

Craft Scotland | NY NOW 2020 Application Pack

Closing date: 5pm, Wednesday 30 October 2019

Location:

Jacob K. Javits Convention Center
655 W 34th Street
New York
NY 10001

Key contact:

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Overview

Craft Scotland is delighted to announce our partnership with Department for International Trade (DIT) at NY NOW in February 2020.

NY NOW is a four-day wholesale/trade event held twice annually in New York during February and August. It is the leading trade fair for contemporary design across home, lifestyle, handmade and gift products. The show has been established for over 30 years, with each show attracting approximately 20,000 visitors. The show is open to trade buyers from Saturday 1 to Tuesday 4 February 2020.

Craft Scotland is an accredited Trade Challenge Partner (TCP) of DIT and will be responsible for leading a group of makers to NY NOW within the Handmade Designer Maker section of the show that showcases around 350 exhibitors.

Each maker will have their own space at the show which will be part of a larger Craft Scotland presence. Makers will be responsible for setting-up their own space, staffing it during the show and taking it down at the end of the show.

Most individual stands are 8ft deep x 4.4ft wide (35.2 square foot), ready-built with hard walls in white. Walls are approximately 8ft high. The price for each stand includes a name board, lighting (light bar with four 50-watt halogen fixtures – fixing included), grey booth carpeting and a chair.

Craft Scotland will take twenty makers to the show and has secured twenty Tradeshow Access Programme (TAP) grants of £2,000 for each successful maker (providing they meet the eligibility criteria).

The Handmade Designer Maker stand costs are:

Total stand costs before TAP grant = £2,000

Less TAP grant of £2,000

Stand cost due = £0* (unless a corner booth is taken)

Supporting Makers, Promoting Craft

Craft Scotland, Studio 6 & 7, Castle Mills, 2 Gilmore Park, Edinburgh EH3 9FN

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If you would like to be considered for a corner booth, please indicate this on the application form. Please note that a corner booth incurs an additional fee to the above costs of £150.

As part of the preparation and support for the show, Craft Scotland will be hosting an Internationalisation workshop in December 2019, which will be made available for free to those exhibiting at NY NOW with Craft Scotland.

Key dates

5pm, Wednesday 30 October 2019	Deadline for receipt of applications to Craft Scotland, including submission of completed TAP Exhibitor Grant Application Form to Craft Scotland
By Friday 8 November 2019	Applicants notified of the outcome of their application
Friday 15 November 2019	Participation fee due for payment
Friday 6 December 2019	Stand payment due where a corner booth is taken*
Friday 31 January 2020	Show set-up
Saturday 1 to Tuesday 4 February 2020	Show open
Evening of 4 February 2020	Show take-down

Access

The Jacob K. Javits Convention Center is fully accessible, full information: <https://www.javitscenter.com>

Benefits

- The show attracts an audience of approximately 20,000
- There are 2,300 exhibitors across the entire show
- There are around 350 makers in the Handmade Designer Maker section of the show
- Almost 40% of buyers attending the show state that they only source stock from NY NOW
- Over 300 members of the media attend the show
- All successful makers will be part of a larger UK presence in a Craft Scotland showcase
- Craft Scotland will pay all stand costs to the show organiser (excluding additional lighting, power source, vinyl, equipment hire) on behalf of each maker. Makers will only be invoiced by Craft Scotland for the balance where a corner booth is taken, which will be due by Friday 6 December 2019.

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- Each successful maker (providing they meet the eligibility criteria on page 4) will receive a £2,000 TAP grant from DIT
- Craft Scotland will liaise with show organisers on behalf of the group
- Exhibitors will be included in the printed NY NOW Exhibitor Directory which is distributed at the show to all registered buyers and will also be featured in the Exhibitor Listings of the show website

Responsibilities

Your commitment:

- Meet deadlines as set out in the **Key dates** section and those issued following the selection process
- Attend an Internationalisation workshop in December 2019 in preparation for the show
- Ensure that your exhibition stand or space is manned by at least one dedicated representative for the duration of the exhibition
- Correctly complete a TAP Exhibitor Grant Application Form at time of application and submit it to Craft Scotland
- Prepare an action plan for before, during and after the show
- Staff your space at the show for its duration and be available to set-up and take-down of your space
- Ship your work to/from NY NOW (Craft Scotland can provide advice about shipping logistics)
- Pay all necessary fees relating to the cost of your stand including any additional lighting, power source, vinyl, equipment hire
- Maintain communication throughout the project with the Craft Scotland team
- Promote the show and your involvement on your website, via social media, email newsletters and to buyers, customers and interested parties
- Send high quality images of your work as requested
- Mention Craft Scotland in your own marketing including on your website, CV etc.
- Provide feedback as requested
- Abide by DIT reporting requirements as detailed in Exhibitor Terms and Conditions

What Craft Scotland will do:

