

WHY WE'RE ONE OF A KIND

For over 40 years, One Of A Kind has been the place for the best Canadian makers to sell their work. We've fostered generations of handmade enthusiasts, helped new artisans become celebrities of craft and created a powerful community of creative small business owners.

As trends in technology and commerce change the landscape of craft, we remain committed to providing a platform that meet the needs of modern makers. But there are some things about us that will always stay true, so start by reviewing our acceptance criteria to make sure One Of A Kind is the right fit for you.

ACCEPTANCE CRITERIA

✓ **You are the designer AND heavily involved in the production of your work.**

We are looking for makers of all kinds--from traditional to technological and creative to commercially-driven. Our criteria for production and scale will differ for each category, so applications are considered case-by-case. Outline your production process(es) in detail, to show the jury your work aligns with our criteria. Beyond that, we are looking for work that is creative, innovative, cohesive, avoids saturated trends and is respectful of copyright law and other cultures.

✓ **You Reside AND Produce Your Work in Canada**

We want consumers to support the local creative economy and community, so every item for sale in the show must be made in Canada. Any manufacturing help must be locally sourced, but not all raw materials must be. Designing products and having them produced internationally is NOT something we permit.

✓ **You Support our efforts to celebrate Diversity and Inclusivity**

We put our hearts, minds, and resources into creating an event that is welcoming and inclusive for everyone. We believe in the power of craft to celebrate skill, identity, creativity, history, heritage, and culture. We have worked hard to provide resources to help educate our makers on the differences between misappropriation and responsible collaboration. We ask that you help us by ensuring your work does not perpetuate the harmful impacts of cultural appropriation.

WHAT YOU'LL GET

- A booth space to show and sell your work and 6 exhibitor badges for you and your staff.
- 6 complimentary tickets, plus discount codes and incentives, to help you bring fans and followers to the show.
- A One Of A Kind profile and Online Shop with links to your website and social channels and marketing and PR opportunities.
- Pre-show resources including Facebook Groups, newsletters, videos, show experts and a digital Exhibitor Kit.
- Onsite services, including a lounge with free tea and coffee throughout the show.
- Exposure to loyal shoppers and craft enthusiasts—including wholesalers, bloggers, media and galleries--and insight from face-to-face feedback and large scale market research.
- Show your work among top-quality makers who share your belief in creativity and small batch production.
- Expand your community—learn from show mentors and small business pros, connect with fellow makers to swap tips and create opportunities for collabs, and so much more!

And that is us in a nutshell! If you have any questions about any of the above or beyond, don't hesitate to reach out to us at apply@oneofakindshow.com. If all of this sounds good to you, then let's get started!