

Spirit of Christmas fair

20 YEARS

HOUSE & GARDEN | 1-7 NOVEMBER 2021 | OLYMPIA LONDON | THE TIMES & THE SUNDAY TIMES

STAND DESIGN & PRODUCT VETTING GUIDELINES

STAND DESIGN

All companies who wish to take part in the Spirit of Christmas Fair must submit a stand design to be approved by the vetting committee with House & Garden Magazine.

As organisers we invest a great deal into the overall presentation of our events, and exhibitors should aim to create a high-end boutique feel to complement the Spirit brand, whilst reflecting the look and feel of your own brand.

At the Fair, we run the **BEST STAND DESIGN** competition which is judged by the vetting committee with House & Garden Magazine. The winner is presented with the award during the event and will be given 3m² 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 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

** Services 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.*

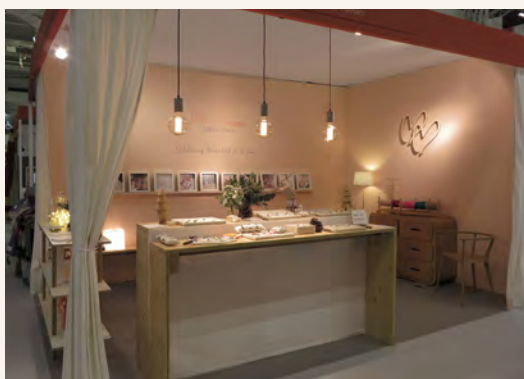
We would advise contacting GES directly. Contact details will be included in the Exhibitor Manual which will be sent to you.

RAILS, FURNITURE & STORAGE

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

- ✓ Wooden rails
- ✓ Wall fixtures
- ✓ Wooden front-facing wall mounted rails
- ✓ 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
- ✓ 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)

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
- ✓ Clever price tags ideas such as gift tags



STAND DESIGN FAUX PAS

The following are NOT permitted on your stand:

- ✘ 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 to the right)
- ✘ NO 'S' hooks
- ✘ NO Trestle table and cloth displays
- ✘ NO Sale signs
- ✘ NO Over-stocked/cluttered stands
- ✘ NO Bare white walls
- ✘ NO Stock piled on the floor
- ✘ NO Boxes of stock on show



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 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 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: _____

Date: _____

Signature: _____

