



# Surrey Art Fair (Spring) 2024

An Art Fair for Artists and Galleries

## *Exhibitor Information Pack*

The Surrey Art Fair (Spring) 2024 will be held at  
**Sandown Park Racecourse, Portsmouth Rd, Esher KT10 9AJ**  
on **Friday 1<sup>st</sup> - Sunday 3<sup>rd</sup> March 2024**

We are thrilled to be announcing our ninth Surrey Art Fair at Surrey's best-known venue, in such a great location. This Fair presents an unmissable opportunity for artists or galleries seeking to showcase their work to art enthusiasts. Situated within easy reach of London and boasting excellent road connections across the southern region of England, this venue offers access to a vibrant community of art lovers right on its doorstep, and within the nearby affluent areas.

In this pack you will find all the information you need to book a stand at the [Surrey Art Fair Spring 2024](#). We're thrilled to extend a warm welcome to both our regular and new exhibitors! Stand choices begin from a mere 1.5 linear metres, offering an array of options to suit your preferences.

This fair is presented by Contemporary Art Fairs, the organising force behind the annual [Windsor Art Fair](#) and [Harrogate Art Fair](#), offering a professional platform to showcase and sell your artwork. Our marketing initiatives are robust, running promotional campaigns leading up to the event and providing materials for artists and galleries to invite their own potential clients. We target our established database and attract fresh attendees annually through our advertising efforts. The substantial number of returning artists is testament to its appeal as an exceptional marketplace and a valuable networking avenue for exhibitors.

As an important event on the arts calendar, it continues to grow in popularity with art collectors and enthusiasts and the public alike who enjoy the stunning choice that is available under one roof. The fair offers visitors a great experience with art and the unique experience of meeting artists giving those that attend so much added value to the work they purchase. There is always positive feedback from the engagement attendees have with artists and the ability to build a relationship and learn about the creative process and story behind each work of art. Visitors can buy high quality artwork, from both progressing and established artists.

The layout of the fair with its extensive exhibition area, streamlined shell scheme, wide aisles and good light allows the work to be viewed at its best, enhancing the experience to your customers whilst giving you the greatest selling opportunity. Generally, artwork ranges from £50 to £5,000 with an increasing amount of work reaching higher price points at this fair. As well as meeting retail customers, the increasing success of our fairs has meant that they attract trade buyers, and this is just one group we will continue to target. If you are new to our fairs, you will find lots of helpful support from fellow artists.

Sandown Park Racecourse is a well-known and loved venue with good signage, ample free parking and is just a short drive from the M25. The Surrey Hall offers a bright, airy huge single span room with high ceilings and easy access all at ground floor level.

The Esher area is within easy reach of London as well as being surrounded by affluent towns such as Hampton, Walton on Thames and East Moseley with Kingston, Weybridge, Surbiton, Cobham, Epsom, and Leatherhead.

Map of area

<https://www.google.co.uk/maps/@51.3664425,-0.4688723,11.33z>

### Fair Details

#### **Fair opening times:**

Friday 1 <sup>st</sup> March	6.00pm - 9.00pm ( <b>Private View</b> by invitation or ticket)
Saturday 2 <sup>nd</sup> March	10am - 5pm open to the public
Sunday 3 <sup>rd</sup> March	10am - 5pm open to the public

#### **Fair entry price:**

Friday PV evening	£16 each or by invitation
Saturday & Sunday	£10.00 or £8.00 for concessions.
Children Under 16	free entry

<b>Advance tickets</b>	£8.00 or £6.00 for concessions
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**No Pets allowed.**

### Stand Details

Each stand is constructed from gallery quality panels in a range of multiples between 1.5 and 8 linear metres. Panels are 9ft/2.75m in height and are painted white, 5cm thick hollow ply.

Screws, mirror plates or a hanging rail are to be used for hanging artwork. Please do not use nails as hammering can dislodge artwork on the other side.

We suggest bringing a bradawl and screwdriver/drill and that you use 30-40mm long screws. The panels will support reasonable hanging weight but if your artwork is particularly heavy, please bring suitable fixings.

The stand contractors are on site during the morning of set up so if you need assistance please arrive before 12.00.

More detailed hanging instructions are in the sheet 'Set Up & Hanging Tips'.

**Please note that all stand sizes are approximate due to the shell-scheme construction and sizes marked on the layout and price list are rounded up to the nearest half metre/metre. Therefore, please allow more than a 1m panel to display a metre canvas.**

Stand costs are for the whole event. See the stand price list.

