



The Craft Gallery at Scotland's Trade Fair

CRAFT
GALLERY

presented by
Craft
SCOTLAND

Introduction

The Craft Gallery is a partnership between Craft Scotland and Springboard Events Ltd and is designed to showcase the talent and variety of craft makers in Scotland. It will be a separate section within the larger show creating an opportunity in Scotland for makers to promote their work to the retail buyer.

The Craft Gallery at Scotland's Trade Fair is a unique opportunity to present your work to an audience of 4,500 trade buyers from department stores, mail-order retailers, online retailers, galleries, tourist attractions and independent retail outlets.

Craft Scotland and Springboard Events Ltd are offering 20 to 25 makers the opportunity to take a stand at The Craft Gallery. Applications will be accepted for the first time from makers outwith Scotland.

Over 500 companies exhibit at Scotland's Trade Fair Spring each year across a range of products including clothing, textiles, jewellery, fashion accessories etc.

In 2018, buyers from organisations such as The National Galleries, National Trust for Scotland, Glasgow Museums, Historic Scotland, House of Bruar, Brodie Countryfare and many smaller gallery/shops such as Concrete Wardrobe in Edinburgh and The Green Gallery in Dollar attended the show. Whilst the show mainly attracts buyers from the UK, 2% of the buyers in attendance were international.

Successful makers benefit from a comprehensive package, including a ready-built stand, carpet and lighting, plus general show marketing.



Gemma McQue Retail Manager National Trust for Scotland

"The show is an essential part of the sourcing process for us. It provides an excellent opportunity to meet with a large number of suppliers over a short period of time."

Why exhibit at The Craft Gallery?

- In 2018, Scotland's Trade Fair Spring was visited by 4,500 trade buyers from department stores, mail-order retailers, online retailers, tourist attractions and independent retail outlets
- Scotland's Trade Fair Spring conduct an extensive marketing campaign targeting circa 20,000 named buyers in Scotland, Northern England and overseas via printed, electronic and web-based promotions
- Exhibitors will be included in the printed Exhibitor Directory which is distributed at the show to all registered buyers and will also be featured in the Exhibitor Listings of the Scotland's Trade Fair website
- The show benefits from general advertising in the key trade magazine titles serving the gift and fashion industries as well as from a comprehensive PR and social media campaign
- In 2018, the 16 Craft Gallery exhibitors secured 84 orders totalling over £40,000. 68% of these orders were taken at the fair and sales continued to be generated after the show building on initial interest.
- Exhibitors are invited to submit an item for consideration in the Best Product Awards. Independently judged by a panel of retail experts, the awards are their pick of the most innovative, design-led and commercially sound products at the show

Stand Information and Costs

Individual stands are 2m x 1m or 3m x 1m. Each stand is 2.75m high and ready-built with white walls and grey capping.

The price for each stand includes a name board, carpet and lighting (three x 100w spots).

The Craft Gallery stand costs are £210 + VAT per square metre (compared to the full rate of £252 + VAT).





Conditions of Application

Applications are invited from makers working in the following areas:

Ceramics, glass, textiles, millinery, furniture, jewellery, metalwork, wood, paper, basket making, willow weaving, lighting and mosaic.

Applicants may use a range of production techniques and methods which include handmade, small batch production and digital technology. Applications are welcome from makers who use manufacturers in elements of their production, however applicants must maintain personal control over the entire design and making process; demonstrating a clear knowledge of the production and provenance of materials used.

We will NOT accept applications from the following areas:

Painting, drawing, photography, printing on paper, taxidermy, candle, soap or cake making, or stationery and jewellery made by the assembly of bought-in materials.

- You must be an individual or a single business, unfortunately we cannot consider group applications
- You do not need to be based in Scotland. Applications are welcomed from anywhere.

Selection Criteria and Process

Selection for the show will be based upon the following criteria:

- The quality of your work
- How suitable your work is for the audience and the fair itself
- Whether the trade price of your work is appropriate for the fair
- What level of concept and design can be seen in your work

In our selection we will look to provide a balance of disciplines in order to present the visitors with a broad range of work.

Springboard Events and Craft Scotland will review all applications and select the successful makers.

Please note that if you are not successful in gaining a place in The Craft Gallery you can still apply for a stand within another area of Scotland's Trade Fair.

How to Apply

To apply, please submit your application to Springboard Events, using the attached form.

Before starting your application, please be aware that you will need to provide a copy of your up-to-date CV and images of three pieces of work for consideration – these should be representative of the type of work you intend to exhibit at the show.

- Images should be jpeg format at 300dpi (high resolution); one side should measure at least 1000px
- Please pay close attention to the naming conventions for all files you upload (all file names must start with your name)
- CVs must be uploaded as Word documents or pdfs
- The combined files in your submission (your CV and five images) must not exceed 20Mb. If your submission does exceed 20Mb you will not be taken through to payment stage, you will not receive a confirmation email and we will not receive your entry

Contact:

Any questions regarding the show or application process should be directed to:

Mark Saunders, Director, Springboard Events e: mark@springboardevents.net t: 01877 385772

Shirley Scott, Sales Manager, Springboard Events e: shirley@springboardevents.net t: 01877 385772

Craft Scotland is the national agency for craft, who work to unite, inspire and champion craft through creating opportunities for makers and audiences.

Springboard Events Ltd is an event organising company based in Scotland specialising in Trade Exhibitions and Events.

Springboard Events manage Scotland's Trade Fair on behalf of Clarion, one of the world's leading event organisers.





20-22 JANUARY 2019 SEC

Craft Gallery Application Form

Company Name

Address

Address Post Code

Tel No Email

Contact Name Position

www Facebook Twitter

Type of Products

Trade Stockists (if applicable)

1

2

Wholesale and Retail Price Points (please give prices for 3 items)

1 item w/sale price retail price

2 item w/sale price retail price

3 item w/sale price retail price

Please submit good quality pics of each of the three items

How long has the business been trading?

Preferred size of stand 2mx1m ☐ 3mx1m ☐

In no more than 200 words please describe the work you intend to exhibit at the show

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Please complete the attached application form and either email it or post it together with your selected images and up to date cv to:

Shirley Scott, email: shirley@springboardevents.net, tel: 01877 365011

Mark Saunders, email: mark@springboardevents.net, tel: 01877 385772

Springboard Events, Bigram, Port of Menteith, Stirling FK8 3LF