

Mendip Hall and Showering Pavilion, Royal Bath and West Showground ~ 17th & 18th October 2015

Part of the Somerset Food and Drink Fest 2015

Dear Artists

This is an exciting new venture for Somerset in conjunction with the already established **Somerset Food and Drink Fest** at The Bath and West Showground near Shepton Mallet on Saturday 17th and Sunday 18th October 2015.

Organised by professional artist **Alce Harfield** (who has been a professional artist for over 25 years and has shown her own work at all the major art fairs in the country including Edinburgh, Reading, Windsor, Affordable Art Fair in London, Manchester But Art Fair) the fair aims to provide a platform for self representing professional artists and galleries to show and sell their work in a relaxed but dynamic well known space in the heart of Somerset.

Show Overview

The fair will take place in the Mendip Hall, part of the Bath and West Showground and adjacent to The Food and Drink Fest. The Mendip Hall is a large building (68m by 17m) with plenty of natural light from skylights that run the length of the building. There is ambient heating and lighting and parking directly outside. The floor is concrete.

The Event has budgeted for advertising via a 150,000 Countywide leaflet delivery undertaken by Royal Mail.

Local and regional media advertising via local newspapers, art listings and lifestyle publications.

Somerset Art Week publication exposure (45,000 copies).

Social media including a dedicated Facebook page and Twitter feeds.

Whats On websites.

Local radio and television.

Local road signage.

Total advertising budget of over £10,000.

I do hope you will join us.

Kind Regards

Graham Walton

Managing Director



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Exhibitor Booking Form 2015

Please see the **Mendip Hall Layout** for stand locations and **indicate your choice in order of preference below**.
Stands are booked on a first come, first served basis. If stands are shared, each artist must fill in a BOOKING FORM
and return with their own PUBLIC LIABILITY INSURANCE DETAILS and IMAGES. Only one catalogue entry per stand.

NAME:		Please book me Stand No. 1st <input type="text"/> 2nd <input type="text"/> 3rd <input type="text"/>
CONTACT:		
TRADING ADDRESS:		
TOWN/CITY:		
COUNTY:	POSTCODE:	
TELEPHONE:	MOBILE:	
EMAIL:		
WEBSITE ADDRESS:	www.	PLEASE WRITE CLEARLY, USING CAPITALS
TWITTER:		
FACEBOOK:		

DETAILS FOR CATALOGUE (20 word description of your art)

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Please send me a canvas to support Children's Hospice South West

(please bring your completed canvas with you for display on the charity's stand)

Yes / No

Please send me tickets for the FREE PRIVATE VIEW (maximum 20)

Quantity:

I enclose up to 3 images for use in the Catalogue and for Press use

(images must be high resolution pdfs, jpegs or tifs and emailed to sales@gwpublishing.co.uk)

Yes / No

SPACE DEPTH x FRONTAGE:	STAND NUMBERS	COST	TOTAL
2m x 2m (6 m hanging space)	11, 12, 28, 29, 33, 36, 37, 38, 40, 41	£390	£
2m x 3m (7m hanging space)	1, 2, 10, 13, 26, 27, 35, 39	£490	£
2m x 4m (8m hanging space)	3, 7, 9, 25, 34	£590	£
2m x 5m (9m hanging space)	4, 8, 30	£690	£
PRIME SITES			
2m x 3m (7m hanging space)	21, 22, 23, 24, 42	£520	£
2m x 5m (9m hanging space)	15, 16, 18, 19	£720	£
2m x 5m (11m hanging space)	31, 32	£750	£
2m x 6m plus 2m (12 m hanging space)	5, 6	£800	£
PREMIER STANDS WITH EXTRA HANGING SPACE			
2m x 4m plus 2+2m (12m hanging space)	14, 17, 20	£800	£

NUMBER OF ADDITIONAL EXHIBITOR PASSES @ £3 each _____ £

CAMPING ON SITE @ £15 Per Night, Per Unit _____ night(s) £

SUB TOTAL £

VAT @ 20% £

TOTAL AMOUNT PAYABLE (including VAT) £

An email will be sent to confirm booking and stand number once payment has cleared.

