



HEY MAKERS!

APPLY NOW FOR THE MAKEFUL MARKET

“This was my first time in Makeful Market. My product and booth were well received. I loved hearing the welcoming Christmas music as people walked in early in the day. The staff were very professional and welcoming to someone new. There was plenty of information available and emails were informative and clear. I am hoping to be able to be in the 2020 show for sure!” –Kathie Cordery, Auntie Kay’s Sweet Creations

As the Seasons Christmas Show enters its 16th year, the Makeful Market has become the true centerpiece of the show. As this area of the show, and the Makeful brand, continues to grow we are able to leverage the media expertise behind the brand to enhance and foster the ultimate handmade holiday shopping experience.

We’re not out to change the world—just yours! Our team loves producing great shows, and we particularly love handmade. We think you’re ready for the same kind of craft show as we are: one that’s professionally produced, well marketed, and beautifully curated; one that puts you beside other fun and interesting makers and happy shoppers who appreciate your work; and one that doesn’t cost you two mortgage payments and a week and a half of your life to exhibit at.

The Makeful Market is a feature area within the Seasons Christmas Show where makers can connect with thousands of attendees in full-on holiday shopping mode. This highly curated area is the ultimate holiday gift marketplace with a focus on local craft and design. Special exhibit rates are as follows for makers accepted in this area:

MAKEFUL MARKET BOOTH RATES

Makeful Firsts 4' table \$295 (see description on the right)

Makeful Finds 6' table \$475

Space includes: one white draped table with one stool, electrical, carpeting, 3' handrail curtain dividing tables, 8' high x 6' wide pipe and drape.

Booths:

10' x 5'=\$695	10' x 10'=\$1,150	20' x 10'=\$1,900
20' x 5'=\$1,150	15' x 10'=\$1,500	

Booth price includes electrical and 8' high pipe and drape.

ARE YOU AN UP-AND-COMING MAKER, READY TO TAKE YOUR CRAFT PRO? MAKEFUL WANTS TO HELP!

We’re committed to bringing awesome finds to our shoppers and supporting Canadian makers. The **Makeful Firsts** sponsorship program is available to first-time applicants who have been selling commercially for three years or less, and have not exhibited in a major Ontario consumer show before.

Up to 50 special artisans!

Exhibit fee=\$295

This includes a 4' white draped table, one stool, electrical, railing and drape.

FAQ'S

Where and when is the Seasons Christmas Show crafted by Makeful held?

The Seasons Christmas Show (and the Makeful Market within it) is happening November 20–22, 2020, at the International Centre in Hall 5. The International Centre is at 6900 Airport Road (at Derry Road). It is conveniently located at the centre of Canada's largest consumer market. We are happy to provide FREE parking for exhibitors and attendees.

Am I eligible to participate?

We support makers of handmade, original, Canadian made and designed goods. Importers and wholesalers are ineligible. We invite established makers as well as makers looking to get their feet wet in the consumer show realm to apply. Work will be juried based on uniqueness, quality, and availability within the art/craft category.

How do I apply?

To apply, please email or fax your completed application with payment information. Should your application not be accepted, no payment will be processed. We will be notifying accepted participants via email within 14 days of confirming receipt of the application. Please email to market@bemadeful.com or fax to 416-599-0800.

How are exhibitors selected?

Applications are juried by members of the show management team and members of the Makeful brand team. We will be limiting the number of exhibitors within specific categories to avoid oversaturation, and we will be implementing a waiting list should those category caps be reached.

What is included in my cost to exhibit?

Exhibitors accepted in the Makeful Market (5' and 10' depth booths) will receive:

- Your exhibit space in the show including 8' pipe and drape
- Electrical
- 5 exhibitor badges
- 10 complimentary show tickets

Exhibitors accepted into the **Makeful Finds** (tables) area will receive (in addition to the above):

- White draped table (72"L × 24"W × 30"H) with one stool, electrical, 3' drape and rail dividing tables

Exhibitors accepted in the **Makeful Firsts** area will receive:

- White draped table (48"L × 24"W × 30"H) with one stool, electrical, railing and drape

WiFi and additional furniture rentals can be ordered separately through the official show suppliers.

*when selecting the size of booth to apply for, please be reminded that it must be large enough for your products as well as staff. We do not allow exhibitors to stand in the aisles outside of their booth.

Is anything else required to exhibit?

5' and 10' depth booths are required to have floor covering, as do any Makeful Finds and Makeful Firsts exhibitors who will not be using the supplied draped table. Signage indicating your company name is mandatory for all exhibits. All booths are required to have a festive look/theme. Proof of insurance is required. Further details will be provided upon acceptance into the show.

Can I share a booth with a friend?

We have a limited number of "buddy booths" available. This program is open to first-time exhibitors only. Two makers will be permitted to share a 10' by 5' booth, enabling them to split the booth fees and costs involved. Applications for this program will be accepted only once.

Who attends the show?

2019 saw an attendance of 12,894 over the three day show. You can expect to see a highly qualified attendee in full-on shopping mode—88% of them are women, and 60% have a reported annual income of \$75,000k+. With the help of Makeful and Cottage Life, we expect record attendance this year, and an audience that has a special appreciation for originals—like you and your craft.

What is Cottage Life?

Cottage Life is one of Canada's most recognized media brands, spanning world-class consumer shows, magazine, and television.

What is Makeful?

Makeful is your place to find inspiration for food, fashion, parties and DIY. On Makeful TV, you can find all of your favourite TV shows during the week and even catch a few good movies on the weekend. Makeful digital is comprised of highly popular social channels, engaging newsletter, and exciting DIY website.

DATES

Friday, November 20 th	10 am to 8 pm
Saturday, November 21 st	10 am to 6 pm
Sunday, November 22 nd	10 am to 5 pm

CONTACT

market@bemadeful.com

"2019 It was our first time in the Makeful Market and we found it to be both profitable and enjoyable!" —Trisha Bower, Eat My Shortbread

- [Click here to sign up for the newsletter and receive updates](#)
- Free Parking - Free Re-Admission - Free Parcel Check

MAKEful

seasons
CHRISTMAS SHOW
crafted by MAKEful