

HANDMADE Oxford

**THE INTERNATIONAL
CONTEMPORARY ARTS
FESTIVAL 23-26 JUNE 2022**

WATERPERRY GARDENS

INFORMATION PACK

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ABOUT US

Over the past 14 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

We are pleased to share with you our new vision for Handmade Oxford | The International Contemporary Arts Festival 2022.

Over the past year, makers have had to overcome unprecedented challenges owing to the COVID-19 pandemic. In an effort to help alleviate the financial strain a lot of makers are now faced with, we have worked hard to find innovative ways to bring costs down for those wishing to exhibit at Handmade Oxford 2022, while still capturing the unique look and feel of the festival that we have all come to expect.

This year, our marquees will be smaller in size and will host no more than 50 exhibitors. The marquees will open on all sides. Not only will this allow for ample air circulation, it will also provide a relaxed summer festival atmosphere for all to enjoy.

We are pleased to announce new features for 2022:

- » Artisan Food
- » Sustainable & Eco Living
- » Virtual Craft Fair
- » Extra ticketing options providing low-cost tickets for festival only visitors

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.

IMPORTANT

With the purpose of boosting further the selling capacity of our exhibitors, those selected to exhibit at Handmade Oxford 2022 will have the additional option of continuing to make sales, reaching online visitors, both throughout the UK and internationally, through their e-commerce shop page. The option will be available two weeks after the in-person Festival on our dedicated platform from 14 - 17 July 2022.



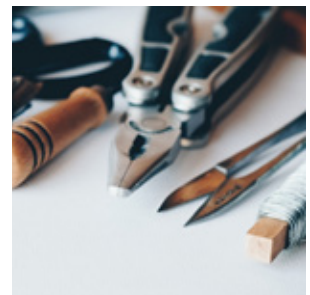
Contemporary Craft



Fine Art, Prints & Photography



Health & Wellbeing



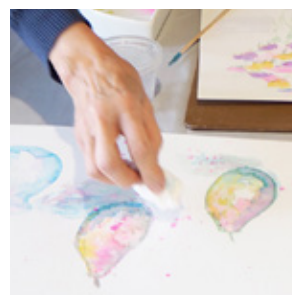
Make - Craft Supplies



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 14 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 14 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



2019 In Numbers

- | | |
|----------------------|------|
| » Number of days | 4 |
| » Exhibitors | 262 |
| » Demonstrators | 40 |
| » Workshops | 56 |
| » Talk sessions | 14 |
| » Number of visitors | 7624 |

Our Visitors

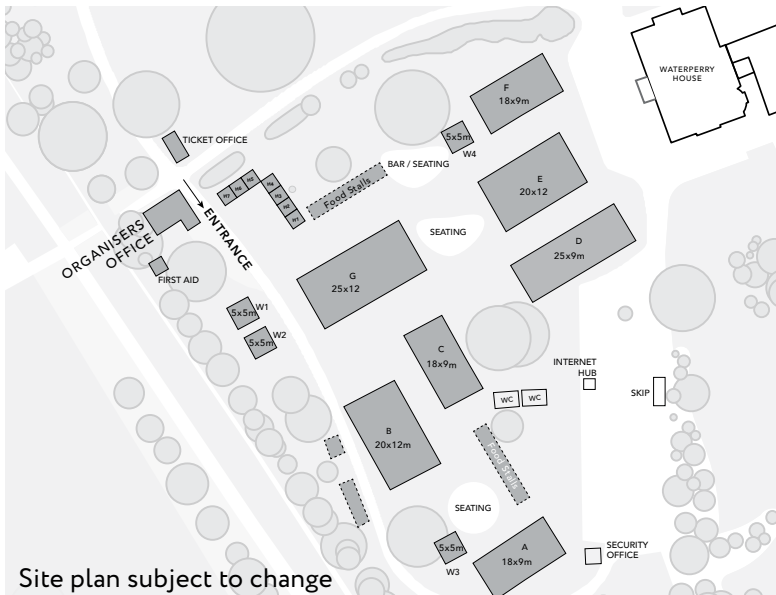
- » 65% – 50 years and older
- » 25% – 34 - 49 years
- » 10% – under 34 years of age