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Exhibitor Payment/Information Form

PAYMENT METHOD

BUSINESS NAME:	
CONTACT NAME:	
TELEPHONE:	

CHEQUE PAYMENT:	Office Use:
I enclose a cheque for £ Please make cheques payable to: GW PUBLISHING LTD	Received:

BACS PAYMENT:	Office Use:
Bank: Lloyds TSB Sort Code: 30-99-29 Account Number: 35583668 Account Name: Graham Walton Publishing Ltd Please quote your trading name as reference and advise us on payment by email	Received:

CREDIT CARD PAYMENT:
Please debit my credit/debit card for the total amount of £

To preserve data security and to comply with PCI Data Security Standards, we do not accept card details in writing. Please call 01749 880168 between 9am – 5pm and ask for accounts, we will take your card details over the phone. Alternatively, please enter a contact name and landline number below and we will call you back.

ADDITIONAL INFORMATION REQUIRED

Name of Public, Product & Employee Liability Insurer:

Policy Number:

Copy of these documents to be submitted to the Event Organisers no later than one week prior to the event taking place

PLEASE TICK ✓ the following:

PREFERRED CONTACT VIA	Email <input type="checkbox"/>	Post <input type="checkbox"/>
PLEASE CONTACT ME ABOUT SPONSORSHIP OPPORTUNITIES	Yes <input type="checkbox"/>	No <input type="checkbox"/>

I WISH TO SET UP ON:
 FRIDAY 11am – 1pm 3pm – 5pm
 SATURDAY MORNING 6.30am – 8am

ALL VEHICLES TO BE PARKED UP BY 8.30am

I have read and agree to the Terms and Conditions of booking for the 2015 Somerset Art Fair

SIGNED: _____ DATE: _____

NAME IN PRINT: _____ POSITION: _____

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General Terms and Conditions

It is understood that in signing for and purchasing exhibitor space at the  as part of the Somerset Food and Drink Fest these rules and conditions will be adhered to. The Art Fair is organised by Alce Harfield on behalf of GW Publishing Events, subsequently referred to in these terms and conditions as the Event Organisers.

ARTISTS

1. There will be no selection process but work is expected to be of a high standard and presented in such a way.
2. Any work considered distasteful or inflammatory to a family audience will be removed from the fair.
3. You may share a stand but all artists must complete a separate booking form and submit images and insurance details.
4. A full colour catalogue will be produced featuring a small thumbnail image for each stand and a 20 word description of your work along with your contact details.
5. 3D artists are most welcome but please ensure your work is sculptural and not functional. Ceramicists you may consider a stand in the Food and Drink Festival if you produce "Functional" Wares.
6. All work to be hung must be professionally framed unless canvas or 3D work. No clip frames.

PRINTS

1. Only prints produced 'by the hand of the artist' (ie woodcuts, screen prints) will be permitted.
2. Limited edition prints to an issue of 50 will be permitted.
3. Mass produced GICLEE prints will be not be permitted.

BOOKING (see BOOKING FORM)

1. Stands are allocated on a first come first served basis and stands will not be considered booked until the full payment has been made.
2. Evidence of a valid Public Liability Insurance is required at time of booking (to the value of £5m).
3. Please indicate your choice of stand in order of preference. Please order early to avoid disappointment. The organisers will endeavour to give you your first choice but this may not always be possible.

STAND DETAILS (please see FLOORPLAN)

1. Each stand is constructed in wood and is 2.4m tall.
2. Spotlights are included within the price of the stand.
Each 2x2m stand will have 2 x100w (or equivalent) spotlights.
Each 2x3m stand will have 3 x100w (or equivalent) spotlights.
Each 2x4m stand will have 4 x100w (or equivalent) spotlights.
Each 2x5m stand will have 4 x100w (or equivalent) spotlights.
Each 2x6m stand will have 5 x100w (or equivalent) spotlights.
3. Work is to be hung using screws only, please do not use hammer and nails as this may dislodge work on neighbouring stands.
4. Bluetac to be used for all other hanging of price labels etc.
No glue is to be used to attach artwork/labels
Any damage to screens will be charged for.
5. Chairs and tables are not available. If you require them you must bring them with you.
6. Browsers. There is ample space for you to use browsers sitting within your stand but please be aware of your neighbours. The organisers will ask for any browsers causing a nuisance to be moved.
7. Each stand has a fascia board along the front edge with artist's name with spotlights hidden behind.

