

Annual Prince Edward Island Craft, Art & Giftware Buyers' Market

The Delta Prince Edward Hotel, 18 Queen Street, Charlottetown

The Buyers' Market is a two-day wholesale trade show which provides Island craft producers with an opportunity to market their product to retail businesses throughout Atlantic Canada. In order to qualify as an exhibitor **you must be a producer of a craft, giftware or specialty food product made in Prince Edward Island.**

EDUCATION PROGRAM & COST:

Booth fees are \$175.00 which include: your company information inserted in a full colour show guide, one pipe & drape booth complete with electrical and signage, as well as an invitation to the Networking Luncheon.

The Buyers' Market provides a venue for training, which maximizes an exhibitors' opportunity for success by developing and enhancing trade show and marketing skills.

All participants in the show must complete and return the Buyers' Market registration form and contract, plus a \$75.00 deposit by the registration deadline. (If you attend the Annual Craft Forum held at the Rodd Royalty, Charlottetown, this fee can be applied to the show registration. The balance of booth fees will be invoiced and must be paid by the second Friday in December.

How do the educational craft forum credits work?

You can reduce the booth fee cost by attending the educational Annual Craft Forum. The Craft Forum is a one-day event held in conjunction with Small Business Week. The forum features five back-to-back information sessions and participants attending the entire day can deduct \$100.00 from the Buyers' Market registration fee, making the total cost of booth fees, \$75.00.

NEW EXHIBITORS:

All new exhibitors at the Buyers' Market must submit **product samples** with their registration form for market/ product assessment and show management will contact them at a later date to schedule an appointment to determine the level of assistance required. *This assessment unit is compulsory for exhibitors without previous wholesale trade show experience and does not count toward craft forum credits.*

CONVENTION SERVICES:

The official show contractor for the Byers' Market is Global Convention Services. Global will have complete show services available to exhibitors requiring additional products and services.

PHOTOGRAPHY:

All exhibitors are strongly encouraged to provide show management with samples of their product to use in promotional photography for the show guide. There will be **no charge** for photography services. Registration forms, deposit and sample products are due by the registration deadline and must be delivered to Innovation PEI Inc., at 94 Euston Street, Charlottetown, PE, C1A 7L9.

BOOTHS:

The price of pipe and drape is included with your booth rental. The back wall and side walls will be equipped with 8 foot high white drape. There will be two booth sizes: 5'x15' and 10'x10'. Booths will be allotted on a first- come, first-served basis. If you have special needs, please advise show management when registering. One chair and a six foot white skirted table are also included.

NEW PRODUCT SHOWCASE:

A new product showcase will display **new product** and buyers will be able to view all products during show hours. If you are interested in participating in the new product showcase, **AT NO CHARGE TO YOU**, please bring your product to the registration desk during set-up on Thursday afternoon between noon and 5 p.m..

ELECTRICAL SERVICE:

Electricity for your booth is included with the booth rental. If you require an electrical outlet, please inform show management.

SIGNAGE:

Corbex signs will be provided for **new** exhibitors ONLY. If returning exhibitors require a new sign please advise show management. A small fee will be applied.

STAFFING OF EXHIBITS:

Exhibitors must maintain staff in their booth at all times during show hours.

BOOTH AWARDS:

Judges will be present before the opening of the show to choose the "Best Booth" and the "Best New Product". The winner of the "Best New Product" will have his or her work featured on the cover of next year's Buyers' Market show guide and other show promotional material. Please ensure your booth is ready for judging Friday morning between 9:30 a.m. and 12:00 noon.

The Minister of Innovation and Advanced Learning, Honourable Allen Roach will present awards to the new product and booth winners during the Kick-Off Luncheon on Friday.

SHOW GUEST POLICY:

Guests are permitted entrance into the show. They may walk the show but are not permitted to take any written materials or enter an exhibitors' booth, without permission. Guests must state the benefit to them for attending this event when registering. **Advance registration is mandatory for show exhibitors and guests.**

LOADING/UNLOADING:

Exhibitors are to use the overhead loading door to the left of the main entrance to the Delta Hotel for loading and / or unloading displays. Move in, Thursday between 12:00 p.m. - 7:00 p.m.. Move out, Saturday between 4:00 p.m. - 6:00 p.m.

PARKING:

There is ample free parking on-site during the entire event.

NEW BUYERS TO THE SHOW:

The success of the Buyers' Market relies on buyer attendance. Innovation PEI Inc. is once again offering retail focused seminars to attract buyers to the event. We always welcome new buyers, and if you have a retail company you would like to invite, please forward their contact information to Katy Baker at kobaker@gov.pe.ca or 902-569-7787 to ensure they receive a complete show package and personal invitation.