# ARTS & LIT
## QUARTERLY HOTSHEET

*Rita Godlevskis*

We are excited to launch the first ever Arts & Lit Quarterly Hotsheet. In this issue you'll learn all about the events and activities from local fêtes to national conferences. This list of annual events aims to provide actionable suggestions for high-impact access to new audiences for Canadian magazine publishers. We all know in marketing land, word-of-mouth is the #1 most effective tool in the kit. IRL Facetime is back, and here are a few suggestions for where to show your face across Canada.

This list of annual events was created and researched in February 2024. Follow these links for the most up-to-date info on each event and you'll be sweet!

**TAKE NOTE:** These suggestions are around GENERAL readers. More specific niche publications should of course look into what ideas directly relate to their content, e.g., if you're a foodie magazine make sure you focus your IRL efforts on food-related community events. If none exist, make up your own by partnering with local businesses, clubs, and/or associations that have common goals. Cafés always make for great IRL connection points. Who doesn't enjoy a hot beverage and a treat with their magazine moment?!

**ALSO NOTE:** If you're a magazine, you presumably already have a bit of an audience... Before you sign up to participate in festivals/ conferences etc. (with enough lead time) introduce yourself to the event marketers to ask, is there a way to partner here? What can your magazine do promote the event you'll be at, and get a discount/ in-kind promotional exchange for to waive or reduce conference/ festival fees?

Once you're booked into something...follow their social media for ongoing updates. Stay active and connect by tags on social media. Build that relationship online before AND after the in-person event.

# BRITISH COLUMBIA

Fore more info on magazine-related events in British Columbia, visit magsbc.com

## WORD Vancouver Readers and Writers Festival

*www.wordvancouver.ca*

01

***What?***
Western Canada's largest free literary festival. To foster the joy of the written word and inspire creativity by bringing together readers and writers from all backgrounds in an annual, inclusive, and free literary arts festival, connecting local communities and celebrating literary arts through the collective experience.

***Why?***
LOVE an event that is focused on inclusivity!

***When?***
Last week of September

***Deets***
Application process + rates from $175 (in 2023)

***More info***
www.wordvancouver.ca/2023-exhibitors

***Follow***
www.instagram.com/wordvancouver/



## Vancouver Writers Festival

*www.writersfest.bc.ca*

02

***What?***
Vancouver's premier literary event, every October on Granville Island + special events year-round. The Vancouver Writers Fest connects people to exceptional books, ideas, and dialogue through programming that ignites a passion for words and the world around us.

***Why?***
While this event is focused on their specific programming, we listed this event for its audience impact—engaged READERS.

***When?***
2024 Festival: October 21–27

***Deets***
While this org invites sponsors, looks like a collaborative pitch would be needed here to get your foot in this door. BYO writer.

***More info***
Writers Fest Program Guide

***Follow***
www.instagram.com/vancouverwritersfest

## Paper Covers Rock: Salt Spring Island Readers and Writers Festival

*www.papercoversrock.ca*

03

***What?***
Featuring Canadian authors, writing workshops, plus speakers in publishing, marketing, and business.

***Why?***
Salt Spring Island. That's why. This is a genuine opportunity to get out from behind your desk and interact with a few people as passionate about the craft of sharing Canadian stories as you are. Not mass audiences, but a devoted, engaged deliberate few here.

***When?***
September

***Deets***
Proposal Required. Submission based participation from established writers, content creators, publishers, or anyone who excels in a creative field that intersects with writing.

***More info***
papercoversrock.ca/news

***Follow***
www.instagram.com/papercoversrockssi

# ALBERTA

Fore more info on magazine-related events in Alberta, visit albertamagazines.com

## Word on the Street (Lethbridge)

https://thewordonthestreet.ca/lethbridge/

01

***What?***
Southern Alberta's biggest literary event. By the same folks that run WOTS Toronto, this event draws over 3,200 people in attendance throughout the day + 40 marketplace vendors including local services and merchandise, food and beverage, publishers, and non-profit groups + author readings, workshops, panel discussions + more!

***Why?***
What a great opportunity to be a part of a real community event. If your publication has a kids/family angle, this could be the best place for you!

***When?***
September

***Deets***
Cost to participate from $100.

***More info***
thewordonthestreet.ca/lethbridge

***Follow***
www.facebook.com/LethbridgeWOTS



## Lilac Festival (Calgary)

www.lilacfestival.net

02

***What?***
Each spring, 4th Street is host to over 500 vendors that vary from artisan crafts, to imported wares, to community organizations and more! Thousands of attendees come out to enjoy the unique and pedestrian-friendly venue.

***Why?***
LOTS of people looking for exciting new stuff that resonates with community spirit and creativity. Plus, mini donuts!

