

THE INTERACTIVE VIRTUAL
CRAFT FAIR 15-19 SEPTEMBER

ONLINE

HANDMADE Oxford

INFORMATION PACK

ABOUT US

- » Since 2007, Handmade in Britain craft fairs have built a loyal buying audience. Driven by passion for British Craftsmanship, our aim is to promote makers through events that showcases their skills and bring them to a large and more diverse market.
- » In 2018 we launched an online marketplace, to offer a new digital platform to contemporary makers and enable them to sell to our informed and affluent audience throughout the year.
- » In April 2020 we launched Handmade Interact, a platform to organise interactive craft events and a series of live demos and talks programme allowing people to remotely attend and engage in a craft event.
- » We are committed to promoting the work of contemporary makers to increase accessibility and create new market opportunities.



WHAT WE DO

- » We support contemporary craftsmanship
- » We promote sustainable craft and design
- » We work with small creative businesses
- » We provide mentoring for new businesses
- » We promote quality and skill



“ I got orders during the show, and certainly have increased orders on the Handmade Online platform since. I also noticed a much increased amount of traffic to my own website. ”

Helen Chatterton
Virtual Fair Exhibitor Nov 20 & Mar 21

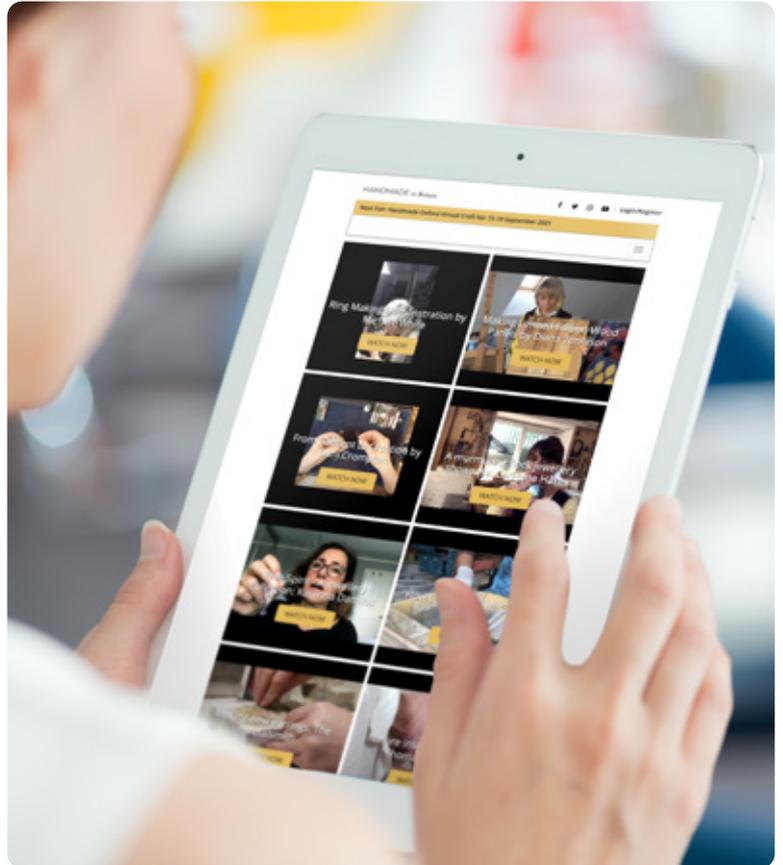
ABOUT HANDMADE OXFORD VIRTUAL FAIR

Due to the recent government announcement of 4 weeks of further lockdown and increased and overwhelming concerns about the COVID-19 virus and its variants, Handmade Oxford will now take place as the Interactive Virtual Craft Fair from **15 – 19 September 2021**.

This third edition of the Interactive Virtual Craft Fair is a part of our initiative Handmade Interact (launched in April 2020) to provide new market opportunities in the craft sector.

Featuring a handpicked selection of some of the most exciting UK-based designer makers, Handmade Oxford Virtual Craft Fair will provide a space for craft-lovers all around the globe to browse and shop a variety of products across a wide range of disciplines – from glass and ceramics, jewellery and fashion, prints and textiles, to sculpture and wood.

