

Autumn Fair x Faire - Key Facts + FAQs

Overview

Autumn Fair, retail's leading seasonal showcase for the home, gift and fashion industries, has announced an exclusive partnership with Faire, Europe's leading wholesale marketplace. As Autumn Fair's online marketplace of choice, Faire will help hundreds of exhibiting brands take orders on its platform from retailers attending the show and help retailers experience the power of Faire for online wholesale buying. This collaboration will bridge online and offline wholesale for the first time in the UK and simplify the buying process for 20,000 independent retailers.

The purpose of this document is to equip our mutual customer-facing teams and customers with answers to questions that might come up about this partnership.

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FAQs

Q: Why are Faire and Autumn Fair partnering?

This partnership stemmed from our joint commitment to support the UK wholesale community and a recognition that the online and offline worlds need to work together for the benefit of the industry.

We share a common goal and mission to expand opportunities for our shared communities and help brands and retailers grow their businesses.

Trade shows like Autumn Fair offer buyers the joy of discovery, inspiration, and connection - to touch and feel products and meet others in the retail community. In parallel, we hear directly from customers who value the ease and convenience that online ordering on Faire offers, as an easier way to streamline their ordering 24/7.

If you're already using Faire - Great news! Keep reading below for retailers and brands to learn how to make the most out of this partnership during Autumn Fair. If you're a brand not currently listed on Faire, see below to learn more about how to get involved.

Q: Will I be able to meet the Faire team in person at Autumn Fair?

Yes! We will have a space at Autumn Fair for you to speak with the Faire team. We will be sharing more about our plans to bring this partnership to life in-person over the coming months.

Suppliers/Brands – Already Using Faire

Q: Will I be able to use Faire at the Autumn Fair show?

Yes! Our partnership is focused on bringing together the best of online and offline buying to help our communities. We are sharing some key tips for you to take advantage of Faire at Autumn Fair.

Before the show

- **Tell customers if you're exhibiting at the show:** Send a targeted email campaign to inform them about your attendance and stand number!
- **Print your 0% commission QR Code Leaflets:** Visitors to your stand can scan the QR code to get the [Faire Direct benefits](#) (if they haven't signed up for Faire before) and orders will be 0% commission for you if they order through this link. You can generate your Faire Direct QR code in your brand portal under the "Faire Direct" tab → "In person" → "Create Flyer" button. Please see Faire's Faire Direct commission policy [here](#)
- **Download the "Faire App for Brands":** App features include: Order writing (***new for 2024!***), Messages, Order Management, Inventory Management and Analytics. It is available for mobile and tablet!

During the show

- **Write orders using the "Faire App for Brands":**
 - **STEP #1: Create Order:** "Click "+" icon on either "Menu"/"Messages"/"Customer details" pages to "Create Order"
 - **STEP #2: Customise Orders:** Add products via searching by name/SKU or add a custom item. Complete customer details, ship dates, promos and notes
 - **STEP #3: Send the Order:** Customers can then accept the order via scanning QR checkout code, email or link
- **Capture retailer leads in-person using "Faire App for Brands":**
 - **#1 Use your Faire Direct Link:** Go to Menu → "QR Code" in the top right-hand corner → Customer scans QR code → Share Invite
 - **#2 Use our new Business Card Feature or Manual Entry:** Go to Menu → Customers → "+" icon → Scan business card OR manually enter customer info → Save → Send Invite

- **Encourage Faire Direct 0% commission sales:**
 - Display your 0% QR code leaflet on your stand for visitors to scan

After the show

- **Send an email campaign through Faire with a promo code:** In your brand portal on Faire, go to 'Customers' and filter by "Date Uploaded" to see contacts uploaded in a specific time frame i.e. trade show dates
- **Send leads a targeted campaign:** "Nice to meet you at Autumn Fair" with a reminder of the retailer value propositions/benefits
- Consider including a promo code to encourage conversion e.g "AUTUMNFAIR10"

Educational video content will be available across Autumn Fair's channels to maximise the benefits of this collaboration.

- Autumn Fair exhibitors not yet on Faire: Learn how to get started with Faire, including the application process and shop setup.
- Autumn Fair exhibitors already on Faire: Discover how to use Faire most effectively during the show and the tools available to increase sales.
- Autumn Fair visitors: Learn about the benefits of placing orders through Faire, how to get started and tips to discover their next best seller.

Q: How will buyers/retailers know that an Autumn Fair exhibitor is listed on Faire?

All Autumn Fair exhibitors who select "listed on Faire" on their profile on autumnfair.com will have a Faire logo displayed:

- on the facias of their stand (shell scheme stands only)
- on their online profile
- next to their listing in the Event Show guide
- next to their listing in the Little Black Book

Additionally, retailers can easily discover your brand through the shoppable 'Autumn Fair x Faire' collection that we will be launching on Faire.com.

Q: Is using Faire at the Autumn Fair show mandatory?

Our partnership came from customer feedback that they wanted to see the online and offline community working together. We hope you are as excited about that as we are about bringing Faire to Autumn Fair for the first time. But, of course you need to do what is right for your business and there is no obligation on exhibitors or buyers to use Faire.

Is there wifi at the NEC during Autumn Fair?

