

★ THE CHRISTMAS SHOPPING FAYRE ★

WESTPOINT, EXETER 29th Nov -1st Dec 2019

The Westpoint Centre and 150-acre showground site was developed to accommodate the Devon County Show and has gone on to establish itself as the best purpose-built events venue in the South West. The main hall is a 48,000 sq. ft clear span building which we carpet from wall to wall and it provides enough space for over 280 good size stands with generous alleyways between. The complex is sited on the outskirts of the city of Exeter just 2 minutes from junction 30 off the M5 making it easy for us to attract 15,000 -20,000 shoppers from Exeter, Plymouth, Taunton, Torquay and all parts of the South West each year.

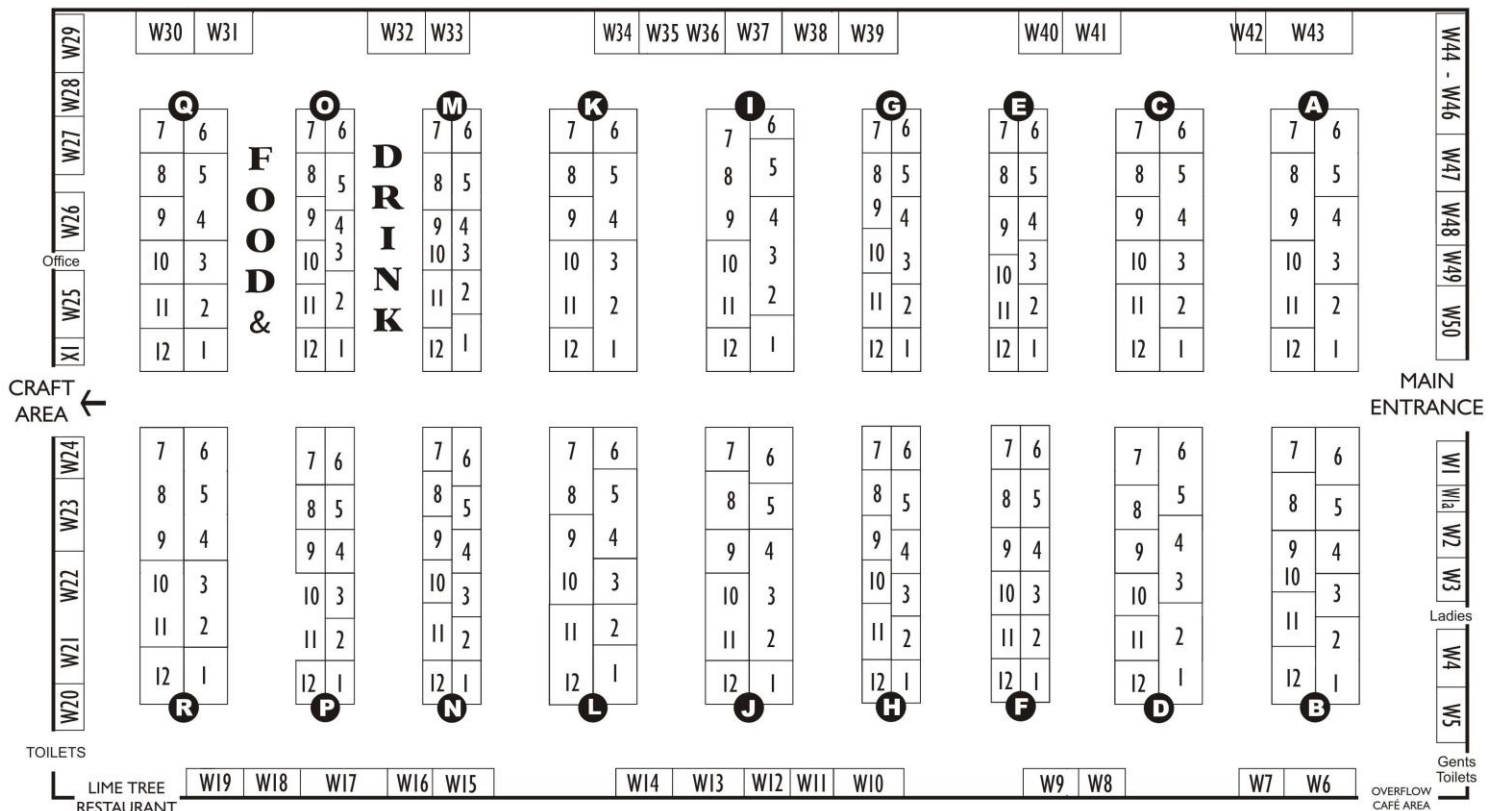
SHOPPING FAYRE OPENING TIMES

FRI 29th NOV: 9.00am-5.00pm

SAT 30th NOV: 9.00am-5.00pm

SUN 1st DEC: 9.00am-4.00pm

- Ample parking adjacent to the hall for exhibitors and 1000's of visitors
- Easy level access for loading and unloading
- On site restaurant, bar and takeaway
- Overnight parking for caravans/campers £10 per night (including showers, electric hook-up)
- Information provided about local B & B's, guest houses and hotels



SHOPPING FAYRE PLAN 2019

Most exhibitors opt for one of our standard sizes of shell scheme stands (3m x 2m, 4m x 2m, 5m x 2m, 3m x 3m, 4m x 3m) but larger sizes are possible, ask for details.