***When?***
June 2, 2024

***Deets***
Starting from $350/booth

***More info***
lilacfestival.net/pages/vendor-registration

***Follow***
www.instagram.com/lilacfestyyc

## Edmonton Design Week organized by MADE (Media Arts Design Edmonton)

www.edmontondesignweek.com

03

***What?***
A showcase for all things design in Edmonton. Hosted by Media Architecture Design Edmonton (MADE) supported by Edify Edmonton

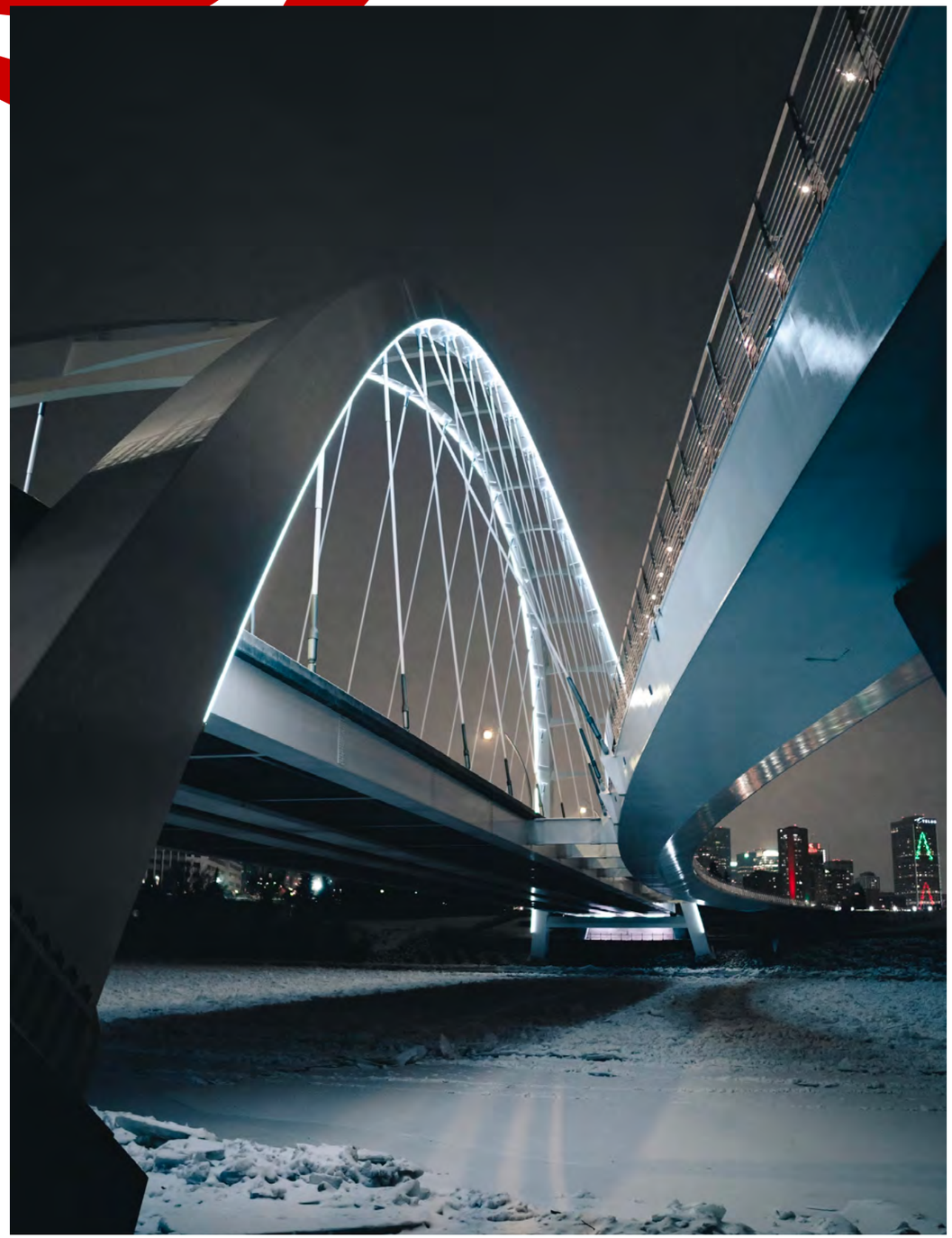
***Why?***
"Design" is a pretty broad term here, in a great way! This event series is about building connections in creative communities. Events take place all over the city and a conversation with the organisers would be the first step in figuring out if your agenda and theirs align. Based on our research they host some pretty great parties, so that's definitely worth looking into if you're in Edmonton in October.

***When?***
October (dates vary)

***Deets***
Costs vary (get in touch)

***More info***
edmontondesignweek.com/#get-involved

***Follow***
www.instagram.com/edmontondesignweek



## SkirtsAfire Festival (Edmonton)

*skirtsafire.com/the-festival*

04

***What?***
Edmonton's theatre and multidisciplinary arts festival featuring the work of women. Programming runs each March at various venues in the city. They present powerful and insightful stories to a diverse audience that is hungry to be moved by passionate performances and exhibitions.

***Why?***
If your publication's content celebrates WOMEN in any way (and really whose doesn't?!) this fest could be a great match for you. While the website doesn't indicate exhibitor booths/ rentals as such—most of the events in this fest take place in theatre spaces... think about that busy lobby of arty folk that already love creativity and supporting independent productions here... For the indie and the arty—this could be the place!

