

One Of A Kind @ WINTER SHOW

NOVEMBER 25 -
DECEMBER 5, 2021
ENERCARE CENTRE,
EXHIBITION PLACE
#O O A K 21

HOURS

WEEKDAYS + SATURDAYS
10 AM - 9 PM

LATE NIGHT THURSDAY
10 AM - 11 PM

SUNDAYS
10 AM - 6 PM

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APPLICATION DEADLINE:
AUGUST 20, 2021



WELCOME BACK!

 we're so happy you're here

Oh, how we have missed live shows! The experience, excitement, connection; we can hardly wait to do it all again!

By the time the One Of A Kind Winter Show opens on November 25, 2021, it will have been 2 years since we have been able to host a live event for our makers and our audience. We are so excited to welcome you back as we all strengthen our community, create connections, and rebuild our face-to-face events again.

Keeping Everyone Safe

Due to the new circumstances which we need to take into consideration as we safely return to face-to-face events in 2021, be sure to check the [Winter 2021 show application page](#) for the latest info regarding health and safety protocols. We will be following Informa's **AllSecure Standards**, public health guidelines, and venue protocols. All exhibitors will be provided with a full safety plan at least 30 days before the event begins.

Book with Confidence

We know that a level of uncertainty still exists about the situation in November and we want you to be able to have some peace of mind this year. In the increasingly unlikely event that the show is cancelled, you will have the option to transfer your funds to a virtual event, or to any One Of A Kind Show 2022 event (with a difference in fees refunded), or get a full refund. Focus on your business and know you are covered should the need arise. You can read more about our Book With Confidence policy at: oak.link/winter2021

We are preparing to create our signature One Of A Kind magic
Read on, get your application submitted.
Deadline is August 20, 2021.

We can't wait to see you in November!

 the **One Of** team
A Kind

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!

WHAT TO SUBMIT

- ✓ **Filled-Out Application Form:** You will find it on our website. oak.link/apply
- ✓ **10 High-Resolution Photos of Your Work:** Please submit at least 10 good quality, well-lit photos that represent the range of work you would like to sell at the show. We cannot stress enough the importance of good photos, as they will be the jury's introduction to your work and will be used for marketing and PR opportunities, if you are accepted to the show.
- ✓ **Booth Design:** Include a photo, sketch, inspiration board or rendering that includes plans for signage, lighting, merchandising and the display structure of your booth. We also want to see how your branding works to tell your story. Not sure where to start? Visit us on Pinterest [@onmywaytooak](https://www.pinterest.com/onmywaytooak) for some examples of great booths of all shapes and sizes! Note: to maintain the professional look of the show, the use of grids to hang and display your work is not permitted.
- ✓ **3 Studio Photos:** Show us where you make the magic happen--whether it's your studio, a maker space, a commercial kitchen or your dining room table!
- ✓ **Biography:** Tells us about yourself, what inspires you and if you've had any education/training or participated in any other shows we might know. Share your brand story, business goals and what you want to get out of the show.
- ✓ **Price List:** This will help the jury get an idea of your pricing and how it compares in the marketplace. Your price list should include each type of item you want to sell at the show.
- ✓ **Step-by-Step Description of your Production Process(es):** This is probably the most important document in your application package. Each item you wish to sell at the show must be made by you or your company and fit within our production and category criteria. So, walk us through your production processes--tell us how you design, where production takes place, how you are involved and when you are getting help. This information will not be shared with anyone outside of the jury.
- ✓ **\$10 Application Fee:** Payable by credit card only in the online application. Once you have been notified of your accepted, you will be asked to supply a \$500 deposit to secure your spot in the show. From there, remaining booth payments will be broken out into a payment plan.

SPECIAL CATEGORIES

Food/Flavours: Please submit an outline of your sampling procedure at the show. You will be contacted in September to arrange submission of samples and any restrictions regarding sampling as they will exist at the One Of A Kind Show this year. Exhibitors from out of province who will be selling meat, dairy or fish are required to submit their [Safe Food for Canadians licence](#) .

Paper, Personal Care, Candles: You will be contacted in September to arrange submission of samples. All paper (stationery) and scented products (soap, candles, etc) must be submitted for review in their finished form and should include at least one of each type of product that will be sold. Samples will not be returned.

Photography: Photographers must submit a statement telling us how and where your work is printed. Prints should be signed and dated. Open editions are acceptable.

Arts: Artists wishing to sell reproductions must submit images of their prints/reproductions, in their finished and packaged forms, within their application photos. Prints should also be listed in the "What You Would Like to Sell at the Show" portion of the application form.

BOOTH SIZES + PRICING

Booth space includes 8' high pipe and white drape and booth number signage. Exhibitors must provide lighting, signage and POS equipment. Electrical, hard walls and other services are available for rental.

