

## **EXHIBITOR INFORMATION**

This is the fifth Bath Art Fair organised by Somerset artist Alce Harfield. With over 30 years' experience in selling art including two shops in Bristol and Bath and 15 years' exhibiting as an artist at art fairs across the country, you're in good hands!

From small beginnings in a marquee in a field to a city centre location, The Bath Art Fair has grown in reputation to be one of the best art fairs in the South West.

Last year saw record sales of £108,306 (over £1,000 on average per stand with many artists taking over £8,000 during the weekend) and many artists receiving great after-sales and gallery interest.

We pride ourselves on being an inclusive fair, encouraging the next generation of emerging artists who exhibit side by side with artists with many years' exhibiting experience.

In 2018, 2019 and 2020 we were shortlisted for a prestigious Bath Life Award in the 'Arts' section and WON a Creative Bath Award, with the judges commenting:

"Surely this is the future of selling art. This project took a gamble which has paid off, making art accessible through an impressive business model."

(We have also been short-listed for a Creative Bath Award in 2020.)

To hear what some of our previous exhibitors have said about the Bath Art Fair see **TESTIMONIALS**

### **COVID-19 and other issues**

The outbreak of COVID-19 has put all events on hold. We are well aware that restrictions are changing daily but we always look on the positive side, so we are planning our show with these in mind.

HOWEVER, in the event that we are unable to put on the kind of show we have had in the past, we will be looking to reschedule to a weekend later in 2021.

Previous exhibitors will also be aware that Bath Rugby, whose home ground is behind our venue, tend to take over the area during a home match and this situation is not ideal.

We are working closely with Bath Pavilion and Bath Rugby (whose televised home games schedule will not be finalised until October 2020) to ensure that our fair and their match do not coincide on a Sunday in 2021.

If in October due to COVID-19 restrictions we have to reschedule the date we will contact you. If we find that our Sundays do clash we will go ahead with the Fair with a revised date of the weekend of 19-21 Feb 2021.

The result of this uncertainty is that we think it is fairest NOT to take any DEPOSITS for stands until we are 100% sure of what will happen. (Hopefully in October 2020) see DEPOSITS all we require at this stand is your completed BOOKING FORM and IMAGES.

If you find that you cannot make the date once we have a decision in October or cannot make the revised date there will be nothing to pay.

We all need to be flexible in these uncertain times and our main priority is to look after the stars of the show....YOU!

### **LOCATION**

The Bath Pavilion, North Parade Road, Bath BA2 4EU

### **TIMES**

**(Due to COVID-19 these dates are PROVISIONAL and are subject to change...see COVID-19 above)**

Thursday 25 February 2021

4pm to 7pm early drop off

Friday 26 February 2021

9am to 5pm Set Up

6pm to 9pm - Private View

Saturday 27 February 2021

10am to 6pm - open to the public

Sunday 28 February 2021

10am to 5pm -open to the public

5pm to 10pm take down

### **The VENUE and PARKING**

The Bath Pavilion, a well-known beautiful space with great natural light, large windows and high ceilings with parking nearby, has been carefully chosen. It has space for unloading and loading which will be done on a rota basis.

For our customers there is a multi-storey car park next door with a maximum stay of 4 hours. There are also 2 very large open-air car parks within 15 minutes walking distance, numerous multi-storey car parks and 3 'park and rides' into the city.

## **NEW FOR 2021**

WE have introduced a three tiered pricing scheme for our stands in 2021. This is to reflect the position of each stand in the show and the height of the stand (2.75m in main hall, 2.4m in foyer.)

### **Foyer stands**

These stands will remain at our 2020 prices to reflect their position in the show and also the fact that these stands are shorter than our main hall stands

### **Main Hall Stands**

There has been a small price increase of £10 per linear meter on these stands to reflect our increased running costs

### **Stage Area Stands**

These have been reduced by £10 per linear meter to reflect their position in the show. Some of the stand dimensions have changed to allow better access and viewing.

## **STANDS (SEE LAYOUT)**

There will be a maximum of 85 stands with wide walkways between to create a relaxed atmosphere.

All stands will be constructed from wood, painted white and 5mm hollow ply

2.4m tall in the foyer area

2.75m tall in the main hall and stage area

(Please see STAND SIZES AND PRICES).

It is recommended that screws or mirror plates are used to hang artworks.

Each stand will have a fascia board showing artist's name and stand number.

Please note that the stand sizes noted are subject to slight variation (up to 15cm) due to the shell scheme construction. E.g. a 1m painting will not fit onto a 1m panel.

## **LIGHTING**

All adjustable lighting is INCLUDED in the price of the stand including return walls (please see STAND SIZES AND PRICES for number of lights included per stand).

There is also ambient lighting within all areas. Should you wish to order extra lights or a plug socket please use the BOOKING FORM.

