BERKHAMSTED ARTISAN FAIRS

Exhibitor FAQs & Essential Information

ABC Creative | Pop Up Creative Events

FIRST THINGS FIRST - DOWNLOAD OUR APP & SUBSCRIBE!

Visit **www.artbyclairecreative.com**

- **Download our app:** Add our website to your phone's home screen for events, business listings and creative opportunities.
- **Subscribe:** Select *Magazine Subscribe* for our newsletter, magazines and event updates.
- **Spread the word:** Share our events and app with your customers and followers.

Pop Up Creative Events, part of ABC Creative, supports independent artists, makers and businesses across Herts, Beds and Bucks. Please read these guidelines before attending.

1. Bookings, Payments & Refunds

- Payment is due within **48 hours** of acceptance. Your stall is confirmed only when paid; receipts are issued.
- **All stall fees are non-refundable once paid.** Bookings involve administration, planning and promotion, and cancellations are difficult to replace.
- If we cancel due to extreme weather or circumstances beyond our control, payment will be transferred to the next suitable available date.

2. Insurance & Responsibilities

Public Liability Insurance is compulsory, ideally £5 million cover. Email your valid certificate to popupcreativeevents@outlook.com when paying.

Exhibitors must keep stalls safe and tidy, remain within their allocated space, sell only approved products and follow venue instructions. Food traders must provide relevant hygiene, registration and insurance documents.

3. Health, Safety & Shared Responsibilities

Everyone has a part to play in a safe event. **ABC Creative / Pop Up Creative Events coordinates overall event safety with the venue. Exhibitors are responsible for managing the risks arising from their own stall, products, equipment and activities.** These responsibilities apply during unloading, set-up, trading and pack-down.

- **Assess your risks:** Identify hazards and suitable precautions for your stall and activities before attending. Provide a written risk assessment when requested and tell the organiser in advance about unusual hazards, demonstrations or equipment.
- **Insurance:** Maintain valid Public Liability Insurance covering your activities and any appropriate product liability cover. The organiser's insurance does not replace your own business insurance.
- **Safe displays:** Keep tables, rails, shelving and products stable and secure. Keep stock, bags, tablecloths and cables out of walkways. Stay within your allocated space and keep exits, fire equipment and accessible routes clear.
- **Electrical equipment:** Agree power requirements with the organiser beforehand. Bring safe, well-maintained equipment and leads; do not overload sockets or connect extension leads together. Protect cables from trips and damage. Meet any inspection or testing requirements specified by the venue or organiser.
- **Fire safety:** No lit candles, naked flames, heaters or cooking equipment without advance written approval and any required venue permissions. Know the evacuation route and assembly point. Follow staff instructions; do not use the lift in a fire.
- **Unloading and lifting:** Use the designated access, keep vehicle routes clear and move equipment safely. Bring suitable help or a trolley for heavy items. Do not move stock through busy public areas or begin packing down before the advertised closing time.
- **Products and food:** Ensure products meet applicable safety, labelling and trading requirements. Food traders must meet registration, hygiene and allergen requirements, including for samples, and provide the relevant documents requested.
- **Report problems promptly:** Tell the organiser or venue staff about accidents, near misses, spills, damaged equipment or other hazards immediately. Check the event briefing for first-aid arrangements. In an emergency call 999 where needed and alert staff.
- **Safety instructions:** Follow the event briefing, venue rules and reasonable safety directions. Unsafe equipment or activities may be stopped until made safe. Tell us about access or assistance needs before the event so arrangements can be discussed.

Personal belongings and stock: You are responsible for supervising and securing your own stock, cash and equipment, and arranging suitable insurance. This does not remove any legal responsibility the organiser or venue may have.

These general guidelines sit alongside the event-specific safety briefing and risk assessment; they do not replace them.

4. Respectful Behaviour

Our events are built on **kindness, cooperation and mutual respect**.

Please treat fellow exhibitors, visitors, volunteers, organisers and venue staff courteously. Respect neighbouring stalls, displays and customers.

Raise concerns or complaints privately with the organiser so they can be addressed constructively. Reasonable feedback is welcome; rude, aggressive, intimidating or disruptive behaviour is not.

We reserve the right to decline future bookings where these standards are not met.

5. Venue, Access & Set-Up

Berkhamsted Town Hall, 196 High Street, HP4 3AP (next to Boots).

- **Unloading:** Please note you need to unload at the rear entrance of town hall, via Tesco car park area. Plan your route beforehand.
- **Arrival:** From 8.30am only. Display an unloading sign, unload promptly and move your vehicle. Do not park in Boots car park or block access.
- **Ready by 10am:** Early shoppers may arrive from 9.30am.
- **Packing down:** Not before the advertised closing time. Early packing disrupts others and may affect future bookings.
- **Accessibility:** Lift to the first-floor Great Hall and Sessions Room; Clock Room involves another set of steps. Advise us of accessibility needs beforehand.

