

ART IN CLAY

EXHIBITOR APPLICATION PACK 2020



26 ART IN
YEARS OF **CLAY** HATFIELD

21st, 22nd & 23rd August 2020
Hatfield House, Hatfield, Herts, AL9 5NQ

ORGANISED BY

40 TH ANNIVERSARY
Valentine Clays Ltd
Manufactured in the Heart of the Pot EST. 1979

Celebrating 26 years of Art in Clay at Hatfield House in 2020, this show has now become one of the most important ceramic events in Europe.

The makers range from young imaginative students and relative newcomers to leading National and International makers. Some of the best ideas for ceramics in interior and garden design will be on display to admire and buy.

- ▶ **Over 200** individual makers from the UK and Europe
- ▶ **Full programme** of ceramic talks and demonstrations
- ▶ **Exhibitor awards**
- ▶ **Clay Creation Zone** to fire visitors imaginations
- ▶ Variety of **food stalls**
- ▶ **£10+VAT per pitch per night for camping** available on site (to exhibitors only)

HOW TO APPLY

Thank you for your interest in exhibiting at Art in Clay Hatfield 2020.

You have received our Exhibitor Application Pack having made it through the first stage of the application process by getting on to our exhibitor mailing list. You will remain on this list every year until you ask to be removed. Please remember to update your details if you change your email address.

STEP 1

The next stage of the process is to fill in the online application form and ensure you submit it by **Sunday 15th December 2019**. Before you fill out the online application form please ensure that you have read through this pack including our terms and conditions first.

With your online application form you will now need to pay an **administration fee of £10 + VAT (£12)** to apply, this covers the costs of the selection process.

Once you have submitted your online application form it will then go through a selection process, whereby exhibitors will be chosen to ensure there is a wide range of individual ceramic makers represented at Art in Clay Hatfield. Please be aware that unfortunately not everyone that applies is guaranteed a place at the show due to the large number of applicants.

STEP 2

Following the selection process exhibitors will be notified by **Friday 31st January 2020**. At the point of notification exhibitors will then have to secure their stand space with a **£100 + VAT (£120) deposit** which can be paid for by cheque or BACS to Art in Clay by **Friday 28th February 2020** at the latest.

STEP 3

Invoices for Stand Fees will then be sent out in **May** and payment will need to be made by cheque or BACS by the latest **Sunday 31st May 2020**.

FILLING OUT THE ONLINE APPLICATION FORM

To apply you will need to submit all of your details via the below online form:

<http://www.artinclay.co.uk/application-for-stand-space>

Please complete ALL sections of the booking form clearly. Think carefully about the number of tables, chairs and power you require – these are only available when booked in advance on your form and can not be added during set up.

Following the selection process notification will be sent out and a **cheque/ BACS deposit of £120** will be required to secure your place at the event. The remaining balance will then be payable by **31st May 2020**.

Please ensure that you upload 6 high quality digital images (300dpi) of your current work with a title of your image in the following format: Surname, first name, and title of piece. Upload images that show your work at it's best as this will be a big part of our selection process.

Please note that the online system has a limit in terms of image size so if you are sending extremely large images please send them via **www.wetransfer.com** to **hannah@artinclay.co.uk** or try to resize them.

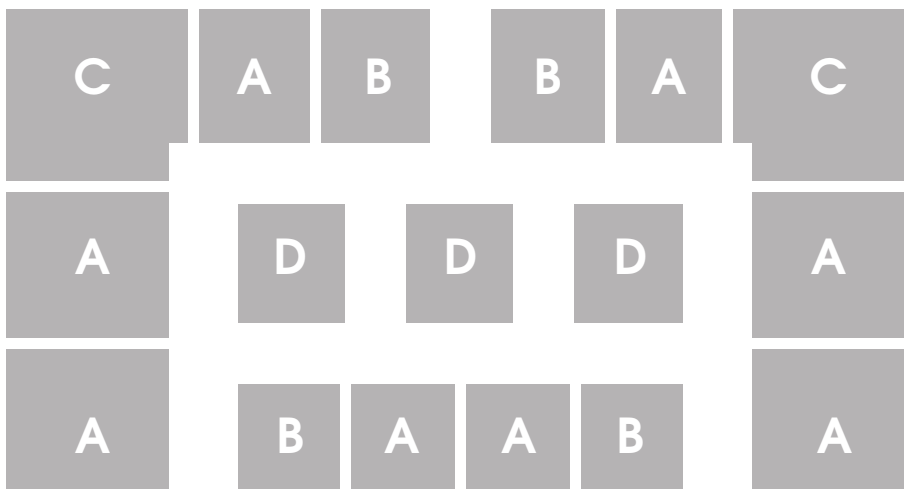
If you do not receive an application confirmation, then please retry submitting your application form again.

