



ACTS Summer Newsletter the tradition of excellence continues...

Welcome Exhibitors!

WE INVITE EVERYONE TO JOIN US FEBRUARY 7-9, 2009 FOR THE 32ND ANNUAL ACTS SHOW.

ACTS Application Package

The complete ACTS application package can be found on the ACTS website. An email notice was sent out to past exhibitors in mid-June. You can download the application form and supporting information from the website. If anyone has any problems downloading due to connection problems in your area or software issues, please contact the ACTS office and we can arrange to forward a printed hardcopy to you. We look forward to seeing you at the show!

DEADLINE FOR APPLICATIONS: SEPTEMBER 26, 2008

ACTS Marketing Materials

Our newsletter and show marketing materials have a new look for 2009! The 2009 Pre-show marketing, website and show guide cover have a new look.... This year ACTS will feature 4 Atlantic Canadian exhibitors from ACTS in all our promotional materials. One company from each of the four provinces will be shown. Featured for 2009 will be: Brenda Stratton of NL, Brent Rourke of NB, Lynda Constantine of NS and Leslie Kwiatkowski & Josh Dymont of PEI. The marketing colors and design is reflected in our summer newsletter. Watch the ACTS website for changes coming soon!

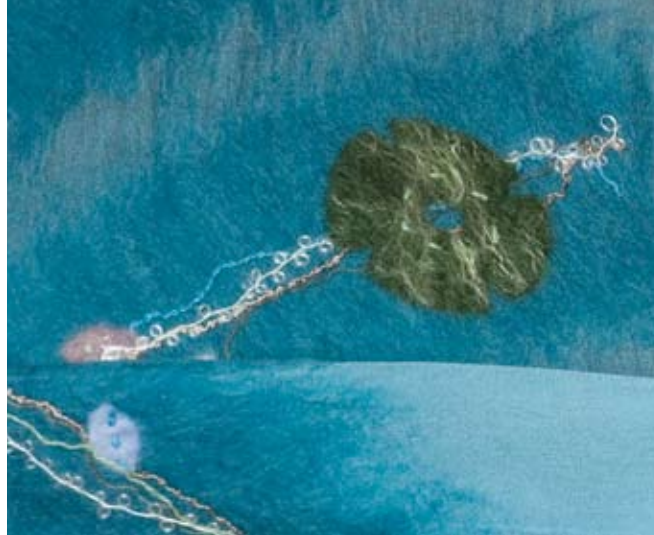
Questions: Contact the ACTS Show Manager or your provincial representative:
Bernard M. Burton, ACTS Show Manager
Suite 201 – 1099 Marginal Rd., Halifax, NS
B3J 4P7

p: 902.424.8609

f: 902.422.0184

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w: www.actshow.ca



ACTS Timeline for February 2009 Show

June 2008	Applications NOW Available ONLINE for submission
September 26, 2008	Deadline for Booth Allocations Important Note: Deadline for Applications FINAL DATE for DISCOUNT
October 2008	NEW Product Jury
October 31, 2008	Deadline: Atlantic Canada Craft Awards for Excellence ACCAE Nominations
October 31, 2008	Deadline for Booking Advertising
November 20, 2008	Deadline for Ad Content
November 30, 2008	Exhibitor Kits & Show Set-up Information – Available ONLINE
December 1, 2008	Final Payment Date - (Include post-dated cheque or credit card form with application)
December 15, 2008	Final Date for Show Guide Changes
February 1, 2009	Show Set-up!
February 2-4, 2009	Show Open to Buyers

Ready, Set, Go!

Ready, Set, Go! is an ACTS produced seminar that will help exhibitors prepare for their first time exhibiting at a wholesale trade show. There is a small charge for the workshop, however, it is an invaluable tool to launch your wholesale business. These seminars for new exhibitors are usually held throughout the Atlantic region in the fall. Contact the ACTS office for more details on this workshop.



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Incoming Buyer Recruitment

ACTS is working to attract more buyers from Western Canada... Any ACTS exhibitors that are traveling this summer and fall to wholesale shows in Canada, the USA or the UK are invited to take along some of our NEW Incoming Buyer postcards, brochures and interactive CD-Rom.

You can also forward a list of buyers you would like to invite to ACTS, and we can forward the Incoming Buyer information directly to them. Contact Bernie at the office for more details.

ACTS Provincial Representatives

The ACTS Board is available for your assistance. Contact information is listed below and on the ACTS website:

www.actshow.ca

Michel Bérubé, Chair

2009 Host Province, New Brunswick

506-444-5355

Karen Thistle – Newfoundland & Labrador

709-729-7053

Brian Keefe – Prince Edward Island

902-368-5963

Karen Williams - Nova Scotia

902-424-6397

Thank you to ACTS Exhibitors...