In addition to showcasing exceptional craftsmanship, Handmade Oxford Virtual Craft Fair will feature interactive craft workshops, plus fascinating demonstration videos and live Q&A sessions with our exhibitors. To keep the personable feel of in-person festivals, Handmade Oxford Virtual Craft Fair also allows visitors to directly connect with our exhibitors via our secure chat forum.



“ The event was able to hold onto the one on one personal experience of visiting a craft fair by opening up conversations and studio tours with the artists and allowing visitors a look behind the scenes at the processes and talents involved. ”

Dani Crompton
Virtual Fair Exhibitor Nov 20 & Mar 21

HANDMADE OXFORD VIRTUAL FAIR IMPORTANT DATES

Selection Process:	Applications assessed weekly
Deposit:	Due within two weeks of your offer to secure your online space.

Free Workshop and Training Session

How to navigate the platform, add products and videos and make the most of the fair with live sessions

Thursday 12 August 2021

Wednesday 15 September - VIP viewing 3pm - 9pm

Live Sessions	Wednesday	15 September 2021	3pm - 8pm
(demonstrations and talks)	Thursday	16 September 2021	12pm - 7pm
	Friday	17 September 2021	12pm - 7pm
	Saturday	18 September 2021	12pm - 7pm
	Sunday	19 September 2021	12pm - 7pm

Times are subject to change by the organiser.

[Click here](#) to apply for Handmade Oxford Virtual Fair 2021

HANDMADE OXFORD VIRTUAL FAIR EXHIBITOR PACKAGE

Setup Fee	£50.00 + VAT (for first time exhibitors only)
Participation Fee	£149.00 + VAT
Commission on sales	20% commission + VAT

WHAT'S INCLUDED

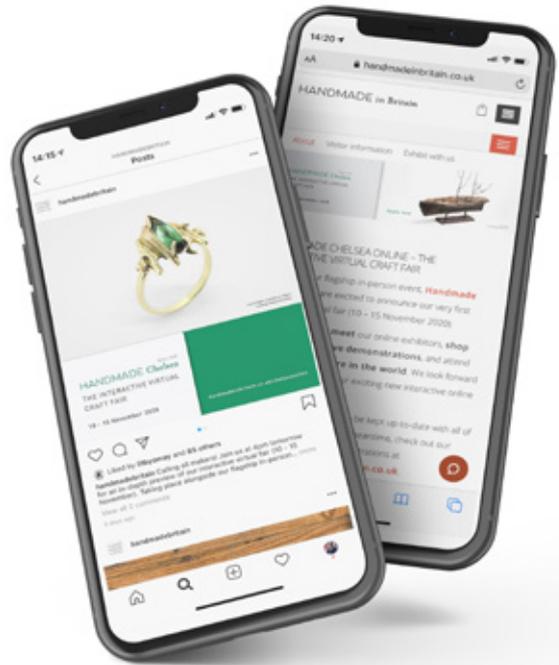
- » 5 day participation, online fair opens 24 hours
- » 10 minute individual live meet the maker session featured on all our social media channels
- » A dedicated video page where you can upload pre-recorded videos of your work
- » Your very own shop page where you can publish your logos, photos, videos, artist statement/story and products for sale.
- » Live chat forum and live auction
- » Searchable platform - be found by name, product, material and more
- » Mentoring session "How to Make the Most of Selling Online" (Zoom)
- » Training on product submission on the platform
- » All marketing and promotion
- » Unlimited product submission (subject to approval)

OUR MARKETING CAMPAIGN

Handmade Oxford Virtual Fair will have an extensive, targeted, marketing campaign across the whole of UK & USA.

- » Promotional campaign which will include direct marketing, digital marketing and PR
- » Expansive targeted digital campaign through paid social media advertising, newsletters and promotional videos.
- » Media partnerships and advertising campaigns with specialist publications, local and national press
- » Stand-alone event page on handmadeinbritain.co.uk featuring individual exhibitor listings complete with an image
- » Event listed on arts, events, regional and lifestyle websites
- » Digital cross-promotion with event partners

**ALL INCLUDED AS A PART OF
EVERY EXHIBITOR PACKAGE**



HOW TO APPLY

All applicants are required to follow the application process to ensure that the show criteria are met.

