

Dear Exhibitor

We're excited to invite you to apply for the second (live!) year of Buxton Wool Gathering, following the success of the first year in May 2019. The dates for 2021 are Saturday 8<sup>th</sup> and Sunday 9<sup>th</sup> May. We're really looking forward to getting back to the Octagon Room, which is a wonderful, bright venue.

Please read this letter carefully as we are making some changes!

## **Applications**

This process is happening later than it normally would, in part due to the continuing uncertainty around whether events will be able to go ahead in 2021. We decided to wait until we had dates confirmed for both shows before opening applications, and this means we'll allow you apply for Buxton and Bakewell Wool Gathering at the same time, in the same form, if you want to. We've also streamline the information we need from returning exhibitors.

A big change this year is the application process. We've introduced a new online form that also allows you to register and see your application status on our website. We hope this will make things much clearer—no more wondering if your application has gone through, or if you've not received an email confirming your place!

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.

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.

We'll still accept your application via email or post, and will automatically register you for the application management process using the email address you provide. 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).

Another thing we will be doing differently is delaying requesting payment until March 2021. This is because we don't want to take payment until we can be confident that the event is definitely going ahead.

## **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.

An additional thing we want to do, building on the “virtual” event for 2020, is promote our exhibitors in the lead up to the show. This will involve posts on our social media highlighting each exhibitor with photos of their work and a description of what they do. We found this really drove engagement during the 2020 virtual event and raises awareness of the show, as well as getting visitors excited about who will be coming to the show. 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 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 2021!**

Regards

Carole and the team

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