

A close-up photograph of a person's hands working on a craft project. The hands are holding a wooden handle with a piece of white material wrapped around it. A thin, light-colored tool is being used to work on the material. The background is a workshop setting with a blue cutting mat and various tools.

2023

# **Craft East** **Buyers' Expo**

EXHIBITOR TOOL KIT

# Craft East Buyers' Expo

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Exhibitor

# Rules and Regulations



**CRAFT**  
**EAST** BUYERS'  
EXPO

## WELCOME EXHIBITORS!

We are pleased to welcome you to the fourth **Craft East Buyers' Expo!** Please review all of the provided information contained in this Exhibitor Tool Kit and connect with us should you have any further questions.

### Included in this Exhibitor Package:

- ✓ Rules and Procedures
- ✓ Show Awards Information
- ✓ Electronic Showcase
- ✓ Move-In and Move-Out Instructions
- ✓ Cash and Carry Program

### Workshops at Craft East!

Watch later in January for our featured workshops, which this year will be focused on **Museum retail and creating product for the museum sector**. We will send out a separate email regarding workshops as the show dates approach.

**QUESTIONS:** Contact the Craft East Operations Coordinator or the Craft East office directly.

**Bernard Burton, Director**  
bernard@craftalliance.ca

**Elle Tomie, Operations Coordinator**  
elle@craftalliance.ca  
902.266.8171

**Berthe Worth, Admin Coordinator**

**William Scott, Digital Literacy Consultant**

[www.crafteast.ca](http://www.crafteast.ca)



We Look Forward to Seeing You at the Show in February!

## Craft East Virtual Marketplace

A profile on our online wholesale marketplace is provided free of charge to all exhibitors. We strongly recommend completing your Producer Profile on the Craft East Virtual Marketplace. All our registered retailers have year-round access to the site for viewing producers and ordering from them. This is an invaluable tool for follow-ups that could help you finalize a sale.

Log in and start filling your profile with branding, product images, catalogs, etc. We also recommend visiting the Resources section, where you can find helpful guides on wholesale and export market development.

## SUITES AND EXHIBIT BOOTH DIMENSIONS

Conference Centre booths are approximately 8'x8' (unless otherwise stated), some will vary in size to accommodate space. If your booth display requires precise configurations and you are unsure about your allocated booth's dimension, please contact the Craft East office immediately, as it is almost impossible to make these kinds of changes once show setup has started. Please note height restrictions in some areas of the exhibit area (see below). Anyone arriving at the show who does not believe their booth is as ordered should contact the Operations Coordinator immediately. It is almost impossible to resolve set-up issues after you have started setting up your display.

**NOTE:** Electricity will be available to all conference centre booths. Please ensure you bring appropriate extension cords, as you will be sharing outlets with other exhibitors. Surge bars are also recommended.

**HEIGHT RESTRICTIONS:** no displays (conference room or suites) should exceed 8 feet in height.

### BOOTH STRUCTURE:

(included with all conference room booths)

- ✔ Back curtains (white) 8' High
- ✔ Side curtains (white) 8' High
- ✔ Conference table 2.5' x 6'
- ✔ 1 Chair
- ✔ Electrical Access

Exhibitors providing their own booth structure or enclosure must ensure that any exposed side walls (not covered by drape) are finished on both sides. This will ensure the professional appearance of the show is maintained. Any questions should be directed to Show Management prior to set up.

## Craft East Show Hours

**SATURDAY, FEBRUARY 11<sup>TH</sup>** 9:30 am – 6:00 pm

**SUNDAY, FEBRUARY 12<sup>TH</sup>** 9:30 am – 5:00 pm

**NOTE:** Deadline for set-up is 9:00 am, Saturday – February 11th, 2023.

## MOVE-IN AND MOVE-OUT PROCEDURES

***Complete procedures for Move-in and Move-out at the Craft East show are included in this package. Please review before arriving at the show for set-up!***

## INCOMING BUYER PROGRAM

### Canadian Buyer Program:

Craft East will sponsor 8-10 pre-qualified Canadian buyers outside Atlantic Canada to attend the Craft East Buyers' Expo. This sponsorship will be for one airfare round trip to Halifax for Craft East Buyers' Expo.

