

Scotland's Trade Fair Spring 2018 Application Pack

Apply now to be part of The Craft Gallery at Scotland's Trade Fair Spring 2018

Closing Date: 03/11/2017

Location: SEC, Finnieston Quay, Glasgow G3 8HN

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Phone: 0131 466 3873

Website: <http://www.scotlandstradefairs.co.uk/spring/>

Craft Scotland and Springboard Events Ltd. have teamed up once again to bring quality Scottish craft to Scotland's Trade Fair Spring, the country's largest wholesale buying show. Apply now to take a stand at The Craft Gallery.

Introduction

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, tourist attractions and independent retail outlets.

Craft Scotland and Springboard Events Ltd are offering approximately 30 makers the opportunity to take a stand at The Craft Gallery.

Scotland's Trade Fair Spring is organised by Springboard Events Ltd on behalf of Clarion Events Ltd. The Fair takes place over three days from 21 – 23 January 2018 at Glasgow's SEC. The show incorporates four Specialist Areas; Showcase Scotland, The Launch Gallery, Scotland's Speciality Food Show and The Craft Gallery.

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.

Over 500 companies exhibit at Scotland's Trade Fair Spring each year across a range of products including clothing, textiles, jewellery, fashion accessories etc. The show regularly attracts 4,500 retail buyers from department stores, online and independent retail stores at home and abroad, as well as visitor attractions, tourist information and heritage centres, castles, museums and art and craft galleries.

In 2017, buyers from the National Trust for Scotland, Glasgow Museums, Historic Scotland and smaller gallery/shops such as Captain's Cabin in Ullapool and Concrete Wardrobe in Edinburgh attended the show. Whilst the show mainly attracts buyers from the UK, 2% of the buyers in attendance were international.

The fair hosts a lively talks programme featuring a selection of high profile speakers and practical retail seminars discussing retail's hot topics.

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

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Why exhibit at The Craft Gallery?

- In 2017, 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 PR campaign
- In 2017, the 26 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
- Springboard Events is offering The Craft Gallery exhibitors a discounted stand rate of £206 + VAT per square metre (compared to the full rate of £242 + VAT)

What makers say...

"I think being represented together as a group had a much higher impact especially as each of the makers presented their work so well and the work was of such high quality. There was a real supportive feel between all the participants and I learned so much from the community of makers." – The Craft Gallery exhibitor

"As well as trade orders I've also received opportunities to exhibit off the back of the trade show and have new SOR stockists" - The Craft Gallery exhibitor

"Springboard are very well organised before and during the show. They make very good use of social media. They also take the trouble to get to know exhibitors individually." – The Craft Gallery exhibitor

Venue

The Craft Gallery at Scotland's Trade Fair is held at SEC in Glasgow from 21 – 23 January 2018.

SEC
Finnieston Quay
Glasgow, G3 8HN

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Stand Information and Costs

Individual stands are 2m x 1m. There may also be a number of stands 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 £206 + VAT per square metre (compared to the full rate of £242 + VAT).

Get Involved

We are looking for a total of approximately 30 makers to each take a stand within The Craft Gallery. This opportunity is suitable both to makers who are relatively new to trade and makers who are more established in wholeselling who wish to maximise their orders.

Makers applying must be ready to take trade orders at the fair. Those who already take part in Scotland's Trade Fair may be considered for The Craft Gallery providing they meet the criteria detailed.

We welcome applications from a range of disciplines including ceramics, glass, textiles, millinery, furniture, jewellery, metalwork, wood, paper, basket making, willow weaving, lighting and mosaic.

Your Commitment

Please be aware that Craft Scotland and Springboard Events are the organisers of The Craft Gallery. We act as an umbrella brand for this dedicated area of the trade show. Whilst Craft Scotland and Springboard Events will provide limited support and advice to participating makers, you are responsible for the success of this wholesale selling opportunity.

You will be expected to:

- Invite buyers, collectors and interested parties to the show and make sales appointments with them to visit your stand
- Promote your stand at the show and your involvement through your networks e.g. via social media, mail outs etc.
- Mention Craft Scotland, The Craft Gallery and your participation in your own marketing including on your website, CV etc.
- Be ready to take trade orders and come prepared with line sheets and wholesale pricing etc
- Be available to set up and take down your stand and to staff your stand for the duration of the show
- Pay the stand costs as required directly to Springboard Events Ltd
- Provide feedback after the event (including order value and numbers)

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What we will offer:

Springboard Events will:

- Be the main point of contact for exhibitors after the initial selection
- Issue a contract to successful makers as exhibitors of the fair
- Promote the event to 20,000 buyers on their central database
- Provide a ready-built stand to each successful maker with white walls and grey capping which includes a name board, carpet and lighting (three x 100w spots)
- Promote the makers taking part in The Craft Gallery through a package of marketing materials including web entry, catalogue entries, emails to buyers, preview guides and press releases
- Issue exhibitor invitation for you to send to your buyers

Craft Scotland will:

- Manage the selection process
- In conjunction with Springboard Events, Craft Scotland will promote The Craft Gallery and the makers taking part on our website and through social media. This should not be a substitute for your own marketing efforts.
- A member of the Craft Scotland team will be present at the show each day to provide support as necessary
- Craft Scotland will send an invitation to buyers from galleries and national organisations to the show to find out more about craft in Scotland and to meet the makers.
- Evaluate and report on the show

Key Dates

5pm Friday 03 November 2017: Deadline for receipt of applications to Craft Scotland

By Friday 17 November 2017: Applicants notified of the outcome of their application

On signing the contract 2017: 20% stand deposit due

19 – 20 January 2018: Show set up

21 – 23 January 2018: Scotland's Trade Show, show dates

24 January 2018: Show take down

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.

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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:

- Live and work in Scotland
- You must be an individual or a single business, unfortunately we cannot consider group applications

Fees and Associated Costs

- An application fee of £15 must be submitted with all applications – non-payment will mean that your application will NOT be considered. The payment will be taken via PayPal after you have submitted the online form
- Successful makers will be expected to pay the costs of their own stand directly to Springboard Events Ltd. stands. Costs are £206 + VAT per square metre (compared to the full rate of £242 + VAT).

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.

A selection panel will review all applications and select the successful makers. All applicants will be notified regarding the outcome of their application by Friday 17 November 2017.

Members of the selection panel will be:

- Jo Scott, Project Manager, Craft Scotland
- Mark Saunders, Director, Springboard Events

Deadline for receipt of applications is 5pm Friday 03 November 2017.

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 through their normal channels.

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How to Apply

To apply, please submit your application online, using our [application form](#).

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

We recommend you prepare your answers on a separate document before beginning your application form, to make sure you have a back-up of your responses.

- Images should be jpeg format at 300dpi (high resolution); one side should measure at least 1000px
- Fields with a star are mandatory
- 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
- Once you hit the submit button, the files will be uploaded. This might take some time (depending on your internet connection and size of files). Do not navigate away or shut the page down. Wait until you are taken through to the payment stage. After submission check that you have received an email with a copy of your full application
- 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 Allyson Gee, Project Assistant, at allyson@craftscotland.org or on 0131 466 3873.

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

Spring Board Events Ltd is an event organising company based in Scotland specialising in Trade Exhibitions and Events. Spring Board Events manage Scotland's Trade Fair on behalf of Clarion, one of the world's leading event organisers, producing and delivering innovative and market-leading events since 1947.