***When?***
February 29 through March 10, 2024/ annually in March (International Women's Day)

***Deets***
Costs vary (get in touch)

***More info***
skirtsafire.com/sponsors/

***Follow***
www.instagram.com/skirtsafire

# SASKATCHEWAN

## Cathedral Village Arts Fest (Regina)

*cvaf.ca/about/*

01

***What?***
A street party that "encourages us to see the world from varying perspectives and, perhaps, to act as a catalyst for change."

***Why?***
A positivity party! Artisans and indie food vendors especially encouraged to participate. This community fest sounds like a party we want to be at. If your publication values community and is #ShopLocal in spirit—this could be your best fest!

***When?***
May 20–25th, 2024

***Deets***
From $125/table. Application process required.
cvaf.ca/about/faq/#toggle-id-3

***More info***
cvaf.ca/sponsors/

***Follow***
www.instagram.com/cvafregina/



## The Saskatchewan Library Association (Regina)

*www.saskla.ca/professional-development/conference*

02

***What?***
The Saskatchewan Library Association (SLA) is a provincial, volunteer, non-profit organization designed to further the development of library service in Saskatchewan. SLA includes as members: individuals, institutions, and organizations who share a common interest in library service and cultural activities.

***Why?***
Small is beautiful. This event offers sponsors various entry points to participate, and very likely after a conversation with the event organisers, you may find you also have the opportunity to share some great content as part of their program...#Impact (Free back issues to delegates could go a long way in introducing your publication to new buyers keen on your contemporary Canadian content! just an idea... no promises here! Seems like a friendly crowd.)

***When?***
May 2–3, 2024

***Deets***
Cost to participate from $100.

***More info***
www.saskla.ca

***Follow***
www.instagram.com/sasklibrary/

## Regina Folk Festival - Arts Market

*reginafolkfestival.com*

03

***What?***
This Folk Fest is a much-anticipated celebration of music and community.

***Why?***
Music lovers could very well be readers as well, right?... Probably also a great location to scout for creative contributor content. Your awesome magazine content could hit the right note here.

***When?***
Annually on the weekend following the long weekend in August.

***Deets***
From $300 for a spot in the Arts Market. Application required.

***More info***
reginafolkfestival.com/the-regina-folk-festival

***Follow***
www.instagram.com/reginafolkfest

## Saskatchewan Festival of Words (Moose Jaw)

*www.festivalofwords.com*

04

***What?***
This ticketed fest holds workshops, readings, concerts, film, panel discussions, interviews, music, theatre, a trivia night, and a slam poetry competition. Lots happening here! More than 50 events over 4 days, in and around historic downtown Moose Jaw.

