



# ACTS Summer Newsletter

the tradition of excellence continues.... - February 6-8, 2010

Volume 9, July 2009

## Welcome Exhibitors!

***We Invite everyone to Join us February 6-8, 2010 for the 33<sup>rd</sup> 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 early July. 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 25, 2009**

## ACTS Marketing Materials

Our newsletter and show marketing materials this year will again feature 4 Atlantic Canadian exhibitors from ACTS. The 2010 Pre-show marketing, website and show guide cover will have a new look.... One company from each of the four provinces will be shown. Featured for 2010 will be: Tim Isaac of NB, Ayelet Stewart of PEI, Michique of NS and Ray Cox of NL. The marketing colors and design is reflected in our summer newsletter. Watch the ACTS website for changes coming soon!

Questions: Please contact the ACTS office:

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**ACTS is a project of:**  
**Craft Alliance ~ Alliance métiers d'arts**  
**[www.craftalliance.ca](http://www.craftalliance.ca)**

## ACTS Office Moving This Summer....

The ACTS office will be moving later this summer. We are currently working on securing new office space. Once we have confirmed the new space, we will send out a notice via email to everyone.

In the interim, please continue to send applications to the current address, our mail will be forwarded. When the office move has been completed, we will update all the application forms with current information. PLEASE call ahead before dropping by the office.

You can also watch the ACTS website for changes on our Contact page of the website at: [www.actshow.ca](http://www.actshow.ca)

## ACTS Timeline for February 2010 Show

July 2009	Applications NOW Available ONLINE for submission
September 25, 2009	Deadline for Applications FINAL DATE for DISCOUNT
<b>Important Note: Deadline for Booth Allocations</b>	
October 2009	NEW Product Jury
October 31, 2009	Deadline: Atlantic Canada Craft Awards for Excellence ACCAE Nominations
October 31, 2009	Deadline for Booking Advertising
November 25, 2009	Deadline for Ad Content
November 30, 2009	Exhibitor Kits & Show Set-up Information – Available ONLINE
December 1, 2009	Final Payment Date - (Include post-dated cheque or credit card form with application)
December 15, 2009	Final Date for Show Guide Changes
February 5, 2010	Show Set-up!
February 6-8, 2010	Show Open to Buyers



## Craft Alliance ~ Alliance métiers d'arts

In June 2009, we launched the new organizational structure for ACTS. The press release was sent out in early July. The new structure involves a complete new Board of Directors for ACTS, which is industry driven. The complete Board list is now posted on both the ACTS and Craft Alliance websites.

We are very excited about Craft Alliance and this new Board and new structure. This provides an opportunity never seen before in our region in the craft sector!! This is an opportunity for the crafts councils, guilds, educational institutions and government to work together to further develop our industry in Atlantic Canada. You can sign up for the Craft Alliance online newsletter on the website.

For the Atlantic Craft Trade Show, it's business as usual.... We are working hard to present the best possible trade show for February 2010.

In case you missed the press release, here is an excerpt from the release. The complete document can be found on the Craft Alliance website at: [www.craftalliance.ca](http://www.craftalliance.ca)

**Craft Alliance ~ Alliance métiers d'art** is a new pan-Atlantic trade association representing the craft sector in Atlantic Canada. Craft Alliance was launched recently at the organizations inaugural meeting in Lunenburg, Nova Scotia.

Craft Alliance is an organization comprised of regionally based craft organizations consisting of the provincial craft councils and guilds, craft media organizations and other craft related industry, educational or government organizations, interested in supporting the further development of the craft industry in Atlantic Canada.

The key purpose of this new industry specific alliance is to provide marketing opportunities for Atlantic Canadian producers of craft, giftware and apparel products and to encourage entry into wholesale and export markets and to enhance the professionalism, education and advancement of the sector in Atlantic Canada.

Craft Alliance will produce the annual Atlantic Craft Trade Show (ACTS), which is now in its 33<sup>rd</sup> year of assisting producers in the region. ACTS will be the Premier event for Craft Alliance ~ Alliance métiers d'art. Craft Alliance will also lead the industry by working to develop other regionally based projects to assist in furthering the goals of the partner organizations.

Over the past 32 years, the four Atlantic provincial governments have been working together to assist the craft industry in Atlantic Canada. Atlantic Craft Trade Show (ACTS), which is a wholesale trade show, has been the main trade activity for this purpose. Over the past 3 years the government partners involved in producing ACTS have been working on a new organizational model to more effectively involve and engage the craft industry in our region.

Craft Alliance will work to further develop the Atlantic Craft Trade Show and begin the process of government and industry partners working together on a pan-Atlantic basis for the benefit of all craft related organizations and their members in Atlantic Canada.

Visit us online at

[www.actshow.ca](http://www.actshow.ca)

## 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 25, 2009. 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 in early October regarding submission of Product Samples for Jurying.

#### Jurying of NEW Product:

- Product Samples: 3 Samples of your product must be submitted. 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. Product samples will be juried in your province by ACTS Board Members.

- Digital Images: All new exhibitors must also submit digital images of the corresponding samples which have been submitted. Images must be clear, close up images of good quality. Part of the jury process will involve an online jury of our Board Members from across Atlantic Canada, so images should be decent quality for a computer monitor. Product can be refused based on the quality of the images.