### United States:

This year we have already confirmed buyers from New England and mid-Atlantic states.

## SEMINARS AT CRAFT EAST

This year we have organized several seminars focused on the theme of ***“Working with Museum Buyers to Create Customized Product”***.

## SHOW GUIDE COVER

The 2023 show guide features the work of 4 Atlantic Canadian craft producers! Future designs are subject to change depending on the marketing tools used and whether for print or online marketing.

Featured for 2023 are: Aflame Creations (NS), Newbornlander (NL), Sarah Duggan Creative (NS) and The White's Emporium (NL)

## UNJURIED PRODUCTS

Craft East reserves the right to withdraw any unjuried product deemed inappropriate for display and to close any exhibit booth of any exhibitor for failure to observe show rules or for any action considered detrimental to the interest of the show organization or industry.

## BOOTH & SUITES ETHICS

Exhibitors wishing to enter another exhibitor's booth or suite exhibit may do so ONLY if invited. We ask that you have respect for your fellow exhibitors, and we request that all exhibitors live by this simple rule: **Ask Before Entering.**

## BUSINESS SERVICES / SUPPLIES

There are NO photocopying and fax services available to exhibitors during the show. Exhibitors should take along sufficient supplies of brochures, business cards and wholesale price lists to the show to ensure a supply for the three days of the show. There is a Staples nearby on Gottingen Street, if you need copies.

## HOTEL POLICIES

We ask that all exhibitors read the Homewood Suites Hotel Policies prior to exhibiting at Craft East.

For the comfort of all exhibitors and buyers, we would like to maintain a scent-free zone throughout the show. Please refrain from using scented products in your suite or booth. It is also recommended that suite exhibitors refrain from cooking using the in-suite kitchenette until after show hours.

The Fire Marshall has indicated that the burning of Candles in the Homewood Suites Conference Centre during the show is strictly prohibited. Conference centre staff will be monitoring this throughout the show.

At NO TIME is Painting of any sort to be done within the exhibit areas. OILY RAGS or other FLAMMABLE cleaning materials are to be stored in an air tight container or removed from the premises altogether.

## No Smoking On Site

The Homewood Suites & Silver Birch Conference Centre is a NON-SMOKING building and therefore no smoking will be permitted on the premises. Those wishing to smoke may do so outside the building.

Homewood Suites & Conference Centre will provide exhibitors with an outline of the facility procedures on set-up day.

## CASH AND CARRY – RETURNING FOR 2023

Check out the Cash & Carry memo in your Exhibitor Kit. A voluntary program where buyers can purchase product directly at the show. Booths signs are available at the Registration Desk.

## ELECTRONIC SHOWCASE

The Electronic Showcase will be featured again at the Craft East show this year! All exhibitors are invited to participate in the showcase. A detailed description of the showcase is included in this package.

Please forward images for the showcase by the deadline provided in the showcase outline. The showcase takes several weeks to compile, so images will not be accepted after the deadline date. The showcase received positive responses from buyers and exhibitors and all exhibitors are encouraged to participate. Look for the Electronic Showcase on a TV display in the Café area of the Homewood Suites during our show hours.

## SHOW ENTRANCE BADGES

Exhibitors and their representatives must always wear official show badges while in the exhibition area. Identification of show participants will feature four colors of name badges.

## Badge Colour Guide

- ✔ Buyers – **RED**
- ✔ Exhibitors – **BLUE**
- ✔ Guests – **GREEN**

Exhibitor badges may be picked up at the Craft East Registration Desk during setup on Friday. Exhibitors wearing their badges during the show will be permitted entrance at all entrances to the show.

However, exhibitors that don't have their badge will be sent to the Main Registration Desk to get a new badge. This regulation is for the protection and security of everyone in the show.

## NEW PRODUCT SHOWCASE

We will also be presenting the **New Product Display** in the Conference Centre. The new product display is an opportunity for producers to show off their new products to buyers at the show. Be sure to bring an extra item for the showcase. **The Best New Product** award is also juried from this showcase. You do not have to register for this in advance, you can do it at the show.

