



# first & last chance

## *Christmas Craft Shows*

first chance Nov. 5 - 6    last chance Dec. 9 - 11

Mary Winspear Centre  
Sidney, BC

2022

"Invitations To Apply" Will Be Available Soon

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# First & Last Chance Information Package

... celebrating the Christmas spirit since 1989

## A Concept Of Celebration ...

33 years ago First & Last Chance Christmas Craft Shows were a concept. Today, they are two successful events held annually at the Mary Winspear Center located in beautiful Sidney, BC, just five minutes from the Swartz Bay Ferry Terminal.

As I enter into my 11th year with First & Last Chance, I continue to improve upon these wonderful shows, bringing a collection of diverse and creative individuals together in a lovely venue offering exceptional opportunities for the artist and the consumer. This year we are so excited to announce that Last Chance will return to its former 3 day show - woot woot!

All artists are carefully juried for quality and variety. Artists and Artisans contribute something special ensuring customers a unique shopping experience. First & Last Chance Shows offer various booth sizes at reasonable rates. It is my assurance that together we can create an exciting and attractive atmosphere for both the vendors and customers. Seasoned artists & artisans will appreciate the organization and attention to detail that contributes to a successful exhibition.

Throughout this publication, you will find the answers to many questions you may have. Please do not hesitate to call me at 250-881-0145 with any further queries.

*"The First & Last Chance Craft Shows are my favorites of the year! So well organized, from the beautifully decorated hall, to the smooth and easy set-up and take-down, to the delicious treats provided for vendors...Happy and numerous customers, lots of repeat business, friendly vendors... always a great way to open and close the Christmas season. Thanks for all you do, Jantina (and the rest of the team)!!!"*

*~ Bree Eagle,  
Salt Spring Artisan Vinegar (Vendor 2012-2022)*



## Event Features

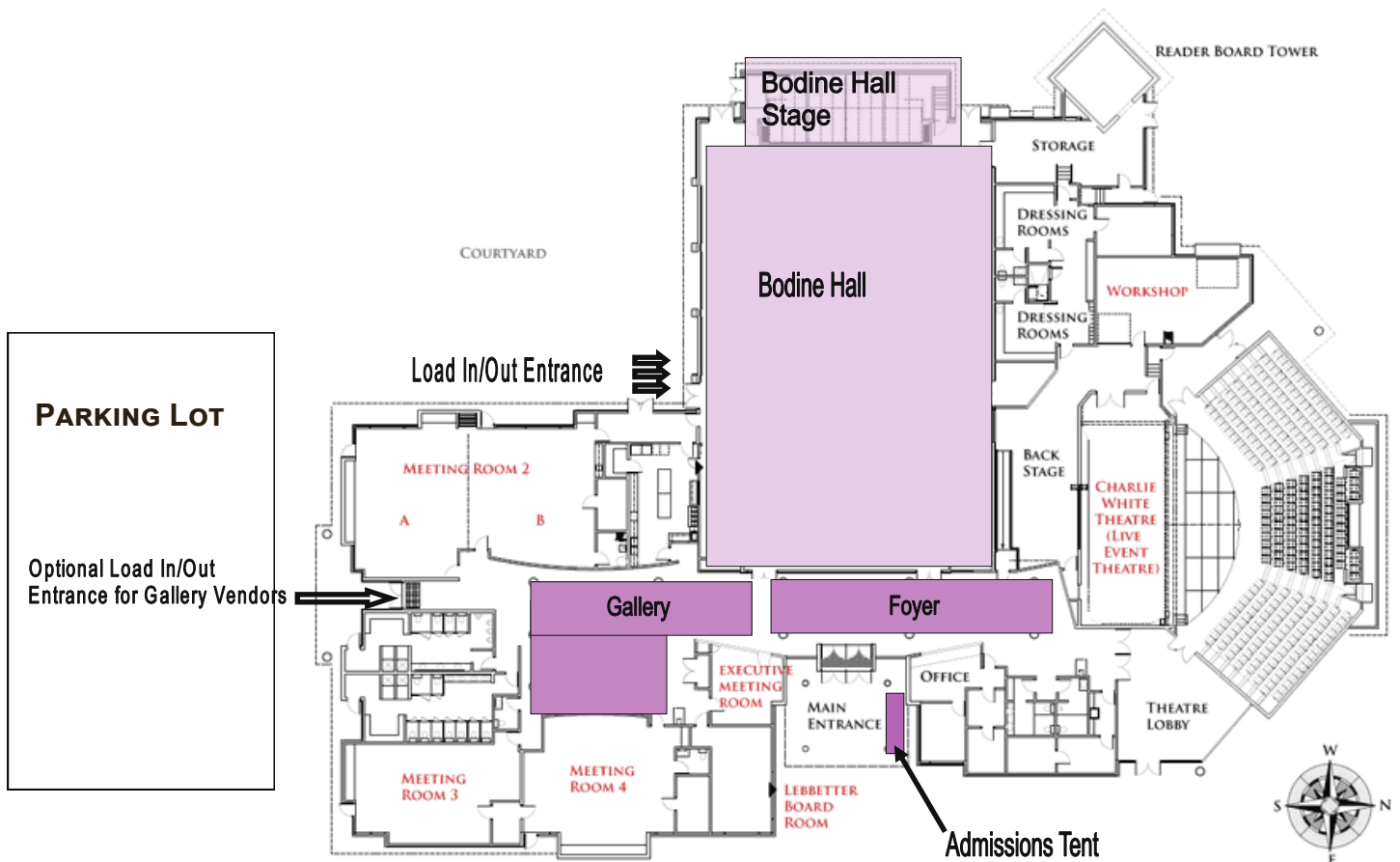
- Attention to detail
- All Artist's/Artisan's work is juried
- All items are hand crafted
- No commercial kits or imports
- Extensive promotional campaign
- Social Media and website promotion
- Mary Winspear Centre, a beautiful venue located in Sidney, just 5 minutes from the Swartz Bay Ferry terminal
- Easy access for set-up and take-down
- Great food for vendors & guests
- Live entertainment through out the shows