This process is:

- » Read through this information pack, and ensure you have checked the [Key Dates](#)
- » If you have any questions about Handmade Oxford Virtual Fair, prior to your application, please contact Alis Clement, Events Manager, on alis.clement@handmadeinbritain.co.uk
- » The application form will require you to submit five professional photographs; three photographs of your products on a white background and two lifestyle images of two of your three products. It's a good idea to have these images ready when you begin your application form. Images supplied are for selection purpose only and low res images are acceptable. High-res images will be required for Press & Promotion if you are selected for the event.
- » Download your contract from our [website](#).
- » Email your completed contract to alis.clement@handmadeinbritain.co.uk
- » Handmade in Britain will review your application and be in touch by email. Applications are assessed through a rigorous selection process, based principally on the information provided in the application and the accompanying images. The decision of the selection panel is final and organisers cannot enter into correspondence regarding the outcome of individual applications.
- » Should your application be successful, you will be required to transfer the deposit for your online space within two weeks of being accepted for the show.

CONTACT

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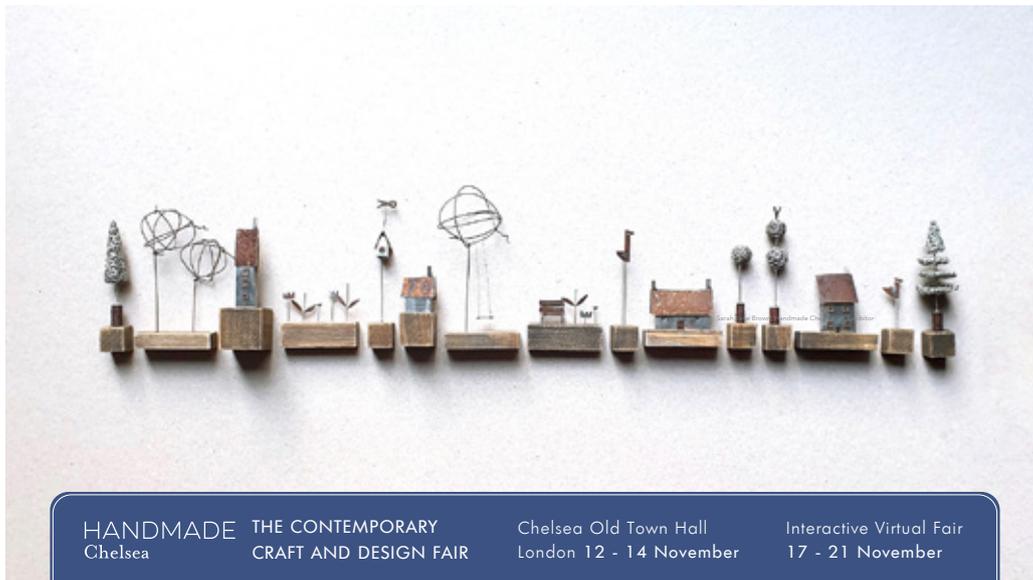
Handmade in Britain

handmadeinbritain.co.uk

[f](#) [t](#) [i](#) @handmadebritain

Company Registration No: 06398519 | VAT Registration No: GB155289878

CALL FOR APPLICATIONS HANDMADE CHELSEA



Featuring over 100 of the most exciting UK-based designer makers who work across a wide range of disciplines – from glass and ceramics, jewellery and fashion, prints and textiles, to sculpture and wood – this year, Handmade Chelsea will take place in the form of a dual-model. For the first time ever, those wishing to take part in our event will be able to do so both in-person at the beautiful Chelsea Old Town Hall and/or digitally through our dedicated online platform.

We invite applications from a range of disciplines including: art, ceramics, glass, jewellery, fashion, textiles, mixed media, furniture, metalwork, sculpture, woodwork, and prints.

[APPLY NOW](#)