## Student Showcase

Craft East Buyers' Expo, in conjunction with our industry partners will present the Emerging Student Showcases showing work from students at the New Brunswick College of Craft & Design. The showcase consists of new product displays which will give students an opportunity to interact with buyers for the first time and get important feedback on their ideas from both the buyers and other exhibitors at the show. This annual program is always a highlight of the show; be sure to drop by their booths and check out their new products!

## HOTEL INFORMATION

This year Craft East has two Hotel Partners for the show dates. Both hotels (Homewood Suites and Hampton Inn) are connected to the show and offer exceptional value to exhibitors and buyers. The Hotel Partners welcome you with special show rates during Craft East Buyers' Expo. To ensure your special show rate please confirm your reservation as soon as possible. **Suite Exhibitors** need not book hotel rooms – Craft East is arranging to book your suites.

**Please Note:** Limited numbers of rooms are available at these rates, so book early. The hotels now have deadlines for reduced rates, so book your hotel rooms today!

**Hotel contact information and rates are found on the Craft East website.**

## STAFFING - DRESS

Exhibitors are required to staff their exhibits at all times during show hours. As this is a professional trade show, the atmosphere is different from a craft fair and it is recommended that suitable business attire is the order of the day.

## PARKING

Free Parking is permitted at most parking meters on the streets of Halifax all day Saturday and Sunday. Most parking meters are free after 6 pm weekdays, as well. Check individual meters to be sure. HotSpot Parking App now offers the ability to pay for your metered parking using your mobile device – visit the app for details.

Parking is available at the indoor parking directly beside the Homewood Suites and Hampton Inn hotels at a discounted rate for exhibitors of \$20./per day for overnight guests and \$12./day for day-time conference exhibitors and retail buyers from 9 - 6 pm.

Before entering the parking garage, you must visit the Homewood Suites front desk to get a parking card.

Space at these parkades is very limited.

### Alternate paid parking accessible to Expo includes:

- ✔ The Indigo parking garage
- ✔ Parking at the Scotia Square Parkade

There are additional daily and hourly rate parking lots along Brunswick Street and Cogswell Street.

**NOTE: The City of Halifax has a Winter overnight parking ban, so do not leave your vehicle on the street overnight.**

## FOOD AND DRINK POLICY

It is the policy of the Homewood Conference Centre that food and drink bought outside of the exhibition area will not be permitted on the main show floor. Food bought at the Connections Café may be consumed on the show floor. Suite exhibitors are free to make and consume food within their rooms; however we do ask that they restrict cooking of foods that may emit strong scents to outside show hours, as it may be bothersome to other exhibitors on the floor (consider the open-door nature of the suites aspect of the show).

We will additionally be offering snacks and refreshments for all exhibitors in our Exhibitors' Lounge, room 207 of Homewood Suites.

## SHOW SHIPPING AND STORAGE

There is very limited on-site storage at the Craft East show. Exhibitors are required to move their packing and shipping materials to the designated storage areas of the show on their own. Dollies can be provided.

Pre-show shipping and storage can be arranged through the show contractor, Global Convention Services. NO pre-show storage is available on site at the Homewood Suites. Exhibitors requiring advance receiving/storage before Friday, February 11, are to contact the show contractor, Global Convention Services, Halifax, N.S. (902)425-1400, to make the necessary arrangements.

**NOTE: Craft East and/or the Homewood Suites Hotel WILL NOT accept early shipments on behalf of exhibitors.**

If early shipments arrive they will be forwarded to the show contractor, who will charge the exhibitor shipping and holding charges.

## CRAFT EAST SHOW AWARDS

Show awards will be presented on Saturday night at an onsite reception. **Best Booth** and **Best Product** awards will be juried by two jurors throughout the day on Saturday, February 11, 2023.

**Best Booth** will be juried in the booth. Jurors will tour the show on Saturday morning. If you have a new product to be considered for the **New Product Award**, please ensure you have your new product card prominently displayed in your booth. New products will also be judged from the **Digital Showcase** and the **New Product Showcase**.