*Be a part of a community event with a group of dedicated, like-minded individuals who create exceptional works of art.*

# The Venue, Mary Winspear Centre



First & Last Chance Christmas Craft Shows started in 1989 in the old Sanscha Hall, now replaced with Sidney's pride and joy The Mary Winspear Centre. First & Last Chance uses the Bodine Hall, and The Gallery. In 2021 we needed more space for artists and artisans so moved out admissions to the outdoors.



# Become A Vendor

## How To Apply

An **Invitation to Apply** is sent out annually to artists/artisans that have previously participated in First &/or Last Chance Christmas Craft Shows . If you would like to be added to the email list or have any questions, please feel free to call me, Jantina, at 250-881-0145 or email me at [jantina@jleecreations.ca](mailto:jantina@jleecreations.ca)

## The Jury Process

First & Last Chance endeavors to produce two shows that are both fresh and original, promoting work that displays your creativity & design and welcomes your application. Each year, we start with a clean slate; both shows are professional and all works must be juried.

Work exhibited must be original, designed and made in Canada by the applicant by at least 85%. Any kits and/or commercial items do not qualify. Limited edition prints, numbered and signed by the artist, are allowed. Note cards are acceptable as long as they are part of a larger body of work. All work will be judged for quality, originality, and overall craftsmanship. Consideration will be given to the overall balance of exhibitor categories for the show.

Many of you have more than one category of products that you sell. For the overall balance of the show and so that you don't end up beside someone who makes the same thing, it is now mandatory to apply to all categories with your creations. As an example, you create 70% driftwood sculptures and 30% driftwood jewellery. In this instance, you would choose sculpture as your primary category and jewellery as your secondary category. Each category will also require the submission of five photos in the primary category and three photos for each additional category.

Please note that First & Last Chance has a few categories that fill very quickly so please ensure you get your application filled out asap. If you notice that your category is not listed, please pick the one that best describes what you do. Please ensure you make a note of it in the notes box.

## Christmas Candy For You

### Continued Kickbacks To Our Valued Customers

♦ **2021 PARTICIPANT~ \$10 DISCOUNT**

♦ **RECEIVE A \$50.00 DISCOUNT! BOOK "MORE FOR LESS"**

Book and pay for both FLC shows in one payment and receive a **\$50 DISCOUNT.**



**SAMPLE PHOTOS**  
PROMOTIONAL CAMPAIGN

## Extensive Event Promotion

- Social media promotion (Instagram, FB, Twitter)
- Website promotion
- Digital Billboards
- Extensive media promotion throughout southern Vancouver Island ;
  - \* Newspapers, magazines, posters, flyers and e-cards
  - \* Press coverage and radio
  - \* Promotional materials for vendors to email and/or print and handout to customers prior to each show
  - \* Mary Winspear Reader Board Ads
  - \* Highway and other road signage
- Hourly door gift bags featuring participating vendors' works for customers