PRIVATE VIEW

1. There will be a Free Private View on the Friday 16th from 6pm to 9pm for invited guests only.
Each stand will be allocated Private Viewing tickets to distribute to their customers.
There will be a box for this on the Booking Form (please only request the number of tickets you can realistically use as numbers are limited).
2. There will be a complimentary glass of fizz for customers and a 2 FREE drinks vouchers for each stand. There will be a bar available throughout the night at the fair.
3. There will be live music throughout the night and a separate entrance for the Private View (see FLOORPLAN).
4. An internationally known but very local 'celebrity' will hopefully be opening our show (TBC).
5. A list of local businesses and local 'personalities' will be offered free tickets for the Private Viewing.

ADDITIONAL INFORMATION

1. There is ample parking alongside the venue for loading and unloading.
2. There is no storage area but parking is very close by for extra stock.
3. Unfortunately there will be no Credit Card facility onsite available for artists sales but there will be a CASHBACK facility for customers to use.

4. There will be a free wrapping desk manned throughout the weekend and PV with a PICTURE CRÉCHE for customers to leave their purchases while they look round the rest of the show.
5. You will receive an EXHIBITORS PACK nearer to the event which will include details of set up times, all passes and additional information.
6. There will be a visitors questionnaire and a kids fun pack (to keep them amused!) along with a dedicated KIDS ART AREA .
7. The bar will be open throughout the event as will many stands in the Food Fair selling a range of delightful food to try. There are also outside caterers adjacent to the Mendip Hall.
8. There will be live music throughout the weekend in the Mendip Hall and through the complex.
9. A number of prestigious private local schools including All Hallows and Millfield are invited to show pupils' work in an art fair environment and will also have a number of Private Viewing tickets.
10. Please make good use of the Somerset heART Fairs' Facebook Page and Twitter Feed to promote your appearance in this show. You can post images, links to your website and any newsworthy stories you feel may be relevant to the fair. You will be emailed with these details nearer to the event. Also please let your Mailing List members know that you are exhibiting at the Somerset heART fair, add a link to your website and list in your 'events'.

CHARITY CANVAS

Our nominated charity is CHILDRENS HOSPICE SOUTH WEST who provide invaluable respite and end of life care to children with life threatening illnesses.

1. We would like to invite all artists to complete a 8" x 8" canvas (which will be sent to you in good time) or donate a suitable piece of work to support our charity.
2. A suggested price of £40 for each work will encourage customers to help support our charity however you may wish to put another (realistic) price on your work.

This is by no means compulsory but we would like you all to consider donating a piece of work to this worthwhile cause.

There is a box to tick on the BOOKING FORM if you don't want to receive a blank canvas.

HOTELS and CAMPING ONSITE

The Bath and West Showground (postcode is BA4 6QN) is situated near the towns of Shepton Mallet, Evercreech, Castle Cary and Glastonbury. There are many local B&B's nearby and a Premier Inn and Travel Lodge in Glastonbury and a Premier Inn on the outskirts of Frome. If you wish to stay on site please indicate this on the BOOKING FORM. (There is a charge for this from The Showground @ £15 plus vat per unit, per night).

ARTISTS APPLICATIONS

The deadline for applications for bookings is August 28th 2015. All applications for bookings must be accompanied by full payment, either by cheque or BACS or Credit/Debit card. NO space can be processed and confirmed without this. We regret refunds will not be given for bookings cancelled by exhibitors.

ALLOCATION OF EXHIBITOR SPACE

The Event Organisers will allocate exhibitor space but we will endeavour to make sure you receive your first choice of stand. The Event Organisers reserve the right to change the site plan at their discretion.

SUB-LETTING

If you are sharing a stand all artists must be listed on the BOOKING FORM, submit their own PUBLIC LIABILITY INSURANCE DETAILS and IMAGES.

DESCRIPTION OF GOODS

All goods sold at the fair should conform to current trading standards legislation. The use of radio microphones, amplification devices and music devices are strictly prohibited unless written permission is given.

HEALTH AND SAFETY

All exhibitors must have public, product & employee liability insurance. At all times, whilst on the site, you will ensure that your stand and surrounding area, equipment and all or any other property is in a condition that is safe for all persons who may reasonably and foreseeable come into contact with it or be affected by it. The right of inspection is reserved by the Event Organisers and the Environmental Health Officer, before, during and after the event.