Craft East will again present the **“Heather Stone Emerging Artist of the Year”** award. This award recognizes one of the students participating in the **Emerging Producer Showcases** at CEBE.

## GUEST POLICY

Guests will be permitted entrance into the show, when accompanied by a qualified buyer. Guests will wear a green badge.

Guests may walk the show, but may not take any written materials or enter an Exhibitor's booth without the Exhibitor's permission. All Guests will be advised of the show Guest Policy upon entrance into the show by way of a written handout. Exhibitors are asked to take steps to identify Guests of Buyers with whom they are attending the show. Exhibitors are reminded that many Show Guests are influencing Buyers' decision-making and should be treated accordingly.

## PHOTOGRAPHIC EQUIPMENT

The use of photographic equipment must be authorized by Show Management. Exhibitors will be permitted to take photographs of their own booth only.

## MUSIC / SOUND IN BOOTHS

Exhibitors wishing to play music or feature “sound” in their booth(s) must have approval from the Craft East Buyers' Expo office. The decision of Craft East management is final.

## ADMISSION TO CRAFT EAST BUYERS' EXPO

Admission to the exhibition area is by registration and only bona fide retailers, wholesalers, agents or brokers of giftware, crafts, housewares and apparel are permitted entry to the show. Industry guests and guests of retailers will be permitted; please see Guest Policy (above) for details. CEBE is for trade only and the general public will not be permitted entry. Craft East management strongly discourages the admittance of children under the age of 16, including infants.

**NO PETS.**

## INSURANCE AND DAMAGES

Exhibitors are responsible for insuring goods and exhibits against loss due to theft, damage, accident or other causes. Reasonable care must be taken of all property. You will be held responsible for any damage to walls, floors and rented articles, including draping. Craft East Exhibitors are asked to take extra precautions not to leave valuables like cash, cameras, etc., unattended during the show or during set-up. Neither CEBE nor the Homewood Suites/Conference Centre are responsible for lost or stolen items.

## GLOBAL CONVENTION SERVICES

The official show contractor for the February 2023 Craft East Buyers' Expo will be Global Convention Services. Global will have complete show services available to exhibitors requiring additional products and services. See the Craft East website for more details.

## SHOW PHONE NUMBER

During the show, Emergency family messages can be left at the registration desk for Exhibitors. The message will be delivered to your booth by show staff; PA announcements of this type will not be made.

**Please call 902-266-8171 [Elle] during show hours.**

## COVID SAFETY

While there are no Covid-19 regulations presently in place in Nova Scotia, Craft East is dedicated to the safety of all of our producers and guests.

Please be respectful of the choices of others to wear masks, or not.

For Suite Exhibitors please designate to your own level of comfort the rules for inside of your own spaces.

- ✔ Sanitation stations available on each floor of the show and throughout the show space
- ✔ Masks available on site at Registration
- ✔ Social distancing when appropriate encouraged
- ✔ Flu shots also encouraged

Please consider sending someone else to attend in your place should you feel unwell in the days leading up to the Expo.



Craft East Buyers' Expo

# Move-In Procedures



**CRAFT**  
**EAST** BUYERS'  
EXPO

## MOVE-IN INSTRUCTIONS

### Craft East Move-In and Set-Up

Please read carefully to ensure you arrive at the appropriate times.

## CONFERENCE CENTRE EXHIBITORS (BOOTHS 100-160)

### CONFERENCE CENTRE MOVE-IN

Exhibitors have 15.5 hours for Move-In and Setup.

**Friday, February 10, 2023** 8:00 am - 10:00 pm

**Saturday, February 11, 2023** 7:30 am - 9:00 am

## CONFERENCE CENTRE MOVE-OUT

**Sunday, February 12, 2023** 5:00pm - 10:00 pm

## SUITE EXHIBITORS (BOOTHS 201-411)

### SUITE EXHIBITOR MOVE-IN

**Friday, February 10, 2023** 3:00 pm - 10:00 pm

*Should you require additional time for set up please reach out to the Craft East Office to arrange booking an additional hotel night for Thursday, February 9th*