We would like to send a very heart felt thank you to those ACTS exhibitors who provided assistance in recruiting NEW buyers for our Incoming Buyers Program and in assisting the ACTS office with the recent updating of our buyer database.

Specifically, we would like to thank Don Beamish from Larch Wood Enterprises, Trudy Gallagher from Bejewel, Nancy Postma from Postma Pottery and also Janet Costigan from Crafts of Character and the Newfoundland & Labrador government. We have been successful in adding 400 new buyers from outside the Atlantic region to our database this summer.

We would also like to thank the following companies for agreeing to hand out ACTS postcards at upcoming shows they are attending: Delia Pewter, Dark Tickle, Burnt Out Solutions, Larch Wood Enterprises and Bejewel.



Booth Allocations for 2009

Included on the ACTS website is the Booth Allocation Sheet for 2009. All exhibitors who wish to retain their same booth spaces in the show from 2008, must submit their application form by the deadline. You are NOT required to submit a booth allocation form, if you are requesting the same booth for 2009. The form should however, be used if a change of location is being requested.

Global Convention Services

The official show contractor for the February 2009 ACTS Show will be Global Convention Services. Global will have complete show services available to exhibitors requiring additional products and services by the September show deadline. Exhibitors requesting changes to the standard booth package must do so through Global, additional charges may apply. A complete package of Global's services will be posted on the ACTS Website by September 1, 2008.

Show Guide Listing

When completing your ACTS application, be sure to consider including a photo of your product in the show guide (see application form). The photo insert has become very popular with almost half of exhibitors including a photo in their listing. Keep in mind that the ACTS show guide is in circulation for a whole year!



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ACTS Website

We are currently working on upgrades to the ACTS website, which we hope to launch in the coming weeks. We will be adding new graphics and images for 2008-09 to correspond with our new promotional materials for our next show. The complete ACTS Application package is now available from the ACTS website.

Show Guide – Advertising

The Show Guide Advertising rate sheet is included on the ACTS website. Please ensure you submit your request for advertising before the deadline. A cheque or credit card payment in the full amount, dated October 31, 2008 must be included with all advertising requests. Remember that there is only limited space for display ads in the show guide, so order your ad today to avoid disappointment. Note: Additional charges will be billed to exhibitor if ad copy is not in the proper digital format and size for the ad requested.

Atlantic Canada Craft Awards for Excellence

The 12th annual ACCAE Awards will be presented on the Saturday night of the trade show. Nomination forms are also on the ACTS website. Deadline for nominations is October 31st, 2008. Please take a moment to review the nomination form and nominate someone from your region for one of these high profile awards.

NEW EXHIBITORS TO ACTS!

JURY PROCEDURES

All new exhibitors to ACTS must submit their application to the ACTS office by the application Deadline of September 26, 2008. All applications must include a completed form and a deposit cheque for \$200, as well as a post-dated balance of payment in the form of a cheque or a completed credit card authorization form.

You will be contacted by the ACTS office or your provincial rep. in early October regarding submission of Product Samples for Jurying.

JURYING OF NEW PRODUCT:

3 samples of your product: samples should show a cross-section of your wholesale product line. If your product line includes more than one type of work (ie: pottery and jewelry), we would require samples from each product category.

The jury items will be returned after jurying is completed. Should your product not be accepted, your booth fee will be refunded in full, along with an explanation as to the reason why it was not accepted.



Show Schedule

SHOW SET-UP

Friday	February 6th	8:00 am - 10:00 pm
Saturday	February 7th	7:00 am - 9:30 am

BUYER HOURS

Saturday	February 7th	10:00 am - 6:00 pm
Sunday	February 8th	10:00 am - 6:00 pm
Monday	February 9th	10:00 am - 4:00 pm

SHOW MOVE-OUT

Monday	February 9th	4:00 pm - 10:00 pm
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Aisles will be cleaned before the 10:00 am show opening. Deadline for set-up is 9:30 am, Saturday, February 7th.

Wi-Fi Internet Access Now at ACTS

The WTCC now has the venue wired for wireless internet access as a designated Wi-Fi Hotspot. All Exhibitors at ACTS who have a computer that is capable of wireless access will be able to go online during the trade show. A charge of \$10.00 for each 24 hour period of access, will apply. You also don't have to sign up in advance for the service, just Log-on when you arrive, the service provider will ask for a credit card and you can access the internet instantly.

SEMINARS @ ACTS

We would like to hear from ACTS exhibitors! Do you have idea for potential seminars during the ACTS show? We are in the process of booking speakers and organizing seminar sessions during ACTS. If you have a great idea for a session topic, please let us know.



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