



expoartesánias
2022

PARTICIPATION **MANUAL**

International Craftspeople

DECEMBER 7TH TO 20TH

AT CORFERIAS

Hacemos
parte del:



**ECOSISTEMA
INDUSTRIAS CREATIVAS
& ECONOMÍA NARANJA**

Únete en ECONEXIA.COM

HOSTS



**artesánias
de colombia**



corferias
Generadores de
Oportunidades y Progreso

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INVITATION TO EXPOARTESANÍAS 2022



Artesanías de Colombia and Corferias extend a special greeting to the artisans, allied companies of the sector, and governmental entities who wish to take part in the country's most emblematic artisanal fair.



ABOUT THE FAIR

EXPOARTESANÍAS is Latin America's most important artisanal fair, renowned as the marketing platform for the artisanal sector aimed toward national and international markets. Its main objective is to promote direct business for artisans during 14 days of in-presence sales in a B2B format, including a national and international business conference, and several cultural activities for the attendees. The fair seeks to improve the quality standards of both the artisans and their artisanal communities. It also strives to contribute to the socioeconomic wellbeing of the sector, as well as to promote, value, and exalt the traditions, culture, identity, and cultural heritage of Colombia and the World.

ACTIVITY SCHEDULE

<p>STAGE 1</p>	<p>Call</p> <p>Until June 30th</p>	<p>Curatorship and Selection</p> <p>Until August 18th</p>	<p>Publication of selected</p> <p>August 23rd</p>	<p>First payment or fixed amount installment to book the stand</p> <p>Until September 2nd</p>
<p>STAGE 2</p>	<p>Communication of the assignment of spaces and value of the stand</p> <p>From Sept 5th to Sept 23rd</p>	<p>Contracting Process</p> <p>From Sept 5th to Sept 23rd</p>	<p>Second installment of your participation</p> <p>From Sept 5th to Sept 23rd</p>	<p>Third total installment of your participation</p> <p>November 11th</p>
<p>STAGE 3</p>	<p>Assembly</p> <p>December 5th and 6th</p>	<p>Fair</p> <p>Dec 7th to Dec 20th</p>	<p>Disassembly</p> <p>December 21st</p>	

CALL 2022

During this period of time, artisans, companies, and/or entities will be able to apply to take part in the exhibitor selection process free of charge.

Deadline: June 30 th

¿How to present the information?

- **Please submit the information digitally** in PDF or JPG formats.
- **E-mail address for receipt of applications:**
expoartesantias@corferias.com

Information in the e-mail:

Subject: Expoartesantias 2022 Inscription

Body of the Message: Name of the Artisan, Institution, or Workshop

Send Full Information to:

- Inscription form signed by the workshop representative.
- The ID of the person signing the form.
- Document with company ID number (IF APPLICABLE)
- Digital product catalogue with references according to the price list.
- Photographs or video of the production process.
- Price list consistent with the products presented in the catalogue and according to the format (ATTACH) in this link.
- Photograph of the identity of the workshop or brand (cards, packaging, labels).
- Exhibition proposal (drawing and/or render)

More information at: www.expoartesantias.com

APPLICATION REQUIREMENTS



ARTISAN and/or ARTISANAL COMMUNITY

- Being of legal age and a direct producer of an ethnic, traditional, or contemporary community.
- Applying artisanal techniques and trades in your production processes.
- Crafting high-quality artisanal wares.
- Having a price list for your products at the stand.
- Having the capacity to have production volumes that respond to the Fair's demand.
- Being available to attend the Fair.
- Knowing about direct sales and customer service.

NOTE:

- Choosing one of your members to represent you at the Fair.
- Being an artisan of legal age.
- Being in good health.
- Having the capacity to carry out trade demonstrations.

PUBLIC ENTITIES, PRIVATE COMPANIES and NGOs

- Having programs or projects that give support to artisans within your management or projects.
- Being interested in joining the fair to give support to the sector and/or artisan groups.
- Having a value offer aligned with the contents of the Fair.
- Apply techniques and craftsmanship to the products presented.

- Artisans supported by entities must comply with the curatorship process.
- The entities must be open to receiving feedback from the Fair's curatorial committee.
- Subletting spaces or selling artisanal wares on behalf of other artisans or companies is not allowed.



