

Dear Exhibitor

Following the return of Bakewell Wool Gathering in October 2021, we're now keeping our fingers crossed that our second year of Buxton Wool Gathering will be able to go ahead in May 2022. The expected dates are Saturday 7<sup>th</sup> and Sunday 8<sup>th</sup> May, and we're returning to the Octagon Room at Buxton Pavilion Gardens.

## **Applications**

You can still apply in one of three ways – sending the form to us via post or email, or by completing the online form. Returning exhibitors also only need to provide us with limited information.

If you haven't applied before and want to use the online form, you'll need to register first, and then when you've received your password by email the online application form will be visible on <https://buxtonwool.co.uk/exhibitors/>. You can save your application and come back to it later if you need to. If you encounter any issues, please contact us by email or through Facebook messenger, and we'll look into them.

If you've already registered and forgotten your password, you can request a reminder.

You will still also be notified of your application outcome by email. Anybody who isn't accepted will automatically be added to the waiting list. If you don't want this to happen, please let us know, and we will delete your application data.

It's important that you include links to places where you demonstrate your work, or if you have no online presence, that you send us photos which help us see what you will be selling. These images are an important part of our decision making process! You can email them to us at [admin@buxtonwool.co.uk](mailto:admin@buxtonwool.co.uk).

## **Marketing**

This year we won't be producing any flyers, as Buxton Wool Gathering is one of the earliest returning wool shows, and we don't think our exhibitors will have much scope to distribute them before the show. But we'll send out social media badges when we've confirmed places.

We will still produce a full colour brochure listing all exhibitors and their contact details, to be provided to visitors when they arrive. If you have a particular photo you would like using in that brochure and on the website, please ensure you link to it in your application. Otherwise we will select these from your online presence (if you have one!)

We'll be including advertising in the brochure again. The cost of this will be £25 for a quarter page, £50 for a half page and £100 for a full page – this cost does not include any artwork however we can offer this service for an extra £10.00 per advert. Artwork will be required by 1<sup>st</sup> April, and we'll email ahead of this date to request it.

If you're planning to reveal new products at the show or run any offers, please let us know by 1<sup>st</sup> April and we'll include that information as part of our social media promotion campaign—and any images will be greatly appreciated.

If you've got any other questions, please email us.

**We look forward to seeing you in 2022!**

Regards

Carole and the team

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