## Exhibitor Categories

- **LOCAL VINEYARDS & DISTILLERIES~** Craft Beer, Wine, Spirits, Ciders, etc.
- **ART~** Oil, Acrylic, Pastel, Water Colors, Digital, Drawing, Mixed Media
- **BODY CARE~** Spa Lines, Fragrances, Aromatherapy, Skin Care, Soap
- **CANDLES~** Decorative, Beeswax, Soy
- **CLAY~** Pottery, Ceramics, Sculpture, Raku
- **FIBER ART~** Fiber Design, Knit Wear, Weaving, Felting
- **WEARABLE ART~** Clothing, Accessories, Children's Wear
- **TEXTILE ARTS~** Quilting, Batik, Weaving, Leatherwork, Felting
- **SCULPTURE~** Ceramic & Porcelain, Metalwork, Glass, Stone
- **FOOD ~** Preserves, Seasonings, Soups, Snacks, Sweets, Coffee, Teas
- **GLASSWORK~** Beads, Sandblasting, Lampwork, Fused, Stained, Glassblowing
- **HOME ACCENTS~** Basketry, Christmas Décor, Floral, Swags, Wreaths
- **JEWELRY~** Accents, Metals, Precious, Semi-precious, Swarovski
- **PAPER CRAFT~** Gift tags, Cards, Altered books, Quilling, Origami
- **PHOTOGRAPHY~** Photo Cards, Prints
- **TOYS~** Wooden, Fabric, Sculpted, Soft
- **NEEDLECRAFTS~** Crochet, Embroidery, Tatting
- **WOODWORKING~** Wood Turning, Carving, Furniture



## Booth Information

All artists/artisans are required to be present during fair hours so that the public may meet and speak to the producer of the craft. If you are unable to be present and will be sending a representative, please let me know in advance.

What you need to know:

- Standard Table Dimensions: (L x W x H): 243.8 cm x 76.2 cm x 73.66 cm; (96" x 30" x 29").
- All booths will be supplied with electricity and 2 chairs. You must provide your own power bar and extension cord(s).
- All tables **MUST be tastefully covered to the floor (no plastic or wrinkled table cloths)**. Walls may not be used for display.
- Free standing shelves or racks must not exceed 6.5ft in height. Stands, props, shelves etc. must not be higher than 3.5ft above your table.
- No kettles, hot plates or open flames are permitted in exhibitor's area. No bed sheets as table toppers, tape, nails, tacks, staples, etc. are permitted.
- Plan your lighting as if it will be dim; we keep lighting levels low so each exhibitor can create their own special ambiance.
- Label signage &/or company/vendor signage is encouraged. Absolutely no sales or sale signage of any sort please (ie/ "50% off today only"). Lowering your prices is not fair to other vendors. Please ensure your signage is kept within your allotted booth space.

## Booth Costs

Booth costs vary and offer different advantages. JLee Creations reserves the right for placement right up to show time in order to offer well balanced show to our customers. Most often when I have to move someone, it is only by a booth or two and you will be contacted prior to moving you. FLC2022 has added the foyer to our selection of booths.

Costs will now be different for First & Last Chance 2022 as we have added a third day to Last Chance.

| First Chance Christmas Craft Show 2022 (Two Day Show) |          |   |             |
|---|----------|---|-------------|
| Gallery Centre Booth                                  | 8'x5'    | Depth varies a little   | \$240 + GST |
| Gallery Wall Booth                                    | 8'x5'    | Depth varies a little   | \$250 + GST |
| Foyer Wall Booth                                      | 6'x5'    | Depth varies a little   | \$230 + GST |
| Foyer Wall Booth                                      | 8'x 5'   | Depth varies a little, No space between your booths, you are butted up to each other              | \$250 + GST |
| Bodine Hall Centre Isle Booth                         | 8'x6'    | No space between your booths, you are butted up to each other                                     | \$280 + GST |
| Bodine Hall Centre Isle Corner End Booth              | 8'x6'x6' | Your Booth Is and "L" shape<br>Each side faces an isle.<br>No space between you and your neighbor | \$365 + GST |
| Bodine Hall Floor Front Stage Booth                   | 8'x5'    | Half Wall at back of booth<br>No signage over 4' behind you, best to hang on front of your booth  | \$275 + GST |
| Bodine Hall Wall Booth                                | 8'x6'    | Frontage Only   | \$305 + GST |
| Bodine Hall Wall Corner Booth                         | 10'x6'   | No Side Frontage  | \$385 + GST |
| Bodine Hall Premium Corner Booth                      | 8'x8'    | There are only 4 available  | Contact Me  |
| Bodine Hall Stage Booth                               | 8'x6'    | Stairs in front of stage for customers get to the stage   | \$225 + GST |
|   |          |   |             |