For those that are applying for the first time please can you ensure that you enclose a CV if you have not exhibited at Art in Clay Hatfield before.

STAND OPTIONS & PRICES

There will be approximately 200 stands available at Art in Clay Hatfield 2020.

For further details of the stand types available and the prices please see the below details:



Example layout -
Plan is not to scale and is representative of exhibition space type

HATFIELD HOUSE – Marquee Event – 21st, 22nd & 23rd August 2020 All stands are 2.5 metres in depth						
2020 Prices	3m	w/VAT	4m	w/VAT	5m	w/VAT
TYPE A = STANDARD	£510	£612	£580	£696	£655	£786
TYPE B = 2-SIDED	£545	£654	£620	£744	£695	£834
TYPE C = CORNER	£545	£654	£620	£744	£695	£834
TYPE D = 4-SIDED	£560	£672	£635	£762	£710	£852
Individual Marquee	£585	£702				

Please note that we only have a very limited number of B, C and D stands

OTHER REQUIREMENTS

Electricity

is available at **£60** (inclusive of 20% VAT) - If you are demonstrating and require electricity you will not be charged, however, if you use electricity for your stand display as well as your demonstration, you will be charged.

Tables

1.83m x 0.69m Height 0.76m (6' x 2' 3" Height 2'6") are available at **£12** (inclusive of 20% VAT) each.

Chairs

(Polypropylene) are available at **£5** (inclusive of 20% VAT) each.

Camping

Exhibitors have exclusive use of the camping facilities directly next to the show ground which include toilet and shower blocks. There is a camping pitch fee charge of **£12** (inclusive of 20% VAT) per night for the duration of the weekend.

Credit Card Sales

We now offer a credit card payment system for your customers similar to the one that is available at Earth & Fire. There is a processing fee of 5% on these transactions. The fee charged pays for the staff wages and the card charges. Exhibitors using the system will receive payment 28 days after the event.

PAYMENT DETAILS

Once you have been notified following the selection process you will then have to pay your **£120 deposit** (inclusive of 20% VAT).

Payment can be made by cheque, BACS or Debit Card payments via the telephone. Once your deposit has been received confirmation of your booking will be sent.

The deposit is non-refundable and will be deducted from the final balance. All balances will be required on invoice by 31st May 2020.

YOUR STAND SPACE & DISPLAY

Setting up takes place on Thursday 20th August 2020 from 10am – 7pm.

There is no setting up on the Friday show.

All stands will be 2.5 metres in depth and the width will range from 3 – 5 metres depending on which option you choose.

You will be given a bare space unless you request any tables or chairs

(additional costs apply).

YOUR DISPLAY

Please be aware that as this is a marquee event your stand will be positioned on grass so please ensure that you do not secure any displays to the marquees (they may move with the wind which is why we have allowed for 2.5m depth to ensure you leave enough space between the marquee and your stand).

Please be aware that the ground can be uneven in places.

Please try to show your work with a high standard of presentation. All tables should be covered to the floor with a cloth, and lighting is important in enhancing your display. It is also worthwhile thinking about surrounding your stand with a backdrop cloth, all these finishing touches focus attention on your display. We recommend you bring a range of work including examples of your best pieces along with more affordable items.

If this is your first year displaying and would like some past stand examples please get in touch and we can send you some stand images.

DEMONSTRATIONS & TALKS

This is an important element of this event. Small demonstrations such as decorating and hand-building should be incorporated into your stand, extra space is available for large demonstrations such as throwing but must be requested and agreed prior to the event. Firing is only possible in the open air. You should bring your own equipment, as we do not hold any stock.

