

As organisers, we invest a great deal into the overall presentation of our events. All exhibitors should aim to create a high-end boutique feel to complement the Spirit brand, whilst reflecting your brand's look and feel. Make your stand memorable by carefully decorating with high-quality Christmas furnishings to enhance the festive spirit.

Best Stand Design Competition

At the Fair, House & Garden Magazine hosts the Best Stand Design competition, judged by the Executive Editor. Two brands will be presented with awards onsite.

- The Best Stand Design Winner is awarded 3sqm of complimentary space for the following year.
- The Best Stand Design Runner Up is awarded 1sqm of complimentary space for the following year.

Original and fresh ideas are always encouraged. To inspire your stand creativity, please see examples of previous winners below.



Please note: Clarion Events do not have any say over the competition results, as this is organised and awarded by House and Garden. All stand designs are assessed on an ongoing basis.

Exhibitors must ensure that their stand design complies with the stand design guideline document set out in the exhibitor manual.

If, at any time, the vetting committee deems your presentation does not meet the expected standards, you will be required to submit a revised stand design for review.

Wall Dressing & Fixtures

Your stand is supplied with carpet, white wooden walls, fasciboard and nameboard. To create more interest and increase your branding we would advise the following options:

- ✓ Lighting*
- ✓ Painting*
- ✓ Wallpaper*
- ✓ Fabric covering*
- ✓ Boarded panels
- ✓ Your logo and company name can be printed onto stencils, vinyl 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
- ✓ Mirrors
- ✓ Coat hooks or door knobs to hang display items such as scarves/decorations



*Service offered by our contractor GES at an additional charge. Please refer to the exhibitor manual for more detailed guidelines and any restrictions to wall dressings and painting costs.

Rails, Furniture & Storage



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

- ✓ Use cabinets, counter units, dresser or similar to display products opposed to trestle table and cloth displays which are not permitted
- ✓ Furniture used should reflect your brand
- ✓ Be creative with your furniture/storage options. Use ladders to hang scarves or use as shelves, branches or oars to hang clothing, wooden apple crates as storage boxes etc
- ✓ Wooden rails
- ✓ Wall fixtures
- ✓ 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. Please remove items from cellophane wrappers
- ✓ Any excess stock can be kept in the general exhibitor store and replenished as required.
- ✓ For clothing or shoe companies or those with lots of stock we advise booking storage (please contact the sales team to book)
- ✓ Wooden front-facing wall mounted rails



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 and plants
- ✓ Mirrors
- ✓ Rugs
- ✓ Console tables
- ✓ Pom-poms, garlands etc
- ✓ Patterned tapes
- ✓ Props to reflect your brand
- ✓ Creative price tags ideas such as gift tags
- ✓ Christmas trees, decorations, crackers, wrapped presents to increase the Christmas feel of your stand



Stand Design Faux Pas

The following are NOT permitted on your stand:

- ✗ NO Sale signs
- ✗ NO Chrome grids/display units
- ✗ NO Chrome shelves
- ✗ NO Chrome rails or metal freestanding wheeled rails of any colour.
- ✗ NO Clothes or mannequins hung directly from the wall (see image below)
- ✗ NO 'S' hooks
- ✗ NO Trestle table and cloth displays
- ✗ NO Over-stocked/cluttered stands
- ✗ NO Bare white walls
- ✗ NO Stock piled on the floor
- ✗ NO Rollerbanners
- ✗ NO Cardboard Boxes of stock on show
- ✗ NO Selling out of Cardboard Boxes
- ✗ No Demonstration of products on visitors (sampling is permitted)



Behaviour on your Stand

In order for a pleasant experience all exhibitors and visitors, as well as health & safety reasons, you must adhere to the following:

- ✓ Keep stock or dressing encroaching onto the aisles
- ✓ Stand no more than 0.5m from your stand
- ✓ Only operate from your stand, and not tout for business on the aisles
- ✓ If you play music, please keep this to a low volume

You will receive a full Code of Conduct document on stand confirmation.

Product Vetting

New/Additional Products

Only products and lines pre-approved by the vetting committee are permitted to be displayed and sold at the Fair. If you are intending to bring new or different products then you must get this authorised in writing by the sales team well in advance of the event. This helps to ensure that the product mix is managed to offer variation, ensure product suitability and help to prevent competing products being placed in close proximity.

Fur Products

Fur products are strictly vetted at the Fair. It is a sensitive offering and whilst we do permit the sale of fur within the Fair, we must ensure that we are meeting consumer demand that all fur on sale has been ethically sourced as outlined by The International Fur Federation (IFF). All fur should uphold the highest standards of welfare as well as be Origin Assured.

We only permit a limited number of companies to offer Fur at each event. Any exhibitors wishing to sell fur at the Fair must provide proof of ethical standards.

For any queries or to seek approval for product lines please email the sales team:

spirit.sales@clarionevents.com

FAIR DISCLAIMER

The Stand Design Agreement and product vetting forms part of our Terms and Conditions for the Spirit of Christmas Fair. 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. The team reserve the right to ask for any products which have not been pre-approved or any SALES signs or cardboard boxes to be removed from the stand. Failure to comply with any of the above stipulations may jeopardise your future participation with the Spirit Fairs.

Name: _____

Company: _____

Signature: _____ Date: _____

