



The Fairy Tale Fair at The Open Market

Interested in applying for The Fairy Tale Fair at the Open Market Brighton this Christmas? 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 held several fairs at Brighton Open Market and we are very excited for our return this Christmas. 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 festive specials. Our stalls will feature handmade or hand designed products, craft items, vintage products, jewellery, children's accessories, decorations, 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: Sun 13th November & Sun 11th December, 11am - 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 newest 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 13th November & 11th December 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 11am to 4pm. Unloading time slots will be confirmed via email and will be 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 3ft. 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. 10,000 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 5,000 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 5,000 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 5,500 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 1,000.

Print and magazine ads will be placed in local magazines and papers.

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 100,000 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 12,000 fans & followers.

How much does it cost?

The cost to take part in the fair is £42.

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

There are a few limited pitch only places available at each fair for £38.50 (6ft x 3ft pitch, bring your own table or rail).

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 for November](#) or
[click here for December](#).**

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 then 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.

Applications must be made by October 31st 2016.

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 Oct 31st, 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 1,000 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 3 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.

In Jan 2016 we were voted **Best Market & Community Event in the UK** in the 2016 Business Awards. We were also voted 2nd out of all businesses in Brighton & Hove.

Don't just take our word for it - read our testimonials and reviews from stall holders and visitors alike here:
<http://www.thefairytalefair.co.uk/testimonials/>

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.

Find us on:

Web: <http://www.thefairytalefair.co.uk>
 Facebook: <http://www.facebook.com/thefairytalefair>
 Twitter: https://twitter.com/FairyTale_Fair / @FairyTale_Fair
 Instagram: thefairytalefair

“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...