➤ Demonstrations

For those of you who wish to demonstrate at your stand we will pay **£50** (+ VAT if applicable). Please note that the exhibitor will need to invoice Art in Clay for this by **31st May 2020**.

➤ Talks

For those of you who wish to give a talk or demonstration on stage a fee of **£100** (+ VAT if applicable) per talk will be paid. Please note that the exhibitor will need to invoice Art in Clay for this by **31st May 2020**.

Talks and/or demonstrations will be subject to agreement in order to offer a varied programme to visitors. Please note that any additional space requested will also need to be confirmed.

AWARDS

Three awards are given at the show, two annual and one that is bi-annual:

›The Valentine Clays Peers Award

Which is voted by you, the Exhibitors, on a one vote per stand basis and is for the 'best' contribution to the show i.e. 'Best' Stand, Group, Individual – it can mean whatever you want it to! The winner receives a piece of work made by the previous year's winner and a free stand at next year's show. Sponsored by Valentine Clays.

›The Potclays Student Award

Given to one of the students showing their graduate work at the show. The winner will receive a free stand at next year's show. Sponsored by Potclays.

›The Mick Casson Award

A bi-annual award, which will be held in 2020, is donated by Steve Harrison and Ben Casson. It is a tankard made by Steve in a wooden box made by Ben.

PROMOTION AND PUBLICITY

Art in Clay Hatfield promotes the show through direct mailshots to galleries and known art & craft buyers, complimentary tickets are sent to over 450 galleries, art consultants and other outlets. If you have any you think should be on our list please contact us.

We also promote the show through national and local media outlets, outdoor marketing (e.g. train and tube stations), direct mail, targeted leaflet drops, and digital (e.g. social media outlets).

VENUE

Art in Clay has been exhibiting in the grounds of Hatfield House in Hertfordshire for over 25 years. An ideal location just 21 miles north of London and only 20 minutes from Kings Cross train station, Art in Clay takes place outdoor in several large marquees.

ART IN CLAY HATFIELD 2020 TERMS AND CONDITIONS

1. Governing Terms and Conditions

Participation by the Exhibitor in the Event is subject to the terms and conditions set out below which shall govern the Contract between the Exhibitor and the Event Management to the exclusion of any other.

Participation is in all cases subject to written acceptance by the Event Management.

The Exhibitor must comply with all the terms and conditions laid out below.

The Event Management reserves the right at any time to issue other rules and regulations of participation to supplement these terms and conditions.

2. Application Process

a. Deadline for all applications is **Sunday 15th December 2019**.

b. All successful applicants will be notified by email by **Friday 31st January 2020**.

c. By applying the Exhibitor accepts and agrees to the Terms and Conditions outlined and must adhere to them.

3. Payment

a. Upon selection as an Exhibitor a non-refundable deposit of £100 + VAT is due by **Friday 28th February 2020**.

b. Following invoice being sent payment in full of the balance must be received by **31st May 2020**.

4. Cancellation Policy

a. Exhibitors withdrawing from Art in Clay Hatfield after accepting space are liable to pay up to 50% of their stand fees.

b. Exhibitors who cancel within eight weeks of the start of Art in Clay Hatfield (on or after Friday 26th

June 2020) are liable for the total costs of the stand. All cancellations must be made in writing and sent to:

Art in Clay Hatfield c/o Valentine Clays Ltd Valentine Way, Stoke-on-Trent, ST4 2FJ.

c. The Exhibitor should insure against any loss of income and to offset any expenditure incurred in the event of cancellation.

5. Stand Allocations

a. Application for stands in specific positions will be considered sympathetically but no such request should be deemed binding on the organiser.

b. The organiser cannot guarantee the precise location of the Exhibitor's stand.

c. The organiser reserves the right to move stands and reallocate space previously notified to the Exhibitor and to cancel and/or amend the event if required.

d. No compensation will be payable to the Exhibitor for damage, loss or inconvenience so caused except where resulting from a negligent act or negligent omission on the Event Management's part.

