



# *So This is Christmas*

*Sunday 7th December, Worthing*

*Exhibitor Guide*

[WWW.THEFAIRYTALEFAIR.CO.UK](http://WWW.THEFAIRYTALEFAIR.CO.UK)



Interested in applying for The Fairy Tale Fair at Worthing Charmandean this Christmas? This document will tell you all you need to know.

### ***What is it?***

Brought to you by The Fairy Tale Fair and the Northbrook Friends of St Barnabas fundraising group So This is Christmas is a festive themed craft and design fair that will feature over 60 high quality craft stalls plus cafe bar and more.

The fair is in aid of St Barnabas Hospice which is a local independent charitable hospice located in Worthing, Sussex.

**50% of your pitch fee goes directly to St Barnabas House, meaning you are all helping to support a great cause.**

### ***When and where is it?***

Date: Sunday 7th December.  
10.30am - 3.30pm.

Venue: The Charmandean Centre.  
Forest Road, Worthing, West Sussex,  
BN14 9HS.



### *About St Barnabas House*

First opened in 1973 by a local anaesthetist, Dr Francis Gusterson. St Barnabas is a charity which provides specialist palliative care to adults with advanced progressive life-limiting illnesses, both within the hospice and in the comfort of patients' homes.

Their services include: 20 bed In-Patient Unit, Day Hospice with 18 places, Community Palliative Care Team, Family Services Team Education Department, Hospice at Home. Patients are never charged for their care. They provide great work and care each and everyday.

**Find out more at:**

**<http://www.stbarnabas-hospice.org.uk/>**



### *About The Fairy Tale Fair*

The Fairy Tale Fair is an award winning well established magical craft fair with a whimsical feel based in Brighton.

At each of our fairs there will be a wonderful range of handmade or hand designed products, craft items, jewellery, children's accessories, clothing, prints and much more.

There will be something for everyone and the fair will be aimed at families and the community in particular.

St Barnabas is a charity with a personal connection to us after a close family member spent her final days there in 2014. We are proud to have been asked to organise this fair for them and be part of their fundraising efforts.

We have held Christmas fairs and Easter fairs in aid of St Barnabas so far since 2015. These have raised over £40,000 for St Barnabas House which we are incredibly proud of.



### ***Timings***

The fair will be open to the public between **10.30am and 3.30pm**. Please do not pack up your stall before this time as it is unfair on others. Set up in the morning will be from 9.15am. Stall holders should vacate the venue by 4.00pm.

### ***Your Stall***

Your table and chairs are provided. The size of the table is 6ft x 2ft. You are welcome to display your stall how you wish as long as it fits within the 6ft x 2ft space. You will need to bring a table cloth to hide the boring table tops!

### ***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!

### ***Facilities & Power***

The Charmandean on the main Upper Brighton Road is part of Worthing's heritage. A beautiful venue with close on 3/4 million spent on a complete refurbishment of the interior of the building and upgrading the entrance and reception areas.

The venue has a car park to hold 70 cars, is close to bus routes, is fully wheelchair accessible. There is free parking on surrounding residential streets also.

There is a cafe, bar and toilets within the venue.



# HOW TO GET INVOLVED

## APPLY ONLINE HERE:

<http://www.thefairytalefair.co.uk/apply-for-so-this-is-christmas-fair-worthing/>

## STALL DETAILS:

Stalls are 6ft x 2ft tables (with the table and chair included). If you'd prefer pitch only without a table please mark this in the application.

## STALL PRICES:

**6ft x 2ft stall: £59.50** (including table & chair)

## BLOG INTERVIEW:

**Blog features for stall holders are just £4.50.**

If you would like a featured blog interview these are charged at £4.50, 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 15,000 fans & followers.





# WHAT THEY ARE ALL TALKING ABOUT...

*A few testimonials from stall holders and customers from fairs organised by The Fairy Tale Fair...*

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*“It was my best fair of the season in terms of sales! Nice atmosphere and other friendly sellers. All fairs should be advertised like this one! It was fab.”*

– Stall holder, Isabel Roffe Jewellery.

*“I love your brand image and it’s apparent you’ve very good at marketing with the number of followers you have on social networks. You’re well known in Brighton and Hove and we love that you represent small, local businesses like we do.”*

– Helen, founder of Doily Days Wedding Magazine.

*“LOVE being part of your beautiful fair as usual, thanks for a wonderful day! And thanks to all those who took part in my felt making workshop at The Fairy Tale Fair. It really was magical”*

– Stall holder, Karen Rao Felt Artist.

*“I love it here! There are so many gorgeous stalls and friendly people, and the cakes and wonderful!”*

– Customer, Hannah Jackson.

*“Blown away by the high quality!”*

– Blogger, Mama Bear Brighton.

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# WHAT THEY ARE ALL TALKING ABOUT...

