

## **EWefest 2018 Information for Stall Applications (The boring but necessary bit!)**

This is the first major wool festival in Scotland. We would like both visitors and vendors to go away happy and wanting to come back in 2019. We plan to put most of the profits back into the wool industry and bring it back to that vibrant era where Scottish Wool was a luxury and highly sought after. We also want to be able to sponsor artisans and students, and although the V&A will not be officially open when we have our first event, we are already in talks about how we can work together from 2019 onwards.

The aim of EWefest is to promote and celebrate Wool – especially Scottish Wool – to show the best of wool and crafts where wool is the prime constituent. Other natural fibres will be accepted but nothing manmade.

EWefest is . . . creativity and design from skilled artisans. EWefest is . . . about bringing different components to the public so that they too can delve into this wonderful world of carding, spinning, weaving, felting, knitting, crocheting, dyeing and the myriad other uses for this traditional fibre. Most of all, EWefest is about education; to teach and inform about wool from finest cashmere to blocks of insulation for the housing market.

EWefest brings together businesses dealing with wool in its various forms, breeders and linked organisations giving an opportunity to promote themselves and their hand-made produce.

With that in mind, the following rules must be adhered to:

1. All merchandise must be made from natural fibres, or be used in the process to use the natural fibre such as carders, spinning wheels, dyes, knitting needles and such like.
2. All goods must be of the highest standard, and there will be no “seconds” or “bargain basements”.
3. All items must be displayed in a safe and attractive manner, allowing the public access. Demonstrations on your stand will be actively encouraged.
4. Prices should be clearly displayed.
5. All stalls will be under canvas and on grass. Stallholders will be responsible for any damage to either the canvas or the grass.
6. All stands must display their trading name – the name they will be known as in the free programme.
7. Nothing should extend out on to the aisles for health and safety reasons.

### **GENERAL INFORMATION**

- EWefest 2018 will be held on Friday 17<sup>th</sup> and Saturday 18<sup>th</sup> August at Slessor Gardens, Dundee DD1 1AR. Security will be in place day and night.
- Show times will be 10:00 am to 5:00 pm each day.
- All vendors are invited to a party on the Friday evening from 6:00 pm to 9:00 pm. The Street Food and Bar will be open and entertainment will be organised.

- Members of the public will pay a small fee for entry to the party and there will be **no access** to the stalls in the evening.
- All stalls will be under cover, the street market will be outside but under the canopy of the market stalls.
- The stalls in the marquees will be backed with Heras fencing. Please use commonsense when hanging anything from these, they are not a permanent fixture so will only take lightweight goods.
- Set up day will be Thursday, August 16, 2018. Times will be announced on acceptance. Your area will be clearly marked out. There are no physical sides to the stalls so do not infringe on your neighbour's space unless this has been agreed.
- All stalls must be dismantled and everything removed by 8:00 pm on the Saturday August 18, 2018.
- Having the luxury of a big open space, we have set sizes for the stalls, however, if you want something different, there will be a good chance that we can accommodate you. Please contact us regarding this.
- Tables and chairs, and electricity will be available at an extra cost payable with the deposit.
- There will be no sharing of stalls unless specifically requested on the application form. If you wish to be next to another trader and not put a barrier up between yourselves, that is perfectly acceptable and we will do our utmost to ensure you are together.
- If you wish to be near or next to another vendor, let us know and we will do all we can to accommodate you.
- If a group wants a set number of stalls together, again we will do everything we can to make this happen.
- Finally, we asked what is important for an exhibitor and the overwhelming reply was a dedicated exhibitors area. There will be an area set aside for vendors only with toilet facilities and tables and chairs. We will arrange with the food sellers for a way vendors can be served quickly as we appreciate that time away from your stand is losing custom.

## **APPLICATIONS**

**Please give us as much information as possible on your application form.** If we are oversubscribed, this will help our decision.

The standard of the application, quality of goods on offer, originality, diversity and the ethos of EWEfest will all be taken into consideration.

We will ensure there are no exact duplicates. Vendors offering on-stand demos/tutoring or workshops in the main arena will be given preference.

**Please include a detailed description with photographs of the work you produce/products you sell along with the application form. We will be unable to accept any applications without them.**

**Website and email details are essential.**

**Applications must be received by February 23, 2018** at the very latest, applications received after this date may be rejected or go on to a waiting list.

We will acknowledge receipt of your application by e-mail and you will be notified of the outcome of your application by **March 16, 2018** at the latest.

**50% non-refundable deposit will secure your stand and must be paid by March 30, 2018. The balance must be paid by June 29, 2018.** Invoices will be sent out by email. Payment to be made electronically.

## **INSURANCE**

**PLEASE SEND A COPY OF YOUR PUBLIC AND PRODUCT LIABILITY INSURANCE FOR A MINIMUM OF £2,000,000.00 WITH YOUR APPLICATION FORM, IF YOUR INSURANCE RUNS OUT BEFORE THE SHOW DATES PLEASE REMEMBER TO SEND A COPY OF THE UPDATED CERTIFICATE BEFORE THE EVENT.**

All stallholders and demonstrators must hold adequate and appropriate insurance.

Your insurance certificate must show:

- your name or company name
- renewal date
- proof of PUBLIC LIABILITY cover showing company name, amount of cover (£) and dates of cover

Renewal notices or schedules showing a payment amount due or outstanding are not acceptable.

All information will be treated in the strictest confidence.

## **PROGRAMME AND ADVERTISING**

EWefest programme and commemorative pin are included in the visitor's entry fee.

Every stallholder will have a free listing in the EWefest programme, including their website and email address, plus a few words about themselves.

There will also be articles, adverts, patterns and features in the programme. Please consider advertising, it will make your business stand out from the rest and as we have experienced, these programmes are a go-to list of products and services throughout the year. Also, the visitors who attend both days tend to read their programmes overnight and plan a route for the next day.

## **ACCOMMODATION**

There will be a dedicated link on the website for nearby accommodation. A special rate has been negotiated if booked through this link.

If booking in advance, it may be suitable to book direct with Travelodge, Holiday Inn Express, Sleepz, Premier Inn. Holiday Inn Express and Sleepz are under 200 metres away from the event, and Premier Inn just a little further.

## **CONTACT US**

Any question at all, please contact us by email at [applications@ewe.scot](mailto:applications@ewe.scot) We will do our best to reply the same day. By all means, leave a telephone number as well so we can ring you.

We do understand that some vendors will be selling goods that are not related to wool as such, in fact we hope there are haberdashery goods, booksellers, accessories etc. So, if in doubt, do get in touch.

We will listen to anything you want to say. We have a huge amount of experience behind us, but we know we also can learn so much more!