



your invitation to partner with us!

celebrating **27** years of creativity!

october 24, 25 & 26, 2014 conference starts **october 22nd**
metro toronto convention centre, south building – toronto, canada

creativfestival[®]
sew . knit . bead . stitch . quilt . scrapbook + more

canada's 1st & largest event

celebrating creativity!

Creativ Festival is designed to intrigue, involve, excite and stimulate buying. This comprehensive interactive marketplace is a vital link to creative consumers. Dynamic new attractions and educational programs offer endless opportunities to help maximize product exposure and boost sales.

It's THE place to inspire, conduct sales, celebrate industry innovations, honour excellence and engage in networking. Showcase your hot new products, expose brands, capture new customers, increase your market share, spread info and share know-how.

It's where tomorrow's consumer trends begin with over 26,000 expected to attend!





since 1988

injecting energy, excitement
& igniting ideas

Creativ Festival celebrates the art of creating your own personal style. It's the go-to consumer show for what's hot, new and next in the world of sewing, knitting, quilting, felting, spinning, weaving, beading, needlework, paper crafts, fibre arts, home décor, crochet, lampwork, embroidery, crafting and more.

The show floor, for 3 days only, is bursting at the seams with fabrics, fibres, papers, beads, yarns, notions, patterns, kits, how-to books, magazines, software, tools, equipment and unique handcrafted jewellery, accessories and works of art (Friday to Sunday).

The world-class conference offers 5 days of up-close-and-personal hands-on instruction by industry experts. Here you can sponsor teachers and put your products directly into the hands of consumers (Wednesday to Sunday).

designer style

a show within the show

This exclusive artisan and designer gallery will be brimming with collections of exquisite handcrafted items. Here both recognized and up-and-coming innovative designers and skilled artisans will sell original pieces of art, jewellery, home accents, accessories and garments as well as take commissions for their work. Choose from a table top display, 5' or 10' deep booths.

To maintain the exclusivity of Designer Style, at most 50 designers and artisans will be accepted. They will share their indulgence in the process of personal design and style while inspiring others to express themselves.

Infused with runway shows, designer meet & greets, awe-inspiring exhibits, the Project Creativ Catwalk Challenge, where teams of fashion arts students race the clock to create award-winning designs, and more!



exhibiting information

advertising & pr campaign

Brochure, flyer & poster distribution

- > 250,000 printed & electronic copies
- > Email & direct mail campaign to over 100,000

Print ads in...

- > Special interest magazines like ASG Notions, Bead Unique, Canadian Scrapbooker, A Needle Pulling Thread, Knitting Today, Scrapbook & Cards Today, Quilter's Connection, SewNews, Threads, Vogue Patterns...
- > Newspapers (Toronto Star, Forever Young & more)
- > Guild newsletters

Electronic advertising

- > Online ads
- > Web banners
- > Consumer e-newsletters
- > Creativ Festival blog, facebook, twitter & youtube
- > Festival website www.creativfestival.ca

Radio & television interviews, ads & giveaways

Press releases sent to 1200 local, national & international media

book your booth or table today!

Contact Rita Gramsch (president and founder):
rita@csnf.com, 1.800.291.2030 or 905.773.2092

who exhibits

Retailers, home and web based businesses, publishers, designers, artisans, instructors, guilds, associations, manufacturers, wholesalers, suppliers and distributors.

show schedule

Show hours:

- 10:00am-8:00pm Friday, October 24, 2014
- 10:00am-6:00pm Saturday, October 25, 2014
- 10:00am-5:00pm Sunday, October 26, 2014

Move-in

9:00am-9:00pm Thursday, October 23, 2014

Note: All move-in is scheduled based on your booth location with 400 sq. ft. & larger exhibitors moving in starting on Wednesday afternoon.

Move-out

5:30pm-11:00pm Sunday, October 26, 2014

table top displays

Only \$550 plus 13% HST

An affordable way for designers and artisans with a limited array of patterns, designs, kits and finished items to try out the Festival. Price includes one 6' skirted table and black folding chair.

booth sizes & cost

5' x 10'	\$ 855.00 each
5' x 15'	\$1300.00 each
10' x 10' (1-3)	\$1295.00 each
10' x 10' (4+)	\$1245.00 each
10' x 15'	\$1945.00 each

Add \$150.00 for each corner, \$600.00 to island booths plus 13% HST. Rates subject to change without notice.

Booth cost includes

- > White booth draping (except island booths)
- > Aisle carpet
- > 24 hour general show security
- > Booth cleaning move-in night
- > On-site storage for empty crates and cartons
- > Material handling for official carrier shipments
- > Badges for booth staff
- > Free flyers, posters & brochures for distribution
- > 1 free show guide listing for every 100 sq. ft.
- > Frequent email updates
- > Exhibitor manual for download from website
- > Free use of show floor feature areas/stages (\$150 fee for each presentation waived)
- > Partner in special programs/promotions
- > Participate in media interviews/giveaways
- > Be part of Creativ Festival social media (e-news, blogs, facebook, twitter) & www.creativfestival.ca with links to your site, when you submit info & photos

availability & acceptance

Space is available on a first-come basis and confirmed when the signed contract is received with the required deposit. Relocation is at the sole discretion of Festival Management to ensure the best possible arrangement of exhibits on the final floor plan.

payment terms

A 1/3 deposit (before tax) is required with the signed Booth Space Application and Contract as well as a 2nd 1/3 deposit (before tax) due on May 22, 2014. The remaining balance including 13% HST is due on August 22, 2014. For signed contracts received after April 1, 2014, the deposit amount is 50% (before tax). Cheque, Visa, MC, or e-Transfer accepted.

booth display guidelines

Exhibitors are responsible to set-up, dismantle, furnish their booth and supply a floor covering for their entire exhibit space. Drape between booths is 8' high for the back 4' then 3' high for the front 6'. Only corner booths have the exception of extending the 8' high drape between booths the full 10'. If this is required, indicate on your booth contract. A flea market image is not tolerated and hand-written signs prohibited. **Express your creativity... after all, we are a creative show!**

get more exposure

endless opportunities

- > **Advertise** in 80,000 conference magazines
- > **Conduct** show floor how-to demos & make 'n takes
- > **Donate** products for workshops & prizes
- > **Provide** giveaways for radio & tv promotions
- > **Present** industry experts & celebrity instructors
- > **Share** trends & techniques at presentations
- > **Showcase** new innovative products
- > **Sponsor** challenges, exhibits & fashion shows
- > **Supply** banner ads for e-newsletters
- > **Send info** with pics on hot, new products or special guests you will be featuring at the show for free mentions in Creativ Festival e-news, blogs, facebook & twitter to rita@csnf.com

educate & SAVE on your booth cost

ask about our many educational programs:

- > Fibre Walk, an exclusive area dedicated to fibres for felting, knitting, spinning & weaving
- > Make 'n Take Program
- > Needlework Designer Program
- > Scrapbook & Cards Today Partnership
- > Sell & Educate Program





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creativ festival connects
all segments of the
creative industry to
maximize product
exposure and create more
selling opportunities.



creativfestival®

sew . knit . bead . stitch . quilt . scrapbook + more

Produced and managed by International Showcase Associates Inc.

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