PRODUCT CATEGORY



The Fair will have the participation of **artisans from public entities, private entities, NGOs, ethnic artisans or artisans from indigenous communities, traditional or rural communities, and contemporary artisans** with products focused on the following categories:

- **Dinner table and kitchen:** Placemats, coasters, pot holders, table runners, napkin holders, casserole holders, boards, serving trays, fruit bowls, baskets, ceramics, crockery, and tableware.
- **Home and Decoration:** Lighting, furniture, ornamental objects, vases, flowerpots, centerpieces, ornamental figures, basketry or containers, hammocks, carpets, mats, and textiles, among others.
- **Musical Instruments:** Handmade string, wind, and percussion instruments.
- **Toys and Children Wares:** Construction toys, symbolic toys, games of rules, educational games, group or cooperative games, and ornamental toys.
- **Fashion and Accessories:** Mochila bags, hats, accessories, garments, jewelry, among others.
- **Jewelry:** Earrings, necklaces, rings, bracelets, brooches, among others.
- **Soaps and Candles:** Products that involve transformation processes of raw materials from the application of artisanal trades and techniques.
- **Typical Snacks:** They correspond to packaged products that have been previously packaged and prepared and that do not need to be cooked at the stand. They can be sweet or savory.
- **Traditional Cuisines:** Every product that represents typical Colombian dishes, either sweet or savory, from the various regions of the country that need to be prepared or cooked at the stand.

APPLICATION CONSIDERATIONS

- Send a single e-mail with the entirety of the required information, as proposals without complete supporting documents will be discarded.
- Formats must be filled entirely and must be legible.
- Attach high-quality photographs.
- Products that are not artisanal will not be accepted.
- The information sent is for the exclusive use of Artesanías de Colombia and Corferias for Expoartesanías 2022.
- Artisanal products are distributed in the pavilion according to the strategy that the organization establishes.
- Stand assignment will be carried out according to the maximum quota per category.
- In no case will the organization have any participation or responsibility whatsoever for differences or complaints that arise between applicants or eventual exhibitors.
- No subleases, intermediaries, or marketers are accepted.
- We recommend you prepare and submit your application well in advance before the deadline.
- The evaluation and selection process of entities and companies will be carried out in a personalized manner with the designer designated by the organization.
- The artisan must assume the transportation expenses related to their products and participation in the Fair.
- You must be fully vaccinated according to the guidelines of the national government.

SELECTION CRITERIA

1. Identity:

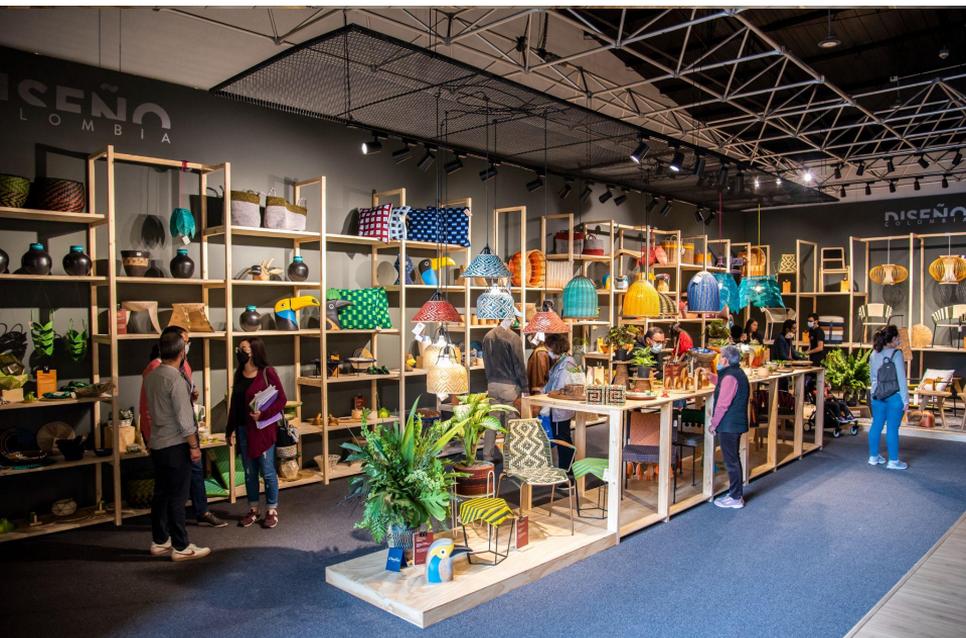
Collective Identity: The aesthetic and cultural values, customs, and traditions of a region, community, or ethnicity.

Individual Identity: Distinguishing characteristics of a workshop or an artisan that can be seen through the handling of materials, the techniques applied, and the products' forms.

2. Artisanal Technique: The transformation of raw materials surrounding artisanal techniques, finishes, and the mastery of technique.