Lighting system used – LED adjustable spots. Sufficient Spotlights are allocated to each stand and are included in the stand price, but more are available on request, at an additional price.

Each stand space consists of a multiple of 1m panels in two price bands depending on the stand position.

£216.00 - in run of stands (standard) marked S

£230.00 - end of row stands (premium) marked P

**See individual stand prices and layout in additional documents.**

**Included in stand price:**

- ❑ Fully erected White exhibition stands – 9ft/2.75m in height.
- ❑ Adjustable spot lights – number appropriate to stand size  
(Additional lights available @ £75 inc VAT– see extras section in booking form)
- ❑ Exhibitor name and stand number on fascia board.
- ❑ Exhibitor lanyard badges and car passes
- ❑ Image and contact details in art fair show guide (free to visitors). Show guide also available on-line pre and post event.
- ❑ Entry onto art fair website with link to exhibitors' website where applicable
- ❑ Extensive media promotion and advertising campaign
- ❑ 20 private view & 20 General Admission hard copy tickets and access to e-version to convivial private view a free glass of wine or soft drink.
- ❑ Pack of promotional material – flyers and complimentary tickets.
- ❑ Social media marketing pack – posters, banners, and videos
- ❑ Exhibitor wine vouchers for private view
- ❑ Complimentary manned wrapping service for sold goods, includes materials.
- ❑ Support and advice from very visible organisers before, during and after
- ❑ Proof of purchase slips for sold work.
- ❑ Discounts on art materials from our sponsor Loxley Arts

Please note we no longer offer the credit card facility for exhibitor sales. We would suggest you equip yourself with the facility from a company such as SUMUP or ZETTLE by PayPal.

**Stand Discounts**

We are not able to give last minute discounts on spare stands in the month before the fair, in the event of there being an empty stand, it will be taken out, creating more space.

**Exhibitor Loyalty Discount**

Any exhibitor who has done more than 6 fairs with us will get a 5% discount off the stand prices.

**Early Booking Discount**

All exhibitors who book within 3 weeks of receiving the initial call to exhibit will get a discount of 10%. This is in addition to any loyalty discount.

**Multi-Fair Loyalty Discount**

Secure exhibitor spaces for all three of our 2024 events—Surrey, Harrogate, and Windsor Art Fairs—and enjoy an exclusive 15% discount on participation in all three fairs. Alternatively, book two fairs together and receive a 10% discount on the selected pair.

## Discounts for Live Art Demonstrations

Enjoy a 10% stand discount when participating in a demonstration or talk at the Live Art Theatre. Exhibitor selection will be at the discretion of the fair organisers based on the fair's requirements. With only six slots available per fair, slots will be allocated on a first-come, first-served basis.

Exhibitors can combine discounts schemes if they qualify for more than one.

## Booking a stand, paperwork, and payment details

- If you have not exhibited with us before, please submit three images by email and supply your website details to be considered by the panel. Please do not pay the deposit before being accepted.
- We will endeavour to let you know within a week if your submission is successful and you can then apply for a stand.
- There is no deadline as such and if your application has been approved the stand allocation is on a first come first served basis.
- Booking forms should be completed and returned with a £200 deposit cheque or bacs payment or you can call us with credit card details.
- Please indicate your first, second and third choice of position on the booking form. You are welcome to ring or email us and verbally reserve a stand pending sending in your forms. **However, if confirmation of the booking is not received within two weeks, the stand will be released.**
- Please return **all three** parts of the booking form. **By signing it you are accepting the event terms and conditions** which includes Contemporary Art Fairs storing your data. Show guide and website entry will be deemed available for use by Contemporary Art Fairs in fair promotion and management which may include group emails to the confirmed exhibitors attending the event.
- Artists who wish to share a stand must each supply images for approval. Stands can only be shared where each exhibitor has a minimum of two panels.
- If you are a gallery, please list artists to be exhibited on the booking form.
- All exhibitors should email three images and a 50-word biography for the website at time of booking.
- Once a booking is confirmed, you will receive a receipt for your deposit, confirmation of stand position and a sales order with instalment plan.
- Invoices will be emailed two weeks before the instalment due dates to prompt payment.
- First instalment is due by **10<sup>th</sup> January 2024** (stand cost, less £200 deposit divided by 2)
- Second instalment is due by **10<sup>th</sup> February 2024** (stand cost, less £200 deposit divided by 2)
- If you are booking after these dates alternative instalment dates will be offered.
- Please note the £200 deposit is non-refundable.
- An early response will help secure your preferred choice of stand.
- We would be grateful if payments could be made on time.
- Failure to make payment within a reasonable timescale will result in the cancellation of the stand booking. Cancellation charges will apply should this be the case.
- Exhibitors wishing to pay by bank transfer will be responsible for any bank charges.

