



Body & Soul Events

Unit 4, Calder House, Forss Business & Technology Centre,
Forss, By Thurso, Caithness, KW14 7UZ tel: 01847 808207
office@bodyandsoulevents.com www.bodyandsoulevents.com

Booking Form 2012 ©

Thank you for booking an exhibition stall at our Body & Soul Fairs. If you have any queries about the fairs or want to check availability or any other booking detail then please contact us by phone or email. We are always pleased to discuss with you how to make the most of the promotional opportunity our events offer. Stallholder information is also available directly from our website along with set-up details for each venue and other information. Stand prices have been kept the same as last year but we have also introduced a new discount scheme – see below.

Flyer display and Unmanned stalls

We are developing our promotional service for non-stallholders and now offer several display options for those **not** attending a fair but wanting to have a visible presence. This is a good opportunity to promote your service/business or workshop to a target audience at minimal cost.

1. Your flyers displayed on the general leaflet tables and listing in the directory (£10 per Fair);
2. Your publicity displayed on a dedicated table for only your materials and listing in the directory (**Reduced to £30 per Fair**).
3. We can also insert small flyers (up to A5 size) in our postal mail-outs for £10 per 100 inserts.

These options have specific deadlines for the directory entries and mail-out posting dates and need to be arranged 6 weeks in advance to be in time for each directory printing/mailout. Please use the box below to book your display space and contact Donald to confirm deadlines for delivery and directory printing. If you have missed the deadline for the directory you can still book to have your flyers on display at the fair but you won't be listed in the printed directory.

Discount Scheme

We are changing our discount scheme to offer enhanced discounts to more exhibitors than ever before. All discounts will apply only if the standard payment and deposit terms are fulfilled (see booking conditions).

Trained therapists will qualify for a 20% discount on all bookings, providing they are not selling any products on their stand. Taster treatments can still be charged, as usual.

Multiple bookings: If you make a block booking for four or more fairs then a 10% discount will apply to all the bookings.

Only one type of discount can be applied to your bookings.

Complimentary tickets: These will be e-mailed out along with the invoice and set-up details for each fair 5-6 weeks before the event.

Stall sizes etc

You can book a single stall (6' x6') or 1.5 size or double size or larger. If you intend using a **therapy couch** we strongly recommend a 1.5 or double stall to ensure a comfortable working space all around the couch. The cost rises proportionately for larger stalls. Trestle tables, chairs, plug point, backing screens (Glasgow and Edinburgh only) and directory listings are also provided as part of each booking.

We look forward to seeing you at the Fair.

Kind Regards

Donald Busby / Partner Yvonne Brady / Event Manager



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Name: Business Name to be used:

Address:

Postcode: Website:

Tel: email:

Contact Tel to be used in visitor directory (if different from above).....

All therapies/ products on stall:.....

Talk title:.....
 (Talks are allocated as space allows and are **not guaranteed**. We will contact you if your talk is confirmed)

Short description of your talk.

By signing this form I accept the listed terms & conditions of booking on page 3.

Signed..... **Date:**

Please debit my credit/debit card using the details below to pay deposit forFairs @ £20 per Fair or to pay the full balance of £..... for the stalls I have booked. If paying by cheque please make payable to: *Body & Soul Events*. Paypal to: office@bodyandsoulevents.com

Credit Card Number:..... Expiry Date:

Security number (3 digits)

Fair and Venue 2012	Date <small>Circle date if one day only</small>	Price per stall		Number of stalls	Discounts (see above)	Unmanned stalls	Flyer display
		day	w/end				
* see new venues					10% / 20%	@ £30	@£10
Dundee, Marryat Hall	28 January	£80					
Glasgow, Royal Concert Hall	25 & 26 February	£90	£170				
Edinburgh, Masonic Hall	24 & 25 March	£90	£170				
Aberdeen, Douglas Hotel	21 & 22 April	£80	£140				
Glasgow, Royal Concert Hall	5 & 6 May	£90	£170				
Glasgow, Royal Concert Hall	11 & 12 August	£90	£170				
Dundee Marryat Hall	1 September	£80					
Edinburgh, Masonic Hall	13 & 14 October	£90	£170				
Glasgow, Royal Concert Hall	24 & 25 November	£90	£170				

