

Please read these **EVENT GUIDELINES** before making your application

**Perthshire Creates Christmas Design Market**  
**Saturday 24 and Sunday 25 November 2018**  
**10 - 4.30pm | Civic Hall, 2 High Street, Perth**

Our Christmas Design Markets are extremely popular and well attended and in response to both stallholders and visitors requests we're running it over 2 days this year. As a stallholder you have the option to choose to attend both days or a single day and the application form asks for preferences/flexibility regarding which day(s) you can attend. The Civic Hall, 2 High Street is a great venue, popular with stallholders and visitors and centrally located.

**Application Criteria**

- The application process welcomes submissions from independent artists and creative practitioners with **original, high-quality work** who are living and/or working in Perthshire & Kinross and the Tay Cities area which includes North Fife, Dundee & Angus.
- We are not accepting submissions consisting of items that are bought in and not original in design – for example, jewellery that is assembled from manufactured beads, knitwear from commercial patterns, items made up entirely from shop bought fabric.
- Work must be hand made, or produced in small batches, finished to the highest standards and displayed creatively.
- Complete the online application form (link on the main website page 'Design Markets') including 3 clearly labelled images (**these MUST be labelled with your name or business name for easy identification purposes**) of the type of work you intend to have with you on the day. If selected, you'll be asked to resend these images in higher quality resolution for marketing purposes. **Excellent images are vital and sell your work as part of both the selection and marketing process.**
- Application deadline : 5pm on Thursday 31 May 2018
- The cost of a 6' stall is £50 + £4.49 booking & admin fee for 1 day and £90 + £7.61 booking & admin fee for both days

- Selected stall holders will be notified if their application is successful by 5pm on Thursday 14 June.
- Stallholders are asked to bring their own floor length table covering cloth.
- Exhibitors are encouraged to merchandise their table in a creative manner that best reflects the nature of their work. If additional space eg: for hanging rails, easel or print rack, access to electrical sockets etc is required please indicate this on your application form. We'll do our very best to accommodate these requests so long as clearly indicated on your submission form and space allows, but cannot make any guarantees.
- All exhibitors **MUST** have public liability insurance in time for the event. Having memberships to either A-N or the Scottish artists union includes public liability insurance.
- Set up on the day will be from 8.30am.

### **Promotion of the event**

- Perthshire Creates will undertake the marketing and promotional activity to support and build the success of this event, including posters, flyers, a dedicated Facebook Event page, web content, and social media, venue signage and external banners.
- Perthshire Creates will provide promotional graphics and information and encourages participants to help promote the event via their own networks.
- Stallholders are requested to contribute to the marketing of the event by sharing posts and information to their own networks, and engaging with the online activity where appropriate.

### **Selection Process**

- Originality and quality of work are the main criteria for the selection process, but we also want to ensure there's a good mix from both the stallholders' and visitors' perspective. Work will also be selected on suitability for the audience and the show itself and complement other exhibitors.

- The application form asks you to indicate your preferences/flexibility regarding attending for 1 or both days to assist with planning stallholders for each day, your choice of 1 or 2 days will not affect the selection process, this is based on the quality and variety of work to create a great event.
- If you are not successful for this event, please know that space is limited and it does not mean that you won't be successful for future events, previous participation does not, unfortunately, guarantee selection.

## Dates to Note

- Application Deadline – Thursday 31 May 2018 by 5pm
  - Notification – Thursday 14 June 2018 by 5pm
  - Acceptance/Payment due – Thursday 5 July 2018\*
  - Christmas Design Market – Saturday 24 and Sunday 25 November 2018
- \*Please note that payment will not be chased, if not received by this date it will be presumed that you no longer wish to take part in the Christmas Design Market and your space offered to any applications on the reserve list

## Submission Outcomes

- Successful applicants will be sent notification by Thursday 14 June followed by an email requesting marketing information
- Confirmation of taking a stall, full online payment via Eventbrite must be received by return and no later than Thursday 5 July to secure your space, or risk losing it to another applicant. Once payment made the fee is non refundable.
- Unsuccessful applications will also receive notification via email by Thursday 14 June.

## Other Information

- In support of the emerging talent and the Year of Young People, up to 2 stalls (can be shared) can be available to final year undergraduates/recent graduates (within the previous 12-18 months), aged 18-25 years, who are planning on developing their own designer-maker business.

We very much look forward to receiving applications for the Perthshire Creates Christmas Design Market. If you have any further questions please contact Caron Ironside at [contact@perthshirecreates.co.uk](mailto:contact@perthshirecreates.co.uk) or [cironside@culturepk.org.uk](mailto:cironside@culturepk.org.uk)

