

# WHOLESALE MARKETING PROGRAM



## PURPOSE

The Wholesale Marketing Program assists craft, gift and apparel producers with developing wholesale markets for their products and developing their wholesale marketing skills. This is achieved through workshops, seminars and participation in local and regional wholesale shows and other events.

## ELIGIBLE APPLICANTS

Applicants must be Newfoundland and Labrador based producers, and products must fit the department's definitions of craft, gift or apparel products. In order to participate in any component of the Wholesale Marketing Program the products must be deemed market-ready through the department's Product Review assessment process. Also, applicants must be able to sell their products at wholesale prices and have adequate production capacity to fill anticipated wholesale orders.

## PROGRAM COMPONENTS

The Wholesale Marketing Program consists of two components: Wholesale Shows and the Wholesale Buyers Guide. Producers may be eligible for funding assistance under other department programs for costs associated with participation in this program.

## WHOLESALE SHOWS

Eligible producers are normally expected to participate in the Buyers Marketplace - Provincial Craft Wholesale Show before being invited to participate in the department's booth at the Atlantic Craft Trade Show.

## BUYERS MARKETPLACE - PROVINCIAL CRAFT WHOLESALE SHOW AND SEMINARS

- Held annually in March in St. John's
- Eligible producers have their own booths and exhibit their products to wholesale buyers from craft and gift shops in the province
- Distributors of Newfoundland and Labrador craft, gift and

apparel products may be invited to exhibit at the show, but must have their products reviewed by the department prior to being permitted to exhibit at the show

- Producers are expected to participate in the professional development seminars offered at the show
- There is a fee of \$50 per booth space

## ATLANTIC CRAFT TRADE SHOW

- Held annually in February in Halifax, NS
- Eligible producers participate in the department booth. There is no charge to the producer for space in the department booth.
- Producers are expected to participate in professional development seminars offered at the show.
- The department provides assistance with the development of a promotional postcard for pre-show promotion and a poster to use at the show.

## WHOLESALE BUYERS GUIDE

The department produces a full colour Wholesale Buyers Guide annually which is available to all craft and gift retailers in the province, as well as selected wholesale buyers outside the province.

Eligible producers who wholesale their products can apply for a listing in this guide. The listing includes the producer's contact information, a description of their product line and a product photograph. There is a fee of \$50 per listing, but this fee is waived if the producer is also exhibiting in the Provincial Craft Wholesale Show for the same year.

## HOW TO APPLY

For more information, call 1-800-563-2299 or download the appropriate application forms from [www.gov.nl.ca/ibrd](http://www.gov.nl.ca/ibrd).

## CONTACT

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