***Why?***
SKs biggest literature fest! Loads to participate in!

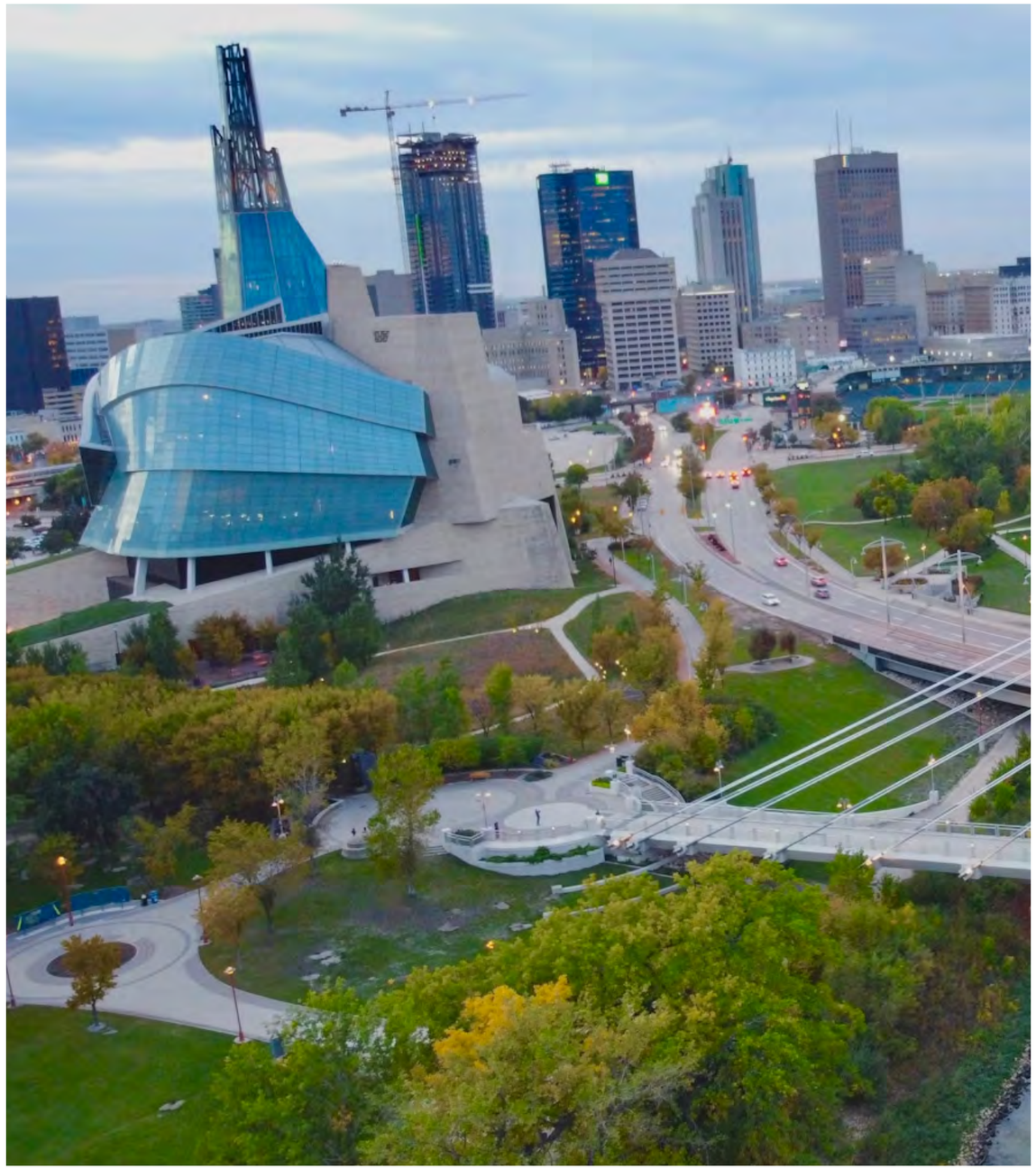
***When?***
July

***Deets***
Cost to participate depends (get in touch)

***More info***
www.festivalofwords.com

***Follow***
www.instagram.com/festivalofwords/

# MANITOBA



## Winnipeg Fine Art Fair

*https://www.winnipegfineartfair.com/*

01

***What?***
A non-profit volunteer artis-run art event hosting the talents of more than 65 local artists. The largest art event of its kind in Manitoba.

***Why?***
A ticketed event with art for every Manitoban taste. Chances are these Manitobans also have nice coffee tables with space for magazines....

***When?***
April 12 and 13, 2024

***Deets***
Artist applications online—check with the event organisers about this.

***More info***
www.winnipegfineartfair.com

***Follow***
www.instagram.com/winnipegfineartfair/

## The Winnipeg International Writers Festival

*thinairwinnipeg.ca/thin-air-festival/*

02

***What?***
A month-long celebration of books and ideas in English and French, with a lively array of real-time events in person and online.

***Why?***
Any fest that brings excited READERS together—we're in. Not huge crowds, but quality folk here.

***When?***
Events year round—BIG fest time is Sept/Oct

***Deets***
Contact directly

***More info***
thinairwinnipeg.ca/for-writers/

***Follow***
www.instagram.com/wpgthinair/

# ONTARIO

## OLA Super Conference (Ontario)

*www.olasuperconference.ca/*

01

***What?***
The Super Conference by the Ontario Library Association is Canada's largest continuing education event. Within the Super Conference event is the country's largest library tradeshow.

***Why?***
Librarians with shopping budgets from across Canada attend... This is a big deal. A LOT of people who READ + BUY reading materials attend this event. It's a BIG deal large-scale conference event. Book publishers and folks like EBSCO attend. If you can make it here, you can make it anywhere.

***When?***
Annually in January

***Deets***
Cost to participate from $900

***More info***
www.olasuperconference.ca/expo/

***Follow***
www.facebook.com/accessola

## The Artist Project (Toronto)

*theartistproject.com*

02

***What?***
The Artist Project aims to "create an environment that ignites enriching conversation, for a more personal experience with art."

***Why?***
This event applies best to arts, design, and literary publishers. Although The Artist Project doesn't formally invite vendors on their website, we have seen indie arty publications as vendors at this event.... It's best to reach out to the event marketing team on this one. Why we like this idea? Lots of arty people attend and get excited about supporting artists and creative endeavours.

***When?***
April 11—14, 2024

***Deets***
Depends... Info on website is for ARTISTS only.

***More info***
Produced by Informa Connect, Artist Project works with partners including non-profits and charities, engaging with small businesses in our local economy. If you have questions, contact: info@theartistproject.com

***Follow***
www.instagram.com/artistprojectto/

## Word on the Street (Toronto)

*toronto.thewordonthestreet.ca/*

03

***What?***
Based in downtown Toronto, WOTS is Canada's largest FREE book and magazine festival, and promoting great books by Canadian and Indigenous authors year-round.