6. Stand Installation and Display

a. Please note that when booking a stand space, this is for the entire display, including rails, tables and access. Extra space on the day of the event will not be available. Exhibitors must ensure they book sufficient space. Too little space is false economy. Aisles, entrances & fire exits must be kept clear at all times whilst show is open.

b. The organiser will remove any part of the display outside the limits of an Exhibitor's allocated space.

c. A high standard of presentation and display is an essential requirement and a condition of acceptance. When tables are being used these must be covered and the cloth must touch the floor at the front and two sides.

d. Exhibitors stands that are positioned against or close to the marquee walls do so at their own risk the Organiser is not liable for any damage caused.

e. All work exhibited must be original work created by the applicant(s) and in line with the work submitted during the application process. Painted, bought in blanks are not acceptable.

f. All goods sold on Trade stalls must be appropriate to the event

7. Electricity

a. Electricity consumption is free of charge, though connection charges apply. In the interest of safety should the power supply system become overloaded it shall be within the organisers discretion to request any exhibitor to disconnect lights or any other electrical appliances.

b. Please ensure you have all your lighting or electrical P.A.T test certificates available for inspection at the show. Spot checks will be undertaken. Kettles and heaters are not permitted; they cause power surges, which trip out the electricity supply.

8. Set up and Breakdown

a. As there is ample time for setting up, exhibitors are required to complete the dressing of their stand by the designated time on the day prior to the show opening.

b. Please stow all boxes and packaging away safely clear of all gangways and alleyways outside of the marquee.

c. Please ensure that your vehicle is parked in the area specifically designated for exhibitors parking and not within the show site.

d. Vehicles will not be allowed in the centre of the show ground apart from those that have individual marquees who must unload and remove their car as soon as possible.

e. Vehicles will not be allowed onto the show ground until all visitors have left

9. Health & Safety

a. All exhibitors have a responsibility to ensure the health, safety and welfare of themselves and others.

b. All exhibitors must adhere to any instructions given

by event staff.

c. Exhibitors should be mindful of correct lifting principals

10. Indemnity

a. The organiser cannot accept liability for loss or damage to Exhibitors' property, including artwork or personal property during the event, nor during setting-up or dismantling. Insurance is the responsibility of each Exhibitor and Exhibitors are expected to ensure they are covered for all eventualities: risk of fire, theft etc

b. The organiser shall not be held responsible by any exhibitor or their staff/agents or members of the public for an injury or loss due to negligence or unsafe displays or goods.

c. THE ORGANISERS SHALL NOT BE LIABLE to any exhibitor in the event of any show being disrupted due to bad weather, major accident, civil unrest or any other cause beyond the organisers control. The organiser shall have no liability to exhibitors for the refund of stand fees or loss of income resulting from such cancellation.

11. Security and Public Liability

a. ART IN CLAY HATFIELD cannot be held responsible for damage to or loss of stock howsoever caused, and all exhibitors are urged to take out their own suitable insurance cover.

b. Security presence is provided at ART IN CLAY HATFIELD so your stand may be left erected overnight. This in no way implies responsibility on the part of the organisers for loss or damage.

c. ART IN CLAY HATFIELD carry public liability insurance of £5,000,000. All exhibitors must carry their own public liability insurance and provide this information prior to the show to be able to exhibit.

12. Breaches or unprofessional conduct

a. The organisers shall have the discretion to refuse any application without being required to give any explanation and may ask any exhibitor in breach of any of the above conditions or who behaves, in the opinion of the organisers, to the detriment of the public, other exhibitors or the organisers, to leave the venue forthwith without the stand rental being refunded.

13. Copyright & Marketing

- a.** All exhibitors must agree to grant Art in Clay Hatfield a non-exclusive copyright licence for the duration of 2020 for any images supplied that will be used for promotional materials and publicity.
- b.** Whilst the organiser takes every effort to ensure that exhibitor details are correct in promotional material for Art in clay Hatfield, the organiser cannot accept responsibility for any errors and the organiser shall have no liability to exhibitors for any claims resulting from such errors.

14. Applicable Law

- a.** All Terms and Conditions are governed under British law.
- b.** The Exhibitor shall be obliged to comply with all statutory, official, professional and other valid accident prevention regulations and other safety requirements during set-up and dismantling of the stand and for the duration of the event.
- c.** The Exhibitor may offer goods and exhibits for sale to visitors at the event and shall comply at all times with sale of goods legislation.