

★ THE CHRISTMAS SHOPPING FAYRE ★

WESTPOINT, EXETER 25th – 27th Nov 2022

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 200 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 12,000+ shoppers from Exeter, Plymouth, Taunton, Torquay and all parts of the South West every year.

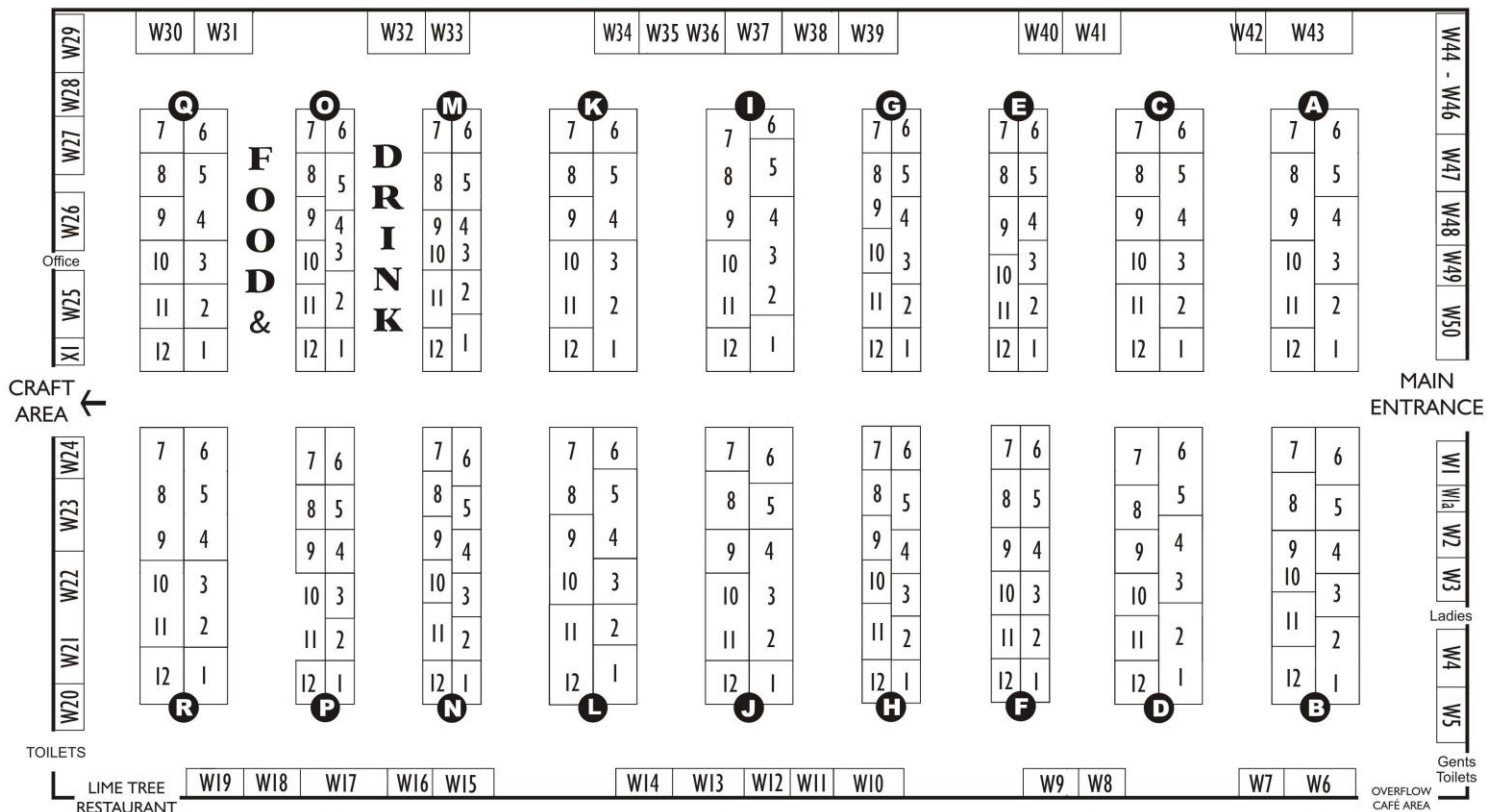
SHOPPING FAYRE OPENING TIMES

FRI 25th NOV: 9.00am-5.00pm

SAT 26th NOV: 9.00am-5.00pm

SUN 27th 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) =	£432.00 +vat
4m x 2m (13'0" wide x 6'6" deep) =	£576.00 +vat
5m x 2m (16'3" wide x 6'6" deep) =	£680.00 +vat
3m x 3m (9'9" wide x 9'9" deep) =	£612.00 +vat
4m x 3m (13'0" wide x 9'9" deep) =	£816.00 +vat
6m x 3m (19'6" wide x 9'9" deep) =	£1044.00 +vat

