

The Fairy Tale Fair at The Open Market

Interested in applying for The Fairy Tale Fair at the Open Market Brighton this October? This document will tell you all you need to know.

What is it?

The Fairy Tale Fair is a well established magical craft fair with a whimsical, vintage feel. Throughout 2015 we are holding 6 fairs at Brighton Open Market, as well as our usual Patcham venue in Spring and Winter.

At the Open Market we will take over the ground floor area and there will be a wonderful range of over 40 stalls for our Halloween half term special. Our stalls will feature handmade or hand designed products, craft items, vintage products, jewellery, children's accessories, clothing, prints and much more. There will be something for everyone and the fair will be aimed at families in particular.

There will also be magical extras: more to be announced nearer the time.

When and where is it?

Date: Sunday 25th October, 10.30am - 4pm.

Venue: The Open Market, Marshalls Row, London Road, BN1 4JU, Brighton. The venue is located centrally in Brighton with over 85% of Brighton & Hove buses stopping within minutes of the venue. London Road car park is 5 minutes away. There is no parking onsite.

After 8 years in the waiting The Open Market re-opened in July 2014 and is now Brighton's best destination for locally sourced goods, fresh food and a range of other market products and services. With permanent shops and cafés too, you'll find something for everyone at Brighton Open Market!

On Sunday 25th October The Fairy Tale Fair will fill the ground floor of the market with carefully chosen, high quality, handmade / hand designed local designer and makers. We also welcome good quality vintage sellers will have a limited availability for cake/ treat stalls too.

Timings:

Full details of set up will be emailed to stall holders nearer the date. The fair will be open to the public between 10.30am to 4pm. Unloading will be from 9.30am via Francis St loading bays at the side of the venue. Pack down is from 4pm, to be vacated by 4.45pm.

Your Stall:

Your table is provided. The size of the table is 6ft x 2.5ft. You are



welcome to display your stall how you wish.

Please note: chairs are not provided.

Sharing a stall: We are happy for stall holders to share a stall if this is required. However applications should be made together so we are not left with odd half stalls to fill!

Marketing Overview:

This is just a small overview of how the fair will be marketed:

Flyers will be designed and given out across Brighton & Sussex advertising the fair. 5,000 flyers will be distributed across Brighton, Hove and Sussex. The flyers will be full colour and double sided. They will be distributed to other craft fairs, markets, cafes, shops, local schools, and at least 2,000 house to house. You are also welcome to collect some to give out if you wish.

Posters will be designed and put up in the market, local shops and the surrounding area advertising the event.

A Fairy Tale Fair **Twitter** account makes sure the fair reaches as many people as possible. The account now has over 4,500 followers! Those of you on Twitter can help drum up even more followers for the fair, and spread the word!

We also have a **Facebook** page and event, again including latest

goings on, your blog posts, features, gallery and more. We have over 5,000 fans on Facebook and growing everyday- Which you can all share and get your friends to like!

Email marketing: An E-shot will be sent out to around 1,950 craft, design and Brighton based contacts in the lead up to the fair.

Online ads on many local listing sites will also be placed. We are now on Instagram too with a growing following of over 500.

The now well established Fairy Tale Fair blog for the fair will feature the stall holders and their work in special featured posts & interviews where you each get to showcase your work. The blog will also feature the latest news, design/ craft led posts, photos and more. Since May 2012 the blog has had over 85,000 views.

If you would like a featured blog interview these are charged at £3.50, and include 5 photos and a link to your site and social accounts. We'll send you interview questions to answer, or you are welcome to write your own post. Each post will also be shared on our facebook and twitter, reaching over 8,000 fans & followers.

How much does it cost?

The cost to take part in the fair is £40.



-including 6ft table & photo in our stall holder facebook album (bring your own chair / stool).

Blog features for stall holders are just £3.50.

Want to take part, or have more questions?

If you have more questions please email Claire at: thefairytalesfair@gmail.com

You can also explore our site to find out more:

www.thefairytalesfair.co.uk

If you are ready to apply please [click here](#).

and fill in the online application. Please make sure you have read the below cancellation policy and application details before making your application.

Cancellation and Legal Stuff

If you wish to cancel after having secured a stall we will do our best to refund you however this will only be possible if the cancellation is made more than 3 weeks prior to the event **AND** an alternative stall holder can be found. If the cancellation is made with less than three weeks to the event, or an alternative stall holder can't be found than unfortunately a refund can not be made.

We, as the organisers of The Fairy Tale Fair, are not responsible for any damage or loss to your property or yourself during the fair. The fair itself is insured for public liability, however in the unlikely event that any claims are made against you or your products, we, as the organisers, are not responsible for any these.

We, as the organiser, have the right to refuse any work that we feel inappropriate or offensive on the day of the fair, and also any persons who behave inappropriately towards the public or other stall holders will be asked to leave. In these cases refunds will not be granted.

You must agree to these policies in order to apply for The Fairy Tale Fair.

To apply for the fair, follow the link on the left and fill in the online application.

Applications must be made by September 20th 2015.

Stalls will be allocated on the basis of how quickly the application is sent back, the suitability of the products, and if your products overlap with others or not. So whilst not strictly first come first serve the sooner you can get the application back the better chance you will have of securing a stall. Also please note that as it states above the closing date for applications is Sept 20th, however this does not necessarily mean stalls will still be available by this date. If demand is high enough stalls will fill before the date above. Please be aware that there are now well over 400 of you on the stall holder mailing list and it may take some time to work through the applications- you



will be notified if you are successful or not within 2 weeks of your application.

If you are successful we will send you BAC's payment details and you can make payment within 14 days of securing your place. We will then send you confirmation of your payment and stall via email.

Why choose The Fairy Tale Fair?

In 2014 we were chosen by AMEX as one of the **top 100 small business in the UK** for Small Business Saturday. We were invited to Downing Street to celebrate this and our proud to have been chosen out of the thousands of small businesses who applied. Find out more.

In 2015 we came **2nd in the Local and Loved national awards for Markets and Community events in the UK**, and 2nd out of all businesses in Brighton and Hove. Find out more.

Don't just take out word for it - read our testimonials and reviews from stall holders and visitors alike here:

<http://www.thefairytalesfair.co.uk/testimonials/>

<http://www.thefairytalesfair.co.uk/reviews/>

Thank you for your time and interest in The Fairy Tale Fair, and hope to see you there! If you have questions please email us on the following contact details.

Claire Montgomery

Director of fairy dust

Find us on:

Web: <http://www.thefairytalesfair.co.uk>

Facebook: <http://www.facebook.com/thefairytalesfair>

Twitter: https://twitter.com/FairyTale_Fair / @FairyTale_Fair

Instagram: thefairytalesfair

or Email: thefairytalesfair@gmail.com

"So much more than a craft fair! As a stall holder and as a visitor previously I absolutely love The Fairy Tale fair, I have done two so far and I hope to be back again and again, I had a fab day both times."

- Stall holder, Claire, Yellow Bear Wares.

Just a few places we've been featured...

theguardian

CHILD FRIENDLY
BRIGHTON.CO.UK

visitBrighton

SMALL
BIZ 100

printed.com
click print deliver

Mollie
MAKES

The Argus

WE ♥ BRIGHTON