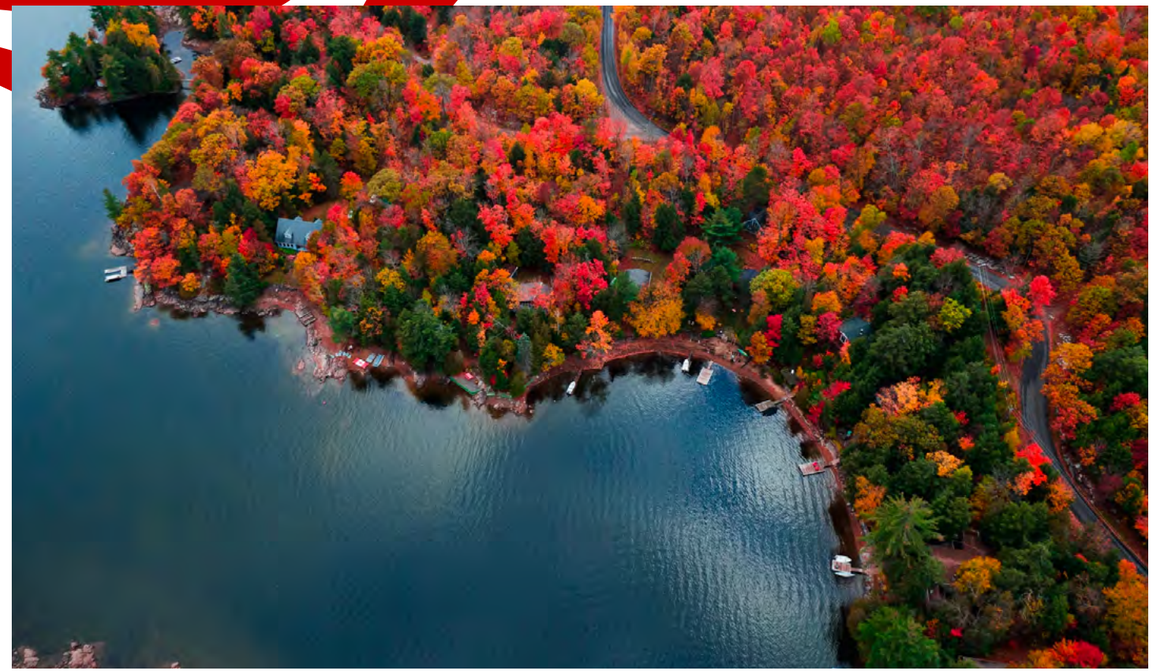
***Why?***
This event is BIG. Drawing a big audience of readers in the city centre. If you're a small publisher, make sure you bring some kind of "show special" sale options here. Many large publishers and book distributors offer deep discounts at this event—this crowd loves a deal.

***When?***
Weekend of September 28–29, 2024.

***Deets***
from $500 (Small Circulation < 10,000)

***More info***
toronto.thewordonthestreet.ca/event-directory/annual-festival/exhibitor-marketplace/

***Follow***
www.instagram.com/torontowots/



## Toronto Outdoor Art Fair

*https://toaf.ca/*

04

***What?***
Canada's Leading Contemporary Outdoor & Online Art Fair. TOAF is the best attended art fair in Canada, with 130K visitors and 360+ artists and makers over one weekend. Engage with fellow art-lovers & buyers, artists, and the community at large.

***Why?***
This event draws a crowd of art and culture lovers who want to support local creativity. They might not always have the budget to buy art, but surely a magazine to inspire them creatively would be a well-timed find for readers here.

***When?***
July 12–14, 2024

***Deets***
Depends...info on website is for ARTISTS only. Reach out to the marketing team here to see if your mag would be a fit for this BUSY fest.

***More info***
https://toaf.ca/team/

***Follow***
www.instagram.com/torontooutdoorart/



## The Festival of Literary Diversity (Brampton)

*thefoldcanada.org/*

05

***What?***
A festival providing an important space for underrepresented authors and storytellers to discuss craft, culture, identity. This event takes place online AND in-person.

***Why?***
Who doesn't want to be part of an energized community making everyone feel warm, fuzzy, and welcome?!

***When?***
April 28–May 5, 2024. Festival booth application closes March 1

***Deets***
Cost to participate starting at $150

***More info***
The FOLD Exhibit Hall is a virtual space on our virtual platform. Booths are virtual and available to guests who join us from anywhere in the world. This allows folks to participate and removes some of the barriers inherent in in-person based initiatives.

***Follow***
www.instagram.com/the_fold/

## Eden Mills Writers Festival (Guelph)

*edenmillswritersfestival.ca*

06

***What?***
Slow down at this pedestrian-friendly, outdoor festival for readers. This ticketed event draws attendance of 1200+ of highly educated, passionate readers, who are interested in a wide range of genres. Publishers' Way is the EMWF's marketplace, held in the heart of the Eden Mills during the festival. Featuring publishers, literary organizations, self-published authors, and community organizations, it provides exhibitors the opportunity to connect with a large audience of enthusiastic readers and book buyers.

***Why?***
Ampersand Magazine says, "Last year was our first time at Eden Mills and we were blown away by the strong sense of community and the excitement from attendees at the vendor booths."

***When?***
September

***Deets***
Questions can be directed to Tara Ross, Publishers' Way Coordinator, at publishersway@emwf.ca

***More info***
https://edenmillswritersfestival.ca/festival-sunday/eden-mills-map/

***Follow***
www.instagram.com/emwritersfestival

# QUEBEC

## Blue Metropolis Festival (Montreal)

bluemetropolis.org

01

***What?***
An annual literary festival of international calibre and offering a wide range of educational and social programs year-round, both in classrooms and online. These programs use reading and writing as therapeutic tools, encourage academic perseverance, and to fight poverty and social isolation.