COSTS OF STANDS

3m x 2m (9'9" wide x 6'6" deep) =	£402.00 +vat
4m x 2m (13'0" wide x 6'6" deep) =	£533.00 +vat
5m x 2m (16'3" wide x 6'6" deep) =	£652.00 +vat
3m x 3m (9'9" wide x 9'9" deep) =	£533.00 +vat
4m x 3m (13'0" wide x 9'9" deep) =	£681.00 +vat
6m x 3m (19'6" wide x 9'9" deep) =	£984.00 +vat

Corner sites (stands with 2 open sides) -add **20% extra**

COSTS OF EXTRAS

Lighting (5ft strip light)	£34.00 +vat
Twin electric socket	£43.00 +vat
Trestle tables (6ft x 2ft 6in)	£5.00 +vat

"WE KEEP OUR PRICES AS LOW AS POSSIBLE EVERY YEAR!"



A 6m x 3m stand would have costed £720+ vat at the Shopping Fayre 23 long years ago and it only costs £984.00+ vat today.

-We work hard to give you a great event at the lowest possible cost!

Some outside trading space and a few indoor spots in the craft marquee available: prices on application

Don't miss out - cash in on Christmas with our Shopping Extravaganza!

NEW & ORIGINAL EXHIBITORS ARE ALWAYS WELCOME

With most of our exhibitors coming back year after year we work hard to fill our remaining spaces with new lines to keep our Fayre fresh and exciting. Preference will always be given to exhibitors promoting a new or unique range of products. If you can put on a bright and interesting display, we will be happy for you to join us this year ... and so will our army of shoppers!!

We're often asked what sort of items are suitable for our Fayres. Here's just a selection of the lines featured at a typical Christmas Shopping Fayre. You can see it's not just Christmas gifts!

Antiques & Curios
Aquariums
Aromatherapy Oils
Art Materials
Baby Gift Lines
Back Care Products
Balloons, Party Goods
Beers & Ciders
Belts & Buckles
Bikes & Accessories
Binoculars, Telescopes
Bird Tables, Feeders
Books Boxed Games
Cameras
Cards and Calendars
CDs and DVDs
Christmas Decorations
Clocks & Watches
Collectables
Computers, Software
Confectionery
Cookware
Country Clothing
Cosmetics
Craftwork, Hand-made
Cuddly Toys
DIY Gadgets & Tools
Dolls, Dolls-houses
Dried Flowers
Engraved Giftware
Ethnic Ranges
Fabrics

Fair Trade Goods
Fashions For All Ages
Fine Bone China
Fitness Products
Flying Lessons
Food & Drink
Fragrances
Framed Prints
Flowers, Plants
Fun Adult Lines
Furniture -All Sorts
Gardening Gifts
Glassware, Crystal
Handbags, Luggage
Hats -Of All Kinds
Health Products
Herbs & Spices
Hiking & Outdoors
Hobby Crafts
Holiday Promotions
Household Gadgets
Imported Furnishings
Ironing Presses
Jewellery
Kitchen Utensils
Knitwear
Lamps & Shades
Leatherwear
Lifestyle Products
Lingerie
Metal Detectors
Mirrors
Mobile Phones

Model Making
Motoring Gifts
Musical Ranges
Needlecraft
Novelty Gift Lines
Oriental Rugs
Paintings
Personalised Gifts
Pet Products
Pillows
Photographic
Posters, Prints
Pottery -Handcrafted
Puzzles
Remote Control Toys
Rocking Horses
Sewing Machines
Slippers, Footwear
Soaps, Bath Products
Socks, Underwear
Spa Baths
Sports Goods
Stationery Products
Statues, Ornaments
Ties and Scarves
Tools -Of All Kinds
Towels, Bedding
Toys -Huge Choice
Vacuum Cleaners
Wines & Liqueurs
Wood Carvings
Wrought Ironwork
And much, much more!

