



Spring and Christmas Show and Sale

# application

- **Review** the basic show information and acceptance criteria to see if you qualify
- **Examine** our assistance for new artisans information
- **Select** your display space needs, show duration and neighbourhood
- **Collect** your support materials and complete the attached application form
- **Send** your application to us!

[ Français au verso ]



**FSC**  
Mixed Sources  
Product group from well-managed  
forests, controlled sources and  
recycled wood or fiber  
Cert. No. SW-COC-1943  
www.fsc.org  
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## Basic show information

### One of a Kind Spring Show and Sale

March 20 to March 24, 2008 (Easter Weekend)

Direct Energy Centre, Exhibition Place, Toronto  
(formerly The National Trade Centre)

### One of a Kind Christmas Show and Sale

November 27 to December 7, 2008

Direct Energy Centre, Exhibition Place, Toronto  
(formerly The National Trade Centre)

## Acceptance criteria

- You must be the designer, creator and producer of your art or craft.
- You must reside in North America.
- 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.
- Photomechanical reproductions such as giclee and offset prints are only accepted for photography
- 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 who's product is not available in other shows 30 days before and 30 days after the dates of our event within a 50 kilometre radius of the Show.

## Assistance for new artisans

The **New Artisan Scholarship Fund** is to assist 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%. This fund is open to all new applicants who have been in their art or craft less than 3 years.

The **New Artisan Travel Scholarship** is designed to assist those from outside Ontario with a \$500 cash grant to offset their travel, shipping and accommodation expenses during the show.

In addition to a biography, scholarship applicants should include a brief background summary, current employment status as an artist, and why our financial assistance is required.

## Pricing for exhibit space

All exhibitors receive gift tags, a booth number sign, 4 badges and 10 complimentary tickets. All booths and open concept spaces are subject to the GST (6%). After acceptance, participants are notified of set up details via email.

### Booths

Booth prices include an 8' high pipe and drape. Exhibitors are responsible for providing lights, floor covering, signage and electrical costs.

#### Spring 2008

(March 20-March 24, 2008)

5' x 10' = \$1,369      5' x 15' = \$2,053      5' x 20' = \$2,737  
10' x 10' = \$1,721      10' x 15' = \$2,582      10' x 20' = \$3,443

◆ Corners are an additional \$220 for 5' depth and \$275 for 10' depth.

#### Christmas 2008

**11-Day Section** (November 27-December 7, 2008)

5' x 10' = \$1,819      5' x 15' = \$2,728      5' x 20' = \$3,637  
10' x 10' = \$2,920      10' x 15' = \$4,446      10' x 20' = \$5,838

**5-Day Section** (November 27-Dec 1, 2008)

**or 6-Day Section** (December 2-7, 2008)

5' x 10' = \$1,217      5' x 15' = \$1,830      5' x 20' = \$2,443  
10' x 10' = \$1,793      10' x 15' = \$2,753

◆ Corners are an additional \$355 for 5' depth and \$515 for 10' foot depth.

## Open Space Concepts

Open space concept exhibitors must provide their own lighting. Scholarships may not be applied to open space fees.

#### Rising Stars (both Spring and Christmas shows)

For first time applicants with less than 3 years professional experience. Open to all disciplines except food. We supply your carpet, and you provide a free-standing display with lighting.

- Rising Stars space is \$55/sq. ft.  
(i.e. 3' x 3' = \$495, 4' x 3' = \$660, etc.)

#### Open Gallery (Spring only)

For first time visual art applicants. We provide your carpet, signage and 8' white hard walls, and you provide your artwork and lighting.

- Each Open Gallery wall space is \$600 per 8 linear feet.

#### Ready to Wear (Spring only)

For first time clothing designer applicants. This 4'x5' space is located in the Fashion District. We provide your carpet, rolling rack and shared change room.

- Each Ready to Wear space is \$600.

## Support materials

Your application must include the following items. Incomplete applications will be returned without being reviewed. (Check ✓ as you complete)

- **Application Form** (attached at right)
- **Photos** A CD with 10 high resolution jpegs representing all the work you would like to sell at the show, along with images of your studio/workspace. All jpegs must be no smaller than 1500 pixels and no larger than 4000 pixels in dimension on any side.
- **Booth Design** A professional sketch or digital photo of your proposed booth display.
- **Biography** Tell us about yourself, your education and training, and where you have shown and sold your work.
- **Product Description** Include a price list of all your products, along with a 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 or scented items. These samples will not be returned.
- **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.
- **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.

## Once I've applied – what happens?

The **initial selection** process for both 2008 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.

# Application form (Please print)

## Your information:

\*required fields

FIRST AND LAST NAME\*

COMPANY NAME (IF ANY)\*

PARTNER

MAILING ADDRESS\*

TOWN OR CITY\* PROVINCE\* POSTAL CODE\*

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TELEPHONE\* FAX

EMAIL\*

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)\*

## I received this application from:

\_\_\_\_\_

How many people assist you?

## List all the items you would like to sell: (attach separate sheet if necessary)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<b>FOR OFFICE USE ONLY</b>					DATE
S08	Y	N	W	C	CATEGORY
X08	Y	N	W	C	
<input type="radio"/> Form	<input type="radio"/> Product	SECTION			
<input type="radio"/> Photos	<input type="radio"/> Samples				
<input type="radio"/> Booth	<input type="radio"/> SASE	BOOTH SIZE			
<input type="radio"/> Bio	<input type="radio"/> Deposit				
					<input type="radio"/> NASF <input type="radio"/> NATS



I'm applying for: (check one)

- Spring 2008 Show**  
Application deadline: August 13, 2007
- Christmas 2008 Show**  
Application deadline: April 9, 2008
- Both Shows**

## Please list your first three booth size choices if accepted:

(i.e. 5' x 10' Corner; 10' x 15'; 4' x 5' Rising Stars; etc.)

1ST CHOICE

2ND CHOICE

3RD CHOICE

## Please tell us which other shows in the Greater Toronto area you are planning to participate in: (attach separate sheet if necessary)

\_\_\_\_\_

\_\_\_\_\_

## Indicate here if you are also applying for:

- The New Artisan Scholarship Fund **or**
- The New Artisan Travel Scholarship
- The One of a Kind Visual Art Gallery
- One of a Kind Flavours
- One of a Kind Green
- One of a Kind Fashion District
- Rising Stars
- Open Gallery
- Ready to Wear

Please visit our website  
**www.oneofakindshow.com**  
for additional information on  
our special neighbourhoods

Paying by  VISA or  Mastercard  Cheque (please enclose)

CARD NUMBER EXPIRY

NAME ON CARD

SIGNATURE OF CARDHOLDER

## Now, send it to us.

Please **detach** and send **this form**, and your **support materials** to:

**One of a Kind Show and Sale**  
10 Alcorn Avenue, Suite 100, Toronto ON M4V 3A9  
Attn: Applications

apply@oneofakindshow.com

www.oneofakindshow.com