OFFICE USE ONLY Rec: _____ Talk: _____ Finalized: _____

Terms & Conditions of Booking 2012 ©

- ✳ All bookings must be guaranteed with a £20 deposit and are only confirmed when this is received. This £20 deposit is **non-refundable and non-transferable**. An invoice for the remaining balance will be sent six weeks prior to the fair. Any discounts are conditional on these payment terms being adhered to. Please note that event dates may have to be changed at a later time. All correspondence is by email unless post requested.
- ✳ Final payment is due (at the very latest) by the Friday **four** weeks before the fair date and time is of the essence. Any payments not received by this time may result in your stall being allocated to another stallholder on our reserve list and your deposit being lost. Any discounts are conditional on these payment terms being adhered to.
- ✳ All bookings, cancellations and/or changes to your booking must be made **in writing at least four weeks before the fair**. Cancellations and changes received after this period **will be the financial responsibility of the stallholder**. If a suitable replacement stall cannot be found by the stallholder the full stall hire fee for the fair will still be due. Alterations to bookings may incur a charge of 50% of the original invoice amount.
- ✳ When completing the booking form, please list ALL products/ therapies that you intend to offer at the fair. This allows Body & Soul Events to ensure there's a good balance of stalls and no conflict of interest.
- ✳ If you want your contact details to be included in the directory given to all fair visitors (and posted out to our mailing list in advance) we must receive your completed booking form at **least six weeks before the fair**. After this time bookings can still be accepted but listings on the directory cannot be guaranteed.
- ✳ Where relevant, stalls can be booked in as either a reader OR therapist but not both. This is to maintain a fair allocation of the limited number of reader/therapist stalls we have available.
- ✳ There is a maximum of one reader per stall OR up to two therapists per stall due to the space available and our reader/therapist quotas. Larger stalls (1½ and double) are also available and are recommended for therapists bringing couches who may need extra space. The cost is simply increased proportionately.
- ✳ It is a condition of booking that you have relevant public and professional insurance for any activities you undertake on your stall. You may be required to show proof of this.
- ✳ It is a condition of booking that stalls must be set up and manned **by the opening time of the fair** (any unoccupied stalls will be reallocated). Stalls **must not** pack up early unless by prior arrangement with the Event Manager. This is to ensure other stallholders are not disturbed and that there is no hazard to visitors. If you do not comply with these conditions future bookings may be refused.
- ✳ To protect the reputation and viability of our events it is vital that exhibitors are courteous, friendly and professional in appearance and manner with all visitors and staff. Any behaviour considered inappropriate by the organisers may result in immediate dismissal from the fair and cancellation of future bookings.

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Set-up Guidance for Exhibitors ©

To make the most of the promotional opportunities available when you take part in a Body & Soul Fair you should take time to plan out how your stall will be used and how it will appear to visitors.

Remember that some visitors may be shy of approaching you and will keep their distance, so you need to make it easy for them. You should make your stall as attractive and inviting as you can (see below): can you easily speak to anyone who stops at your stall without having to move out from behind it? Is there something for them to look at or read immediately to give them an idea what you are offering or promoting? Are your flyers easily picked up or will you hand them out to anyone who stops at the stall? What will you say as you hand the flyer over (keep it general without any hint of pressure). Think of a quick description about what you are doing. If you giving a talk you can mention this as a follow up to any interest shown.

Equipment

- Make a **large sign** (at least A3 size) with your name/business name to be hung behind your stall or on a table-top stand. Your signage and posters should give an immediate impression of what you do or are offering (especially if you do not have products for sale): if visitors are uncertain about what you are all about they are less likely to stop. Copy shops can produce even large posters in b/w quite cheaply.
- Make sure you have an **attractive table cover** that will cover the whole table and reach to the ground, display stands etc and ideally some additional lights to brighten the stall up (you will always be within reach of an electrical point).
- You'll need enough **leaflets/business-cards/ handouts** with your contact details and therapy/product description to give to visitors and to put out on our leaflet tables (though business cards are not ideal here).
- Have a **clipboard with appointment list/ mailing list** to allow interested visitors to leave their details if you are busy
- If you are giving a talk at the fair then be sure to have some small posters (A4 size) promoting it. These can be displayed on your stall and also around the venue.
- Remember to look around at the other stalls for new ideas about presentation and display.
- An additional spotlight or lamp can help brighten your stall and is highly recommended.
- It is also useful to bring an extension cable with you as your stall will be approximately 2m from a powerpoint.
- If you are planning to use the backing boards supplied please only use pins or velcro. Only white-tak can be used on walls in the venues that allow you to use the walls for display.

Presentation

Make sure your stall is always tidy and attractive. Don't have cups, food, packaging etc lying around in view. Be aware of your posture and how you appear to visitors: are you sitting back reading a newspaper? **Do you sit with your arms crossed and a bored expression?** Are you always on the mobile? You really shouldn't, be so please do not take calls, especially if you are with a client. If need be please keep your mobile on silent and take calls away from your stall as it is very off putting for visitors and neighboring exhibitors. If you need to be away from you're your stall who will be covering for you? Do they know enough to give out information and talk to anyone who stops? Visitors can easily be put off approaching you and you don't want to waste any opportunity to engage with them, so please give these suggestions some thought. Yvonne and other Body and Soul Events staff will be present to answer any questions and are happy to offer advice.

Finally, enjoy the experience of being with a community of like-minded and friendly people for the duration of the fair. What you give out you will get back in many, often unforeseen, ways.

Kind Regards,
Donald Busby / Yvonne Brady