

To apply for the Spirit of Christmas and the Spirit of Summer Fairs, you must submit this form along with:

- Product samples (please include a S.A.E for products to be returned)
- Photographs of products or a brochure
- Stand photo from a previous show or an illustration
- Press coverage & cuttings
- Branded literature i.e. letterhead, comp slip, gift box, bag etc.

Company Name		
Contact	Position in Company	
Address		
Postcode		
Tel	Fax	Mob
Email	Website	
Which show(s) would you like to apply for? And how many metres would you like (minimum size 4m <sup>2</sup> for Christmas and 6m <sup>2</sup> for Summer)?		
<input type="checkbox"/> Spirit of Christmas 4 - 8 Nov Min m <sup>2</sup> :            Max m <sup>2</sup> : Dimensions: ____ x ____	<input type="checkbox"/> Spirit of Summer 13 - 16 May Min m <sup>2</sup> :            Max m <sup>2</sup> : Dimensions: ____ x ____	

**Cost of exhibiting**

***SPIRIT OF CHRISTMAS:***

£286pm<sup>2</sup> for gifts and £254/m<sup>2</sup> for food

***SPIRIT OF SUMMER:***

£274pm<sup>2</sup> for gifts and £252/m<sup>2</sup> for food

Once we receive your application, it will be processed before being presented to the vetting committee at House & Garden magazine for review. We will contact you with the outcome of their decision as soon as possible.

Please return to: Thi Dinh, Spirit of Christmas & Summer Fairs, Clarion Events, Earls Court Exhibition Centre, LONDON SW5 9TA

How did you hear about our fairs?

Have you visited the Spirit of Christmas Fair before? If yes, when was your visit and what did you make of it?

Have you applied to the Spirit of Christmas Fair before? If yes, please state why it was unsuccessful

When was your company set up?

Please provide details of your company e.g. brief history, size, your USP

Please give details of your products

What percentage of your products are:

- Designed and made by you
- Designed by you but production is outsourced, if so where?
- From UK supplier(s) (please give details and names)
- From foreign supplier(s) (please give details)

Do you have seasonal ranges? If yes, please give details

What is the price range of your products?

What is your best selling range/product? And how much does it cost?

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**What products and/or range(s) do you intend to bring to the Fair(s)? Please include images of these in your application**

**Where are your products currently available to buy?**

- Own shop
- Mail order/website
- Other (please give details)

**Who are your main competitors?**

**What would be your objectives for exhibiting at the Spirit of Christmas/Summer Fairs? Tick all that apply**

- To generate sales
- To raise company profile
- To promote your website
- To collect data/build your mailing list
- To meet new customers
- To launch a new product/range (please give details)
- Other (please give details)

**Please describe the customers that you usually/would like to attract**

**Do you currently exhibit at any other exhibitions? If yes, please give details**

**Which exhibition(s) have been successful for you? Please give details**

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