3. Design: Research and experimentation are evaluated from the possibilities of transformation of raw materials. Design proposals must be presented as product lines and not as isolated pieces. When you present your products keep in mind: use, functionality, product quality, and technical quality.





4. Marketing: Consistency between the product and the perceived value, the relation with corporate identity, and the production capacity.

5. Image, Logo, and Brand Concept: Graphical unity, visual consistency between the elements that carry the brand: catalogues, cards, labels, packs, etc.

6. Exhibition: Consistency between the workshop's identity and its product, organization, and space distribution.

7. Other Aspects: Community participation, authenticity, aesthetic appeal, innovation compared to other years of participation, finishing touches, and the level of marketability in the current market and the fair will be valued.

Taking into account the criteria previously mentioned, a numeric evaluation will be carried out.

The fulfillment of the requisites directly influences the score. According to the obtained score, the applicant will be placed in one of the following states.

The lists of selected candidates will be published on www.expoartesantias.com and www.artesantiasdecolombia.com.co



EVALUATION RESULTS

1. Preselected (24 to 30 points): You will have the chance of accessing a stand, which will be assigned in order of punctuation (from highest to lowest). If you are preselected, but your score is not enough to access a stand, your application will be placed in a waiting list.

2. Waiting List : Not every preselected workshop will be assigned a stand since the number of applications exceeds the availability of spaces at the event. In this case, your participation will be subject to the cancellation or lack of payment of an exhibitor.

3. Consultancy (11 to 18 points): Your products have several aspects in which to improve. We recommend you enter a process of consultancy. After such process, present your proposal the following year, showing your progress.

4. Not Approved (1 to 10 points): Products do not fall into the criteria of the Fair. Please note: Products framed in the area of handicrafts, such as, for instance, projects you may find in magazines, will not be accepted.



Place:
Corferias - Bogotá



Date:
December 7th to December 20th
2022



Duration:
14 days



History:
31 years



Experience:
Hybrid



expoartesánías
2021

Hosts:
Artesanías de Colombia
and Corferias

CONTENTS OF THE FAIR

Commercial Display,
an exhibit of more than 12,000 products that have been the result of the work and creation of national and international artisans.

Disclosure of Support Programs for Artisans
through the participation of institutions, allies, and sponsors that promote the preservation of cultural heritage.

Cultural Schedule,
Cultural and artistic presentations that allude to our customs and traditions.

La Troja, space for Discussion and Trade Demonstrations

Space for Innovation and Design

Exhibition of the artisans' most representative and innovative products.

Business Conference,
Presence of national and international buyers due to alliances between Expoartesanías and other governmental agencies.



DIGITAL ECOSYSTEM



Virtual Showcase of the
Artisan



Business
Conference



Content and Knowledge

Digital Marketing
E-directory



Virtual showroom
A virtual stand that is visible
from the Fair's website.



PARTICIPATION COSTS

The organization establishes the rental value of the spaces per occupied square meter and according to location (corner or corridor)

The stand's price will be communicated through a message sent to each of the selected artisans.

- **First Installment:** Fixed value to book your stand.
- **Second Installment:** 50% of the remaining balance.
- **Third Installment:** Remaining balance according to the price of the booked stand.

INCLUDED SERVICES

- Stand in dividing paneling in a carpeted area.
- Signs with the name of the Workshop or the Exhibitor.
- One (1) desk.
- Two (2) chairs.
- General Lighting.
- One power outlet of 2 kilowatts.
- General warehouse service at the site of the Fair.



BENEFITS OF PARTICIPATING

- **Massive Number of Attendees:** Having the chance of generating new contacts with national and international customers.
- **Direct Sales:** 14 days of trade fair to consolidate sales.
- **Business Conference:** Having the right to participate in the scheduling of appointments with national and international buyers.
- **Promotion:** Achieving visibility for artisanal communities and products at a national and international level.
- **Trade Demonstration:** Taking part in a rich cultural and academic schedule to carry out live trade demonstrations.
- **Econexia:** Becoming part of the network of entrepreneurs that lets up to 30 products be displayed in a virtual showcase for a year.
- **E-directory and Virtual Stand:** Attaining visibility for the workshop and the brand in digital interaction spaces hosted on the Fair's website.
- **Contact Generation:** Having the chance of meeting distributors, personalities, support entities, and other artisans with whom to exchange interests and knowledge.





expoartesánias

2022

MORE INFORMATION

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ARTESANÍAS DE COLOMBIA

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Organizan



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