



# STAND DESIGN GUIDELINES

All companies who wish to take part in the Spirit Fairs and HOUSE must submit a stand design to be approved by the vetting committee with House & Garden.

As organisers we invest a great deal into the overall presentation of our events, exhibitors should aim to create a high-end boutique feel to complement the Spirit brand. In addition, it should reflect your brand to build brand recognition.

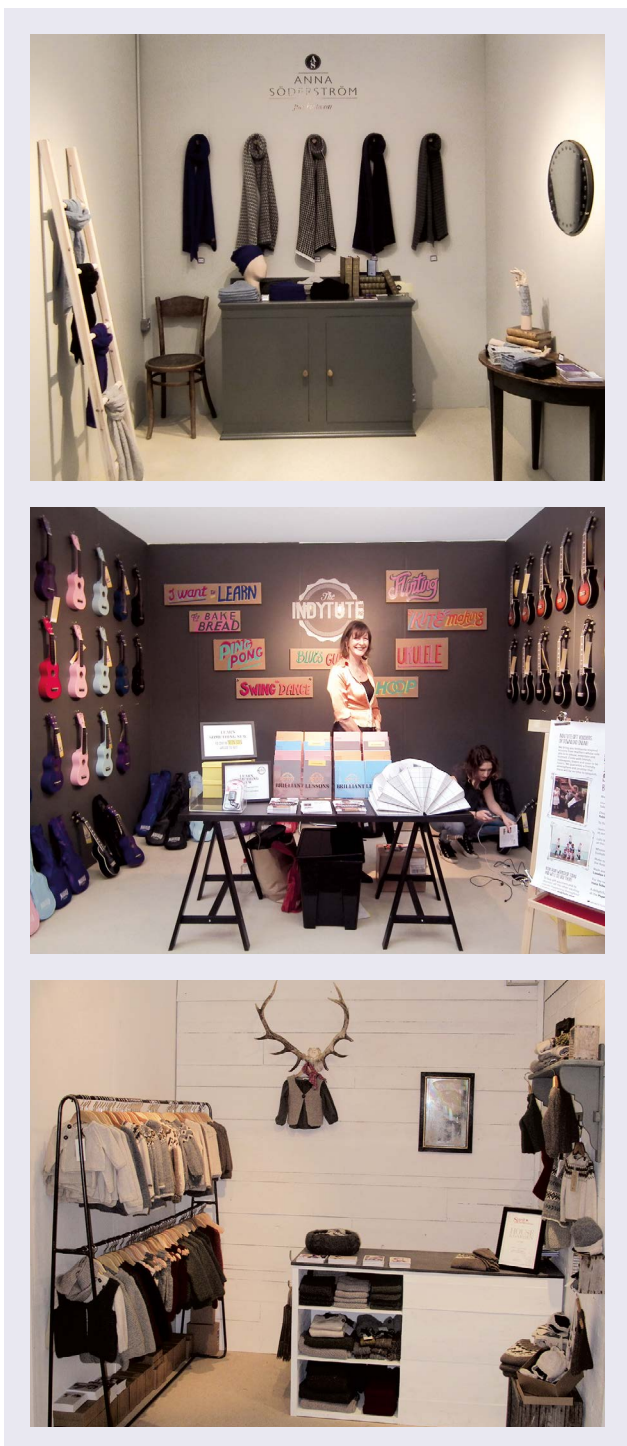
At each Fair, we run the **BEST STAND DESIGN** competition which is judged by the vetting committee with House & Garden. The winner is presented with the award during the Event and will be given 3m<sup>2</sup> towards their stand for the following year as a reward.

We always welcome original and fresh ideas so we encourage you to think creatively, however, here are some examples of previous winners and also some guidelines on how to achieve the expected standard which we hope will be of use, particularly for those who have not exhibited at a similar event before.

## PLEASE NOTE

All stand designs are assessed on an on-going basis. If at any point the vetting committee feel that your presentation does not meet the expected standard then you are required to submit a revised stand design for review.





