

Company Name		
Contact Name	Position in Company	
Address		
Postcode		
Tel	Fax	Mob
Email	Website	
<p>Which fair(s) would you like to apply for? And how many metres would you like (minimum size 4m²)?</p> <p> <input type="checkbox"/> Spirit of Summer 14 - 17 May <input type="checkbox"/> Spirit of Christmas 4 - 9 Nov </p> <p> Min m²: Max m²: Min m²: Max m²: Dimensions: ____ x ____ Dimensions: ____ x ____ </p>		

SPIRIT OF SUMMER:

£308pm² for gifts and £249pm² for food.

(Please note that all bookings are subject to £45 Service Charge)

SPIRIT OF CHRISTMAS:

£365pm² for Grand Hall gifts, £355pm² for West Hall gifts, £325pm² for Gallery gifts and £303pm² for food.

(Please note that all bookings are subject to £50 Service Charge)

Your application checklist:

- ☐ **Photographs of products or a brochure***
- ☐ **Stand photo from a previous show or an illustration***
- ☐ **Product samples*** (please include adequate non-dated stamps & suitable packaging for products to be returned)
- ☐ **Press coverage & cuttings**
- ☐ **Branded literature i.e. letterhead, comp slip, gift box, bag etc**

* Compulsory; incomplete applications will not be accepted by the vetting committee

Please send your completed application to: Spirit Fairs New Applications |
Clarion Events Ltd | Fulham Green, Bedford House, 69-79 Fulham High Street,
London SW6 3JW.

How did you hear about us?
Have you visited either the Spirit of Christmas or Summer Fairs before? If yes, when was your visit and what did you make of them?
Have you applied to either the Spirit of Christmas or Summer Fairs before? If yes, please state why it was unsuccessful
When was your company set up?
Please provide details of your company e.g. brief history, size, your USP
Please give details of your products:
What products/range(s) do you intend to bring to the Fair(s) if not all? Please include images of these in your application
What percentage of your products are: _____ % Designed and made by you _____ % Designed by you but production is outsourced, if so where? _____ % From UK supplier(s) (please list names and websites where available) _____ % From foreign supplier(s) (please list names and websites where available)
Do you have seasonal ranges? If yes, please give details
Will you be launching any new products with us? If yes, please give details:
What is the price range of your products? If you are sending in samples, please specify the price for each product
What is your best-selling range/product? And how much does it retail for?

<p>Where are your products currently available to purchase?</p> <p> <input type="checkbox"/> Own shop <input type="checkbox"/> Retailers <input type="checkbox"/> Department Stores <input type="checkbox"/> Mail order/website <input type="checkbox"/> Other (Please list below) </p>
<p>Do you have any celebrity/well known clients? If yes, please give details:</p>
<p>Who are your main competitors?</p>
<p>What would be your objectives for exhibiting at the Spirit of Christmas/Summer Fairs? Tick all that apply</p> <p> <input type="checkbox"/> To generate sales <input type="checkbox"/> To raise company profile <input type="checkbox"/> To promote your website <input type="checkbox"/> To collect data/build your mailing list <input type="checkbox"/> To meet new customers <input type="checkbox"/> To launch a new product/range <input type="checkbox"/> Other (please give details) </p>
<p>Please describe the customers that you usually/would like to attract:</p>
<p>Approximately how big is your customer database?</p>
<p>What percentage of your annual sales revenue comes from the Christmas period?</p>
<p>Has your company been featured/will be featured in the press? If yes, please give details:</p>
<p>Do you currently exhibit at any other exhibitions? If yes, please give details:</p>