***Why?***
SO many thoughtful ideas happening here. People talking about things that matter. New tabloid publishers need not apply here!

***When?***
Year round with larger events in Spring and Fall

***Deets***
Depends... info on website is for writers and sponsors only. Reach out to the marketing team here to see if your mag would be a fit for this BUSY fest.

***More info***
bluemetropolis.org/annual-reports/

***Follow***
www.instagram.com/bleumetblue

## Knowlton Literary Festival (Knowlton)

www.knowltonliteraryfestival.ca

02

***What?***
An English-language literary festival between Montreal and Quebec City that aims to deliver high-quality programming/activities that celebrate outstanding Canadian writers, and encourage, promote, and better equip local writers.

***Why?***
They said it. “The event looks to promote community interaction, break social isolation and build a strong sense of regional cultural identity.” Love that!

***When?***
October

***Deets***
Info on website says to reach out to the team here to see if your mag would be a fit for this fest.

***More info***
This festival is event based, so reach out to the team to see how you might participate here!

***Follow***
www.instagram.com knowltonliteraryassociation/

## Plural (Montreal)

www.plural.art/en/about-us

03

***What?***
A celebration of the best contemporary art in Canada. Created by and for the galleries, the fair presents and brings together a plurality of voices and works in contemporary art from across the country. It elevates art market practices through a rigorous selection of galleries presenting thoughtfully chosen artists and artworks; and through accessible programming that addresses current issues and questions in the field of art. This is a ticketed event held at Grand Quay, Port of Montreal.

***Why?***
Similarly to the Toronto Outdoor Art Fair, a great place to network with people passionate about art (and the art market) + engage new relationships with artists (and galleries).

***When?***
April

***Deets***
Depends... info on website is for ARTISTS only. Reach out to the marketing team here to see if your mag would be a fit for this BUSY fest. And check out the list of magazine publishers from across Canada listed as “Media Partners”...

***More info***
www.plural.art/en/partners

***Follow***
www.instagram.com/foireplural/

## Expozine (Montreal)

*expozine.ca/contact/*

04

***What?***
Montreal's annual small press fair is Canada's largest and one of North America's largest too! Over the course of one weekend each fall, some 270+ different vendors and creators of all kinds of publications (in both English and French) present and sell their works to an estimated 15,000 visitors.

***Why?***
A lotta people shopping during the holiday season gives you a pretty great chance for a few sales!

***When?***
December

***Deets***
Get in touch with the event organizers.

***More info***
expozine.ca/en/fair/year-2023/

***Follow***
www.instagram.com/festivaldelapoesiedemontreal/

## Volume (Montreal)

*www.instagram.com/festivaldelapoesiedemontreal/*

05

***What?***
This art book fair draws from the success of ARCMTL's annual small press and zine fair, Expozine. Volume MTL focuses on the distinct world of artist's books and art publishing. The event provides a gathering space for English and French artists and supports the arts publishing sector by generating communication between audiences, publishers, and artists.

***Why?***
A very long list of very creative people attend and participate in this event. As always, MTL is killing it with the design and curation of this exciting art publishing event!