*A few testimonials from stall holders and customers  
(continued)*

“

*“It was just the kind of display of originality we expect from Brighton – handmade, hand designed and vintage gifts and seriously good homemade cakes and chocolate. And it was wonderful to see skills and tips being shared through workshops so people could learn something new.”*

*– Caroline Lucas, Brighton MP.*

*“Thanks so much for all your hard work organising and promoting the event. I think you did a phenomenal job.”*

*– Stall holder, Zoe, Hey Baby Yeah.*

*“What a truly lovely fair! Brilliant organisation and atmosphere through the whole day. Enjoyed the day very much, thank you!*

*– Stall holder, Anna.*

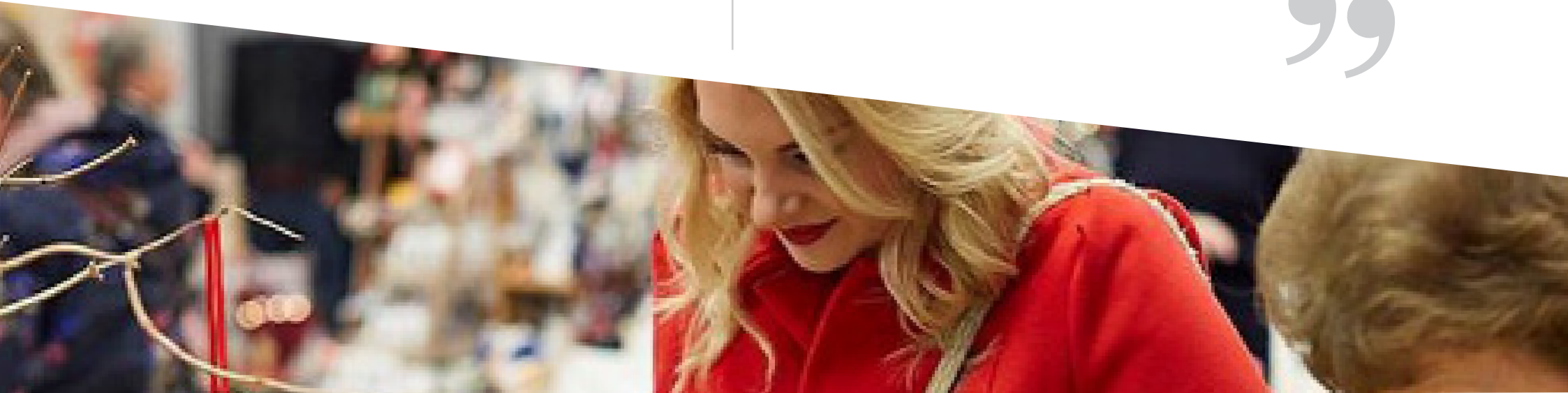
*“I got wonderful feedback about my work found the visitors supportive and really enthusiastic about everyone's products and the atmosphere”*

*– Stall holder, Ilona, I Drew This.*

*“Excellent! Very professional and well organised. It is a joy to be part of your fair!”*

*– Stall Holder, Lynn Watt, Ribbonreal.*

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# MARKETING THE EVENT

Our team have a wealth of industry experience to promote the event to the best it can be.

With professional experience in design, social media management, marketing and PR, blogging, web design, copywriting and more so the fair is in safe hands. As an overview the fair will be marketed by:

- 10,000 targeted flyers - delivered door to door, local shops, cafes, schools and events.
- Print ads in local magazines, newspapers, local directories.
- Targeted online adverts.
- Regular posting and stall holder shares across social media (a following of over 15,000).
- Stall holder blog interviews.
- Online directory listings (both craft based and local listings)
- A dedicated page promoting the fair with full details and map on our website.
- A press release will be sent to local press and bloggers.
- An e-newsletter will be sent to over 2,000 local contacts.
- Large display boards at the main road and promotional materials at the venue.
- Posters in the town centre.
- Targeted Facebook event promotion and sponsored posts.
- Posters in St Barnabas shops and hospice.





# FEATURES & AWARDS

## AWARDS:

1st in Markets & Community Events (UK) - 2017 & 2016  
- Business of the Year Awards

2nd in Town (Brighton and Hove)  
- Business of the Year Awards 2016

2nd in Town (Brighton & Hove)  
- The Best Of Local and Loved Awards 2015

2nd in Markets and Community Events (UK)  
- The Best Of Local and Loved Awards 2015

Top 3 in Best Community Event in Sussex 2015  
- The Argus Community Stars Awards.

“Recommended by Parents” status  
Kallikids Sussex - Summer 2015.

Top 100 Small Business in the UK  
- as chosen by AMEX for Small Business Saturday UK 2014.

## JUST A FEW OF THE 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

etc.  
magazine

DOLLY DAYS  
approved supplier

thebestofbrightonandhove

BRIGHTON & HOVE  
Leader

KalliKids  
recommended by parents



# CANCELLATION & LEGAL BITS

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 3 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. We recommend each stall holder has their own Public Liability Insurance.

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

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 before your category is full. Please be aware that there are now well over 1,800 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 an online link and BAC's payment details and you can make payment within 10 days of securing your place. We will then send you confirmation of your payment and stall via email. Failure to reply to our emails or late payments may result in your stall being re-allocated.

If you have any further questions please email [thefairytalefair@gmail.com](mailto:thefairytalefair@gmail.com).







**APPLY NOW**

**APPLY HERE:** <http://www.thefairytalefair.co.uk/apply-for-so-this-is-christmas-fair-worthing/>  
**website:** [www.thefairytalefair.co.uk](http://www.thefairytalefair.co.uk)  
**email:** [thefairytalefair@gmail.com](mailto:thefairytalefair@gmail.com)

**facebook.com**/thefairytalefair  
**instagram.com**/thefairytalefair  
**twitter.com**/fairytales\_fair

**SO THIS IS CHRISTMAS IN AID OF ST BARNABAS | WORTHING CHARMANDEAN | SUNDAY 7th DEC**