**Saturday, February 11, 2023** 7:30 am - 9:00 am

## SUITE EXHIBITOR MOVE-OUT

Monday, February 13, 2023 by 12:00 pm, or your assigned checkout time

*Please note that Suite Exhibitors must follow hotel policies for check-in (after 3:00 pm) and check-out (12:00 pm). Therefore, move-in for Suite Exhibitors begins at 3pm on Friday, while move-out must occur by 12:00pm on Monday.*

## IF YOU ARE ARRIVING WITH YOUR OWN VEHICLE:

### LOADING

There are two entrances for loading at the Homewood Suites and Conference Centre. For larger loads as well as those needing elevator access (Suite exhibitors) it is recommended that you use the loading door to the left of the Homewood Suites entrance, at the back of the parking lot. This entrance goes through the main lobby of the hotel, where there is elevator access.

For Conference Centre exhibitors, there is also an entrance midway between the Hampton Inn and Homewood Suite entrances which can be used. The hallway entrance leads directly into the Homewood Suites Conference Centre. Exhibitors may choose to carry items from the parking lot to the Conference Centre by this entrance.

We will have signs outside indicating each of these loading areas.

### Other Information:

Baggage carts are available from the Homewood Suites for bringing items up to suites. We suggest exhibitors bring their own dollies or carts if they are thought to be necessary during move-in. Vehicles are not to be left in the loading bay during move-in or move-out. Unload your vehicle, then go park your vehicle and return to set up your booth.

**Reminder:** Unattended vehicles on the street will be ticketed, so please do not leave your vehicle unattended, especially when moving out of the building at the end of the show.

## **IF YOU ARE SHIPPING TO THE CRAFT EAST SHOW VIA FREIGHT CARRIER OR OTHER METHOD:**

### **TRADE SHOW SHIPPING ADDRESS:**

Craft East Buyers' Expo - Booth # (insert your booth number)  
c/o Homewood Suites - Conference Centre  
1960 Brunswick Street  
Halifax, NS, B3J 2G7

***Delivery for Friday, February 10, 2023***

**All deliveries to the show must be made on Friday, February 10th, no exceptions.**

Advance shipments with early delivery can be arranged with our official show contractor, Global Convention Services for an additional freight handling fee. See the Display Order/Material Handling form for details.

Please advise the Craft East office if you have a freight carrier delivering your product to the trade show. Craft East does NOT have an official show carrier.

Armour Transport is one of the larger freight handling companies in the Atlantic region that many Craft East exhibitors use for show shipments.

***If you have questions about Move-In or Move-Out, please contact show staff at the Registration Desk or call the show office before the show at: 1-855-567-4897***



Exhibitor

# Move-Out Procedures



**CRAFT**  
**EAST** BUYERS'  
EXPO

# MOVE-OUT INSTRUCTIONS

## Conference Centre Exhibitors

**Sunday - February 12th**      5:00pm - 10:00 pm

## Suite Exhibitors

Move out and cleaning must be completed by Monday 12:00pm checkout

***Exhibitors Are not permitted to dismantle, remove or start taking down displays prior to 5:00 pm on Sunday. This is a venue safety issue as there may still be buyers placing orders at this time.***

**NOTE:** Homewood Suites does not have any freight storage. All freight must be removed from the Conference Centre or loading bay by 10:00 pm on Sunday night. (See freight handling on following page)

## LOADING BAY:

Exhibitors are asked to pack up their booth displays and product. Vehicles are not to be left unattended at the loading bay during move-out. Your materials should be waiting for you at the dock when you drive in.

If you are an exhibitor staying over in Halifax on Sunday night, we suggest you pack your booth, go have dinner, and move out once other exhibitors, who have distances to travel, have moved out.

## Conference Centre Exhibitors

Exhibitors on this floor are suggested to Load-Out via the parking lot access doors located across from Conference Room 7, or via the loading bay and/or Homewood Suites main lobby.

## Suite Exhibitors:

Suite Exhibitors may load out through the Homewood Suites main lobby (this is where the elevator access is located). We will also arrange for the loading bay door (located to the left of the Homewood Suites entrance when outside facing the hotel) to be open the morning of Monday, February 13, so vehicles can be backed up directly to the door.