## WALL DRESSING & FIXTURES

The walls of your stand are made out of MDF panels and will come painted in white as standard. To create more interest and increase your branding we would advise the following options:

- ✓ Painting\*
- ✓ Wallpaper
- ✓ Fabric covering
- ✓ Boarded panels
- ✓ Your Logo & Company Name can be printed onto stencils, wall stickers or boards
- ✓ Large printed or framed images hung on the wall with a hook nailed in the wall
- ✓ Deep ornate frames to display products
- ✓ Shelving
- ✓ Mirror
- ✓ Coat hooks or door knobs to hang display items such as scarves/decorations

*\*Please refer to the exhibitor manual for more detailed guidelines and any restrictions to wall dressings and painting costs.*

*We would advise contacting our contractor Freeman directly.*





## RAILS, FURNITURE & STORAGE

To offer a higher-end look to your stand we recommend that you choose from the suggestions below.

- ✓ Wooden rails. Click [here](#) for examples
- ✓ Wall fixtures  
Click [here](#) for Example 1  
Click [here](#) for Example 2
- ✓ Wooden front-facing wall mounted rails
- ✓ Use cabinets, counter units, dresser or similar to display products opposed to trestle table & cloth displays
- ✓ Furniture used should reflect your brand
- ✓ Using ladders to hang scarves or use as shelves
- ✓ All stock kept on your stand must be neatly stored and out of sight at all times in storage trunks or wooden storage counters like the examples on this page
- ✓ Any excess stock can be kept in the general exhibitor store and replenished as required

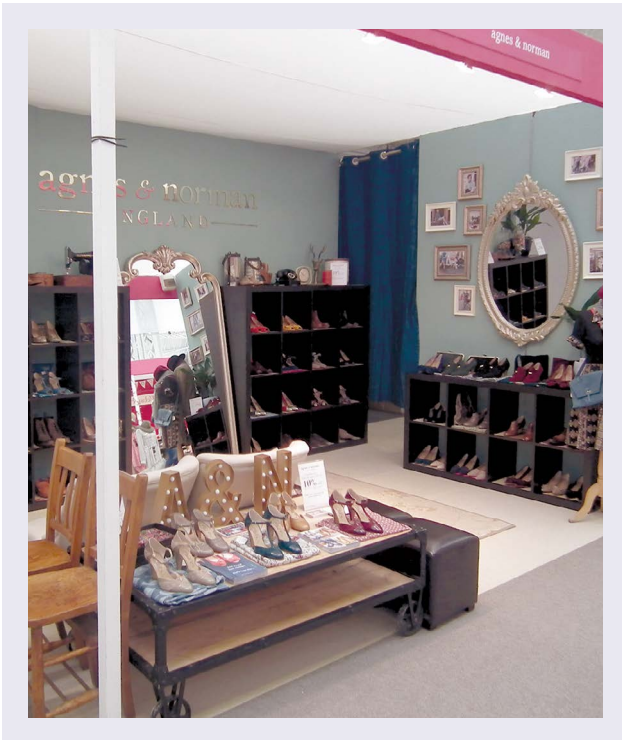
*Alternatively, you can hire furniture and fixtures directly from our contractors (please refer to the exhibitor manual and ensure all orders are placed in advance).*



## FINAL DRESSING

And finally, some finishing touches below:

- ✓ Flowers & plants
- ✓ Mirrors
- ✓ Rugs
- ✓ Console tables
- ✓ Pom-poms, garlands etc
- ✓ Props to reflect your brand
- ✓ Clever price tags ideas such as gift tags







## STAND DESIGN FAUX PAS

The following are NOT permitted on your stand:

- ✗ No Chrome grids
- ✗ No Chrome rails
- ✗ No clothes or mannequins hung directly from the wall (See image to the right)
- ✗ No Chrome shelves
- ✗ No 'S' hooks
- ✗ No Trestle table & cloth displays
- ✗ No Sale signs
- ✗ No Over-stocked/cluttered stand
- ✗ No Bare white walls
- ✗ No Stock piled on the floor
- ✗ No Boxes of stock on show



## 2016 FAIRS AGREEMENT

The Stand Design Agreement forms part of our Terms and Conditions for the Spirit Fairs. By signing this document you are consenting to adhere to the outlined stipulations.

If any of the stand criteria is not met to a satisfactory level then you will be requested to submit a revised stand design to be reviewed by the vetting committee. Failure to comply may jeopardise your future participation with the Spirit Fairs.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Please scan this page and email your completed agreement to [Nicola.jefferies@clarionevents.com](mailto:Nicola.jefferies@clarionevents.com) or post to Spirit Fairs, Fulham Green, Bedford House, 69-79 Fulham High Street, London SW6 3JW.