(Additional light £40 plug socket £60)

You are NOT permitted to bring your own lights WITHOUT PRIOR ARRANGEMENT and all appliances e.g. laptops must have an up to date PAT certificate. Any that do not will NOT be allowed to be used during the Fair.

You will be able to order extra lights and sockets during setup (additional light £60 plug socket £80).

## **APPLICATIONS**

**Priority booking will be open 2 weeks prior to GENERAL BOOKINGS for our 2020 artists only, and they will also receive a 10% loyalty discount.**

Applications are invited by any professional 2d or 3d artist selling their own work and is on a first come first served basis. Unlike many fairs the choice of stand is entirely yours.

Priority will be given to those artists who have an active social media presence.

Please look at LAYOUT and STAND SIZE AND PRICES.

Choose your favourite stand and EMAIL ALCE who will confirm availability (If you haven't exhibited with the Bath Art Fair before please also send a link to your website), then fill out our

## **BOOKING FORM (online from our 'EXHIBIT' page)**

There will be a limit on more 'craft' led stands.

If you run a gallery and would like to apply please contact me personally:

art@alceharfield.com or 01749 880020

There is no selection procedure and NO application fee to apply but The Bath Art Fair reserves the right to refuse applications we feel are unsuitable, including distasteful, unprofessional, inflammatory, or 'not suitable for a family audience' work.

Feel free to email if you're unsure.

IMAGES (please send with your completed BOOKING FORM)

The images of your work are important to us and should be to you!

Please send 3 quality high resolution images (300DPI) at least 10cm square.

(We recommend sending these images using a FREE file sharing website e.g. <https://wetransfer.com/>)

Each image must be clearly marked with your name please.

These will be used on our website and in all our publicity including flyers, adverts and posters.

**AT THIS STAGE THAT IS ALL WE REQUIRE YOU TO DO - YOU DO NOT NEED TO SEND YOUR INSURANCE DOCUMENTS OR PAY A DEPOSIT ONCE THE DATES OF THE FAIR HAVE BEEN FINALISED** (see paragraph **COVID 19** above)

WE WILL REQUIRE WITHIN ONE WEEK....

**INSURANCE**

You will need Public Liability Insurance to the value of £5m, proof of which must be sent.

If you don't have insurance we would recommend a-n ARTISTS:

<https://www.a-n.co.uk/about/insurance/>

This year no artist will feature on the website until the organiser has received ALL the paperwork for their application (Public Liability Insurance Policy, completed and signed booking form, deposit and three high res images).

**DEPOSIT**

Once our dates are confirmed (we will contact you via email), we will require a DEPOSIT of 50% of your stand fee within one week of this confirmation. If you do not do this, your reserved stand will no longer be reserved for you.

The final payment of 50% is due at the end of December 2020.

It is preferred that payment is made by BACS (details on BOOKING FORM) but we will take a cheque or card payment over the phone on 01749 880020 if you are not familiar with online banking.

#### EXHIBITOR INSURANCE

You may also consider 'exhibitor insurance' for your artwork whilst in transit to and at the show. (See TERMS AND CONDITIONS)

#### CANCELLATIONS

If you find you cannot take up your stand space the organisers will endeavour to fill it, with refunds being issued on a case-by-case basis minus an admin fee of 50% of monies paid. (See TERMS AND CONDITIONS)

#### PUBLICITY

An estimated £12k budget will be spent on:

- The Bath Magazine (online and in print)
- Bath Life Magazine (online and in print)
- Online and physical marketing campaign in conjunction with The Bath Chronicle
- Dedicated social media expert employed solely to bring traffic to the website, with Facebook, Twitter, and Instagram posts to create a 'buzz'. #bathartfair
- 10,000 flyers to be distributed locally, each with a '2 for 1' ticket voucher
- AA road signs around Bath (the maximum we are allowed in a heritage City)
- Flyer distribution before and during the event in the centre of Bath
- Four-week campaign of posters on bus shelters throughout the city of Bath
- Venue banners and signage

#### WHAT 'THE BATH ART FAIR' WILL OFFER YOU

The opportunity to exhibit in a beautiful part of the world in the affluent and cultural city of Bath.

A professional art fair with a workable layout and attractive stands with inclusive lighting run by a seasoned Somerset artist who knows the area and has 30 years' experience in selling art.

A visible, approachable and friendly team of helpers who will make your job as easy and as stress-free as possible, freeing you up to do what you do best.

A dedicated BATH ART FAIR website including links to your own website, regularly updated with the latest news and artist's images.

This will also be promoted to our visitors after the event to remind them of what they saw and maybe tempt them to contact you after the event.

All the publicity material (flyers, tickets, e-tickets etc...) you need to help spread the word.

There will be a secure storage facility within the building for spare artwork.

You will receive a comprehensive EXHIBITORS PACK nearer the Fair, covering everything you need to know to make exhibiting at the Bath Art Fair a success.

