



## **Registration & Producer Profile Instructions**

Welcome to the Craft East Buyers' Expo Virtual Market. This platform was developed as a means for Retailers from across Canada and abroad to discover and connect with craft wholesaling businesses from the Atlantic region via an online platform. A key component of this platform is the ability for retailers to place orders directly from the producers in the marketplace. Please note that no financial transactions will take place through this platform; upon receiving an order through the Virtual Market, it is the producer's responsibility to review the order and confirm final pricing and other details with the buyer.

Some key elements of the producer profile should be noted that will be new to producers who were previously already registered on the Craft Alliance web platform. This guide will ensure you have all your bases covered; by following it step-by-step, you should finish with a fully completed marketplace presence.

### **Step 1: Create your Producer profile**

If you have never created a profile with us before, this is your first step. If you already have a profile, skip to step 2.

On the Craft Alliance website, select "Sign-up" from the menu bar, followed by "Sign-up Now as a Producer" on the following page. Enter your name, company name, email address and location, and create a password and hit "Submit" to proceed. You will be automatically logged-in and re-directed to your Producer profile page.

## **Step 2: Register for the Craft East Virtual Marketplace**

Under the Projects section of our website, select Craft East Virtual Marketplace. Register for the option applicable to you; Craft East Buyers' Expo participants from 2018, 2019 and 2020 are eligible to participate in the Virtual Marketplace at no charge until the end of 2020. Renewal (or Craft East 2021 event registration) will be required to maintain a Virtual Market presence into 2021.

Producers who have not exhibited previously at Craft East Buyers' Expo can register for a one-year virtual marketplace listing for \$200 plus HST for a one-year subscription; for anyone who registers for Craft East 2021, the subscription fee will be credited to their trade show fees, as trade show participants receive the virtual marketplace at no extra cost.

## **Step 3: Complete your Producer profile**

Upon logging in to your Producer account, select the Profile tab from your dashboard menu bar. Fields marked with an asterisk (\*) are mandatory. Non-mandatory fields, such as Terms & Conditions, are recommended.

### **Profile fields overview:**

Export to the US: Indicate if you are prepared to fulfill orders to American customers. This will appear on your profile to Retailers as an icon that indicates you are export-ready.

Minimum Order Amount: Indicate your minimum or opening order to Retailers. Upon filling their cart with products, Retailers will be prompted to add more to reach the minimum amount for your store if they attempt to check-out while under the dollar threshold you have specified here.

Terms & Conditions and Shipping Information: Add your terms and conditions for buyers to review upon placing orders. The Marketplace does not include taxes as part of estimates, so be sure to note your tax policies here. If you would like to specify upfront any details about shipping information, such as carriers you use, or

additional costs that may be incurred by retailers for shipping, you can write it here and it will appear on your profile.

About your company: For Craft Alliance records only; tell us about the ownership of your company.

Profile: Indicate "Private Sector" if you are a for-profit business.

Industry Initiatives: If you participate in other Craft Alliance initiatives, you can let people know by indicating it here.

Description of Products: This will appear at the top of your profile page, above your product listings. This is also the basis for brochure listings for participants at Craft East Buyers' Expo.

Product Categories: Indicate all that apply. You will have the opportunity to designate product-specific categories when uploading individual pieces. For Retailers searching and filtering results by Producer (as opposed to by Product) these categories will be applied to search filters.

The remaining profile fields should be intuitive. **Hit Save upon completing this process.** If you are missing any required fields, you will be notified before changes are able to save.

#### **Step 4: Set up Branding**

The Branding tab is to set the aesthetic presentation of your profile. Select "Add Image or File" to begin uploading your branding. Upload a file from your computer and give it a title (for your own knowledge). Selecting "Set as the profile image" will make this the image that retailers see when browsing Producer profiles in their search. Selecting "Set as the cover image" will make this the image that appears at the top of your profile when it is being viewed. The profile image should be your logo or a product that represents your line well. The Cover Image can be a piece of branding or an image you own that adds aesthetic quality to your page. Cover images are not auto-cropped – a horizontal, wide ratio (21:9) is recommended.

Wait until your image is fully uploaded and appears as a small icon under the "File" title before clicking save.

### **Step 5: Upload Products**

Select the Products tab and start adding pieces. Click "Add Product".

Select "Show in Marketplace" if this is a product you want to advertise as for-sale. Products you upload that are *not checked* as Marketplace items will still appear on your page, below Marketplace products in a separate section. Products can be added or removed from the Marketplace as you want, using this function (may be useful if items are out of stock for extended periods, or to show samples of previous work).

Your "Short Description" will appear beneath the product in general Marketplace listings or on your Profile, when it is side by side with other products. The "Product Description" will appear on the product page.

You can add multiple product images to show different styles, colours, angles, etc. of the same product SKU.

Retailer Instructions: If you require a response from the retailer on something more specific relating to your product being uploaded, such as selecting a colour scheme or style, you may indicate that a response is required in this field.

Product Categories: You may select all categories that are applicable to **this product**. IE a product may simultaneously, such as a Canadian-themed leather kitchen accessory. The product will appear in all searches that filter for either of the categories selected.

Select "Save", "Save & Add Another", or "Save & Continue working" to finalize the upload.

**Upon finishing your product uploads, you can change the order they appear in by clicking on the item in the list of products and dragging it to the**

**desired position. Click SAVE ORDER every time you finish uploading new products to ensure they appear on your page!**

**Please note: The Marketplace does not calculate GST when generating a purchase order. You are required to add any tax to the customer's final invoice. We recommend adding a note to your Terms & Conditions if GST will be added to their quote after placing the order.**

### **Step 6: Upload Documents**

To add product catalogues or price lists to your Profile page that Retailers can download and keep, select the Docs tab from your menu bar. You can upload as many Price Lists and Catalogues as you want and give them custom titles for Retailers to see. Under "Notes", you can write a note for your own purposes such as "Uploaded August 31<sup>st</sup> - FALL 2020 CATALOG".

### **Additional Steps:**

**Sales Reports:** To help Craft Alliance track industry sales trends, you can submit a basic sales report that provides information for your total sales and export sales for a given year. Craft Alliance does not use company names when aggregating sales figures; this will only be used to lobby for sector funding from government and external sources.

**Attendees:** If you are registered to attend our next Craft East Buyers' Expo event, please indicate who your company representatives will be so that we can register them in our database for show credentials.

**Lists:** When viewing Retailer profiles on the site, you can save them to your Watch List or Wholesale Accounts (companies you work with). This is simply a tool to help you track your interactions with buyers.

**Search:** Use this tool to browse our hundreds of qualified buyers on the Virtual Marketplace and make new connections.

Contact [info@craftalliance.ca](mailto:info@craftalliance.ca) for any questions pertaining to the Virtual Marketplace not addressed in this guide.

*Craft East Buyers' Expo Virtual Market is a project of Craft Alliance Atlantic Association*

