

the
heart of country
craft show



The best selection of handmade country treasures and folk art, jewelry, florals, holiday season home décor and gourmet delights brought to you by some of Canada's finest crafters, artisans and gift suppliers.

Distinct Designs from Premier
Crafters & Artisans
VENDORS WANTED

simply unique

Oct 24 from 10am - 5pm & Oct 25 from 10am - 4pm

Richmond Green Sports Centre
1300 Elgin Mills Road, East
Richmond Hill

2009

For more information please contact **905-881-3373**
www.heartofcountry.ca

the heart of country craft show

The Heart of Country is a series of successful quality Canadian craft shows produced annually in high income areas in the Greater Toronto Area. The Richmond Hill 'The Heart of Country' is owned and produced by the York Region Media Group, a division of Metroland Printing, Publishing and Distributing Company. The Heart of Country has earned a reputation for exceptional exhibitors and enthusiastic buying audiences.

Fine artisans and craft persons come from every area of the province and across Canada to participate in these successful shows. Since 1990, more than 550,000 Ontarians have visited a The Heart of Country Craft Show. Each show is marketed aggressively to consumers through discount coupons and a strong newspaper and magazine campaign. Every year the shows continue to grow to include new, diverse and unique quality exhibits.

The York Region Media Group prides itself on providing steady traffic and an enthusiastic attendance to ensure the show's success. As a respected media organization, we offer optimum value for your hard-earned dollar. We have a well travelled professional website where The Heart of Country will be advertised. We decorate each of our shows, provide rest areas and a delicious snack bar enticing visitors to relax and spend more time shopping at the event.

We look forward to speaking with you and answering any questions you may have regarding The Heart of Country Craft or to book a space for the event.

Sincerely,

Deborah Krzypow • dkrzypow@yrmg.com

Carrie Emerson • cemerson@yrmg.com

York Region Media Group
Division of Metroland Printing Publishing and Distributing
The Liberal Newspaper
50 East Beaver Creek
Richmond Hill, Ontario, L4B 1G6
905-881-3373



THE LIBERAL
YOUR COMMUNITY NEWSPAPER SINCE 1878

distinct designs from premier
crafters & artisans



the heart of country craft show

What We Offer:

Cost effective booth fees
Free online advertising
24 hour security offered by the facility
Professionally draped backdrop / side wing booths
Ample and free paved parking
Storage
Exhibitor badges
Well maintained facilities in highly populated areas
Friendly and helpful staff
Dining facilities

PLUS ... an aggressive advertising campaign that includes:

\$1 off - flyers and coupon valued personalized invitations emailed to previous attendees yearly
Metroland Community Newspapers advertising three weeks prior to each show
Publicity opportunities for exhibitors
Sponsorship opportunities
Support of charitable causes - aids in promoting a well-respected show

Visitor Incentives:

Door Prizes
Free Parking
Customer friendly aisles - Wheelchair and Stroller accessible
Music and Entertainment
Experience High Quality Unique and Distinct Exhibitors
Snack Bar
Rest Areas

The Heart of Country Craft Shows are hugely successful events that have gained a reputation as the destination for the discretionary shopper.

For more information please contact 905-881-3373
www.heartofcountry.ca

distinct designs from premier
crafters & artisans



Exhibitor Contract

Company Name: _____
 Address: _____
 City: _____ Province: _____
 Postal Code: _____
 Contact: _____ Email: _____
 Tel: _____ Fax: _____
 Type of Product: _____
 Website: _____

Participating Conditions

- To qualify as an exhibitor, your product must represent originality and quality craftsmanship
- Please submit at least 4 colour photographs that showcase your products along with your applications. Your pictures will not be returned and may be displayed on our website and media
- Your booth must be a professionally and safe set up. Lighting and professionally printed company sign must be on display. Bring own ext. cords.
- You must have a valid vendor's permit and business insurance. A door prize donation showcasing your product is required.
- Booth fee is non refundable except in the event of a show cancellation.
- A \$50 administration fee will apply to NSF cheques. Once this delay occurs there is no guarantee that your space will be available.
- Once your application has been accepted a complete show information package will be sent out to you. Please allow at least 30 days.
- If your category is full, your application will be placed on a waiting list according to availability and or cancellations.

Richmond Green Sports Centre

10x10 \$230 _____ **Fall Show** _____ Tables \$20
 10x15 \$320 _____ **Oct 24 &25** _____ Electricity \$20
 10x20 \$420 _____ **2009** _____ Corner \$30

Total Booths Cost	\$ _____
.....	\$ _____
Total Corner Booth	\$ _____
.....	\$ _____
Total Electrical	\$ _____
GST 5%	\$ _____
Grand Total	\$ _____
Half of payment due with contract, balance due August 29th 2009	

Method of Payment

Cheque
 Visa
 Mastercard
 Amex

Name on card _____

Card # _____

Exp. Date _____

Signature

I/We have read the Exhibit Rules & Regulations pertaining to this event & agree to abide by the conditions set forth
Signature of Exhibitor

the heart of country craft show

Eligibility and Application Package

To qualify as an exhibitor in The Heart of Country Craft Shows you must offer unique, quality and distinct items.

- Your application must be accompanied by at least four photographs representing all the items you wish to display and sell at the show. An overall booth display shot must be included. This process assists us with quality and category selection and to minimize duplication of products. Your photos may be used on our website and will not be returned.
- Your booth must be safely constructed and pleasantly decorated, adding charm and appeal. Booths are your store front, so display your products as creatively as you can. An attractive booth not only adds to the overall look of the show, but it will entice more customers to shop your booth which means more profits. Safety standard lighting must be used and tables must be skirted. Display must be within space allotted.
- You must display your company name on a professional printed sign.
- You should come prepared with enough quality products to sell.
- Bright neon sale signs and stickers are not allowed.
- Processing of applications is on a first-come, first-serve basis with quotas in all media categories to limit duplications and ensure the greatest quality selection for our customers.
- Contract and payment in full must be received for the Fall Show on or before October 15th, 2009.
- You will not be guaranteed the same location at any show. However, we will be fair to our past and loyal exhibitors and try to accommodate you when possible.
- Your space number, location and badges will be given out the day of the show set up at registration.
- Gift bags from all other crafts shows are unacceptable. Please come prepared with gift bags to provide consumers.
- Upon approval of application, exhibitors will be sent a show confirmation package, receipt and flyers for the show. Please display these flyers prominently at your shows, stores, and to customers, friends and family.
- In the event of show cancellation due to reasons beyond our control, YRMG and The Liberal Newspaper or the venue will not be held liable to the exhibitor in any way.
- Fee is non-refundable except in the event of cancellation by YRMG or The Liberal Newspaper.

There will be a \$50 service charge for all N.S.F. cheques.

YRMG and The Liberal Newspaper and/or the venue will not be held liable or responsible for any personal injury, loss, theft, or damages incurred by the exhibitors at, in or around The Heart of Country Craft Shows. Insurance is the exhibitor's responsibility. By signing the attached contract, the exhibitor agrees to all rules and regulations set out in this application.

distinct designs from premier
crafters & artisans



the heart of country craft show

Website Information Form

This form enables us to make our consumer Heart of the Country site more user friendly and informative. Please return this form with your application in order to be included on the HeartofCountry.ca website.

1) Name of Company _____

2) Your Name: _____

3) Description (100 character limit) _____

4) Please email your company logo to dkrzypow@yrmg.com

5) Please email a picture of your product to dkrzypow@yrmg.com

6) Contact number for the public to reach you

7) Website address.

distinct designs from premier
crafters & artisans

