

# ★ THE CHRISTMAS SHOPPING FAYRE ★

## WESTPOINT, EXETER 26<sup>th</sup> – 28<sup>th</sup> Nov 2021

The Westpoint Arena and 150-acre showground site is the best purpose-built events venue in the South West of England. The main hall is a 48,000 sq. ft (nearly 5,000 sq.m.) clear span building which we carpet from wall to wall and it provides enough space for over 250 stands with generous alleyways between. Situated 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+ shoppers from Exeter, Plymouth, Taunton, Torquay and all parts of the South West every year.

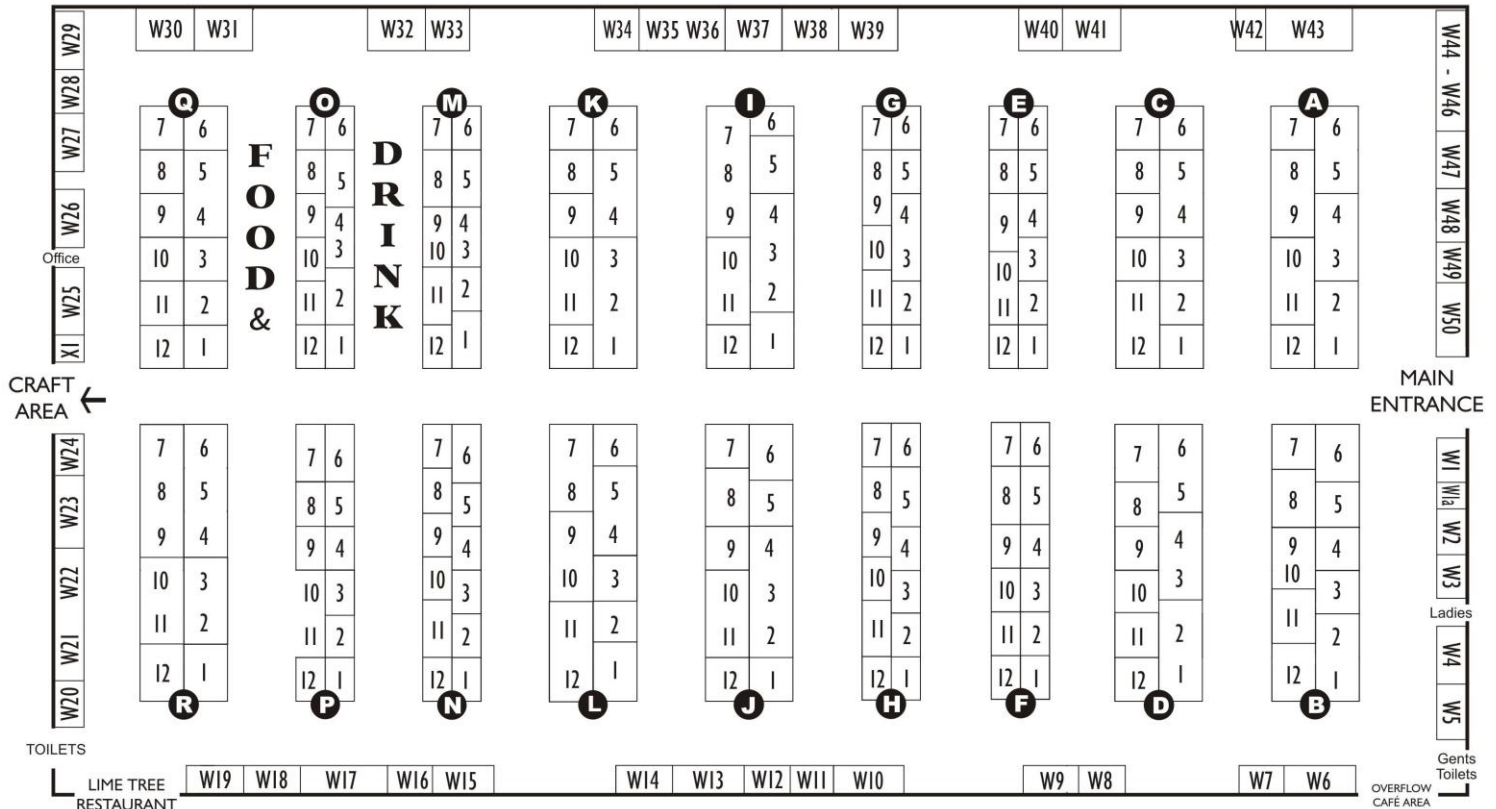
### SHOPPING FAYRE OPENING TIMES

**FRI 26<sup>th</sup> NOV: 9.00am-5.00pm**

**SAT 27<sup>th</sup> NOV: 9.00am-5.00pm**

**SUN 28<sup>th</sup> DEC: 9.00am-4.00pm**

- Plenty parking near 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 2021** Most exhibitors book 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) = **£414.00** +vat
- 4m x 2m (13'0" wide x 6'6" deep) = **£552.00** +vat
- 5m x 2m (16'3" wide x 6'6" deep) = **£650.00** +vat
- 3m x 3m (9'9" wide x 9'9" deep) = **£585.00** +vat
- 4m x 3m (13'0" wide x 9'9" deep) = **£780.00** +vat
- 6m x 3m (19'6" wide x 9'9" deep) = **£1008.00** +vat

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

## COSTS OF EXTRAS

- Lighting (5ft strip light) **£35.00** +vat
- Twin electric socket **£44.00** +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 24 long years ago and it only costs £1008.00+ 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 at our Shopping Extravaganza!

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.

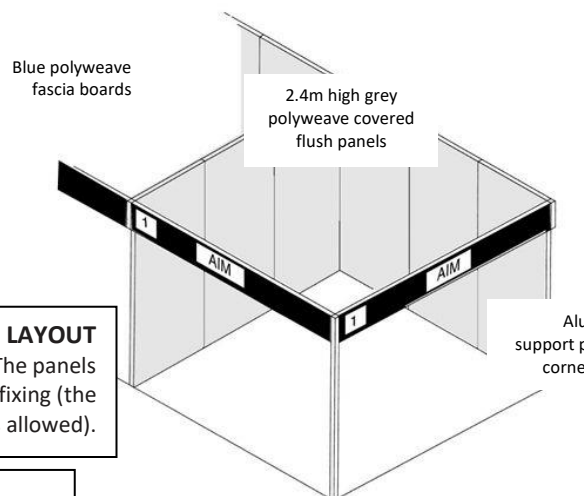
*Sounds great ...and it is!*

## BE PREPARED!

If you have got the right products at the right price, then be prepared for 3 very busy days. The Fayre seems to get busier & busier each year so bring enough stock!

**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!!



### 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

We never skimp on promoting our Christmas Shopping Fayre each year, 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) **SOCIAL MEDIA** - Facebook targeted advertising and competitions
- 6) **BANNERS** -large roadside banners raising maximum awareness to road users
- 7) **COACH COMPANY PROMOTIONS**
- 8) **COMPETITIONS** -newspapers, radio, social media

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](mailto:stands@hale-events.com)



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[christmasshoppingfayre.com](http://christmasshoppingfayre.com)