## FREIGHT HANDLING ON MOVE-OUT

Any exhibitors using the services of a freight/transport company must make arrangements prior to Move-Out, for the pick-up of materials by 10:00pm, Sunday February 12th, 2023.

Any materials left on the loading dock at that time will be forwarded to Global Convention Services warehouse, where transport and holding charges will occur.

If you have made prior arrangements with Global Convention Services, please contact the show contractor information desk for more information.

## QUESTIONS:

Contact Craft East show staff at the Registration Desk. Prior to the show you can contact **Elle Tomie at 902-266-8171**, if you have shipping questions.

## TRADE SHOW SHIPPING/Pick-Up ADDRESS (Outbound)

### **Craft East Buyers' Expo - Booth # (insert your booth number)**

c/o Homewood Suites Halifax Downtown  
1960 Brunswick Street  
Halifax, NS B3J 2G7

***Pick-up by 10 pm on Sunday, February 12th, 2023***

All **OUTBOUND** Shipments **MUST** be picked up by 10:00 pm on Sunday, February 12th, no exceptions. Outbound Shipments for late departure (if your carrier can not pick up on Sunday night), can be arranged with our official show contractor, Global Convention Services for an additional freight handling fee. If you require freight services for shipping your booth, consider arranging for pick-up ahead of time as offices may not be open on Sunday.



Craft East Buyers' Expo

# Show Awards



## CRAFT EAST SHOW AWARDS

Craft East Buyers' Expo is pleased to announce a competition for the annual Craft East Show Awards. The winners will receive a suitably engraved plaque and an advertisement in a future Craft East Buyers' Expo Show Guide (design and artwork not included). The awards will be presented during the Atlantic Canada Craft Awards for Excellence presentation on the evening of Saturday, February 12th.

### AWARD FOR BEST PRODUCT

This award will be given to the exhibitor who the jury considers having the Best New Product in the show. To qualify for this award exhibitors are requested to display **New Product** cards (available at Registration) in their booth or by submitting product to the **New Product Showcase**, as noted in the exhibitor newsletter. Only the products displayed in the New Product Showcase or clearly marked in your booth as **New Products** will be judged.

#### Product will be judged on the following:

- ✔ original design and creativity
- ✔ workmanship
- ✔ product function and ecology friendly
- ✔ marketability
- ✔ promotional literature

### AWARD FOR BEST BOOTH

This award will be given to the exhibitor who the jury considers having the Best Booth. Jurying will take place for this award Saturday, February 11th.

#### Booths will be judged on the following:

- ✔ design creativity, scale, colour, texture
- ✔ function and traffic flow for space provided
- ✔ do the products show to their advantage employing both lighting and props
- ✔ image - overall effect including signs, promotional material, etc.

## HEATHER STONE EMERGING ARTIST AWARD

This award will be given to the student, Emerging Artist Showcase exhibitor who the jury considers to be the Heather Stone Emerging Artist of the Year. To qualify for this award students participating in the Emerging Artist Showcases must have their work on display by **9:30 a.m. on Saturday, February 11th, 2023**. Only the products displayed in the showcase booth at the time of jurying will be considered for the award.

### Product will be judged on the following:

- ✔ original design and creativity
- ✔ workmanship
- ✔ marketability



Craft East Buyers' Expo

# Virtual Showcase



## ON-SITE VIRTUAL SHOWCASE

Craft East will produce an “Virtual Product Showcase” for 2023. The showcase will be displayed on a monitor in the Connections Café area. The Showcase will consist of a slideshow of product images from our exhibitors and will display the company name and booth number in the presentation. This slideshow will loop continuously and play throughout the weekend (subject to screen availability – may be occupied during workshops).

To participate in this electronic showcase, Exhibitors must email digital images to the Craft East office. Email a maximum of three (3) digital images of your product by the deadline date, to be included in the showcase. While we are asking for a maximum of three images, we cannot guarantee how many of the images will be used. This will depend on numbers of images received and how much formatting is required at the time of setting up the program.

**NOTE:** If you participated in our past showcases and would like us to use your previous images, please let us know, via email, ASAP. Your images from previous years will not automatically be included in the 2023 showcase, unless requested.

