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ACRE Orlando Trade Show Orlando, Florida



Project Overview

**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.

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

This includes:

- Booth fee for standard 10'x10' individual booth at ACRE Orlando*
- Assistance with on-site ancillary costs like lighting, tables, electrical
- Coordinated graphics and signage for booth
- Advertising insert in official ACRE show guide
- Advertising insert in wholesalecrafts.com Buyers Guide distributed at show, online and by direct mail
- One year FREE on the wholesalecrafts.com web portal (subject to ACRE approval)

***Note: 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.**

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

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Dates/Times

Deadline for Applications: October 1, 2011

- Pre-mission webinar with ACRE – to be determined (November)
- Submission of photo images for promotional purposes – Nov. 1
- Pre-mission conference call briefing with Craft Alliance – Dec. 15
- Pre-mission webinar with Canadian Consulate – to be determined (November)
- 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.

Contact

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