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:	Tuesday	21 June 2022	8am - 5pm
	Wednesday	22 June 2022	8am - 5pm
Show open hours:	Thursday	23 June 2022	10am - 6pm
	Friday	24 June 2022	10am - 6pm
	Saturday	25 June 2022	10am - 6pm
	Sunday	26 June 2022	10am - 5pm
Break down:	Sunday	26 June 2022	5.30pm - 10pm

SITE PLAN



- » New Site Layout plan offering easy access to all marquees
- » Individual marquees available
- » Marquees will be smaller in size and will host no more than 50 exhibitors
- » The marquees will open on all sides to allow for ample air circulation
- » Wider aisles in the marquees to avoid congestion during peak hours
- » Covered outdoor seating areas
- » More onsite Food Stalls

EXHIBITOR STAND PACKAGE

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

OPTION A: CONTEMPORARY CRAFT STAND

- » Up to 4m² £330 + VAT / m²
- » 4.5m² and above - £310 + 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
- » Flooring
- » 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 shared Storage
- » Complimentary exhibitor parking
- » Option to book onsite camping facilities
- » Extensive PR and marketing campaign that covers traditional and digital marketing

and you can book your place for the VIRTUAL CRAFT FAIR held from 14 - 17 July 2022.

With a stand booking, take advantage of the PREMIUM PLAN reduced fee of £99.00 + VAT (worth £149.00 + VAT)

There is a commission of 20% + VAT on sales through our online platform.

One off setup fee of £50.00 + VAT (*first time exhibitors only*)

Further information can be found on p.11

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 £480.00 + VAT

Please note: Excludes Backwall and Flooring. Owing to a free standing table no lighting options can be ordered.

What's Included

- » Nameboard
- » Flooring
- » 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 shared Storage
- » Complimentary exhibitor parking
- » Option to book onsite camping facilities
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OPTION A: STAND PACKAGE

PLEASE SEE EXHIBITOR PACKAGE ON PAGE 7 OF THE INFORMATION PACK

ARTISAN FOOD

OPTION C: TRESTLE TABLE

- » Wooden Trestle Table, H x 730mm / L x 183cm / W x 76cm & Wooden Chair £400.00 + VAT

Please note, Excludes Backwall and Flooring. Owing to a free standing table 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
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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

OPTION A: STAND PACKAGE

PLEASE SEE EXHIBITOR PACKAGE ON PAGE 7 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 £400.00 + VAT

Please note, Excludes Backwall and Flooring. Owing to a free standing table 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
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OPTION A: STAND PACKAGE

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HANDMADE OXFORD ONLINE FAIR

Handmade Oxford Online will take place from **Thursday 14 - Sunday 17 July 2022**.

With a stand booking, take advantage of the **PREMIUM PLAN reduced fee of £99.00 + VAT** (worth £149.00 + VAT)

There is a commission of 20% + VAT on sales through our online platform. One off setup fee of £50.00 + VAT (*first time exhibitors only*)

The fair will take place on a customised, easy to use platform where customers will be able to interact with the exhibitors, shop, watch live demonstrations, attend talks program, from anywhere in the world in real time.

All this can be done by the visitor using their mobile phones, computers or tablets.

One of the most important factors would be the ease of participation for both exhibitors and customers and interaction with each other during the event.

