

HANDMADE Oxford
**THE INTERNATIONAL
CONTEMPORARY CRAFTS
FESTIVAL 15-18 JUNE 2023**
WATERPERRY GARDENS

INFORMATION PACK

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ABOUT US

Over the past 15 years, Handmade in Britain has worked to support and promote British designer-makers by connecting them with an affluent and fashionable audience both nationally and internationally.

Through our two annual contemporary Craft and Design Fairs, we have built a reputation for showcasing exceptional British craftsmanship, and have fostered a loyal customer base who trusts our expertise in sourcing the best handmade products across Britain.

As an ambitious and ever-expanding team who puts the needs of our makers at the forefront of our business, we are committed to constantly finding innovative ways to broaden our reach and keep up with the always changing consumer market. This drive has seen us take on exciting opportunities via our e-commerce platform and, most recently, our series of Interactive Virtual Craft Fairs that run alongside the annual Craft and Design fairs.

As a company, we always strive to provide our makers with the opportunity to share their stories and their craft in the most accessible and modern way possible.



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



ABOUT THE FESTIVAL

Handmade Oxford is a professionally run event with a relaxed summer festival atmosphere for all to enjoy and we are pleased to share with you our evolving vision for 2023.

Based on our knowledge and experience, we are constantly exploring new ways to improve both the exhibitor and visitor experience. We will be increasing the number of opportunities to demonstrate and host workshops and will be introducing more activities for our younger visitors.

Waterperry Gardens offers a charming setting, with our marquees and unique site layout celebrating the beautiful surroundings, and accessible to all. These features allow visitors to discover you with ease, maximising your opportunities to meet our informed audience and make new connections.

We are pleased to announce new features for 2023:

- » Extended Artisan Food Area
- » Kid's Area with Interactive Demonstrations
- » Extra ticketing options
- » Extended Workshops Programme

Venue: Waterperry Gardens, Oxford

Just a stone's throw away from Oxford city centre, Waterperry Gardens is home to eight acres of beautifully landscaped ornamental gardens, a quality plant centre and garden shop, gallery and gift shop, museum and tea shop.



Contemporary Craft



Fine Art, Prints & Photography



Health & Wellbeing



Make - Craft Supplies



Sculpture & Outdoors



Artisan Food



Talks & Workshops



Sustainable & Eco Living

WHY EXHIBIT

Our Vision

With Handmade Oxford, our aim is to bring together those who are passionate about high-quality craft and design. As a maker, we want to help you grow your brand and business by providing you with fantastic exposure to new buyers, press, and industry contacts.

What You Will Gain

As a company, Handmade in Britain has been in operation for 15 years and has garnered a reputation for hosting highly curated, aesthetically pleasing events. As a Handmade Oxford exhibitor, you will be among a handpicked number of makers who share our ethos of creating and promoting craft of the highest calibre. With our help, and through our extensive marketing campaign that targets a combined audience of over 250,000, your business will be exposed to an informed and affluent audience in Oxfordshire and the surrounding counties.

- » Reach an informed and affluent audience in Oxfordshire and surrounding counties
- » Carefully-curated event with quality exhibitors, sharing the same ethos and providing a coherent brand environment
- » Extensive marketing campaign targeting a combined audience of over 250,000
- » Organised by Handmade in Britain, an organisation with 15 years experience organising similar events
- » Gain fantastic exposure and meet new buyers, press and industry contacts
- » Be part of a very high-quality and visually-pleasing event



2022 In Numbers

- » Number of days 4
- » Exhibitors 130
- » Demonstrators 26
- » Workshops 38
- » Talk sessions 8
- » Number of visitors 3678



Our Visitors

- » 65% – 50 years and older
- » 25% – 34 - 49 years
- » 10% – under 34 years of age

“Thank you to all the team at Handmade in Britain for a brilliant and enjoyable show!” - Wendy Edmonds, Exhibitor

“This was a wonderful top quality handmade fair.” - Anne Green, Visitor

ADD MORE TO YOUR EXPERIENCE?

Do you have a passion for sharing skills, specialise in a technique, or can enthuse others to try something new? If so, as well as exhibiting we can offer opportunities for you to show the wider aspects of your creativity and talent by hosting craft workshops, talks and demonstrations.

DEMONSTRATING

Working with exhibitors who demonstrate their work provides our visitors with insight into their individual discipline. It is also an attraction that adds value to both the exhibitor and visitor experience.