- Book space at the show and liaise directly with the show organisers regarding the space
- Administer TAP grants on behalf of DIT
- Provide training as appropriate

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- Provide on-site management and assistance for any supported participant for the duration of the show, including at set-up and take-down
- Promote the event and the makers taking part on our website and through social media
- Provide advice about shipping logistics as required
- Liaise and co-ordinate with the show organisers to promote the makers selected for the show
- Produce a printed flyer
- Maintain communication throughout the project with the successful makers
- Evaluate and report on the show

Show eligibility

Applications are invited from UK makers working across all craft disciplines: including ceramics, wood, jewellery, glass, textiles, furniture, lighting, leather, basketry, bookbinding, millinery and mosaics. Visit the Craft Scotland website for [craft disciplines we support](#).

This opportunity is suitable for makers who produce high-quality craft and are wholesale ready. We welcome applications from talented makers at all stages of their career, from emerging to established. This is a great opportunity for makers wishing to wholesale their work to an American audience.

Makers applying must be ready to take and facilitate trade orders at the fair.

TAP grant eligibility

The Tradeshow Access Programme (TAP) provides grant-based financial support to eligible small and medium enterprises, who wish to use overseas exhibitions to market their products or services or may require market knowledge and experience as part of a strategic approach to exporting.

Any UK-based business or organisation can apply for DIT grant support at an overseas exhibition provided they satisfy the eligibility criteria set out in the Exhibitor Terms & Conditions. (See below).

Each eligible business has an allowance to exhibit overseas with DIT grant support on a total of six occasions, the six being counted from 1 April 2009.

Check here for full eligibility criteria: <https://www.gov.uk/guidance/tradeshow-access-programme#eligibility>

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Before applying, you must understand all the requirements that will be placed upon you by the Exhibitor Terms & Conditions.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/803736/tap-exhibitors-agreement-2019-to-2020.pdf

Makers MUST apply for the TAP grant at the time of application. Without this, your application will not be considered.

Conditions of application

Eligibility for the trade show is based on the following:

- Makers must be living and working in the UK
- Makers should be a professional practising maker. This will be evidence-based on maker statement, CV and images provided
- Makers should be working in one or more of the accepted disciplines
- All work should be the design of the maker and made by the maker (or small-batch production under their direct supervision)
- All work must reflect excellence and the unique vision of its maker, be well-conceived and skilfully made

Selection criteria & process

Selection for the show will be based upon the following criteria:

- How suitable your work is for a wholesale audience and the show itself

It is important that the work selected acts as a visual collection, this will be the overarching criteria once all others have been satisfied.

While we encourage Scotland-based makers to consider applying for a paid profile on the [Craft Scotland Maker Directory](#), please note this is **not** a criteria of application for this opportunity.

Deadline for receipt of applications is **5pm, Wednesday 30 October 2019.**

A selection panel will meet to review all applications and select the successful makers. All applicants will be notified regarding the outcome of their application by Friday 8 November 2019.

Members of the selection panel will be:

- Allison Garafalo, Sales Director – Handmade Collection, NY NOW
- Jo Scott, Project Manager, Craft Scotland
- A third panel member (tbc)

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Fees & costs

- An application fee of £15 must be submitted with all applications – non-payment of this will mean that your application is not considered (Scotland-based makers with a profile on the Craft Scotland Maker Directory get 15% off Craft Scotland exhibition application fees)
- Successful makers will be expected to cover the costs of their stand at the show, including any additional lighting, power source, vinyl, equipment hire*
- Successful makers will be expected to ship their own work to/from NY NOW and cover any associated costs
- Successful makers will be expected to pay a £300 participation fee to Craft Scotland**
- Successful makers will be required to pay for and organise their own travel, accommodation and subsistence costs. It is anticipated that travel and accommodation costs are in the region of £1,200 per maker.

How to apply

To apply, please submit your application online [here](#).

Before starting your application, please be aware that you will need to submit:

- A completed [TAP grant application form](#)
- A maker statement
- Your CV
- Images of five pieces of work – these should be representative of the type of work you intend to exhibit at the show and show a variety of work
- Descriptions of the work you intend to exhibit at the show
- A professional headshot image of yourself. Preferably this would be a photograph of you at work, with your work, in your studio or delivering a workshop.

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Endnote

* The Handmade Designer Maker stand will be charged as follows:

Total stand costs before TAP grant = £2,000

Less TAP grant = £2,000

Stand cost due = £0 (unless a corner booth is taken)

VAT is not applicable.

Craft Scotland will pay all stand costs to the show organiser on behalf of each maker. Eligible DIT TAP grant makers will only be invoiced by Craft Scotland for the balance of stand costs (should a corner stand be taken), which will be due by Friday 6 December 2019.

** The participation fee contributes to the costs associated with administration and marketing of your work at NY NOW.

This information is available in large print or as a word document upon request.

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