

3RD ANNUAL
HARTFORD *Artisan & Fine Crafts* SHOWCASE
2017



A LOCATION
ALONG THE
OPEN STUDIO
FESTIVITIES

Greetings Potential Exhibitor!

North East Expos, Inc. and The Connecticut Convention Center invite you to apply to be a part of the 3rd Annual *Hartford Artisan & Fine Crafts Showcase*. We are excited to grow our 3rd annual event to feature a well-rounded selection of original art and crafts of high quality. Our exhibitors have been pleased with the quality of the attendees and the purchases made. The dates are Saturday, November 11 and Sunday, November 12, 2017, at the Connecticut Convention Center in downtown Hartford. This is an opportunity to exhibit your work to thousands of upscale consumers at an affordable cost.

This is a juried event. An experienced selection committee will review the work of each applicant. We hope you will apply for booth space today!

North East Expos is family-owned and operated and has, for more than forty years, produced successful shows including the Connecticut Flower & Garden Show, Northeast Fishing & Hunting Show, Boat & Home Shows, children's events as well as Artist & Crafts events. Currently, North East Expos produces two of the best attended events at the Connecticut Convention Center ~ we know how to bring the customers to you at our shows!

If you are interested or have any questions, please email kristie@northeastexpos.com, or call me at 860-844-8461. I will help you decide if this is a good venue for you and help choose the best space available. I look forward to working with you!

Sincerely,
Kristie Gonsalves, President
North East Expos, Inc.

Daniel & Barbara Gugnoni
Troy Brook Visions of Litchfield



Tim Scull
Canton Clayworks

Promotion and Advertising

Our campaign will encompass all of Connecticut and Western Massachusetts, and will include radio, TV, internet, newspapers, direct mail, social media and other media. Printed and digital flyers and posters will be distributed/posted in these areas and made available to all exhibitors.

Zhong-hau Lu
Grafworks



Guidelines and application requirements

- Mechanically reproduced items will not be accepted.
- Each application is subject to the selection committee's acceptance and is solely based on their decision.
- Please review floor plan and indicate your space preference. If your first two choices are not available, you will be assigned the next closest space with respect to other booths in the area.
- No application or jurying fee.
- Only one type of media may be displayed.
- To apply, fill in the application on page 3. Include 5 slides or digital photos of your work along with a 50% deposit for the booth space only. Electrical deposits are not required with the application.
- You will be notified of acceptance within two weeks of receipt of your application. If you are accepted, the deposit will be processed and is non-refundable. Any slides or photos submitted will be returned at the event. If you are not accepted, the deposit and slides or photos will be returned to you promptly.

www.hartfordartisanshowcase.com

HARTFORD *Artisan & Fine Crafts* SHOWCASE 2017

Booth Space

10 x 10 ft. aisle booth \$500 each

10 x 10 ft. corner booth \$550 each

Move in: Friday, November 11, 12 noon–7 pm

Move out: Sunday, November 13, 5 pm–12 midnight

All booths include an 8 ft. backdrop & sides (black pipe & drape) and a sign; 5 ft. of storage space behind each booth, indicated in red on floor plan on page 4.



Marie Cuozzo, Bear's Nest Studio

Comments from our some of our exhibitors

“I exhibited in the Hartford Artisan Showcase 2015. Being a first-year show it was lightly attended, however the percentage of people that purchased was high. The quality of the exhibitors was excellent, with several demonstrating on site. The Hartford area needs a quality show, and this can definitely fill that vacuum. The Connecticut Convention Center is a good venue, with professional staff and easy move-in and move-out capability. Kudos to Kristie Gonsalves of North East Expos for bringing in high-quality exhibitors and putting in the time and effort it takes to start a new show.”

Diana Tyler | Diana Tyler Watercolors

“I want to say thank you for holding this year’s event. The show was beautifully juried and set up nicely. We had a very successful weekend. Even though there didn’t seem to be a high attendance, the people who came clearly wanted to spend money! We will be sure to ‘talk up’ this event to our fellow crafters at our remaining show this year and the early ones next year.”

Marie Cuozzo | Bear's Nest Studio



Janice Utsogn, New England Rug Maker

“It was a pleasure doing your show. The staff was very considerate; driving in and driving out was simple. As a first-year show, attendance was low but enthusiasm was high. Attendees were thrilled to see the quality of the show and everyone was walking out with bags in their hands; they knew what they were looking for and they know quality. Many of the same people that I see at Paradise City were present at the show. It was a good one for me. New customers that I actually had time to talk to. Thank you for giving us the opportunity to do a Hartford show again. I plan on seeing you next year — same time, same place!”

Vicki Thaler | Thaler Designs



Earrings by Thaler Designs

HARTFORD *Artisan* SHOWCASE
& Fine Crafts 2017

Application Print out this page, fill in all information and mail or scan the page and email to us (see info at right).

Name: _____
Company Name: _____
Address: _____
City: _____
State: _____ Zip: _____
Phone: _____
Email: _____
Media: _____
Website: _____

Description for each photo included with this application
(be sure each photo is labelled with your name and the number):

1. _____

2. _____

3. _____

4. _____

5. _____

Booth space choice:

- 10 x 10 ft. aisle booth \$500 each
 10 x 10 ft. corner booth \$550 each
_____ # for 1st booth choice (from floor plan on page 4).
_____ # for 2nd booth choice.

Once accepted, a contract with your booth number will be mailed for a signature.

- Electricity required [\$50] include with application fee
 I have a trailer longer than 14 ft.

All booths include an 8 ft. high backdrop and 8 ft. side. The curtains are black. All booths have an additional 5 ft. of storage behind the booth, indicated in red on the floor plan on page 4

Mail or email to:

North East Expos, Inc. kristie@northeastexpos.com
49 Case Street
Canton, CT 06019
Phone: 860-844-8461

A 50% deposit must accompany the application to be considered for the show. Once accepted and contracts are issued, deposits are non-refundable.

Final payment is due on or before October 1, 2017.

- Check or money order enclosed
 Visa M/C Discover

Card number _____

Exp. date _____ 3 digit code _____ Billing Zip Code _____

Signature _____

HARTFORD *Artisan* SHOWCASE & Fine Crafts 2017



David Hancock, Jr.,
Hancock Forest Products



Vicki Thaler, Thaler Designs

All booths have an additional 5 ft. of storage behind the booth, indicated in **red** on the floor plan below.



Barbara Boutot Designs