There is a free WiFi Service at the NEC; details to access this can be found on onsite signage. This is not a guaranteed service and is only available for basic internet use / emails. We highly recommend that you order paid WiFi directly from the NEC for reliability in order to take orders on Faire and use your wholesale tools online. Details and order form can be found here:

<https://www.thenec.co.uk/exhibitors/products-and-services/>

Q: If customers order via Faire at Autumn Fair, will I be charged a commission?

We understand the investment of time & money that goes into attending trade shows to build face-to-face relationships with retailers. Using digital tools like Faire is a great way to solidify those in person connections and streamline follow ups.

- Faire has an order writing tool & lead scanning tool for you to use at the trade show to make sure you drive 0% commission for anyone you meet.
- Ensure that you follow up with your Faire Direct link after the show and the retailer signs up through the invoice so that they get the Faire incentives they are eligible for and you are charged 0% commission.

Q: What is the Faire Direct signup offer for new retailers?

[Faire Direct](#) is a personalised link and supporting tools that allow you to grow your sales on Faire at 0% commission. Every brand on Faire gets a personalised link that you can use to convert leads and boost reorders by offering your new and existing customers all the benefits of shopping on Faire. The signup offer includes a first-order discount and 1 year of free shipping on your brand - Faire will cover the cost of both of these. The discount varies based on where your brand is located (see full details in Faire's help centre [here](#)). In the UK, the signup offer is 50% off up to £150 (valid until October 10, 2024).

Suppliers/Brands – New Faire or Autumn Fair Customers

Q: I'm interested in selling on Faire. How do I get set up?

Great news! For more information about signing up to Faire, please contact autumn-fair@faire.com and we will get back to you on the next steps.

Q: I'm excited about Autumn Fair! How can I exhibit there?

Join Autumn Fair to showcase your brand to the purchase-ready independent retailers, multiples, department stores and online shops looking to stock their shelves with unique and standout products in time for the peak-season rush.

Please email us at bhavika.pattni@autumnfair.com to find out more.

Buyers/Retailers

Q: Why should I come to the Autumn Fair?

- 1. In-person networking opportunities:** At Autumn Fair, buyers can build meaningful relationships with brands. A friendly face-to-face meeting means both parties can assess their businesses' compatibility, create clear expectations and set the stage for collaboration.
- 2. Direct access to products and services:** There's nothing quite like seeing, touching, and interacting with products firsthand to really get a sense of their qualities. At Autumn Fair, buyers can ask questions of brands and see items for themselves before they commit to purchasing, allowing them to shop with confidence.
- 3. Comparison:** Trade shows like the Autumn Fair are a great way to get an overview of products on the market and compare various options side by side. This setting allows for a thorough evaluation of different products' features, quality and pricing – all in one place. By

providing a platform where a range of brands can showcase their offerings, trade shows make it easier for buyers to make informed decisions.

Q: What is Autumn Fair offering to Faire customers as part of the partnership?

- Access to the Buyer's Lounge at Autumn Fair with Tea & Coffee
- £1 cloakroom (which is subsidised by Autumn Fair)
- Access to Ambience area with opportunity to book in for mini consultation* (dependent on availability) - Retail consultancy (Stephen Spencer + Associates) will be running a 'Clinic + Caffeine' offering all visitors the opportunity to meet with a subject expert to discuss one of nine topics to help maximise revenue from their retail establishment. They'll come away from these sessions with three immediate actions to improve productivity and return on investment.
- Goody Bags for the first 30 faire buyers to lounge each day
- Option to join guided sector tours
- A chance to win an overnight's stay during Autumn Fair and £200 towards dinner for you and a colleague

Q: Why should I buy on Faire?

1. **Risk-free wholesale buying:** Faire takes the risk out of trying new brands. You can buy new products for your shop now, and pay 60 days later with zero fees. Faire also provides free, easy returns on first orders from brands, which means that you can try out thousands of brands with minimum order values of £100 or less.
2. **Flexibility and wide access:** As a retailer on Faire, you have 24/7 access to over 100,000 of the best independent brands close to home and around the world – all in one place. Shop, track orders, message brands directly and get help with Faire's intuitive and user-friendly platform or app.
3. **Data-driven recommendations:** Faire uses data from retailers worldwide to understand your preferences and make personalised recommendations for your store. Better data means better planning, so you can buy new inventory with confidence.

Q: What is the Faire welcome offer for new customers?

Faire will be offering an exclusive discount to Autumn Fair's retailers to try Faire for the first time with 50% off and free shipping on their first order. This will be launching very soon, please stay tuned.

Q: Why should I buy on Faire at Autumn Fair?

Our collaboration makes buying inventory and connecting with brands more efficient, flexible and pleasant than ever. Here's how:

1. **Easy browsing:** We will be launching an Autumn Fair collection on Faire.com so you can get an early feel of the exhibitors online. During the show, use Faire to explore brands, browse products, view detailed descriptions and place orders directly – all in one place.
2. **Connect and buy:** This September, you can attend Autumn Fair to experience products in person, participate in workshops and network with industry professionals. If you make a connection with a brand that sells on Faire, you can place your order through Faire for a seamless and risk-free process.
3. **Meet the Faire team:** You will be able to meet the Faire team in person at Autumn Fair to, ask questions, get first-hand support and get started with Faire.