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

COSTS OF EXTRAS

Lighting (5ft strip light)	£40.00 +vat
Twin electric socket	£48.00 +vat
Trestle tables (6ft x 2ft 6in)	£7.00 +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 26 long years ago and it only costs £1044.00+ vat today.

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

There are a few indoor spots in the craft marquee available: prices on application

Don't miss out - cash in on Christmas at 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 | Fair Trade Goods | Model Making |
| Aquariums | Fashions For All Ages | Motoring Gifts |
| Aromatherapy Oils | Fine Bone China | Musical Ranges |
| Art Materials | Fitness Products | Needlecraft |
| Baby Gift Lines | Flying Lessons | Novelty Gift Lines |
| Back Care Products | Food & Drink | Oriental Rugs |
| Balloons, Party Goods | Fragrances | Paintings |
| Beers & Ciders | Framed Prints | Personalised Gifts |
| Belts & Buckles | Flowers, Plants | Pet Products |
| Bikes & Accessories | Fun Adult Lines | Pillows |
| Binoculars, Telescopes | Furniture -All Sorts | Photographic Posters, Prints |
| Bird Tables, Feeders | Gardening Gifts | Pottery -Handcrafted |
| Books Boxed Games | Glassware, Crystal | Puzzles |
| Cameras | Handbags, Luggage | Remote Control Toys |
| Cards and Calendars | Hats -Of All Kinds | Rocking Horses |
| CDs and DVDs | Health Products | Sewing Machines |
| Christmas Decorations | Herbs & Spices | Slippers, Footwear |
| Clocks & Watches | Hiking & Outdoors | Soaps, Bath Products |
| Collectables | Hobby Crafts | Socks, Underwear |
| Computers, Software | Holiday Promotions | Spa Baths |
| Confectionery | Household Gadgets | Sports Goods |
| Cookware | Imported Furnishings | Stationery Products |
| Country Clothing | Ironing Presses | Statues, Ornaments |
| Cosmetics | Jewellery | Ties and Scarves |
| Craftwork, Hand-made | Kitchen Utensils | Tools -Of All Kinds |
| Cuddly Toys | Knitwear | Towels, Bedding |
| DIY Gadgets & Tools | Lamps & Shades | Toys -Huge Choice |
| Dolls, Dolls-houses | Leatherwear | Vacuum Cleaners |
| Dried Flowers | Lifestyle Products | Wines & Liqueurs |
| Engraved Giftware | Lingerie | Wood Carvings |
| Ethnic Ranges | Metal Detectors | Wrought Ironwork |
| Fabrics | Mirrors | <i>And much, much more!</i> |
| | Mobile Phones | |

ONLY £4.00

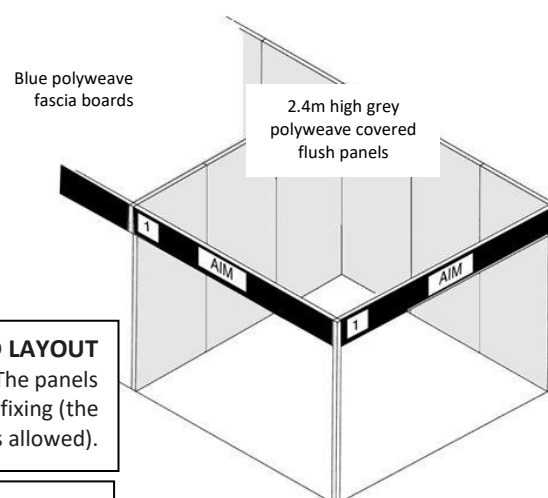
ADMISSION

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!



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



FRI 25th - SUN 27th NOV EXETER
christmasshoppingfayre.com