## Last Chance Christmas Craft Show 2022 (Three Day Show)

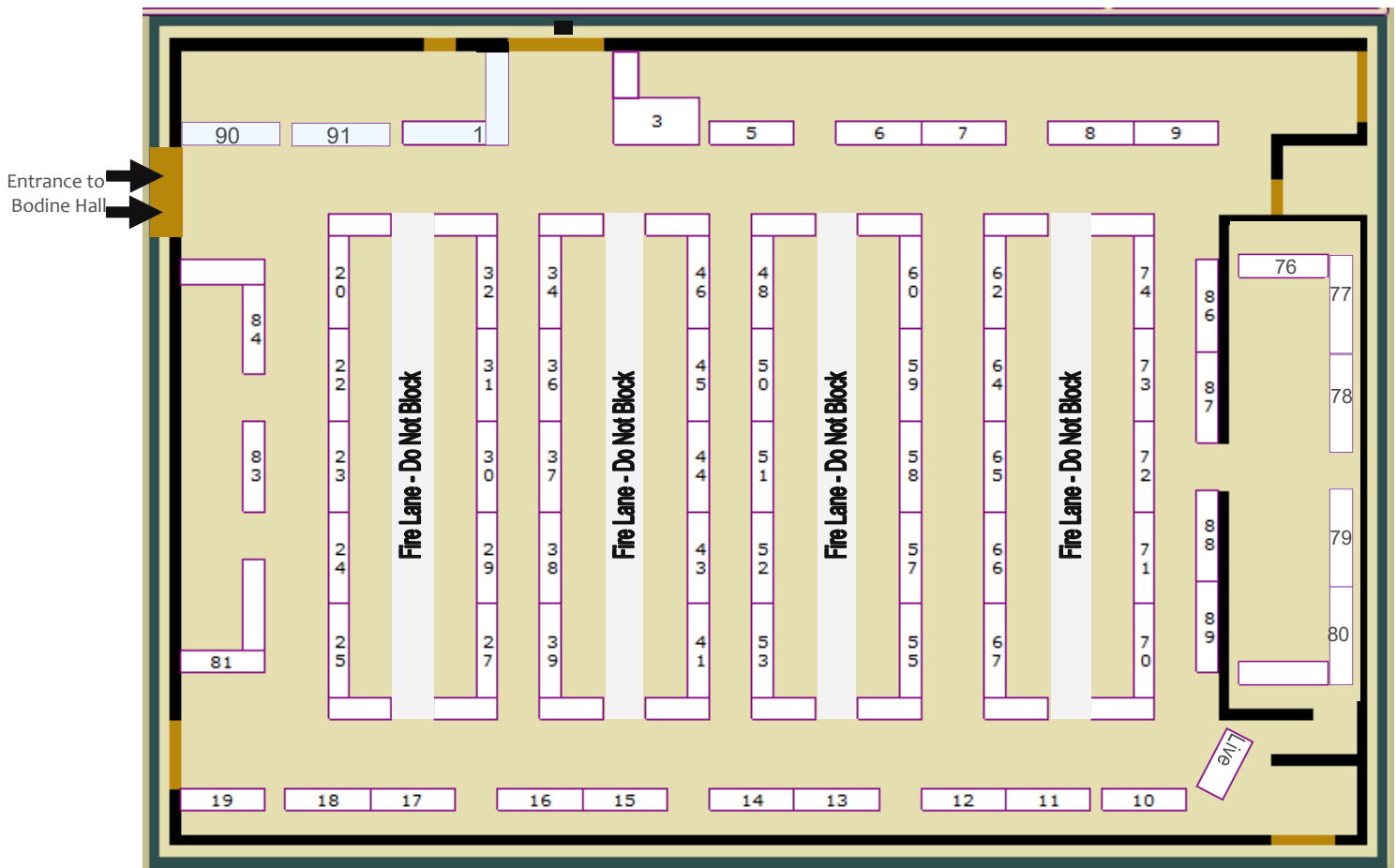
|  |          |   |             |
|--|----------|---|-------------|
| Gallery Centre Booth                     | 8'x5'    | Depth varies a little   | \$305 + GST |
| Gallery Wall Booth                       | 8'x5'    | Depth varies a little   | \$315 + GST |
| Foyer Wall Booth                         | 6'x5'    | Depth varies a little   | \$300 + GST |
| Foyer Wall Booth                         | 8'x 5'   | Depth varies a little, No space between your booths, you are butted up to each other              | \$320 + GST |
| Bodine Hall Centre Isle Booth            | 8'x6'    | No space between your booths, you are butted up to each other                                     | \$345 + GST |
| Bodine Hall Centre Isle Corner End Booth | 8'x6'x6' | Your Booth Is and "L" shape<br>Each side faces an isle.<br>No space between you and your neighbor | \$430 + GST |
| Bodine Hall Floor Front Stage Booth      | 8'x5'    | Half Wall at back of booth<br>No signage over 4' behind you                                       | \$340 + GST |
| Bodine Hall Wall Booth                   | 8'x6'    | Frontage Only   | \$370 + GST |
| Bodine Hall Wall Corner                  | 10'x6'   | No Side Frontage  | \$450 + GST |
| Bodine Hall Premium Corner               | 8'x8'    | There are only 4 available  | Contact Me  |
| Stage Booth                              | 8'x6'    | Stairs in front of stage for customers get to the stage   | \$290 + GST |

## Venue Maps/Show Layout

Once your work has been juried you will be contacted and we will chat about placement in the show. We do our best to make sure the show is well balanced as well ensuring you get what you want for a booth.

