

## APPLICATION FORM

COMPANY NAME		TRADING AS (IF DIFFERENT)	
CONTACT NAME		POSITION IN COMPANY	
ADDRESS			POSTCODE
PHONE	FAX	MOB	
EMAIL		WEBSITE	
<p><b>WHICH FAIR(S) WOULD YOU LIKE TO APPLY FOR?</b> How many metres would you like?</p> <p><input type="checkbox"/> THE HOUSE &amp; GARDEN FESTIVAL 21-24 JUN (min. size 4m<sup>2</sup>)</p> <p>MIN M<sup>2</sup>: _____ MAX M<sup>2</sup>: _____ PREFERRED DIMENSIONS: _____ X _____</p> <p><input type="checkbox"/> SPIRIT OF CHRISTMAS 30 OCT - 5 NOV (min. size 4m<sup>2</sup>)</p> <p>MIN M<sup>2</sup>: _____ MAX M<sup>2</sup>: _____ PREFERRED DIMENSIONS: _____ X _____</p>			

### STAND RATES

#### THE HOUSE & GARDEN FESTIVAL

- £195pm<sup>2</sup> for Food & Drink and Garden Accessories
- £339pm<sup>2</sup> for Interiors & Gifts

(Please note that all bookings are subject to a Service Charge starting from £65 net)

#### SPIRIT OF CHRISTMAS

- £346pm<sup>2</sup> for Food & Drink
- £377pm<sup>2</sup> for Gallery Gifts
- £441pm<sup>2</sup> for Ground Gifts

(Please note that all bookings are subject to a Service Charge from £90 for gifts and £65 for food & drink)

### YOUR APPLICATION CHECKLIST

- Photographs of products or a brochure\*
- Stand photo from a previous show or moodboard\*
- Product samples  
(Please refer to page 2 for product sample guidelines)
- Press coverage & cuttings
- Branded literature  
i.e. letterhead, comp slip, gift box, bag etc.

\*Compulsory; incomplete applications will not be accepted by the vetting committee

# SAMPLE GUIDELINES

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The below guidelines should be followed when sending in samples for vetting

## WHAT TO INCLUDE

- A **maximum of 5** of your best-selling pieces should be sent for review (images will suffice for the rest of the range). Images should show the range of products you plan to bring
- **If your items are bulky please consult us for advice beforehand. Please limit the size of packaging and sample boxes as storage space is extremely limited.**
- For jewellery, please include the packaging that it would be sold in
- A delivery note should be attached listing all the products included
- Each item needs to be individually labelled with the corresponding retail price
- You can submit your application and samples in person, by post or courier
- If you are delivering samples in person then a time needs to be pre-arranged with the Organisers between the hours of 10.00 - 17.00, Mon-Fri so that they can be exchanged in person

## RETURNING THE SAMPLES

- If you wish to have your samples returned, you can either have your samples posted, collected or couriered. All samples will be available for collection from the date of application feedback
- **Adequate packaging & undated postage needs to be supplied for their return. You are responsible for including Special or Recorded delivery postage if this is your preference** (for jewellery and high value items, Special Delivery is advisable)
- For all courier collections, please inform us of the confirmed time, date and reference number for the collection at least 24 hours in advance
- If you are collecting your samples in person then a time needs to be pre-arranged with the Organisers between the hours of 10.00 - 17.00 Mon-Fri so that they can be exchanged in person

## DISCLAIMER

- While the utmost care is taken with all samples, please be aware that they are submitted at your own risk and Clarion Events Ltd cannot be held responsible for any loss or damage to stock
- Vetting meetings are usually held once a month, with the exception of the month prior to the Fairs taking place (May-June and October-November), we endeavour to process and give feedback on all applications within 4-6 weeks. If there is expected to be a delay the Organisers will notify you within a reasonable timeframe
- **Samples for which adequate postage is not provided or which are not collected within 14 days from the date of the application feedback will be donated to a charity of the Organisers' choice. Reminders will not be given**
- By sending in a sample you are agreeing to the terms outlined above

PLEASE SEND YOUR COMPLETED APPLICATION TO:

**Spirit Fairs New Applications | Clarion Events Ltd**

Fulham Green, Bedford House, 69-79 Fulham High Street, London SW6 3JW

Please post for the attention of **Naomi Baba**



HOW DID YOU HEAR ABOUT US?

HAVE YOU APPLIED TO EITHER THE SPIRIT OF CHRISTMAS FAIR OR HOUSE & GARDEN FESTIVAL BEFORE?  
If yes, please state why it was unsuccessful

WOULD YOU BE INTERESTED IN APPLYING FOR OUR ONLINE STORE, SPIRIT-BOUTIQUE.COM?

Yes

No

Please send me more details

WHEN WAS YOUR COMPANY SET UP?

PLEASE PROVIDE DETAILS OF YOUR COMPANY e.g. brief history, size, your USP

PLEASE GIVE DETAILS OF YOUR PRODUCTS



WHAT PRODUCTS/RANGE(S) DO YOU INTEND TO BRING TO THE FAIR(S) IF NOT ALL?

Please include images of these in your application

WHAT PERCENTAGE OF YOUR PRODUCTS ARE

\_\_\_\_\_ % Designed and made by you

\_\_\_\_\_ % Designed by you but production is outsourced, if so where?

\_\_\_\_\_ % From supplier(s) (please list names and websites below)

DO YOU HAVE SEASONAL RANGES? If yes, please give details

WILL YOU BE LAUNCHING ANY NEW PRODUCTS WITH US? If yes, please give details

WHAT IS THE PRICE RANGE OF YOUR PRODUCTS?

If you are sending in samples, please specify the price for each product

WHAT IS YOUR BEST-SELLING RANGE/PRODUCT? How much does it retail for?

WHERE ARE YOUR PRODUCTS CURRENTLY AVAILABLE TO PURCHASE?

- Own shop
  - Own website
  - Retailers (please list)
- 

- Mail order/website (please list)
- 

- Department Stores (please list)
- 

- Other (please list)
- 

WHO ARE YOUR MAIN COMPETITORS?

PLEASE DESCRIBE THE CUSTOMERS THAT YOU USUALLY/WOULD LIKE TO ATTRACT

APPROXIMATELY HOW BIG IS YOUR CUSTOMER DATABASE?

HOW MANY FOLLOWERS/LIKES DO YOU CURRENTLY HAVE ON SOCIAL MEDIA?

Facebook \_\_\_\_\_ Instagram \_\_\_\_\_

Twitter \_\_\_\_\_ Pinterest \_\_\_\_\_

DO YOU HAVE ANY CELEBRITIES/WELL KNOWN CLIENTS? If yes, please give details:



WHAT WOULD BE YOUR OBJECTIVES FOR EXHIBITING AT THE SPIRIT OF CHRISTMAS FAIR/HOUSE & GARDEN FESTIVAL?

TICK ALL THAT APPLY

- To generate sales
- To raise company profile
- To promote your website
- To collect data/build your mailing list
- To meet new customers
- To launch a new product/range
- Other (please give details)

WHAT PERCENTAGE OF YOUR ANNUAL SALES REVENUE COMES FROM TRADE ORDERS, IF ANY?

WHAT PERCENTAGE OF YOUR ANNUAL SALES REVENUE COMES FROM THE CHRISTMAS PERIOD?

HAS YOUR COMPANY BEEN FEATURED/WILL BE FEATURED IN THE PRESS?  
If yes, please give details (this does not include adverts in classified section of magazines)

WHAT OTHER EXHIBITIONS ARE YOU ATTENDING THIS YEAR?