

Application Guidelines

Selection

The fair will be selected as we expect demand to be high and we want to ensure all work is of a similar standard. Selection of exhibitors is based on the images you supply. An independent advisory panel will select the exhibitors in mid May. During the selection process all six of your images will be projected simultaneously by data projector. The selectors will also choose a reserve list of exhibitors. Should an exhibitor decline or cancel an offer of space, it will be filled from the reserve list.

Image Format Guidelines

You will need to supply six digital images of your work on a CD. We require **each** image to be submitted in two file sizes: 72dpi for selection (we know this may appear to be lacking in clarity but it is the correct resolution for projection) and 300 dpi for the catalogue print, website and promotional materials. Please file these in two separate folders on the CD both labelled with your name and file size e.g. John Smith 72, John Smith 300. Each image 1-6 file should be labelled with your name and the image number should correspond to the image number on the description on your application form e.g. John Smith Image 1. If you wish you can submit two separate CDs, one for the images at 72 dpi, the other containing the images at 300 dpi, both clearly labelled with your name and file size.

Images should be 3:4 ratio – this is the proportion of the image so 72dpi should be no larger than 9cmx12cm (landscape/portrait) and 300 dpi should be no larger than 30cmx40cm (landscape/portrait). Digital images should be saved as jpeg with the suffix.jpeg

Please could you state on the disc and application form which 300 dpi image you would like us to use (should you be selected) for the catalogue print, website entry and any promotional materials.

Please note that for shared stands both makers exhibiting need to submit 6 individual images of their work.

Some tips for successful images:

Is your image sharp and in focus? A poor quality image can be a reason for not being selected

Make sure the image isn't too dark or light

Work is judged on quality and consistency. Do your images form a consistent body of work?

Eligibility

We will not accept painting, drawing, graphic design or photography. Applications must be from the designer-maker and work should not be mass produced. We will accept applications for shared stands with two people sharing but both exhibitors must be selected.

Stand Costs

We have attempted to keep the cost of stands reasonable for all exhibitors. We realise that, particularly for new- makers, stand fees are a substantial cost and we are therefore offering reduced priced stands for those who have been in business for less than 3 years.

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Stand costs include: white plywood exhibition stand, 2 spotlights, access to exhibitor storage area, complimentary tickets and discounted accommodation. Electrical sockets, extra electrics and display furniture can be booked at an extra cost.

Stand cost are as follows:

New maker (in business for less than 3 years): £150 participation fee plus £70 sq m

1.5M x 2M £360

1.5M (depth) x 2M (2 sharing) £255 (each)

Established maker: £250 participation fee plus £70 per sq.m

1.5M x 2M £460

1.5M x 2M (2 sharing) £355 (each)

No VAT will be charged on stands.

If offered a space, exhibitors must confirm their acceptance with an immediate payment of £150 as the first instalment of their stand fee due by 11th June 2010. Once paid this acceptance payment will not be refunded. A further 50% of the balance of stand fees is due by 30th July 2010 and the remaining balance must be received by 17th September 2010

Application Fee

The fee for application is £12 and should be submitted with the application form. This is non refundable. This fee is payable by cheque to Great Northern Events NW Ltd, or by debit/credit card by completing the mandate on the application form. This fee will go towards covering the administration costs for processing the applications and the selection procedure.

Catalogue/Website Entry Fee

A full colour A5 catalogue will feature a colour image and contact details for each selected exhibitor. The website will also feature an image and contact details. There will be an obligatory charge of £20 per exhibitor for these entries. This fee will go towards the design and print of the catalogue and the design and construction of the exhibitor list on the website. Please note 90% of visitors to the fair questioned, said they would refer to the catalogue in future and that exhibitor details will remain on the website for 3 years.

Funding to Participate

UK based designers may be eligible for funding support from the Arts Council of England, Scottish Arts, Arts Council of Wales, Arts Council of Northern Ireland or CIDA. Please visit their respective websites for details.

Application Procedure

The application form must be completed in full and returned together with six images on CD and the application fee. Please note that for shared stands both makers applying need to submit 6 individual images of their work. The closing date for applications is 1st May 2010. All applicants will be notified of the selection panel's decision by the end of May 2010.

Images will not be returned to applicants unless they enclose a SAE with their application.

Send to: Great Northern Events Applications, 23 Belfield Rd, Didsbury, Manchester M20 6BJ.