**Deadline for Submission of Digital Images: Friday February 3, 2023**

### Images:

**Please send good quality, clear images with no added photoshop elements or special effects.**

**Please DO NOT add your name or booth number to the product image itself.**

Craft East will do this when setting up the digital files for the presentation. Labeling your file names appropriately is recommended.

### Image Format:

- ✓ .jpeg or .png files preferred
- ✓ 72 dpi (quality set to high or maximum)
- ✓ max. size 800x600 pixels (min. size 400x300)
- ✓ greyscale or RGB Color

**Please submit images to [elle@craftalliance.ca](mailto:elle@craftalliance.ca)**

Craft East Buyers' Expo

# New Exhibitor Orientation



# CRAFT EAST EXHIBITOR ORIENTATION SESSION

An Introductory Session for NEW exhibitors to Craft East Buyers' Expo!

- ✔ Come and meet Board members, Government Representatives, Show Management and other New Exhibitors.
- ✔ Review show details, ask some questions, have a coffee and
- ✔ Take a break during Set-up Day!
- ✔ Meet experienced Exhibitors who will talk about their experiences at trade shows and in wholesaling craft.

## WHERE + WHEN:

Connections Café - LEVEL 1 (Homewood Suites)

Friday, February 10, 2023 | 3:00 pm on Set-up Day!

Coffee and refreshments provided

*No pre-registration required. This session will last approximately 45 minutes.*



Craft East Buyers' Expo

# Show Specials



## SHOW PROMOTIONS

Craft East Buyers' Expo is hosting several on-site promotions and opportunities for you to promote yourself to buyers:

### Buyer Promotions:

- ✔ **Ballot promo:** For any order placed on-site at the show of \$250 or higher value, buyers are given a ballot to win a \$250 wholesale order from any exhibitor at Craft East Buyers' Expo. Ballots are distributed to exhibitors at the beginning of the show, to hand out to buyers when orders are placed!
- ✔ **Passport promo:** Buyers use their show guide for this promotion which incentivizes them to visit every exhibitor at the show. Buyers participating in the promotion must request a sticker be placed on the floor map in their show guide, over the booth of each exhibitor they visit. A full "passport" makes that buyer eligible for a draw to win a \$500 wholesale order!

### Suites Exhibitors: Market Mixer Promotion

Craft East Buyers' Expo is pleased to offer a market mixer promo opportunity for our suite exhibitors! This is a unique opportunity to host a social hour event on one afternoon of the show. This initiative is intended to offer hosts a one-of-a-kind promotion, while also driving foot traffic to the upper floors.

Market Mixers will be held from 4pm-5pm on Saturday, and 3pm-4pm on Sunday; each of the three floors with suite exhibitors will have up to one host. This means there are 6 total opportunities available.

### Your sponsorship of the Craft East Happy Hour includes:

- ✔ Company listed in the schedule insert in our show guide
- ✔ Company listed in the schedule on a poster-print on-site at show
- ✔ Promotion in Buyer Newsletters
- ✔ Your choice of **6 bottles of wine** or **32 bottles of craft beer**

### Cost of sponsorship: \$249

**Disclaimer:** For the safety of our exhibitors, Craft East Buyers' Expo will dispatch one staff member to monitor floors during Happy Hour. Exhibitors are asked to limit drinks to two servings per person. Alcoholic drinks are not permitted to leave the sponsor room. Craft East Buyers' Expo encourages the responsible consumption of alcohol.

## ADVERTISING OPPORTUNITIES:

### Are you running a show special? We'll help you promote it for free!

Whether you're offering free shipping, discounts on bulk orders, or anything else, we will help you promote your show special by advertising it in our buyer newsletters ahead of Craft East, as well as other possible avenues such as text messages to buyers, printed handouts and more.

Email your show special to our office, and we'll help you get the word out!