**N.B.** Images supplied for approval and website entry will be deemed available for use by Contemporary Art Fairs across all forms of social media and publicity unless informed otherwise.

### Bank Details

Cheques made payable to Colourfull Arts Ltd TA Contemporary Art Fairs

Bank Transfer: Contemporary Art Fairs Business Current Account

Sort Code: 54-41-44      Account: 51797275

Please use your stand number as a payment reference

### Presentation of Artwork

All hanging artwork should be either framed or a stretched canvas. Hanging mounted work is not acceptable – use a browser. Please label and price all artwork in a tidy, uniform way. Although most of your stock should be hung, a limited amount of artwork can be stacked on the floor.

The phrase ‘less is more’ has a place in hanging a successful stand and if in doubt hang with as much white space between each piece as possible to get the best response to your artwork.

### Exhibitor Approval

If you have not exhibited with us before, please submit at least three images and supply us with you web details for the panel to assess if the fair is right for you. The aim is to retain a high calibre of art from many disciplines. Once an application has been approved you are welcome to book a stand. We endeavour to get back to you within a week of your application being made.

### Prints and giclee's

Original limited-edition prints from printmakers are most welcome.

We are fully aware that many artists now produce high quality giclee prints of some of their work to promote sales and we will allow a limited number of these where the **edition size does not exceed 100**. The majority of framed work hanging should be original. A browser is useful for prints. If in doubt, please contact us.

### Images for the website or application

Any images you email to us should ideally be a minimum of 400 pixels wide and in jpeg form. All we want to see is the image so no frames or background please. If we want to use one of your images in promotional literature, we will contact you for a high-res version. Images supplied for approval and website entry will be deemed available for use by Contemporary Art Fairs across all forms of social media and publicity unless informed otherwise.

### Artists Copyright

We expect exhibitors to respect the copyright of other artists work and any artwork that comes to our attention as a deliberate copy of another artist's work will be asked to not display such artwork at the fair.

### Insurance

Exhibitors are responsible for insuring all their own artwork, fixtures, and fittings for the duration of the fair. **Exhibitors must also have events public liability insurance of not less than £2 million**. A copy of the PL insurance policy must be available and will be required by the organisers three weeks before the fairs.

You cannot exhibit with us unless you have public liability insurance.

If you do not currently have insurance, we suggest joining the Artists' Network which is an organisation that supports the visual arts and includes public liability/general insurance cover. The premium is very reasonable. [www.a-n.co.uk/subscribe](http://www.a-n.co.uk/subscribe)

### Electrical equipment

Please make sure any electrical equipment you bring is PAT tested. If our electricians spot something they are unsure about they are liable to perform a PAT test on the spot which is chargeable.

### Security

The building is securely locked overnight.

### Parking

Exhibitor and visitor car parking is free of charge all weekend.

The exhibitor parking area is right next to the exhibition hall with very easy access into the building. This exhibitor parking area is separate from the public car park which makes it secure for using your car as storage.

Don't forget to bring a trolley.

### Storage

We have very limited storage available. Most exhibitors use their vehicles for storage - the exhibitor car park is separate from the main visitor car park and is manned for security.

### Set Up

9am – 4.30pm on Friday 1<sup>st</sup> March 2024.

- The Exhibitor carpark will open at 9.00am. Please arrive at the main entrance where directions will be given where to park.
- Café open for tea, coffee from 11.00 am till 9.00 pm.
- The main exhibition area is all on ground floor level.
- Stands must be ready and free of packing materials etc. by 4.30pm on Friday afternoon for the Private View and Official Opening at 6.00pm.
- Stand panels are painted white 5cm thick hollow ply and **screws** or mirror plates are to be used NOT nails for hanging artwork. We suggest you bring a bradawl, screwdriver/drill and stepladder. 30-40mm screws are recommended. The panels will support reasonable hanging weight but if your artwork is particularly heavy, please bring suitable fixings. Stand contractors are on site during set up until mid-day to assist if necessary. Please remove all screws from the stand panels after the fair. Name boards are supplied with the name you put on the stand booking form.
- It is the responsibility of exhibitors to place or hang their own work.
- Browsers are permitted but any stand furniture should stay within stand boundaries.
- All artworks must be for sale and be clearly priced for both your benefit and potential buyers.
- Stands must be always manned but please be aware of over manning as this may block both your own artwork and that of neighboring stands.
- LOXLEY are offering portering services and stand furniture hire and a link to booking their services will be available nearer the time.