6. Tables, Displays & Equipment

- **6ft x 2.5ft table and chair provided** in the Great Hall.
- Bring table covering, display materials, card reader/cash float and extension lead if needed.
- Keep displays within your space; store boxes underneath and prevent trip hazards. Additional stands require approval.
- Your position is shown on the room plan and labelled table.
- Outdoor traders should adapt displays to the smaller indoor space and allow enough time for setup and packing.

7. Wi-Fi, Electricity & Facilities

- **Wi-Fi:** Free shared venue Wi-Fi; login details displayed in the café. Connection and reliability cannot be guaranteed.
- **Payments:** Bring mobile data as a backup. You are responsible for accepting payments; Wi-Fi failure does not qualify for a refund.
- **Electricity:** Available; bring an extension lead.
- **Café:** On-site refreshments available.
- **Visitors:** Free entry; well-behaved dogs on leads welcome.
- Exhibitors must request approval to bring their own dogs.
- **Atmosphere:** Background music is provided. Keep displays professional and welcoming.

8. Parking

Please check current restrictions and charges in advance.

- **Waitrose multi-storey, Kings Road:** Check long-stay bays, traditionally on level 4.
- **Behind M&S:** Check long-stay parking restrictions.
- **Railway station:** Larger car park, slightly further away.
- **On-street:** Limited unrestricted parking where permitted.

Tesco is short-stay only up to 2 hours and unsuitable for all-day parking.

9. Footfall & Sales

We promote events through social media, our website, magazines and local networks. However, **visitor numbers and sales cannot be guaranteed**. Weather, seasonal demand, competing events and the economy all affect attendance. Even busy markets do not guarantee individual sales.

Your help with promotion makes a real difference.

10. Some Real Talk - Top Tips for Success

Markets can be hard work, mentally and physically, especially if this is your first time. Be realistic about what one event can achieve, look after yourself and stay aware of the people around you. Sales vary, and a market can also be a chance to learn, make connections and build future customers.

- **Make your stall inviting:** Practise your layout at home. A lovely tablecloth, thoughtful styling and a safe lamp, where permitted, can make your space feel welcoming and draw people in.
- **Give people a reason to choose you:** Show what makes your work original: your design, materials, craftsmanship or story. Customers compare prices with high-street shops, so help them understand the value of buying from you.
- **Choose a hero piece:** Put a standout item or this month’s bestseller where it catches the eye and starts a conversation.
- **Stay original:** Keep developing your own ideas and be aware of trends while staying true to your style. A distinctive gift at a thoughtful price can be much more appealing than something familiar.
- **Be friendly:** Say hello to your neighbours and help create a warm, supportive atmosphere. How we treat each other shapes the whole event.
- **Chat, then give people space:** Welcome potential customers, share your story when they are interested and let them browse without pressure.
- **Price clearly and professionally:** Factor in materials, costs, fees and your time, while thinking realistically about your customers and the value you offer. Make prices easy to find.
- **Keep it manageable:** Aim for a profitable day and a practical display. If set-up or pack-down regularly takes more than an hour, consider whether you could simplify what you bring. Always prioritise safe handling over speed.
- **Look after yourself:** Bring water and food, wear comfortable shoes and plan any support you need for lifting or short breaks. Speak to the organiser if you need assistance.
- **Promote yourself everywhere you appropriately can:** Before, during and after the event, share with your customers, mailing list, socials and local networks. Tell people where to find you, tag @popupcreativeevents and give them a reason to visit.

11. PROMOTION - EVERYONE PLAYS THEIR PART!

Promotion is an important part of exhibiting with Pop Up Creative Events. We invest considerable time and resources into marketing, but the greatest reach comes when everyone participates.

Sharing & Social Media

We expect exhibitors to actively support event promotion:

- Share our official posters and your personalised Canva poster.
- Tag **@popupcreativeevents** and invite us as an Instagram collaborator where possible.
- Post regularly on Instagram, Facebook and business pages.
- Share in appropriate local Facebook, WhatsApp, school and community groups.
- Share promotional material with our exhibitor WhatsApp group.
- Invite customers, friends and family personally.
- Add the event to your website if you have one.
- Share our app and encourage others to subscribe.

Booking a stall means joining a collaborative event, not simply paying for a table. We expect reasonable cooperation with promotion.

Preference for future bookings goes to exhibitors who actively engage, share and support our events.

12. Stay Connected

Visit **www.artbyclairecreative.com** to access our app, subscribe to our magazines and newsletter, discover events and connect with the community.

We also hold informal creative meet-ups. Members attend free; a small charge may apply to non-members. RSVP required.

Contact: popupcreativeevents@outlook.com
Website: www.artbyclairecreative.com
Instagram & TikTok: @popupcreativeevents
Facebook: facebook.com/popupcreativeevents

THANK YOU FOR BEING PART OF POP UP CREATIVE EVENTS!

Our events thrive through teamwork, goodwill, creativity and mutual support. Together, we can make each market a wonderful experience for everyone.

We look forward to welcoming you!