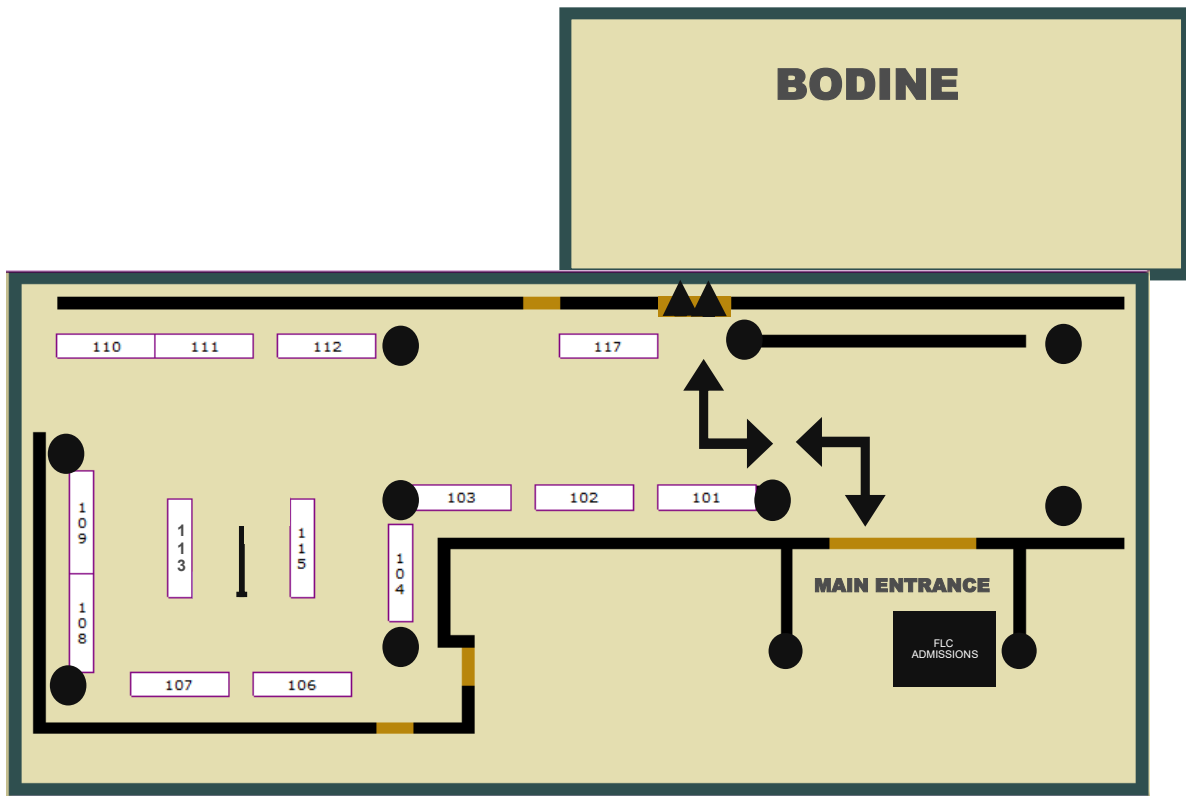
### BODINE HALL FLOOR PLAN

PLEASE NOTE: THIS IS NOT TO SCALE



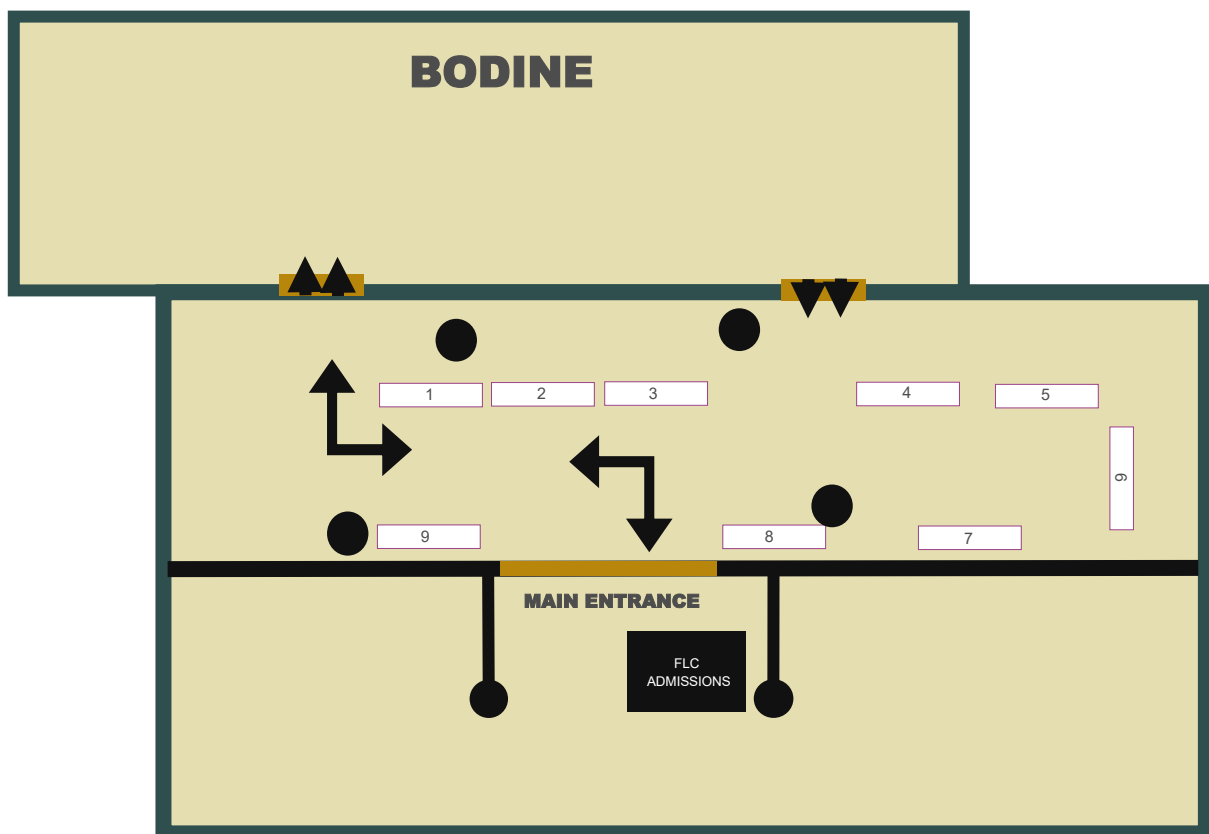
## THE GALLERY

PLEASE NOTE: THIS IS NOT TO SCALE



## THE FOYER

PLEASE NOTE: THIS IS NOT TO SCALE



# Liability Insurance

## What is Liability Insurance?

Liability insurance is insurance that provides protection against claims resulting from injuries and damage to people and/or property. Liability insurance policies cover both legal costs and any legal payouts for which the insured would be responsible if found legally liable. Intentional damage and contractual liabilities are typically not covered in these types of policies.

Liability insurance is critical for those who may be held legally liable for the injuries of others, especially medical practitioners and business owners. A product manufacturer may purchase product liability insurance to cover them if a product is faulty and causes damage to the purchasers or any other third party. Business owners may purchase liability insurance that covers them if an employee is injured during business operations.

First & Last Chance carry Event Liability Insurance which provides **3rd Party Liability Insurance** for the common areas (i.e. Isles, food area & lobby) and is included in your cost of the shows. Mary Winspear Centre stipulates that all First & Last Chance participants are required to have **3rd Party Liability Insurance**. If you have your own, you must supply a copy of it with your application or before October 1st.

If you are planning to get your own insurance, Mary Winspear's contract stipulates that you must carry a minimum of \$2,000,000 coverage for your space for the entire period of the event. Your policy should name both **JLee Creations** and **The Sidney and North Saanich Memorial Park Society, Mary Winspear Community Cultural Centre @ Sansha** (the full name for the Mary Winspear Centre). This can be arranged through your business insurance or purchased separately for this event through an insurance agency. You would need a proper Commercial Package Policy to cover your property and products liability. **Proof of insurance must be included with your application or provided prior to show time.** Participants are not allowed on the premises without it.

