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CraftLAB Incubator Toronto Gift + Home Market



Project Information Package

**Toronto Congress Centre, Toronto, ON
January 30-February 3rd, 2022**

To further develop export markets for Atlantic Canadian craft producers and mark a return to in-person trade events, Craft Alliance will once again lead our CRAFT: Lab – Toronto Incubator Project to attend the TORONTO GIFT + HOME MARKET trade show in January 2022. 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 + HOME MARKET is a wholesale trade show produced by the Canadian Gift Association and is held twice a year in Toronto, Ontario.

Approximately 5-8 Atlantic Canadian craft producers will be approved to participate in a Pavilion Showcase at the TORONTO GIFT + HOME MARKET trade show in January 2022. As interest will be high, 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 October 15, 2021.

This project is funded through the ACOA Business Development Program

Participants are required to:

- pay a participation fee determined by the space allocation required (\$750-\$1,500)
- Register a Producer profile on the Craft Alliance website and submit registration to the Toronto Gift Show project (registration may be sent via invoice)
- complete two follow-up surveys after the trade show ends.

Disclaimer: Event and project details may be subject to change, depending on public health guidelines in Ontario and/or Atlantic Canada at the time of the event. Proof of vaccination for COVID-19 may also be required for participants.

TORONTO GIFT + HOME MARKET Trade Show

The Toronto Gift + Home Market is run by the Canadian Gift Association (formerly the Canadian Gift & Tableware Association) and is held twice annually at the Toronto Congress Centre in Toronto, Ontario. The Can Gift Assoc. also operates trade shows in Alberta.

Leadership. Education. Growth.

As the top national gift fair and the largest trade fair in Canada, the Toronto Gift + Home Market 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.

Toronto Gift + Home Market attracts buyers from across Canada and the United States and crosses many product categories from General Gift, Housewares, Gourmet Food, Fashion & Accessories, and Handmade. The Toronto Gift + Home Market is accessible to all visitors, with wheelchairs available upon request.

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

Pavilion Showcase

Under the project, Craft Alliance will be recruiting approximately 5-8 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. Due to increased demand in this project over recent years, we have increased our booth size as well as the expected booth space required by each participant. An open-concept pavilion has been designed to maximize the use of space allotted to our organization by CanGift. 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 + Home Market. Craft Alliance will provide cohesive and coordinated marketing materials and promotional opportunities for the showcase.

Participation in this event also includes opportunities for marketing such as submitting products to various Featured Product and themed showcase displays (such as "Canadiana", "Eco-living" or "Cottage Life" at past shows), with the opportunity to qualify for show awards. Themes will be conveyed ahead of show time; companies are encouraged to consider which products they would consider submitting and bringing extra for this purpose.

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 at least once in the past 3 years.
- Must not have participated in more than three iterations of the CraftLab Toronto Gift + Home Market Incubator booth. Exceptions will be made for companies who attended their third show in January 2020.
- Create a completed profile on the Craft Alliance website and pay booth fees to Craft Alliance* by registering for the CraftLab project *or* being invoiced by Craft Alliance.
- 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

- Please note: Space will be reserved in this booth for at least two companies participating in Craft Alliance's **Activator** program supporting underrepresented craft producers in Atlantic Canada. If no Activator program participants qualify or express their interest, the spaces will be released and allocated to the next company qualifying.

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

The cost to participate in the mission is expected to be between \$750-\$1,500.

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**
5-8 Atlantic Canadian craft producers in an open-concept shared space (see photos from previous show on website for sample of space)
- **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 October 15th)

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. This project has generated a high level of interest in recent years, with more so expected due to COVID-19 related cancellations in 2020 and 2021. Participation will be balanced by provinces where possible, 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 Expression of Interest to Craft Alliance
- Group conference call when applicants are selected (September 2021)
- Preparation of booth ancillary services: display, electrical, etc.
- Prepare content for promotional items
- January 27/28 – travel to Toronto
- January 28 – show set-up – *please note that booth setup must occur on Friday, January 28th. Travel to the event on the day immediately before the event opening (Saturday) has caused significant delays at past events and is not acceptable for this project.*
- January 30-February 3 – trade show (5 days)
- February 3 – Return to Atlantic Canada

Space is limited. Applications will be reviewed by Craft Alliance on a merit basis and suitability for this 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. Companies previously registered to participate in the cancelled August 2020 event may receive priority consideration.

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 + HOME MARKET, 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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