ONLY £4.00

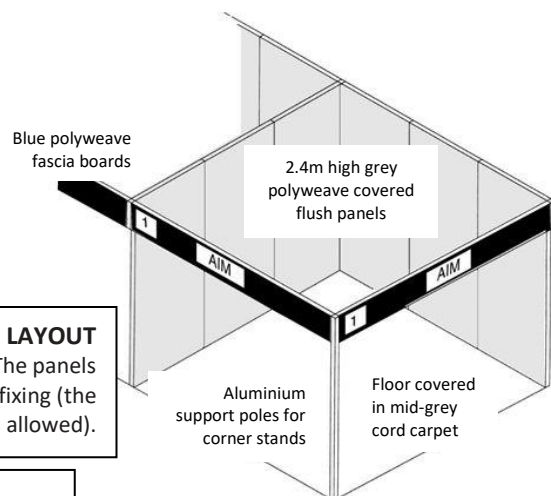
ADMISSION

We charge shoppers £4.00 (OAPs only £3, U16's FOC) and the hall is packed for all 3 days. When we open the main doors on the Friday morning each year there's usually a queue of 100's of shoppers outside.

Sounds great ...and it is!

BE PREPARED!

If you have got the right products at the right price, then be prepared for 3 very busy days. We always upset a few exhibitors when we refuse them permission to leave early on the Sunday after selling out! The Fayre seems to get busier & busier each year so bring enough stock!



A TYPICAL STAND LAYOUT

We cover the whole hall with a mid-grey carpet. The panels of the stands are covered in a grey fabric suitable for velcro fixing (the panels are sturdy but no screw fixing of display items allowed).

OUR ADVERTISING CAMPAIGN

Exhibitors are always amazed to see the level of advertising which goes into promoting our Christmas Shopping Fayre to ensure the huge volume of shoppers who turn up each year. Just look at our typical marketing campaign ...

1) **NEWSPAPERS & MAGAZINES** - Full, half or quarter page adverts in over 50 publications including: DAILY MIRROR (SW edition), EXPRESS & ECHO, TORBAY HERALD EXPRESS, MID DEVON GAZETTE, NORTH DEVON JOURNAL, NORTH DEVON GAZETTE, TAVISTOCK TIMES, CREDITON COURIER, SOMERSET COUNTY GAZETTE, PLYMOUTH HERALD, TEIGNMOUTH NEWS, WELLINGTON NEWS, BRIDGWATER MERCURY, TOTNES TIMES, MID DEVON ADVERTISER, DAWLISH GAZETTE, OKEHAMPTON TIMES, SIDMOUTH HERALD, MID WEEK HERALD, EXMOUTH HERALD, EXMOUTH JOURNAL, EX33, PRIMARY TIMES, PLYMOUTH SHOPPER, WESTERN MORNING NEWS, EXETER LIVING, EXECITE, DEVON LIFE, SOCIETY, INSIGHT, THE PLYMOUTH MAGAZINE, CITY PRESS, IT'S CHRISTMAS, WHAT'S ON SOUTH DEVON, WHAT'S ON PLYMOUTH, ONE SERIES, CORNISH TIMES, SUNDAY INDEPENDENT etc..

2) **RADIO** -dynamic radio campaign (100s of 30 sec. ads) on commercial radio stations

3) **LEAFLETS** -glossy leaflets in all Devon TICs and distributed widely in the region

4) **POSTERS** -prominently sited throughout area

5) **SIGNAGE** -loads of AA signs

6) **BANNERS** -large roadside banners raising maximum awareness to road users

7) **COACH COMPANY PROMOTIONS**

8) **COMPETITIONS** -newspapers and radio

If something will bring more shoppers through the door then we do it! **For more information call Hale Events 01934 733433 or stands@hale-events.com**

Ho!Ho!Ho! - We've got another great show!

CHRISTMAS SHOPPING FAYRE 2019

DO ALL YOUR CHRISTMAS SHOPPING UNDER ONE HUGE ROOF.

- ★ You'll enjoy browsing around 300 stalls displaying 1000s of new lines and amazing seasonal offers!
- ★ Meet dozens of talented local craftspeople
- ★ A diverse mix of importers, manufacturers and wholesalers with exciting new ranges
- ★ Fabulous fashions, accessories and jewellery
- ★ Try before you buy! Superb food & drink area with scrummy puddings, confectionery, liqueurs ...
- ★ Gadgets, hobbies, sports, toys and household goods
- ★ Entertainment ★ Ongoing daily demonstrations!

24 years of putting the fun back into Christmas shopping!

FREE GROTT!

WESTPOINT, EXETER
DEVON COUNTY SHOWGROUND EX5 1DJ - 1 mile from Junction 30

FRI 29 NOVEMBER - SUN 1 DECEMBER
OPEN FRI & SAT 9am-5pm / SUN 9am-4pm

Admission £4.00, Seniors £3.00, 16 & under FREE

Plenty of **FREE PARKING!**

www.christmasshoppingfayre.com