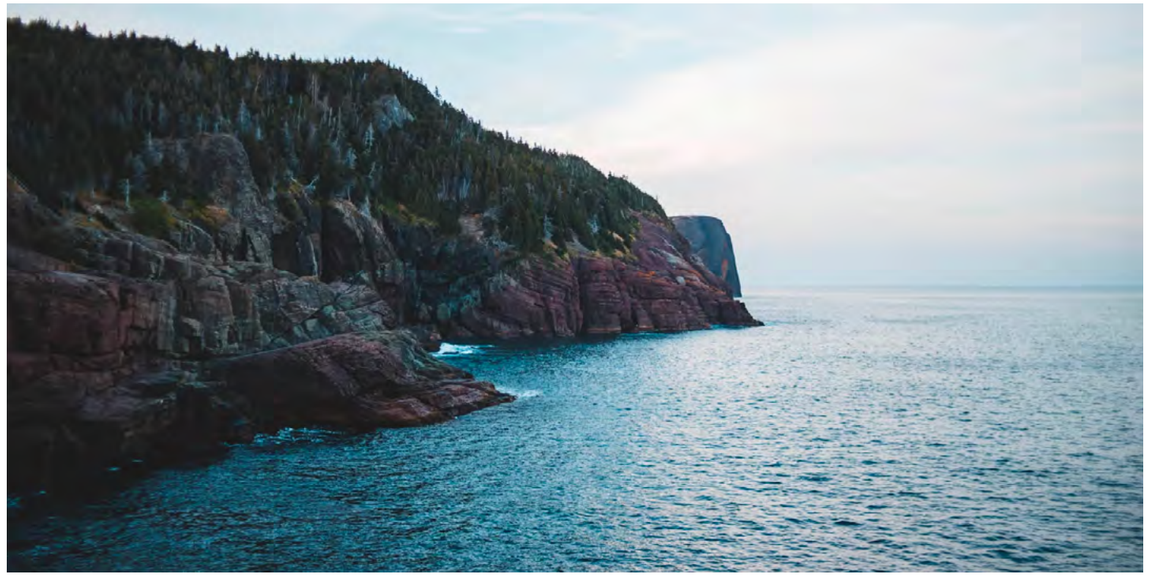
***When?***
October

***Deets***
From $150 and application required

***More info***
www.volumemtl.art/en/programme/programming-2023/

***Follow***
www.instagram.com/volumemtl/

# MARITIMES



## Writers at Woody Point (Newfoundland & Labrador)

*www.writersatwoodypoint.com*

01

***What?***
A festival that features musical performances by acclaimed musicians with a mix of author readings and other arts events. Takes place at the Woody Point Heritage Theatre, a performance venue in Gros Morne National Park.

***Why?***
Small on audience numbers, but a celebrity loaded roster of participants fills the theatre. Folks connected to this fest include Gordon Pinsent, Tom Power, Sarah Polly, Margaret Atwood, Serena Ryder (in concert) and more!

Ideal for the literature pubs who have good luck with grant support!

***When?***
August

***Deets***
Get in touch with the event organisers.

***More info***
A list of who exactly is involved here:
www.writersatwoodypoint.com/support

***Follow***
www.facebook.com/CabotTrailWritersFestival/



## Cabot Trail Writers Festival (Cape Breton Island)

*www.cabottrailwritersfestival.com/about-the-festival*

02

***What?***
An annual autumnal weekend festival celebrating writing. Various workshops and talks to get cozy with new friends with.

***Why?***
Another great opportunity to visit a beautiful part of Canada and genuinely connect with fellow literature lovers!

***When?***
October

***Deets***
Get in touch with the event organizers.

***More info***
Sponsors of note here:
www.cabottrailwritersfestival.com/our-sponsors

***Follow***
www.instagram.com/writersatwp

## Winterset in Summer Literary Festival (Eastport, Newfoundland and Labrador)

*wintersetinsummer.ca/about-us/*

03

***What?***
This fest includes not only literature but drama, music, and visual arts. Run by volunteers with contributions from the community, Winterset in Summer is a unique celebration allowing writers and artists to showcase their work, discuss their processes, and reflect on how art relates to the human experience. This fest's style is dictated this mantra: "the best way to achieve quality is with good company, good discussion, and a good party."

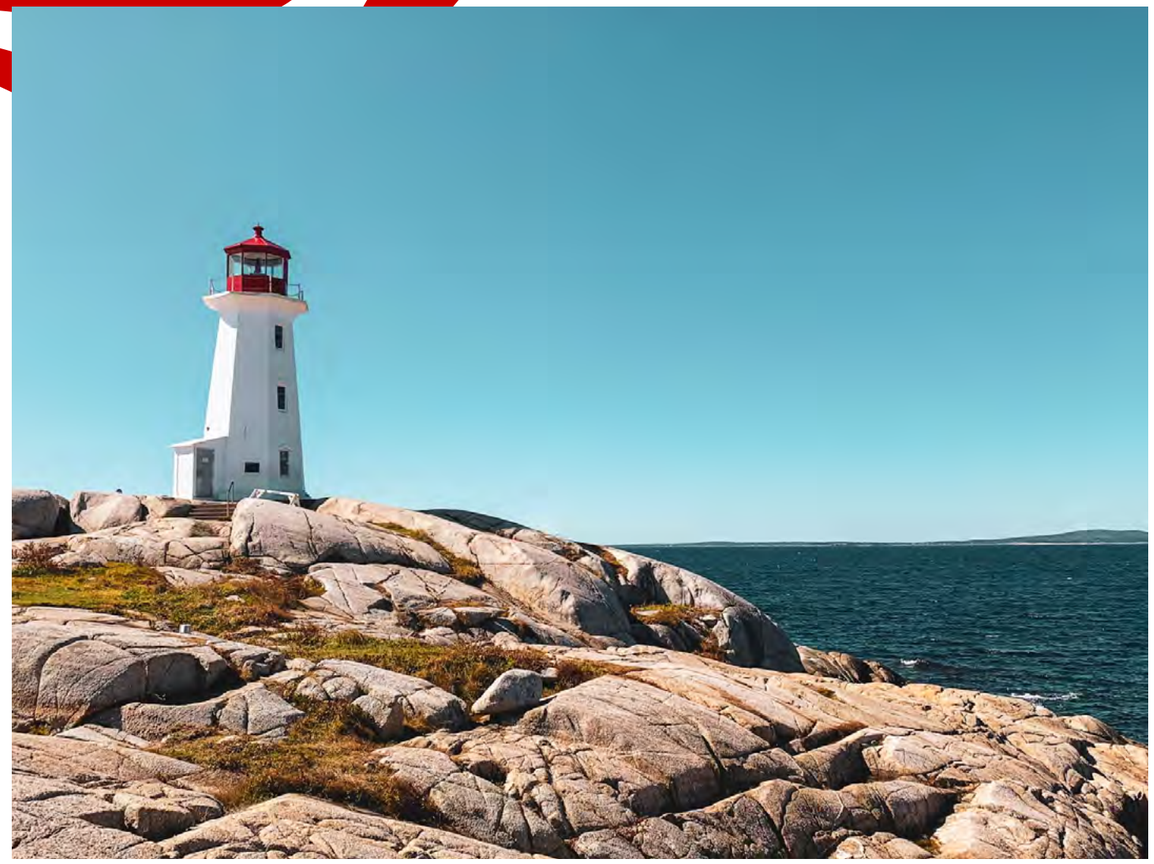
***Why?***
This fest includes not only literature but drama, music, and visual arts. Run by volunteers with contributions from the community, Winterset in Summer is a unique celebration allowing writers and artists to showcase their work, discuss their processes, and reflect on how art relates to the human experience. This fest's style is dictated this mantra: "the best way to achieve quality is with good company, good discussion, and a good party."

