**THE BUYERS’ MARKET 2019**

The Buyers’ Market is a great way to promote PEI Crafts and giftware manufactured exclusively in PEI, the show takes place in January and displays the finest glass, home décor, textiles, jewelry, metal, soap and body care products, fine art, pottery, stone, woodwork, basketry and more. The Buyers’ Market provides Island craft producers with an opportunity to market their product to retail businesses throughout Atlantic Canada.

**SHOW INFORMATION**

* January 11, 12 2019, with set up day January 10, 2019
* Convention Centre, Delta Hotel Charlottetown, 18 Queen St, Charlottetown, PE C1A 4A1

**Show Schedule**

|  |  |  |
| --- | --- | --- |
| 10 January 2019, Thursday | 11 January 2019, Friday | 12 January 2019, Saturday |
| Set up time | 9am-9pm | Set up time | 9am-11pm | Exhibitors mixer | 9am-10am |
|  |  | Seminars/Workshops | 11am-12.30pm | Seminars/Workshops | 10am-11am |
|  |  | Show hours | 1pm-6pm | Show hours | 11am-3pm |
|  |  | After show mixer  | 6pm-8pm | After show market | 3pm-5pm |
|  |  |  |  | Packing and leaving | 5pm-9pm |

**NEW!**

**Seminars and workshops** accompany The Buyers’ Market 2019, both for vendors and for buyers. Please follow the links on the Buyers’ Market page for more information.

**After Show Mixer –** we provide the opportunity both for vendors and for buyers to better know each other in an informal atmosphere.

**Exhibitors mixer –** we reserve an hour on the second day of the show to give exhibitors who are also buyers the chance to place the orders.

**After Show Market –** last two hours in the end of Saturday the show will be open to the public; friends and family and Delta Hotel guests.

**Buyers’ Market Guide** - The registered buyers will get access to on-line Guide before the show. Printed Guide and floor plan will be provided for buyers during the registration on January 11 for better navigation at the show.

We have blocked off 15 guest rooms at the Delta during the event which are available at a special rate of $149.00 per night (not including tax). Please call Marriott Reservations at 1(800) 268-1133 to reserve a room, and make sure to identify yourself as part of the PEI Crafts Council, no later than Tuesday, December 10, 2018.

**To book the room, please follow the link ….**

**Important!** First year participants, both vendors and buyers, please read **The Buyers’ Market General Information (link on Buyers’ Market page)**

**To register as a buyer please follow the link on the Buyers’ Market page…**

**To register as a vendor please follow the link on the Buyers’ Market page…**

**Seminars/workshops schedule link on the Buyers’ Market page…**

**NEW!**

**EDUCATION SESSION.** **Intro to The Buyers’ Market** **Seminar**, September 13th 6:00-8:00 pm.It’s **FREE** and everyone is welcome. **Find** **more information link on the Buyers’ Market page.**

This year all the **vendors** have the opportunity to apply for free seminars/workshops we created to help you with the show preparation. **For more information and to apply please follow the link on the Buyers’ Market page…**

We are offering a **special course** that will provide you with all the wholesaling information you need, **Craft Wholesaling 101.** This fun, fast paced and interactive two-day workshop is instructed by Mary Armellini **For more information and to apply please follow the link on the Buyers’ Market page…**

Elena Herweyer will be offering a workshop, **The Secrets of Marketing Crafts Products** on Oct 4th from 6:00-8:00pm which will be free for registered vendors. For more info, **follow the link on the Buyers’ Market page…**

Roger Gillcash will be offering a workshop, **Buyers’ Market Tips & Tricks** on Oct. 16th from 7:00-8:30pm which will be free for registered vendors.

**AFTER SHOW MIXER –** we provide the opportunity both for vendors and for buyers to mingle and chat in an informal atmosphere.

**VENDOR RELIEF** – If you are a vendor AND a buyer and you would like to place orders, you can ask a volunteer to relieve you and cover your booth. Please notify the front desk.

**AFTER SHOW MARKET** – This year we are trying something new, last two hours in the end of Saturday the show will be open to the public, friends and family and Delta Hotel guests. This will be a great opportunity to sell product, so we recommend you bring extra stock for this. For this event we recommend to mark your product with the retail price but also include all your wholesale prices in the catalogues and price-lists. Bring your Square or card readers to accept credit and debit.

**BEST SELLERS SHOWCASE**

A best seller product showcase will be organized at the show entrance and the buyers will be able to view all products during show hours. All the exhibitors are encouraged to display their one best product. It is the great opportunity to inform the buyers about your products and lead them to your booth.

**SHOW**

**SET UP**

- Set up is Thursday 9am-9pm, and Friday from 9am -11am. The show begins at 1:00pm.

- Your booth should be ready by 11am in order to attend seminars and to allow our Jury to view your booth and select Best Booth and Best New Product winners

**BOOTH** (First year participants receive a 10% discount)

Vendors can choose from 4 different sizes of booths (HST is not included):

- Micro Booth 5X10 - $120

- Small Booth 10X10 - $200

- Medium Booth 15X10 - $275

- Large Booth 20X10 - $350

**PIPE & DRAPE, TABLES, LINENS**

- The pipe and drape will be 8 ft high to cover walls all on 3 sides of your booth. Please let us know if you have any preferences of booth design (ex. corner booth with 2 back walls)

- All pipe and drape and linens will be white or light grey

- Every booth will be complete with the covered table and two chairs. Please let us know if you have your own displays.

**ELECTRICITY**

Please let us know if you need an electrical outlet, as not all booths are provided with one.

**SIGNS, POSTERS, BANNERS, ADVERTISING**

In order to create our guide, we ask you to provide us with one sentence describing your business, and one good quality photo of your product (square 1200x1200 300dpi jpg –format). Be sure it is the best one. Please do this during your application process.

This year we will also have an on-line guide to attract and to inform buyers. So we ask you to provide a short story about your business and 2-3 additional photos for the on-line advertising.

A new vendors sign will be provided to new vendors.

Posters and pictures will be provided so participants can promote The Buyers’ Market on social-media and invite buyers to the market.

At the show, vendors should have their own signs, posters, or banners, advertising materials and wholesale orders form.

**NEW PRODUCT SHOWCASE**

A new product showcase will be available to our vendors so please provide a new piece by 10 am on Friday morning. All the exhibitors are encouraged to display their new products. We encourage all vendors to take part in great opportunity to attract buyers, as they are looking for something new and this will lead them to your booth. BEST NEW PRODUCT will be chosen from the new product showcase participants.

**SHOW AWARDS**

- BEST NEW PRODUCT 2019 winner will be awarded with a photo of their winning product on the front cover of The Buyers’ Market Guide 2020

- BEST BOOTH IN SHOW 2019 The winner will be awarded with a photo of their product on the back cover of The Buyers’ Market Guide 2020

**NEW VENDORS INFORMATION**

If you have not attended The Buyers’ Market before, please be aware that it is different from a regular craft market in many ways. Please read the **General Information (link), Information for New Vendors (link)** or apply for **FREE Info Session (link) all on the Buyers’ Market page.**

The participants can find all the information about The Buyers’ Market 2019 and the related events, such as seminars and workshops on PEI Craft Council web-site www.peicraftcouncil.com/buyersmarket or on our Facebook page www.facebook.com/peibuyersmarket