



oneofakind

## APPLICATION SPRING & CHRISTMAS 2011

### BASIC SHOW INFORMATION

#### ONE OF A KIND SPRING SHOW AND SALE

**March 30 to April 3, 2011** Direct Energy Centre, Exhibition Place, Toronto

#### ONE OF A KIND CHRISTMAS SHOW AND SALE

**November 24 to December 4, 2011** Direct Energy Centre, Exhibition Place, Toronto

### ACCEPTANCE CRITERIA

- ✔ You must be the designer, creator and producer of your art or 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 shows 30 days before and 30 days after the dates of our event, within a 50-kilometre radius of the Show.

# 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.

Applicants may apply for one or more of the below opportunities. Assistance grants are awarded at the discretion of the selection committee. Applicants can only receive one form of assistance.

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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%. 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 their travel, shipping and accommodation expenses during the show. Their booth fees will be reduced by \$500.

**To apply for one or both of the New Artisan 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.

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**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:** Sponsoring organizations must be Canadian arts organizations, post secondary education institutions, or cultural institutions 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 the organization. There is no financial cost to the 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 (\$500 for Ontario residents, \$750 for outside Ontario), and gallery style hard walls. Each participating organization will receive branded signage, and wall 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:

- ✔ letter of recommendation from a senior-level employee at the organization that is nominating you
- ✔ copy of promotional literature from the organization that will be displayed in the booth
- ✔ Contact information of the person in the organization for the One of a Kind Show to liaise with.

**Application deadline for this special program is October 15, 2010.**

# PRICING FOR EXHIBIT SPACE

All exhibitors receive gift tags, a booth number sign, 6 badges, 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 and electrical costs.

### SPRING 2011 (March 30–April 3, 2011)

5' x 10' = \$1,525      5' x 15' = \$2,287      5' x 20' = \$3,050  
10' x 10' = \$1,917      10' x 15' = \$2,877      10' x 20' = \$3,833

*Prices do not include applicable taxes.*

→ *Corners are an additional \$250 for 5' depth and \$300 for 10' depth.*

### CHRISTMAS 2011

#### 11-Day Section (November 24–December 4, 2011)

5' x 10' = \$1,990      5' x 15' = \$3,250      5' x 20' = \$4,025  
10' x 10' = \$3,100      10' x 15' = \$4,858      10' x 20' = \$6,200

*Prices do not include applicable taxes.*

#### 5-Day Section (November 24–28, 2011) or 6-Day Section (November 29–December 4, 2011)

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 \$375 for 5' depth and \$550 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 day show only*).

<i>Examples:</i>	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 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 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.

# 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.

## **ONE OF A KIND CRAFT COMMUNITY** *(Spring only)*

For over 30 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.

## **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.

## **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 in-the-round with lighting to showcase your creations.

## **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.

# APPLICATION FORM



oneofakind

I'm applying for: (check one or both of the two options below)

**SPRING 2011**

Application deadline: **August 26, 2010**

**CHRISTMAS 2011**

Application deadline: **March 25, 2011**

## Your information

\*required fields

FIRST AND LAST NAME\*

COMPANY NAME (IF ANY)\*

PARTNER(S)

MAILING ADDRESS\*

TOWN OR CITY\*

PROVINCE\*

POSTAL CODE\*

( )

TELEPHONE\*

( )

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, attach separate sheet if necessary)

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 2011

### CHRISTMAS 2011

1ST CHOICE

1ST CHOICE

11-DAY

5-DAY

6-DAY

2ND CHOICE

2ND CHOICE

11-DAY

5-DAY

6-DAY

3RD CHOICE

3RD CHOICE

11-DAY

5-DAY

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)
- 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)

**DEADLINE:**  
October 15, 2010

\* Please ensure your application includes both support materials and additional requested information when applying to these New Artisan programs. For more details, please see page 2.

Paying by  VISA  Mastercard  Cheque (please enclose)

CARD NUMBER

EXPIRY

NAME ON CARD

SIGNATURE OF CARDHOLDER

## 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@oneofakindshow.com www.oneofakindshow.com

## ONCE I'VE APPLIED, WHAT HAPPENS?

The initial selection process for both 2011 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.