If you only require **3rd Party Liability Insurance** for First &/or Last Chance, JLee Creations continues to offer a great package price to you for **\$40/per show**. The information is included on the online application.

## Food Vendors

Exhibitors must provide, either with the application or at a later date prior to show time, letters of confirmation and copies of all appropriate documentation & certificates from VIHA.

*"I just wanted to say thank you for doing such a great job at the First Chance Craft Show. I had a great time, sold lots of product and only heard really positive things from customers about the fair. I loved the decor especially on the stage, every thing looked really nice and the music was awesome ..."*

*~Jody's Naturals*

## Contact Info

### VIHA

#### Guidelines for Temporary Food Markets:

<http://www.viha.ca/mho/food/>

#### Application:

[Application for Temporary Food Services at a Market](#)

### VIHA's EXAMPLE LIST OF (Last Updated in 2016) **Please check for updates!** ACCEPTABLE LOWER RISK FOODS FOR HOME PREPARATION AND SALE AT TEMPORARY MARKETS

|                               |                             |                    |
|-------------------------------|-----------------------------|--------------------|
| apple sauce                   | dried fruits                | muffins            |
| bread & buns                  | dry cereal products         | noodles            |
| brownies                      | fresh fruits and vegetables | pickled vegetables |
| butter tarts                  | fudge                       | pes                |
| Cakes                         | hard candy                  | popcorn            |
| chocolate/carob/raw chocolate | honey                       | relish             |
| cinnamon buns                 | jam and jelly               | salsa              |
| cookies                       | microgreens                 | syrup              |
| toffee                        | wine and herb vinegar       |                    |