Contact: [elle@craftalliance.ca](mailto:elle@craftalliance.ca) with the subject line "Show Special"



Craft East Buyers' Expo

# Cash and Carry





Cash and Carry is a program introduced to allow you to sell product on-site at the show. In addition to your regular wholesale line(s) for which you take orders, Cash & Carry can be useful if you have products where buyers would want to select the individual pieces from products already made - such as a limited-edition line, lines where each piece is different, discontinued lines or exhibitors who are shipping from a distance. The advantages of Cash & Carry for you are that the buyer pays you for these products at the show and takes the products with them when they leave, saving you the work of shipping the products later. Buyers often like Cash & Carry because it saves them the shipping costs.

Offering Cash & Carry at the show is optional and entirely up to you, but if you do offer it you will need to be able to take payment from buyers at the show. You must also bring additional inventory to fill these orders without emptying your booth display. If a buyer wants a piece that is in the display, you must have another piece to replace it with or inform the buyer the product cannot be removed from the display until after the show closes on Sunday, February 12th.

Cash & Carry encourages buyers to buy product on the spot at the show. It has a two-fold benefit of saving on shipping for buyers AND immediately putting new product from you onto store shelves.

Signage will be available to display in your booth during the show signifying that you are participating in the "Cash and Carry" program. Signs can be picked up at the information desk at the show.

Craft East Buyers' Expo

# Booth Assignments



# Conference Centre



100	<b>NEW**</b> Lodestone Soap Co.
101	<b>NEW**</b> ELO
102	<b>NEW**</b> Greenii
103	<b>NEW**</b> Lemonade Stand Designs
104	<b>NEW**</b> Weirdo Yarns
105	<b>NEW**</b> Fretwood Mack
112	Bohemian by the Sea
113	Nimbus Publishing
114	<b>NEW**</b> Cool Hand Nukes
115	Simply Go Natural Cosmetics
116	<b>NEW**</b> Sarah Duggan Creative Works
117	Basic Spirit
118	<b>NEW**</b> The White's Emporium
119	<b>NEW**</b> Aflame Creations
120	Mermaid Drops Jewelry
121	Artburn
122	Hunter Street Silver
123	Kreative Knits by Liona
124	JACOBELAN/Saltwater Pewter
125	Fibres of Life
126	Boulder Books
127	<b>NEW**</b> Noel & Co
128	Lens Make A Picture
129	Toy Maker of Lunenburg
130	Genius Premium Craft
131	Beezy Wraps
132	Hook, Line & Tinker
133	<b>NEW**</b> Michnat Fashion House
134	<b>NEW**</b> The Bitter Blonde
135	The Silly Soap Company
137	<b>NEW**</b> Covey Ceramics
138	<b>NEW**</b> Alexis Ceramics Studio
139	<b>NEW**</b> Woods(wo)man Woodworking
140	Craft New Brunswick
150	PEI Craft Trade Show
160	New Brunswick College of Craft and Design



**SECOND FLOOR EXHIBITING**

201	<b>NEW**</b> Newbornlander Baby Apparel
202	<b>NEW**</b> Ocean Boards by Eveline
203	Garden By The Sea
204	Seafoam Lavender
205	Elizabeth Burry Design
206	All For Knot Rope Weaving
207	<b>CRAFT ALLIANCE EXHIBITOR LOUNGE</b>
208	The Nova Scotia Soap Company Ltd.

**THIRD FLOOR EXHIBITING**

301	<b>NEW**</b> Sea Salt & Twig
302	<b>NEW**</b> Salt Air Collections
303	Sarah Christie Illustration/An Oddity or Two
304	Atlantic Mustard Mill
305	Teapothecary ( <i>Formerly, Sensiblitea Tea Co.</i> )
306	Northern Watters Knitwear
307	Atlantic Pewter
308	Fundy Treasures
309	<b>NEW**</b> RB Designs
310	Arcane Angel
311	Brent Harding Fused Glass

**FOURTH FLOOR EXHIBITING**

401	Paper Pattern Silk
402	Bella Bizou Boutique
403	<b>NEW**</b> Saltwinds Coffee
405	Art With Moxy
406	<b>NEW**</b> Raw Island Silks
407	Hannah Hicks Art
408	Molly Made Fibre Art Studio
409	<b>NEW**</b> Maskwiomin
411	The Tea Brewery