We will make ourselves available for any questions via email and phone during office hours before the show....

01749 880020

07989 157955

art@alceharfield.com

We will LISTEN to your questions and comments and all feedback (good or bad) is welcome!

#### WHAT IS INCLUDED IN THE COST OF YOUR STAND

- a white 2.7m high stand with adjustable LED spot lighting (2.4m high stands in foyer area)
- fascia board with name and stand number
- support and advice from a very visible organiser and helpers before, during and after the Fair
- use of trolleys, ladders and our helpers during set-up and takedown
- complimentary refreshments during set-up

- free wrapping station for your sold items using eco paper bubble wrap
- exhibitor and artist assistant lanyards
- a welcome 'goody bag'!
- a comprehensive website with your images and links to your website, updated regularly and promoted to our visitors
- dedicated social media expert
- as many PV tickets as you need
- as many flyers and posters including a '2 for 1' ticket as you need
- e-ticket PDF featuring the flyer and '2 for 1' ticket
- extensive multi-media promotion locally
- complimentary drinks at PV
- storage for spare work and packaging
- proof of purchase slips
- 'no photography' signage if needed

#### WHAT WE ASK OF YOU

Bring whatever you'd like to sell but bear in mind cards and low-value prints take away from your more expensive items (so we would recommend you don't have them on your stand).

All work must be suitably presented (no clip frames, no un-mounted or un-bagged prints), clearly and professionally priced.

You are welcome to share a stand but we will need a booking form from each artist with clear indication that you are sharing.

You are responsible for insuring all your own artwork and fixtures and fittings. (see TERMS AND CONDITIONS)

The Bath Art Fair requires that all exhibitors hold Public Liability Insurance to the value of £5m and evidence of this must be sent with your BOOKING FORM. Without this you will not be able to trade.

#### SOCIAL MEDIA



You will help make this show a success by engaging in social media to all your followers, sharing and liking posts from The Bath Art Fair. Please follow:

Twitter: <https://twitter.com/bathartfair>

Facebook Page: <https://www.facebook.com/BathArtFair/>

Facebook Group (for artists only):

<https://www.facebook.com/groups/1678146562495884/>

Instagram: <https://www.instagram.com/bathartfair/?hl=en>

Listing your involvement in the show on your own website and publicising it to your mailing list with a link to [www.bathartfair.co.uk](http://www.bathartfair.co.uk).

Feel free to post new work and newsworthy stories to your heart's content on all our social media platforms AND TAG #bathartfair (even if you don't live in the area your customers might have friends and relatives who do!).

This kind of publicity is very visual, engaging and FREE! Use it!

An art fair's success relies on your input. The best person to promote your involvement IS YOU!

You are the stars!

Our GREEN policy

The Bath Art Fair is passionate about reducing the waste produced from art fairs and is the only one in the country which is working towards a zero waste policy. All complimentary wrapping will use paper eco bubble wrap and tape (where appropriate).

Plastic lanyards are re-used each year, as is much of our signage and other consumables. We provide ample recycling stations throughout the Fair and we would love our artists and visitors to be mindful when using these.

Last year 79% of our waste was able to be recycled. We aim to make this figure 95% in 2021.

CHARITY STAND

Again this year we will be having a charity stand to support the invaluable work of Bath's Holburne Museum's 'PATHWAYS TO WELLNESS' programme, a very local

charity which supports the homeless and those with mental health issues in the Bath community through art therapy

We will be inviting donations of 'pre-loved art' as we all have art we can no longer fit on our walls.

This can be anything you have at home and not necessarily something you have produced.

Please ensure that it is clean and not damaged, 2d or 3d work all welcomed.

You can of course donate one of your own works and each piece will be individually priced but we would rather any potential customers spent their money with you on your stand.

Our staff will price the items to sell and it is preferred that anything donated can be priced around the £80 mark or lower.

#### ADDITIONAL INFORMATION

Unfortunately we cannot provide credit card facilities, but there are many inexpensive options for taking card payments, e.g. PayPal, iZettle etc... So please arrange your own facilities. There are numerous cashpoints within a short walk from the venue. (In the event that your own card taking facilities fail we will take a payment for you but will have to charge a fee of 5%.)

Although there is Wi-Fi at The Bath Pavilion we are in the middle of a built up area so coverage may be patchy at busy times.

There will be NO commission taken and you are FREE to charge what you like for your work!

Chairs and tables... if you need to sit down for health reasons please bring your own chair.

There will be a couple of trolleys and ladders for your use during setup and over the weekend.

#### HOTELS and REFRESHMENTS

There is a café and licensed bar on site

There is a plethora of hotels from budget to the more luxury (and expensive!), however The Travelodge (Bath Waterside) is a beautiful 5 minute walk along the canal and can provide very reasonable 24-hour parking.