<https://www.islandhealth.ca/sites/default/files/2018-05/temporary-food-market-guidelines.pdf>



## VIHA Info

[www.viha.ca](http://www.viha.ca)

[Application To Operate  
At A Temporary  
Food Market](https://www.islandhealth.ca/sites/default/files/2019-03/Application-to-operate-temporary-food-service.pdf)

[https://www.islandhealth.ca/sites/default/files/2019-03/Application-to-operate-temporary-food-service.pdf](https://www.islandhealth.ca/sites/default/files/2018-05/temporary-food-market-higher-risk-application.pdf)

[Application For Sale Of  
Higher Risk Foods At  
A Temporary Market](https://www.islandhealth.ca/sites/default/files/2018-05/temporary-food-market-higher-risk-application.pdf)

<https://www.islandhealth.ca/sites/default/files/2018-05/temporary-food-market-higher-risk-application.pdf>

A Note From The VIHA Website:

“Individuals wishing to prepare and sell food at public events are required to fill out an **Application to Operate a Temporary Food Service**. Once completed please submit the application to the local **Health Protection & Environmental Services Office**.

Individuals wishing to sell lower risk food items at farmers’ markets and other temporary food markets, as well as Market Managers, should familiarize themselves with the [Guidelines for Temporary Food Markets](#). Those wishing to sell higher risk food items at temporary food markets are required to complete an **Application for Sale of Higher Risk Food at Temporary Food Markets** and submit it to the local Health Protection & Environmental Services Office. (**Applications** must be submitted at least 14 days prior to the event date or market. Incomplete or late applications may not be processed.)

## Spirits & Wines Artisans

All alcohol vendors must submit a market event to BC Registry. The following is useful information for submitting a Market event:

You need a BCeID account registered with OneStop. If you do not have a registered account, please contact the Liquor Control and Licensing Branch:

- Call toll-free from anywhere in British Columbia except Victoria: 1 888 544-0443; From Victoria and anywhere outside British Columbia: 250 952-7039 (Patrick Lace)
- Email: [OneStop.Help@gov.bc.ca](mailto:OneStop.Help@gov.bc.ca)
- If you hold a Manufacturer license with an on-site store endorsement, you will be able to submit a notice of Market events. (<https://www2.gov.bc.ca/assets/gov/employment-business-and-economic-development/business-management/liquor-regulation-licensing/guides-and-manuals/manufacture-handbook.pdf>)
- Ensure you have the details to submit your event, as you cannot save and return to it later.
- You may need the following JLee Creations information to submit to OneStop:

|                               |  |
|-------------------------------|--|
| <b>Form Filed:</b>            | Registration of a Sole Proprietorship - BC Registry Services |
| <b>Date of Filing:</b>        | January 26, 2012   |
| <b>Submitting Party Name:</b> | FROESE, JANTINA LEE  |
| <b>Business Name:</b>         | JLEE CREATIONS   |
| <b>Registration Number:</b>   | FM0575047  |
| <b>Business Number:</b>       | 83489 7704 BC0001  |

- go to [www.onestop.gov.bc.ca](http://www.onestop.gov.bc.ca)

 **OneStop Business Registry** [Create OneStop Account](#) [Log in](#)

[OneStop Home](#) [Service Locations](#) [Liquor & Cannabis](#) [OneStop Help Desk: 1 877 822-6727](#)



All liquor licence renewals and event notifications are now processed at this [site](#).

### Your OneStop for business registrations across all levels of government

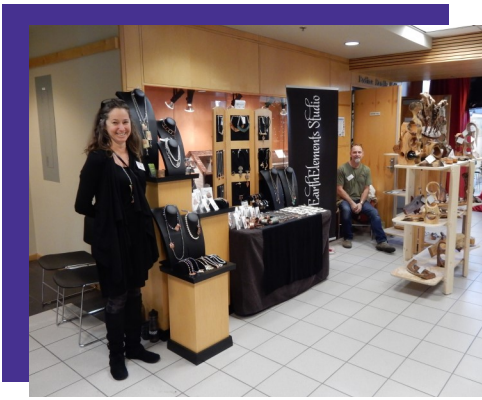
OneStop lets you apply for and complete registrations for a new or existing business with local, provincial and federal governments. Once you've set up your account you can complete registrations or applications at any time and in any order.

[Create a OneStop Account](#)

[Log In to OneStop Account](#)

[Not sure if you have a OneStop Account?](#)

Or [Log in with your Business BCeID](#)



## Booth Design Matters

Believe it or not, booth design does matter. When it comes to selling your work, the attention that you have put into the creations is unfortunately not the only selling point at craft shows. The design of your booth, the overall layout and display, count for just as much if not more. Statistics show that an exhibitor has only 3 seconds to catch the customer's attention as he/she walks by.

