio"/> 5-DAY	<input type="radio"/> 6-DAY
3RD CHOICE	3RD CHOICE	<input type="radio"/> 11-DAY	<input type="radio"/> 5-DAY	<input type="radio"/> 6-DAY

## INDICATE HERE IF YOU ARE ALSO APPLYING FOR:

- THE NEW ARTISAN SCHOLARSHIP FUND\*
- THE NEW ARTISAN TRAVEL SCHOLARSHIP\*
- RISING STARS
- ONE OF A KIND BUDDY BOOTH PROGRAM\*
- ONE OF A KIND CRAFT COMMUNITY OF CANADA  
(SPRING ONLY)—OCTOBER 14, 2011 [DOWNLOAD APPLICATION](#)
- ONE OF A KIND FASHION DISTRICT
- ONE OF A KIND FLAVOURS
- ONE OF A KIND GREEN\*
- ONE OF A KIND OUTDOOR (SPRING ONLY)
- THE ONE OF A KIND VISUAL ART GALLERY (CHRISTMAS ONLY)

\* PLEASE ENSURE YOUR APPLICATION INCLUDES BOTH SUPPORT MATERIALS AND ADDITIONAL REQUESTED INFORMATION WHEN APPLYING TO THESE NEW ARTISAN PROGRAMS/ NEIGHBOURHOOD. FOR MORE DETAILS, PLEASE SEE PAGE 2.

## 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)

## SEND 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

APPLY@ONEOFKINDSHOW.COM WWW.ONEOFKINDSHOW.COM

## ONCE I'VE APPLIED WHAT HAPPENS?

THE INITIAL SELECTION PROCESS FOR BOTH 2012 SHOWS WILL BEGIN FOLLOWING THE APPLICATION DEADLINES. APPLICANTS WILL THEN BE NOTIFIED OF THEIR STATUS STARTING ONE MONTH LATER. ALL APPLICATIONS ARE CONSIDERED AND REVIEWED, EVEN THOSE RECEIVED AFTER THE APPLICATION DEADLINES. YOU WILL RECEIVE A LETTER AND/OR PHONE CALL OF YOUR ACCEPTANCE ALONG WITH A CONTRACT, PAYMENT SCHEDULE, AND ANY INITIAL INFORMATION YOU MIGHT NEED. YOUR DEPOSIT WILL BE PROCESSED AFTER YOU HAVE BEEN NOTIFIED OF YOUR ACCEPTANCE TO THE ONE OF A KIND SHOW.

INFORMATION CORRECT AT TIME OF PRINTING.