Due to the pipe-and-drape construction (1.5" diameter) of the booth, internal dimensions are slightly reduced (as noted below). Consider your actual booth size when making your booth display plans.

| CONTRACTED SIZE (D x W) | ACTUAL DIMENSIONS | FULL SHOW | 5/6-DAY SECTION * |
|-------------------------|-------------------|-----------|-------------------|
| 5' x 10' | 4' 8" x 9' 8" | \$2,584 | \$1,929 |
| 5' x 15' | 4' 8" x 14' 8" | \$4,019 | \$2,844 |
| 5' x 20' | 4' 8" x 19' 8" | \$5,167 | \$3,808 |
| 10' x 10' | 9' 8" x 9' 8" | \$3,606 | \$2,577 |
| 10' x 15' | 9' 8" x 14' 8" | \$5,683 | \$3,862 |
| 10' x 20' | 9' 8" x 19' 8" | \$7,211 | -- |

* 5-day: November 25 - 29 | 6-day: November 30 - December 5

- Full show corners are an additional \$409 for 5' depth and \$565 for 10' depth.
- Half show corners are an additional \$309 for 5' depth and \$371 for 10' depth.
- Islands and double corners available upon request.

INTRO BOOTH OPTIONS

Rising Stars

\$90/sq ft

In this open concept section space is for first-time applicants with less than 5 years professional experience in their art or craft. We supply the carpet, you bring a freestanding structure and lighting to showcase your work. Request space by the square foot, so you get as little or as much as you need. Open to all categories except food.

ex. 3' x 3' = \$810 4' x 3' = \$1,080 5' x 2' = \$900

- To see examples of past Rising Stars booths, visit www.pinterest.com/onmywaytooak/rising-stars.
- To apply, submit a complete application with your preferred Rising Stars size(s) on the application form.
- Minimum booth size is 9 square feet.

Booth Share

Starting at \$1,288.50 x 2

Share a 10' x 10' booth (or larger, if requested) with a fellow artisan to help alleviate some of the challenges of your first shows, like costs, required stock, and booth sitting. Open to individual applicants looking to be paired with a buddy, depending on availability.

- To see examples of past Booth Shares, visit www.pinterest.com/onmywaytooak/booth-share.
- To apply, each participant must submit a complete application, including a booth design that shows how you will share the 10'x10' booth space.
- Applicants are eligible for a Booth Share at TWO Spring and TWO Winter Shows.

* Prices for all booth spaces do not include applicable tax. Correct at time of printing.

SCHOLARSHIPS

We are committed to investing in the future of craft, so our scholarship program helps new artisans start to build their business with One Of A Kind. Follow the link below and tell us how a scholarship would help you make the most of your first show. Only scholarship applications with corresponding submitted full application will be considered. You are welcome to apply for more than one, but in order to spread the love to as many new artisans as possible, you are only eligible to receive one.

New Artisan Scholarship

\$1,000

Open to first-time applicants who have been practicing their craft for less than 5 years, this grant reduces booth fees by \$1,000.

Travel Scholarship

\$500

Open to first-time applicants coming from outside of Ontario, this grant is designed to assist with travel, shipping and accommodation expenses by reducing booth fees by \$500.

BIPOC Scholarship

For the 2021 Winter Show, a minimum of half of our Rising Stars Section will be given in priority for makers and artisans who self-identify as Black, Indigenous, or Persons of Colour. Up to 10 BIPOC identifying vendors will be selected for this scholarship and each will also receive 50% off their Rising Stars space (\$45 per square foot vs. \$90 per square foot; with a minimum order of a 3' x 3' space). Applicants must also be Rising Stars eligible as a first-time exhibitor with less than 5 years in their art or craft.

Submit Your Scholarship Application at oak.link/scholarships.

* Note that unless otherwise stated scholarships are only applicable to regular booths, ex. 5'x10, 10'x10', etc, and are limited in quantity, so application for a scholarship does not guarantee receipt.

READY TO GO?

Once you've submitted your online application (see page 3 to ensure you've got everything covered), here's what you can expect to happen next.

- You will receive a confirmation email once your application is received and entered.
- The jury will meet to review applications following the deadline, and applicants can expect to be notified of their status by mid-September. All applicants will receive a response, regardless of their status.
- Once you have been notified of your acceptance, a \$500 deposit will be required to secure your space, you will receive a contract and all the information you will need to start planning for the show.
- Once processed, deposits are non-refundable, unless the show cannot take place.

Questions?

Don't hesitate to reach out to our recruitment team!

- **Email:** apply@oneofakindshow.com
- **Instagram:** [@ooak_toronto](https://www.instagram.com/ooak_toronto)
- **Facebook:** [@On My Way to Ooak](https://www.facebook.com/OnMyWaytoOOAK)

We can't wait to hear from you!