We understand that your exhibiting space needs to work for you by providing meet and greet space, selling space and a suitable demonstrating area. Please get in touch to discuss further.

WORKSHOPS

We are seeking workshop hosts to teach unique skills and offer visitors a chance to get creative, meet like-minded people and find their inner artist. We also welcome children-friendly, interactive workshops. If you are interested please contact: Thomas McLaughlin-Walker thomas@handmadeinbritain.co.uk

TALKS

Our enthusiastic visitors enjoy getting involved in our live talks programs from artists. With a chance to listen, interact in engaging demonstrations and a chance to learn from experts, this is a must have experience at the festival. Please **get in touch** if you have passionate discipline you would like to share, we are open to a range of subject matters.

IMPORTANT DATES

We would expect you to submit your application in good time before the deadline.

Deposit due:	Within four weeks of your offer to secure stand space		
Build up:	Wednesday	14 June 2023	8am - 5pm
Show open hours:	Thursday	15 June 2023	10am - 5pm
	Friday	16 June 2023	10am - 5pm
	Saturday	17 June 2023	10am - 5pm
	Sunday	18 June 2023	10am - 4pm
Break down:	Sunday	18 June 2023	5.30pm - 10pm

SITE PLAN



- » New Site Layout plan offering easy access to all marquees
- » Individual marquees / Site Only spaces available
- » Marquees are smaller in size and host no more than 30 exhibitors
- » Marquee sides will be open to allow for ample air circulation
- » Wider aisles in the marquees to avoid congestion during peak hours
- » Covered outdoor seating areas
- » A variety of independent food & drink caterers

EXHIBITOR STAND PACKAGE

CONTEMPORARY CRAFT / FINE ART, PRINTS & PHOTOGRAPHY / HEALTH & WELLBEING SUSTAINABLE & ECO LIVING / SCULPTURE & OUTDOORS

OPTION A: CONTEMPORARY CRAFT STAND

- » Up to 4m² £370 + VAT / m²
- » 4.5m² and above - £350 + VAT / m²
- » Minimum stand width is 2m
- » The stand depths can be selected as 1m, 1.5m
- » Please allow for the thickness of the wall panels in the size requested (approximately 5.5cm each)

What's Included

- » A ready built stand with white wooden shell scheme, and nameboard
- » Lighting and electrical packages are available to hire
- » Catalogue and website entry
- » Complimentary tickets for your buyers
- » Promotional material to distribute through your networks
- » 24-hour security at the event
- » Complimentary exhibitor parking
- » Extensive PR and marketing campaign that covers traditional and digital marketing

EXHIBITOR TRESTLE TABLE

CONTEMPORARY CRAFT / FINE ART, PRINTS & PHOTOGRAPHY / HEALTH &
WELLBEING SUSTAINABLE & ECO LIVING / SCULPTURE & OUTDOORS

OPTION B: CONTEMPORARY CRAFT TRESTLE TABLE

» Wooden Trestle Table, H x 730mm / L x 183cm / W x 76cm & Wooden Chair £560.00 + VAT

Please note: Excludes Backwall and Flooring. As the trestle tables are free standing no lighting options can be ordered.

What's Included

- » Nameboard
- » Electrical packages are available to hire
- » Catalogue and website entry
- » Complimentary tickets for your buyers
- » Promotional material to distribute through your networks
- » 24-hour security at the event
- » Complimentary exhibitor parking
- » Extensive PR and marketing campaign that covers traditional and digital marketing

CONSIDER OPTION A: STAND PACKAGE -
PLEASE SEE EXHIBITOR PACKAGE ON PAGE 8 OF THE INFORMATION PACK

ARTISAN FOOD & DRINK PRODUCERS

OPTION C: TRESTLE TABLE

» Wooden Trestle Table, H x 730mm / L x 183cm / W x 76cm & Wooden Chair £480.00 + VAT

Please note, Excludes Backwall and Flooring. As the trestle tables are free standing no lighting options can be ordered.