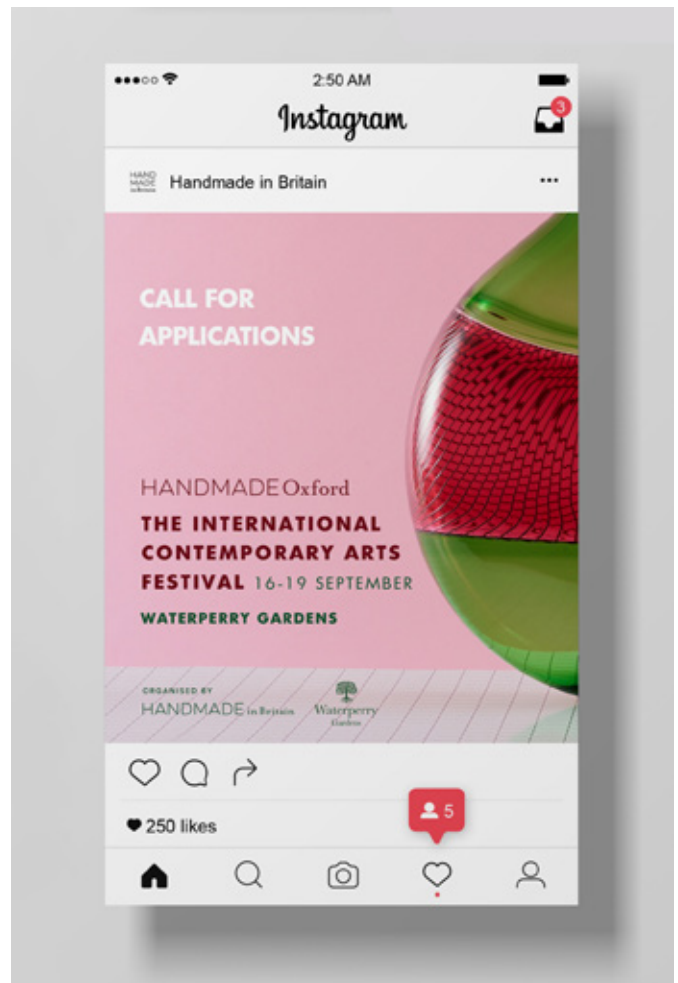
Explore the Interactive Virtual Craft Fair Platform: interact.handmadeinbritain.co.uk

	BASIC PLAN	STANDARD PLAN	PREMIUM PLAN
Participation fee	£49 + VAT	£99 + VAT	£149 + VAT
One off setup fee (<i>first time exhibitors only</i>)	£50 + VAT	£50 + VAT	£50 + VAT
Commission on sales through our website	20% + VAT	20% + VAT	20% + VAT
Number of products	12	20	UNLIMITED
Instagram story	X	YES	YES
Facebook post feature	X	YES	YES
Newsletter inclusion	X	YES	YES
"Spotlight" feature	X	YES	YES
Website banner feature	X	YES	YES
Demonstration videos	X	YES	YES
"Design Story" feature	X	X	YES
"Top picks" feature	X	X	YES
Live Sessions	X	X	YES
Feature in paid social media campaign	X	X	YES
Live auction	X	X	YES
Your own website link	X	X	YES

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

“Well organised event, great atmosphere and quality throughout the show”

Helen, Handmade Oxford 2019 visitor

“Great variety of disciplines and demonstrations. Would love to see bigger event next year”

Anna, Handmade Oxford 2019 visitor

“Lovely event, well organised, with a wide range of arts/crafts disciplines represented. The public was knowledgeable and interested and many of them were willing to commission and buy things which are unique, be it as presents for others, themselves or to add to their particular collection.”

Wytiske Lazenby, Handmade Oxford 2019 exhibitor

“Lovely setting, great variety of artists and craftspeople, high quality of work and appreciative customers. Would love to be a visitor, worth the day out.”

Ulli Kaiser, Handmade Oxford 2019 exhibitor

“It was a great show set in a beautiful location, and I am looking forward to exhibiting again next year.”

Alexandra Aulum, Handmade Oxford 2019 exhibitor

ACCOMODATION

Camping Facilities at Waterperry Gardens

Add to your experience by camping within the grounds of Waterperry Gardens, which provides quick walking access to the exhibition site and after show networking and socialising.

- » Camp between **Tuesday 21 June - Monday 27 June 2022**
- » Book up to six nights camping (**minimum four nights**)
- » Exclusive **exhibitor-only** camping (families welcome)
- » **You will be required to bring your own tent/s or campervan/caravan and camping equipment**
- » **Shower and toilet facilities available**
- » **Covered area with microwave and kettles for making hot drinks and heating food** (no other electricity points will be provided)
- » **Gas camping stoves are permitted**
- » Barbeques and campfires permitted in roped off area
- » **Dogs are welcome**, but must be kept under control and on leads. Please note that dogs are not allowed in the formal gardens or Handmade Oxford marquees.
- » **Free overnight car parking** (one vehicle per couple/family)
- » **Opportunity to park next to your tent if preferred**
- » **£20 per adult per night** (children under 14 FREE)



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
- » 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

CONTACT

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

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