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ACRE Orlando Trade Show Orlando, Florida



Project Information Package

Orange County Convention Centre
January 21-23, 2012
<http://www.acreorlando.com>

To further develop export markets for Atlantic Canadian craft producers, Craft Alliance will lead a trade mission project to Florida to attend the ACRE Orlando Trade Show in January 2012. This will be a pan-Atlantic mission where Craft Alliance will lead the coordination and development of the project. The project will involve export-ready craft producers from Atlantic Canada looking to expand their sales to the southeast region of the USA. ACRE Orlando is a wholesale craft trade show produced by wholesalecrafts.com and held annually in Orlando, Florida.

Approximately 8-12 Atlantic Canadian craft producers will be selected to participate in the ACRE Orlando trade show in January 2012. The application deadline will determine whether this project moves forward. Craft Alliance reserves the right to cancel the project if a sufficient number of applications are not received by the deadline date.

This project is funded through the International Business Development Agreement (IBDA) and as such, participants are required to: pay a participation fee of \$250, complete a detailed **Business Profile** application and two follow-up surveys after the trade show is complete.

ACRE Orlando Trade Show

The ACRE trade shows are owned and operated by wholesalecrafts.com and are specific to handmade products from across North America. ACRE is a juried show and all applicants to this project will be required to complete the ACRE Orlando jury process and be formally accepted by the trade show. You can review the ACRE Orlando website for more information, jury details and whether your specific type of product can be shown at the ACRE show. The ACRE show is organized according to product type and category which can range from one-of-a-kind to production work.

wholesalecrafts.com

As part of the booth package for the ACRE Orlando show, participants will receive a one-year, free subscription (value \$468 USD) on the wholesalecrafts.com web portal. The portal has over 16,000 registered retail shops, galleries and pre-qualified buyers from across North America, who will see your product in the lead up to the trade show.

This has proven to be a great marketing tool to get buyers to the show and also promote your work directly to a large number of dedicated craft buyers. Several Nova Scotia companies who attended ACRE last year had wholesale orders and inquiries before the show started!

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Participant Criteria

To be eligible, you must:

- Be an export-ready craft producer from Atlantic Canada
- Product must be handmade and business located in Atlantic Canada
- Submit a mission application form and \$250 fee to Craft Alliance*
- Complete the application requirements and jury process, as set out by the ACRE Orlando Trade Show, prior to being accepted into the project
- 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 IBDA/ACOA after the project
- Hold a valid passport required for air travel to the United States

* Participant fee will be returned, if applicant is not approved by ACRE Orlando or Craft Alliance.

The cost to participate in the mission is \$250.00

The participant fee includes:

- Booth fee for standard 10'x10' individual booth at ACRE Orlando (value \$1,995.*)

Standard booth package at the ACRE Orlando Show for the 10'x10' booth packages include: booth carpet, 500 Watt electrical outlet, unlimited drayage, front crossbar, drapes, wastebasket, 1 tall stool, show sign, pre-show vacuum and online listing on ACRE website.

- Assistance with on-site ancillary costs like lighting, tables, electrical (value \$1,200.*)

We are encouraging participants to utilize the show contractor services at the ACRE show for display and visual presentation at the trade show. Last year it cost one exhibitor over \$2,500 to ship a crate and materials (return) to Orlando for the trade show. This program will allow participants to rent materials for that purpose. This amount does not cover shipping of product samples or other materials to the show. Participants are free to ship booth displays or other materials at their own expense.

- Coordinated graphics and signage for booth (value \$250.*)

We will be producing customized signage and visual for each participant's booth in the form of a banner to display in each booth.

- Advertising insert in official ACRE show guide (value \$295.*)

Each participant will receive a dedicated ¼ page ad in the official ACRE Show Guide. High resolution image required. Craft Alliance will also produce a full page ad in the guide to promote all Atlantic Canadians on the mission.

- Advertising insert in wholesalecrafts.com Buyers Guide (value \$385.*)

Each participant will receive a dedicated 1/6 page ad in the wholesalecrafts.com Buyers Guide to be distributed at the ACRE Orlando Show. This guide is produced twice a year in conjunction with the ACRE shows and is distributed at the show, online and by direct mail to registered buyers on the wholesalecrafts.com site. Craft Alliance will also produce a full page ad in the guide to promote all Atlantic Canadians in the guide and participating in the ACRE show.

- One year FREE wholesalecrafts.com web portal (value \$468.*)

Each participant will receive a one year subscription to the wholesalecrafts.com web portal, subject to ACRE approval.

***Please note: dollar values expressed are approximate and for demonstration purposes to show the value of investment by IBDA in this project. Values are maximum budgeted amounts and are not redeemable or transferable.**

NOTE: This package is a total value of approx. \$4,500.

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Dates/Times

Deadline for Applications: October 1, 2011

Project funding is in place for this project; however, 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. An initial email expression of interest from Atlantic Canadian companies showed a lot of interest in this project.

Key Dates: (subject to change)

- Pre-mission webinar with ACRE – to be determined (November)
- Submission of photo images for promotional purposes – Nov. 1
- Preparation of advertising inserts and promotional signage - Nov. 15
- Pre-mission conference call briefing with Craft Alliance – Dec. 15
- Participants prepare materials to be shipped – mid December
- Pre-mission webinar with Canadian Consulate – TBD (Dec.-Jan)
- January 19 – travel to Orlando
- January 20 – show set-up
- January 21-23 – trade show (3 days)
- January 24 – return to Atlantic Canada

Space is limited. Applications will be reviewed by Craft Alliance on a merit basis and suitability for this particular 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.

What is NOT covered?

- Costs related to the shipping of product samples or display booths and 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 trade show and through wholesalecrafts.com, 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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