***When?***
August

***Deets***
Get in touch with the event organisers.

***More info***
Events are ticketed.
www.eventbrite.ca/cc/winterset-in-summer-2023-467719

***Follow***
www.facebook.com/WintersetInSummerLiteraryFestival



## Frye Festival (Moncton)

*events.frye.ca/sites/frye/en/home*

04

***What?***
As in Northrup Frye... The Frye Festival is the largest literary event in Atlantic Canada and a bilingual celebration of books, ideas, and the imagination. Ten days of festivities in the Greater Moncton region.

***Why?***
A warm + fuzzy + BILINGUAL vibe here.

***When?***
April

***Deets***
Info on website says to reach out to the team here to see if your mag would be a fit for this fest.

***More info***
events.frye.ca/sites/frye/en/partners
"Our team will be happy to follow up with you to customize a sponsorship activation plan that fits your needs, priorities and interests."

***Follow***
www.instagram.com/fryemoncton/?hl=fr-ca



## Garrison Night Market (Fredericton)

*www.frederictoncapitalregion.ca/garrison-night-market*

05

***What?***
The city of Fredericton presents a weekly night market, from June - September featuring a diverse and creative community through a variety of handmade, locally produced & designed stuff. Made in Canada counts here!

***Why?***
Locals and tourists love a community market. This endeavor is a fun way to share news about your publication to a crowd that loves to #ShopLocal. It's a minimum 4x Thursdays commitment, but Fredericton in the summer is a great idea! Perhaps add this onto your summer holiday plans, or collab with a few other publishers to make shifts work and share the great stuff you can offer—IN PRINT + IN PERSON.

***When?***
June to September (weekly).

***Deets***
Deadline for applications is Sunday, March 10, 2023. Vendors are required to apply for and, if approved, pay for a minimum of 4 market weeks. VENDOR FEES = $35 per week (min. 4 weeks), per standard 10x10 space.

***More info***
www.frederictoncapitalregion.ca/sites/1/files/2023-11/GNM%20Application%20information%202024%20ENGLISH%20.pdf

***Follow***
www.instagram.com/fredtourism/

## Flourish Festival (Fredericton)

*www.flourish-fest.com*

06

***What?***
Renowned for creative daring and a super-friendly vibe, FLOURISH Festival is a critically and popularly acclaimed independent, artist-run, not-for-profit music, and arts festival.

***Why?***
This looks like a really great party. Love the positive and inclusive arty energy here!

***When?***
June

***Deets***
Info on website says to reach out to the team here to see if your mag would be a fit for this fest.

***More info***
www.flourish-fest.com/partners

***Follow***
www.facebook.com/flourishfredericton

# NORTH CANADA

## Great Northern Arts Festival (Inuvik)

www.greatnorthernartsfestival.org/

01

***What?***
The longest running festival of Arctic art and music in North America. Held on the lands of the Gwich'in and Inuvialuit people in Inuvik, the event hosts the Arctic's finest fashion designers, stone carvers, jewellers, visual artists, traditional craft makers, musicians and more.

***Why?***
This much anticipated event takes place in one of the most beautiful, wild parts of the world! A rare opportunity + also well supported by travel grants...

***When?***
July

***Deets***
The weekend Arctic Market is a great vendor option. Tables for rent approx $50. An application process required, but organizers welcome conversations in advance.

***More info***
Open to working with visiting publishers on programming! Panel discussions speakers events and more. 3000 + audience in attendance.

***Follow***
www.instagram.com/greatnorthernartsfestival



## NorthWords Writers Festival (Yellowknife)

northwordsnwt.com/about/

02

***What?***
NorthWords Writers Festival was founded after a group of literary enthusiasts envisioned a summer literary festival in Yellowknife. It's now a four-day festival that attracts around 1,000 people.

***Why?***
Although there isn't a "Marketplace" component officially - we're listing this event here as a great opportunity for literary publishers to connect with a fresh Northern audience! Get in touch to see if there's a connection here for you!

***When?***
June

***Deets***
Reach out to the team here to see if your mag would be a fit for this fest.

***More info***
This fest's programs, readings, panel discussions, writing workshops, open mic events, a gala, and more.

https://northwordsnwt.com/2019-new-sponsorship-opportunities/

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