### Private View Evening

Friday 1<sup>st</sup> March 2024 from 6.00pm-9.00pm. Exhibitors will be supplied with 20 free double invitations for the PV evening and an electronic version which must be sent to your contacts.

If you require extra printed invitations, please contact us. All Friday evening visitors and exhibitors will receive a complimentary glass of wine or soft drink, drinks vouchers will be in your stand pack when you arrive at the fair.

### Take Down

Exhibitors may only start to dismantle their stands once the fair has closed at 5pm on Sunday. The visitor numbers will probably have thinned by then but there may well be serious art buyers still making their final purchase, so it is essential that you allow the fair to close before starting to pack up or move boxes. Failure to do this is in breach of our health and safety policy and is also basic good manners.

Please remember to remove all screws from your stand panels once you have taken down your work.

### Partnerships

We are delighted to be working again with **Shooting Star Children's Hospices** as our chosen charity for this fair to raise funds for babies, children and young people with life-limiting conditions, and their families.

In the run up to the fair we will send out a small canvas sponsored by Loxley, which we ask for painting exhibitors to produce a small artwork on and donate to the Charity. If you are not a painter, we invite you to donate a small piece of artwork of your choice in your expertise art medium. The donations generate a lot of interest with the public and promotes your work as well as being hugely beneficial to the hospices. This is no way obligatory.

Each artwork will be clearly labelled with your name and stand number thus encouraging visitors to visit your stand, giving the opportunity for further sales. Please make sure your artwork is signed and additional canvases are available if you would like to produce more than one artwork. The canvas will be sent with the fair exhibitor pack.

All artwork donated to the trust, will be hung on a separate stand, and sold during the fair for a minimum donation of £50 each. All proceeds go to **Shooting Star Children's Hospices**.

### Workshops

To promote the interactive aspect to the fair, a miniature masterpiece workshop will be organised to encourage visitors to get involved and so begin to appreciate the skill of those exhibiting. All materials including canvas, brushes and paints are provided by fair sponsors.

To participate in the workshops, visitors are encouraged to contribute a minimum donation of £10, with all proceeds directly benefiting our chosen charity partner.

### Live Art Theatre

If you are one of those artists who loves an audience, we are again staging the Live Art Theatre in the art fair foyer. You are welcome to book a one-hour space on either the Saturday or Sunday to demonstrate your skills and illustrate how you go about creating beautiful artwork. There is no charge to use the demonstration area. We would encourage you to brand the live art area with your own artwork to encourage watchers to your main stand to see more of your work. A discount of 10% will be given off your stand price for taking part in a demonstration at the live art theatre, which will be actioned as a refund after the fair. Let us know if this is of interest, spaces are limited and participants will be selected depending on the needs of the fair organisers.

## Promotion

The promotional program has begun and builds steadily towards March to gain the optimum exposure and includes:

- Local and national magazines, arts press and newspapers – advertising and editorial.
- Online and extensive social media
- Listings on relevant websites with links where appropriate.
- Leaflet and complimentary ticket distribution to local mailing list, organisations and relevant venues further afield.
- Private View invites and e-invites to more than 6000 selected guests.
- A comprehensive road sign campaign
- Complimentary ticket offers are distributed to companies, groups and arts organisations.
- Targeted mailing to our data base of buyers and previous visitors.
- Targeted mailing to trade buyers, arts professionals, local VIPs and businesses.

All exhibitors are listed on the fair website when they book, and a link will be provided to their own site. A reciprocal link would be appreciated. We would welcome the opportunity of using any newsworthy exhibitor stories throughout the campaign, so please keep us posted.

## Refreshments and Accommodation

There is a licensed café in the Surrey Hall serving hot and cold drinks and a lunch menu.

A list of hotels or B&Bs to use over the fair period. <http://sandown.thejockeyclub.co.uk/plan-your-race-day/visitor-information/where-to-stay>

There is a hotel on site, Sandown Park Lodge. This gets booked up quickly so if you want just a two-minute walk to your hotel we would suggest booking this promptly. It is quite basic but comfortable and offers breakfast.

If you have any queries, please do contact us either by phone or email.

We look forward to hearing from you.

## **Matt Smith**

Fair Director  
Contemporary Art Fairs

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