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.

## 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.

## 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.



## Booth Allocations for 2010

Included on the ACTS application form is an area for Special Requests. ALL Requests relating to booth location can be entered on the application form.

ALL exhibitors who wish to retain their same booth spaces in the show from 2009, must submit their application form by the deadline. IF you are requesting the same space as last year, just indicate on the application "SAME AS LAST YEAR".

Booth Allocation gives priority to previous ACTS Exhibitors, then to those seeking a change of location and then finally to new exhibitors. ALL late applications from previous exhibitors go to the bottom of the pile.

## Global Convention Services

The official show contractor for the February 2010 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 November 1, 2009.

## 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!**

## 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 of payment, dated October 31, 2009 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.

## ACTS Website

We are currently working on upgrades to the ACTS website, which we hope to launch by the end of the summer. We will be adding new graphics and images for 2009-10 to correspond with our new promotional materials for our next show. The complete ACTS Application package is now available from the ACTS website.

## Show Schedule

### Show Set-Up

Friday	February 5 <sup>th</sup>	8:00 am - 10:00 pm
Saturday	February 6 <sup>th</sup>	7:00 am - 9:30 am

### Buyer Hours

Saturday	February 6 <sup>th</sup>	10:00 am - 6:00 pm
Sunday	February 7 <sup>th</sup>	10:00 am - 6:00 pm
Monday	February 8 <sup>th</sup>	10:00 am - 4:00 pm

### Show Move-Out

Monday	February 8 <sup>th</sup>	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 6<sup>th</sup>.

## Atlantic Canada Craft Awards for Excellence

The 13<sup>th</sup> 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 31<sup>st</sup>, 2009. Please take a moment to review the nomination form and nominate someone from your region for one of these high profile awards.

## 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.



## MENTORS

We are currently working on developing a list of experienced ACTS exhibitors who are interested in Mentoring new and emerging exhibitors at ACTS. This will involve the ACTS office compiling a list of Mentors, who then can be partnered with a new, first time exhibitor at the trade show. The purpose to give advice and support... which may run from providing ideas on booth display to packaging ideas to a friendly email of encouragement.

Anyone who would like to be included on the ACTS MENTOR list, please contact Bernie at the office.

## SPEAKERS BUREAU

As part of our new mandate under Craft Alliance, we are in the process of compiling a database of seminar and workshop Speakers, which can be used by the craft industry in Atlantic Canada as a resource in locating guest speakers for their organizations.

Topics can range from Business Development to Craft media specific topics, to Export, to Booth Display, to Packaging... or to ANY topic that might be of interest to the practicing craftsperson.

These members of the Speakers Bureau will be featured on the new Craft Alliance website [www.craftalliance.ca](http://www.craftalliance.ca) Please forward current Resume with topic areas and a brief description to Bernie at the ACTS office.

## ONLINE: VIRTUAL TRADE SHOW (VTS)

We are currently investigating the possibility of launching a permanent online Virtual Trade Show (VTS). This VTS would be similar to several national online shows and ordering programs which are currently in place in North America, where buyers can place orders for products from an online catalogue which would be updated and maintained by the individual producers.

Buyers could place orders directly with producers; the orders would go direct to the producers email for processing. The system would also require buyers to register with the VTS, so producers can then follow-up with prospective buyers who have viewed their product online.

The VTS would augment what we do at ACTS and extend the ACTS presence on the internet, by providing a continual, virtual link between buyers and producers in Atlantic Canada.

We will be sending out an online survey to producers this fall to help gauge interest in the project. Again, you can contact Bernie for more information.

## NICHE MARKET GUIDES

Two years ago, ACTS produced a very successful guide called: Celtic Design in Atlantic Canada. This guide targeted retailers of Celtic themed products. The guide has been successful in bringing Atlantic Canada to the attention of Celtic Retailers.

We are currently interested in pursuing other ideas for similar niche market guides! The guides are designed to market to retailers in other regions and export markets. Let us know if you are interested in the niche guides. Some ideas that have come to our attention are:

- Museum – Cultural Products Guide
- Coastal Inspired Products Guide
- Jewellery & Accessories Guide
- Pottery & Ceramics Guide
- Eco-Friendly or Natural Products Guide

## TOP 5 RETAILERS – NOMINATE A RETAILER

This year as part of the Atlantic Canada Craft Awards for Excellence – OUTSTANDING RETAILER AWARD, we are also going to designate 5 outstanding nominees as the: TOP 5 Retailers in Atlantic Canada.

The TOP 5 will be selected from all nominations received in the category of Outstanding Retailer in ACAE awards. One of those Top 5, will become the Retailer of the Year as Outstanding Retailer for 2010.

Nominate your favorite retailer today!!!

## NEW THIS FALL.....

Watch this fall for details coming on:

NEW BuyCraft Campaign to promote the buying of Atlantic Canadian craft to Retail Buyers and to the public

NEW Eco-friendly shopping bag program directed at Buyers coming to ACTS for 2010.

NEW STAFF – ACTS will be adding a new staff position to the office this fall, the Operations Coordinator will be responsible for trade show logistics and exhibitor relations.

.... More about these new initiatives in the Fall 2009 newsletter.