In an attempt help you get your creative design hats on, every year First & Last Chance offers our **BEST BOOTH CONTEST - WIN 50% OF YOUR BOOTH FEE FOR NEXT YEAR.** As an incentive, JLee Creations will award 50% of the vendor's current booth fee as a cash rebate towards **next year's booking fee for one fair.** Each vendor is automatically entered with NO additional fee. Judging is based on the utilization and design of space, effective and creative displays, and the overall professional appearance of the booth. See below for some great examples.

## Some Notes Of Interest

- We now accept E-Transfers for payment in addition to Visa, MasterCard and Cheques.
- There are now photos of booth shapes and sizes available to view on your application. Simply mouse over them to see the larger version.
- In the Social Media Section of your application, there is information on each social media platform and image resolution/sizes required for each (your biography, Twitter, Instagram and Facebook). There is a lot of detailed information in them so make sure to have a look!



## Final Notes To All Exhibitors

### Food For Thought

- All property displayed and left overnight is at the exhibitor's sole risk. Neither show management nor building owners will assume responsibility for the safety of exhibits against theft, robbery, fire, accidents or other mishaps.
- We suggest that you cover your booths at night. The Bodine Hall doors are locked at night so there is less risk. The Gallery, however, is open to the public during evening events. Although there are venue staff circulating during these events, we suggest that you bring coverings for your booths—old bed sheets work well.



## ELEMENTS OF GREAT BOOTH



Branding & Packaging To Add Professional Look



Ambient Lighting To Highlight Your Products



Booth Displays To Add Depth, Dimension & Visual Interest

## On The Frontlines

In Support of our Artists and Artisans, we continue to grow our customer base through our extensive promotional campaign. We have seen a climb in our customer presence through the use of social media and endeavor to continue to improve upon this fantastic platform available to us.



- This is a professional show so please put some thought into it and dress appropriately. How you present yourself counts for a lot in these types of shows.

## Pack A Survival Kit

Your tool box for survival ... following are some suggestions:

- ◆ Your insurance papers if you did not get through JLee Creations
- ◆ Your VIHA Food Documents or One-Stop Liquor License
- ◆ Weather gear for move-in/move-out. These are winter shows and we do get the weather true the west coast. Be ready to rain, snow, sleet, a mix of both ... we have had it all over the years
- ◆ Your coffee/tea cup with a lid
- ◆ Cell Phone/tablet
- ◆ Extra batteries for equipment
- ◆ Small digital camera
- ◆ Money belt or cash box
- ◆ A way to accept credit cards or debit (Square, POS machine) with a backup plan should WIFI be temperamental
- ◆ Your float (20's, 10's, 5's, toonies, loonies and change) - unfortunately we will not be able to help you out. There is a Coast Capital Bank across the street.
- ◆ An invoice book
- ◆ The café will be open however, granola bars & good healthy snacks are always good to have in your tool box
- ◆ Mouthwash or breath mints
- ◆ Water bottle
- ◆ Extra pairs of comfortable shoes
- ◆ Signage & labels for your products (no 'sale today' type signage)
- ◆ Pens, pencils, stapler & staples, paper clips, notebook, paper, tape, rubber bands
- ◆ Ambiance lighting, extra bulbs
- ◆ Booth table coverings (**REMINDER - your booth must covered to the floor!!**)
- ◆ If you are in the Gallery or Foyer, we highly recommend you cover you booths for after show hours as there is usually something going on at Mary Winspear during evening hours. For this purpose, bedsheets are fine.
- ◆ Your packaging materials
- ◆ Extension cords and power bar - **WE DO NOT PROVIDE**
- ◆ Sewing kit, safety pins & push pins, velcro dots/strips
- ◆ Medical Kit (medications, Ibuprofen, lip balm, eye drops, tissues, hand sanitizer, etc.)
- ◆ Eyeglasses and spare pair

Okay, so that is about it! We are looking forward to another successful year of creating First & Last Chance Christmas Craft Shows!

*~ Jantina*

“Quite simply, art and craft enrich our lives. It adds color, texture and pleasure to the ordinary. Artisans add the human element, 'someone created this with care and attention'. A coffee mug is just a coffee mug, but one purchased at a craft sale is a unique piece of pottery, hand thrown, glazed and fired. It comes with the story of the artisan. Perhaps for the customer it is just as much about the memory of a day spent with friends and family as it is about the coffee mug. However, it is the gifts we have received that are handmade that we treasure the most. When you wrap cold hands around a handcrafted coffee mug, it just may also warm your heart.”

~ author unknown ~



Jantina Froese, JLee Creations

First & Last Chance Christmas Craft Shows

250-881-0145 | [www.firstandlastchance.ca](http://www.firstandlastchance.ca) | [jantina@jleecreations.ca](mailto:jantina@jleecreations.ca)