What's Included

- » Nameboard
- » Catalogue and website entry
- » Electrical packages are available to hire
- » Complimentary tickets for your buyers
- » Promotional material to distribute through your networks
- » 24-hour security at the event
- » Complimentary exhibitor parking
- » Extensive PR and marketing campaign that covers traditional and digital marketing

Key Information

- » The Artisan Food area is located within a marquee
- » Food Sampling is allowed
- » We have the premises licence. In order to comply with statutory and local government requirements, you will NOT need a Temporary Event Notice specifying the sale of alcohol off the premises as we have one in place already
- » Where possible please use eco-friendly packaging and disposables
- » Exhibitors are required to send in a Risk Assessment
- » All exhibitors must be conversant with and comply with the Food Safety (General Food Hygiene) Regulations 1995, the Food Safety (Temperature Control) Regulations 1995
- » Onsite refrigeration is not provided. Please take this in to consideration when planning your participation.

**CONSIDER OPTION A: STAND PACKAGE -
PLEASE SEE EXHIBITOR PACKAGE ON PAGE 8 OF THE INFORMATION PACK**

MAKE - CRAFT SUPPLIES

OPTION D: TRESTLE TABLE

- » Wooden Trestle Table, H x 730mm / L x 183cm / W x 76cm & Wooden Chair £480.00 + VAT

Please note, Excludes Backwall and Flooring. As the trestle tables are free standing no lighting options can be ordered.

What's Included

- » Nameboard
- » Catalogue and website entry
- » Electrical packages are available to hire
- » Complimentary tickets for your buyers
- » Promotional material to distribute through your networks
- » 24-hour security at the event
- » Complimentary exhibitor parking
- » Extensive PR and marketing campaign that covers traditional and digital marketing

**CONSIDER OPTION A: STAND PACKAGE -
PLEASE SEE EXHIBITOR PACKAGE ON PAGE 8 OF THE INFORMATION PACK**

MARQUEE / SITE ONLY

OPTION E: MARQUEE SPACE / SITE ONLY

» Varied sizes - From 3m x 3m:

Starting from: £800 + VAT

Please note, Excludes Flooring. Electrical and furniture packages are available to hire.

What's Included

- » Nameboard
- » Catalogue and website entry
- » Electrical packages are available to hire
- » Complimentary tickets for your buyers
- » Promotional material to distribute through your networks
- » 24-hour security at the event
- » Complimentary exhibitor parking
- » Extensive PR and marketing campaign that covers traditional and digital marketing

**CONSIDER OPTION A: STAND PACKAGE -
PLEASE SEE EXHIBITOR PACKAGE ON PAGE 8 OF THE INFORMATION PACK**

OUR MARKETING CAMPAIGN

Included as a part of every exhibitor package:

- » Promotional campaign which will include direct marketing, digital marketing and PR
- » 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
- » Flyer distribution in all major Oxfordshire venues, galleries, libraries, museums, cafes, restaurants and universities
- » Inclusion in high-quality show catalogue available to visitors during the festival
- » Event listed on arts, events, regional and lifestyle websites
- » Digital cross-promotion with media partners and supporters, specialist groups and organisations totalling over one million



TESTIMONIALS

“It's great to be exhibiting again, showing our work and meeting new customers.”
- Waywood, Oxford 2022 Exhibitor

“Amazing afternoon at Waterperry Gardens visiting the Handmade Oxford exhibition by some super talented makers...”
- Nasreen Imrit, Oxford 2022 Visitor

“What a great event! Thank you Handmade in Britain for hosting at Waterperry Gardens. We really enjoyed taking part and meeting so many lovely people. Hope to see you all again soon!”
- Jackie Lucas, Oxford 2022 Exhibitor

“I had a brilliant day at Handmade in Britain in Oxford, giving two nettle workshops to a bunch of wonderful new 'Nettlers'. Incredibly, everybody managed to extract, comb and spin nettle yarn in a half day workshop.”
- Brigitte, BeeKay Makes, Oxford 2022 Workshop Host

“We loved exhibiting. Well organised and some lovely crafters and makers.”
- Jen Walker, Oxford 2022 Exhibitor

HOW TO APPLY

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

- » Read through this information pack, choose your Area and Space Size
- » Complete the online [application form](#)
- » The application form will require you to submit four images of your work and one image as an example of your stand display. It's a good idea to have these images ready when you begin your application form. Images must be a maximum of 1MB and titled as detailed within the online application form.
- » [Download your contract](#) from our website
- » Email your completed contract to alis.clement@handmadeinbritain.co.uk
- » For shared stands, there is an obligatory £100 + VAT administration fee per exhibitor. This covers administration costs, individual catalogue entry and nameboard. Shared stands availability is limited.
- » 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 space within four weeks of being accepted for the show.

CONTACT

If you have any questions about Handmade Oxford, prior to your application, please visit our website.

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