LPG may NOT be used under any circumstances in the Showering Pavilion or Mendip Hall.

FIRE SAFETY

Exhibitors should ensure that their stands stay clear of litter at all times.

ELECTRICAL EQUIPMENT

No electrical equipment is allowed on the Stands other than the lighting provided.

SECURITY

Although night security will be provided by the Event Organisers from the day prior until the close of the event, exhibitor stand holders are responsible for the safe keeping of all goods or items on their stand. The Event Organisers will not be responsible in any way for the loss or damage to exhibitors' property whilst on the site.

VEHICLES

Vehicles parked on the site are at the exhibitors risk.

LITTER/WASTE

The Event Organisers request that exhibitors observe their request that litter and waste be disposed of thoughtfully. Exhibitors will be liable for any damage they may cause. Adequate facilities will be provided on the site to accommodate this.

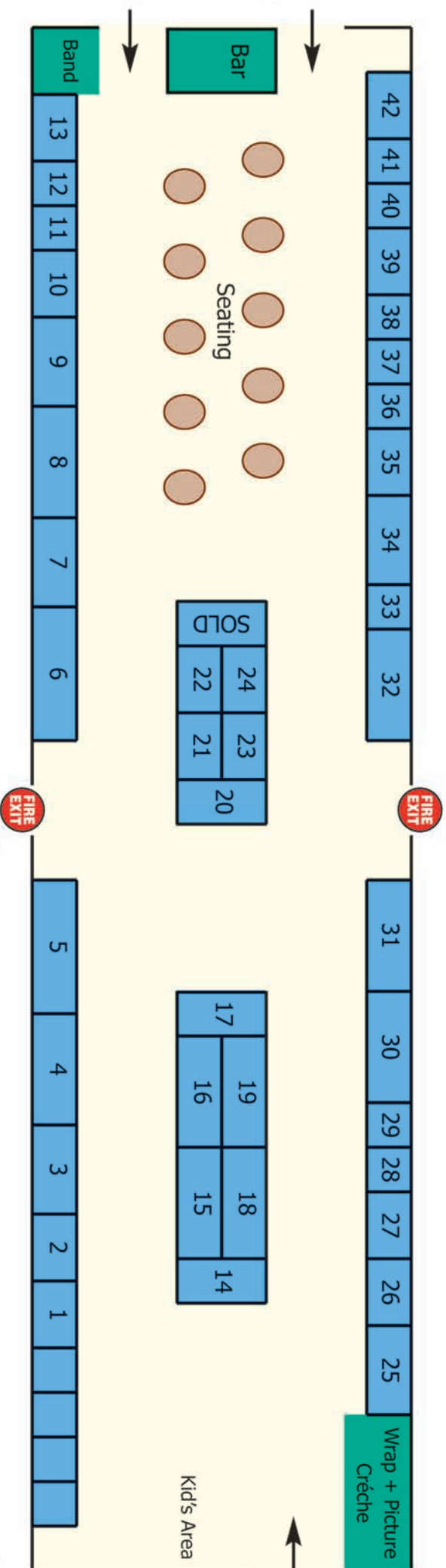
EXHIBITOR PASSES

Exhibitor passes will be issued as follows: 2 admission passes per show day and one vehicle pass per stand unless otherwise agreed in advance with the event organisers. Passes must be presented, there is no admittance without a pass, there will be NO exception to this rule!



MENDIP HALL

Saturday and Sunday Entrances



SPACE DEPTH x FRONTAGE:

- 2m x 2m (6 m hanging space) 11, 12, 28, 29, 33, 36, 37, 38, 40, 41
- 2m x 3m (7m hanging space) 1, 2, 10, 13, 26, 27, 35, 39
- 2m x 4m (8m hanging space) 3, 7, 9, 25, 34
- 2m x 5m (9m hanging space) 4, 8, 30

STAND NUMBERS

- 2m x 3m (7m hanging space) 21, 22, 23, 24, 42
- 2m x 5m (9m hanging space) 15, 16, 18, 19
- 2m x 5m (11m hanging space) 31, 32
- 2m x 6m plus 2m (12 m hanging space) 5, 6

PREMIER STANDS WITH EXTRA HANGING SPACE

- 2m x 4m plus 2+2m (12m hanging space) 14, 17, 20



Preview Evening Entrance