

HANDMADE

Chelsea Old Town Hall, London

2008

Application Guidelines

Applications are now invited from designer-makers of contemporary craft who produce their work in England, Scotland, Wales and Northern Ireland and wish to exhibit in Handmade 2008 @ Chelsea Old Town Hall

Selection

Selection of exhibitors is principally on the images supplied. Additional information on the application form may be used for press and publicity purposes once exhibitors have been selected.

Around 60 designer makers will be selected for the event. There will also be a reserve list, should an exhibitor be unable to attend or give up their allocated space it will be filled from the reserve list.

Eligibility

Applications are invited from the designer makers working in the following areas. Fashion design & accessories, Interior design & accessories, glass, jewellery, greeting cards / stationery, metalwork, ceramics, furniture, sculpture, wood work, prints and etchings.

The organisers seek to provide a balance of craft disciplines in order to provide the visitors with a broad range of work.

Image format

Please supply **four digital images of your work on a CD. Please refer to our image guidelines for more information.** Please ensure that you have submitted your images in the correct size and format and they are of good quality as they will also be used for promotional purposes. **We regret that we cannot accept images by email or in any other format.**

Application Fee

All applications are subject to a £20 fee to be submitted along with the Application Form. Cheque payments for the £20 fee should be made payable to 'Handmade in Britain Ltd.' The application fee is to cover the admin costs.

Application Procedure

The application form must be completed in full and returned together with four images on CD and the application fee.

The allocation of display space is entirely at the organiser's discretion. Applications should be checked carefully as they will be returned before selection if they are incomplete or incorrect.

The number of applications is likely to exceed the exhibiting space available. The choice of the selection panel is final and the organisers cannot enter into correspondence regarding the outcome of individual applications. All applicants will be informed of the panel's decisions by mid May 2007. **Please do not telephone for information.**

If you would like to receive acknowledgement of your application and your images back, please enclose a stamped, self-addressed postcard with your completed form.

Costs

There are various sizes of stand spaces available.

- 1. 2 x 1 sq. mtr @ £400.00 + VAT**
- 2. 2.5 x 1 sq. mtr @ £450.00 + VAT**
- 3. 3 x 1 sq. mtr @ £500.00 + VAT**
- 4. 2 x 1.5 sq. mtr @ £500.00 + VAT**
- 5. 4 x 1 sq. mtr @ £600.00 + VAT**

The cost includes traditional wooden shell scheme stand, fascia with name board, 2 spotlights (120W each), 10 invites for the buyers and all promotion and publicity.

If offered space, exhibitors must confirm their acceptance with an immediate payment of **50%of the stand fee**. Once paid this acceptance payment will not be refunded. The balance of stand fees is due within 2 weeks of the invoice.

Catalogue Fee

The catalogue will feature image and contact details for each selected exhibitor, which will be given free to the visitors and buyers with the entry ticket.

There will be an additional obligatory charge of £30 per exhibitor for this catalogue and website entry.

Promotion and Publicity

Handmade will be supported by a publicity campaign, which will target a range of media including radio, newspapers, monthly magazines, trade press and buyers. We will also use direct mail and e marketing to let visitors know about the event.

What you get for your participation fee:

- A presence at an exclusive event at a prestigious venue.
- Full press and publicity campaign
- Listing on Handmade in Britain website
- A colour image and contact details in the event catalogue
- 10 complimentary tickets for your buyers and promotional material
- Traditional Wooden shell scheme stand and fascia with exhibitor's name – extra display items available
- Stand lighting package – extra electrical services available
- 24 hour security at the event