

MAKEful MARKET

HOME + RENO SHOW

presented by



More Making

The next Makeful Market pop-up happens at our Home+Reno Show on February 3–5, 2023



The Makeful Market is the gathering place for those who love handmade craft, bespoke home decor, and unique pieces for entertaining.

Join us in February when the Makeful Market comes alive as a pop-up feature area within the Home + Reno Show. Meet thousands of homeowners who are looking to put the finishing touches in their space.

Geared towards foodies, entertainers, trendsetters and style makers, the Makeful Market is the ultimate destination for those who love to shop and support local—whether for themselves, or to give to others!



As part of Blue Ant Media, we are the same show team that you know from the Seasons Christmas Show and Cottage Life Shows. Our team loves producing quality shows and we have a penchant for handmade! The Makeful Market is professionally produced, well marketed, and beautifully curated. We put you, along with other talented makers, in front of thousands of happy shoppers who appreciate unique tastes and hand crafted style.

Exhibit rates are as follows for Makers accepted into this area:

MAKEFUL MARKET RATES

Makeful Finds 6' table

\$450 until December 16, \$495 after December 16

Space includes: one white draped table with one stool, electrical*, and pipe and drape. Please note that the 6' table is the entirety of your display space. Using personal tables of a larger size are not permitted.

Booths

Booth size	Before Dec. 16	After Dec. 16
10' x 5'	\$745	\$800
10' x 10'	\$1,220	\$1,300

Booth includes pipe & drape and electrical. You must provide a floor covering and furnishings (i.e. table, shelving)

*Electrical hook-up does not include extension cords and power bars. You must provide your own.

FAQ'S

Where and when is the next Makeful Market Pop-up happening?

The Home + Reno Show (and the Makeful Market within it) is happening February 3–5, 2023, at the International Centre. The International Centre is at 6900 Airport Road (at Derry), located at the centre of Canada's largest consumer market. We are happy to provide FREE parking for exhibitors and attendees. This is the same location as the Seasons Christmas Show.

What kind of products are eligible?

The Makeful Market at the Home + Reno Show has a focus on handcrafted decor and small batch food and beverage. This isn't a complete list, but successful applicants may show and sell art (painting, wall art, sculpture, metal and glass), candles, soaps and lotions, decor (pillows, linens, ceramics). Think green cleaning products, plants and floral. Games and toys for kids and pets. The show happens just before Valentine's Day, the Super Bowl and Family Day. This is not an exhaustive list, and we invite makers and creators to share their work with us through the no-risk application process.

Am I eligible to participate?

We support makers of handmade, original, Canadian made and designed goods. We invite established makers, as well as newer ones looking to get their feet wet in the consumer show scene. Work will be juried based on uniqueness, quality, and availability within the art/craft and food/beverage category. Importers and wholesalers are ineligible for the Makeful Market, but you may be eligible to buy a regular booth at the Home + Reno Show.

Why are Makeful Market rates lower than regular booth rates?

We recognize that someone selling a handcrafted item is not bringing in the same revenue as someone selling home renovation services and products. The Makeful Market and its Maker community is sponsored and supported by the lifestyle brand Makeful.

How do I apply?

To apply, please email your completed application with payment information. Your payment will only be processed once we have approved your application, and

you'll know within 14 days. We will inform you if you are declined. Please email to market@bemadeful.com

How are exhibitors selected?

Applications are selected by a jury composed of show management and the Makeful brand experts. Exhibitor categories will be capped to avoid oversaturating our event. We will be implementing a waiting list should those limits be met.

What is included with my cost to exhibit?

Exhibitors accepted into the Makeful Market will receive:

5' and 10' depth booths

- Your exhibit space including pipe and drape
- Electrical*
- 5 Exhibitor badges (for staff)
- 10 complimentary Show Tickets (for guests)

Makeful Finds 6'

- In addition to the above
- White draped table (72"L x 24"W x 30"H) with one stool

*Electrical hook-up does not include extension cords and power bars. You must provide your own.

WiFi and additional rentals can be ordered through official show suppliers. This venue does not offer free WiFi.

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?

1. **Floor covering** for booths 50 sq. ft. and larger. Makeful Finds (6') do not require floor covering because our supplied draped table covers the floor.
2. **Signage** indicating your company name is mandatory for all exhibits. Handwritten signage is not permitted.
3. **Proof of Insurance** is required for all exhibitors. You can provide your own, or purchase from our approved broker.

Further details will be shared upon acceptance into the show.

Can I share a booth with a friend?

This pop-up Makeful Market is not offering Buddy Booths at this time.

Who attends the show?

Home Shows are back and booming as homeowners and renters alike are investing in their properties to live, work and play. The Home + Reno Show returns to the International Centre, which is the same location as our Seasons Christmas Show crafted by Makeful. Our last show Home + Reno Show saw attendance of 16,000 over three days. Our team invests hundreds of thousands of dollars in paid and promotional dollars to promote the show, and a portion of that will be specifically geared to advertising the Makeful Market.

Who is the Home+Reno Show? Who are the Toronto Home Shows?

For more than 70 years, the Toronto Home Shows have been part of the consumer show scene in the GTA. You may know us as the producers of the National Home Show which is North America's largest 10-day home and garden show. In October 2022, Blue Ant Media acquired the Toronto Home Shows, and we're now part of the team that produces the Seasons Christmas Show, Cottage Life Shows, and The Baby Shows.

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, February 3: 11am – 7pm
Saturday, February 4: 10am – 7pm
Sunday, February 5: 10am – 5pm

CONTACT

market@bemadeful.com



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- Free Parking
- Free Re-Admission

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SHOW

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