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## Toronto Incubator Toronto Gift Fair



### Project Information Package

**Toronto Congress Centre, Toronto, ON  
January 27 – 31, 2019**

To further develop export markets for Atlantic Canadian craft producers, Craft Alliance will lead our second presentation called CRAFT: Lab – Toronto Incubator Project to attend the TORONTO GIFT FAIR trade show in January 2019. This will be a pan-Atlantic mission where Craft Alliance will lead the coordination and development of the project. The project will involve NEW first-time exhibitors from Atlantic Canada looking to expand their sales to Central and Western Canada. The TORONTO GIFT FAIR is a wholesale trade show produced by the Canadian Gift Association and is held twice a year in Toronto, Ontario.

Approximately 6-10 Atlantic Canadian craft producers will be selected to participate in a Pavilion Showcase at the TORONTO GIFT FAIR trade show in January 2019. As the timeline is very short, applications should be completed and forwarded to Craft Alliance immediately.

***NOTE: Craft Alliance reserves the right to cancel the project if a sufficient number of applications are not received by the deadline date of November 16, 2018.***

This project is funded through the ACOA Business Development Program  
Participants are required to:

- pay a participation fee of \$500. Basic fee
- larger allocated space at \$750. and \$1,000. (limited availability)
- complete a detailed online Project Account Profile application
- complete two follow-up surveys after the trade show is complete.

### **TORONTO GIFT FAIR Trade Show**

The Toronto Gift Fair (formerly "The CGTA Show") is run by the Canadian Gift Association (formerly the Canadian Gift & Tableware Association) and is held twice yearly at The International Centre and the Toronto Congress Centre in Toronto, Ontario. The Can Gift Assoc. also operates trade shows in Alberta.

As the top national gift fair and the largest trade fair in Canada, the Toronto Gift Fair is where consumer trends begin. For more than 25 years, it has attracted an international audience of buyers who come to network, conduct business, see new trends, celebrate innovation and engage in new business opportunities with the Canadian manufacturers, importers, exporters, wholesalers, distributors and suppliers who exhibit here.

Leadership. Education. Growth.

There are 6 targeted divisions in the Toronto Gift Fair in 3 buildings and 8 Halls at two separate locations. Toronto Gift Fair attracts buyers from across Canada and the United States and crosses many product categories from General Gift, Housewares, Fashion & Accessories, and the Artisan's Way, which features Handmade products.

The Toronto Gift Fair attracts over 750 exhibitors to display more than 500,000 products to over 20,000 pre-registered retail buyers. During the five-day fair, The International Centre along with the Toronto Congress Centre will be transformed into a one-stop buying experience for retailers.

### **Pavilion Showcase**

Our pavilion showcase will be located within the Artisan's Way section of the trade fair, located in Hall 10 of the Congress Centre North building. Under the Atlantic Canadian project, Craft Alliance will be recruiting 6-10 Atlantic Canadian companies to participate in the showcase. Each individual participant will receive an allocated space within the showcase booth and the overall showcase space size would be determined by final number of participants signed on to do the event. The showcase space will provide hardwall display, lighting, fixtures and signage, as part of the show costs. Participants would be responsible for their own travel and shipment(s) of product samples to the Toronto Gift Fair. Craft Alliance will provide cohesive and coordinated marketing materials and promotional opportunities for the showcase.

This initiative came out of a four-month pan-Atlantic consultation that Craft Alliance completed in Spring of 2015. In that consultation process, independent consultants conducted online surveys, focus groups and telephone interviews with craft producers across Atlantic Canada. As a result of this consultation process, craft producers identified selling outside of Atlantic Canada and the ability to get to trade shows, as a key issue and challenge for the sector.

### **Participant Criteria**

#### **To be eligible, you must:**

- Have participated in Craft East Buyers' Expo/ACTS at least once in the past 3 years.
- Must have not previously participated in the Toronto Gift Fair
- Submit a mission online application form and \$500 fee to Craft Alliance\*
- Complete Application requirements and submit 3 images of current work to be shown
- Be approved by Craft Alliance for participation (limited space available)
- Agree to participate in all follow-up surveys on project results, which are submitted to ACOA and the provinces after the project

\* Participant fee will be returned, if applicant is not approved for the show.

#### **The cost to participate in the mission is \$500.00**

#### **The participant fee includes:**

- **Membership Access to Can Gift Assoc.** (under Craft Alliance as part of the project)
- **Participation in a shared Pavilion Showcase Booth**  
6-10 Atlantic Canadian craft producers in the Artisan's Way section
- **Hardwall Display with display requirements** (ie: shelves, pedestals, etc)
- **Promotion in Pavilion Showcase** brochure and online and social media coverage

## Dates/Times

### **Deadline for Applications: Immediately** (no later than Nov. 16<sup>th</sup>)

The deadline date is to determine whether or not we have enough companies to proceed with the project. Craft Alliance reserves the right to cancel the project should the minimum number of registered companies not be met by the deadline. Currently, we have over 20 companies interested in the trade show and a max. of 10 spaces in the project. Participation will be balanced by provinces, so a waiting list is possible if there are larger numbers of interested participants from one or more of the Atlantic provinces.

### **Key Dates:** (subject to change)

- Immediate Application to Craft Alliance
- Group conference call when applicants are selected
- Preparation of booth ancillary services: display, electrical, etc.
- Prepare content for promotional items
- January 24 or 25 – travel to Toronto (depending on set-up days)
- January 25 – show set-up
- January 27 – 31 – trade show (5 days)
- February 1 – Return to Atlantic Canada

Space is limited. Applications will be reviewed by Craft Alliance on a merit basis and suitability for this particular trade show; applicants will be notified of acceptance. As this is a pan-Atlantic initiative, we will be seeking representation from all four Atlantic Provinces; however, space is not guaranteed. We encourage anyone interested in participating to submit your application form and fee to Craft Alliance immediately.

### **What is NOT covered?**

- Costs related to the shipping of product samples or other support materials
- Participant travel costs are not covered for this mission. You may consider seeking alternative sources of funding within your own province for travel assistance.

### **Project Follow-up**

All participants will be required to complete two surveys following the trade show. These surveys will require participants to indicate the following (but not limited to): number of sales generated (quantity and dollar value) at the TORONTO GIFT FAIR, numbers of leads generated and contacts made pre-show, during the trade show and post-show. Surveys will also collect statistical data on the overall success of the project.

### **Contact**

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