

## APPLICATION FORM

Company Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Postcode \_\_\_\_\_

Contact \_\_\_\_\_

Telephone \_\_\_\_\_

Facsimile \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

**As a potential new exhibitor it is essential that you enclose visual material of your products with your application.**

If your application is not successful, your visual material/samples will be returned A.S.A.P. (Please include a S.A.E).

I wish to apply for \_\_\_\_\_ M<sup>2</sup> at The Country Living Fair

Please state which Fair you would like to apply for (Christmas, Spring, Scotland)

\_\_\_\_\_

in the \_\_\_\_\_ area.

I accept that whilst my stand preference will be taken into account, final stand allocation is the decision of the Country Living Fair Committee.

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Date \_\_\_\_\_

Please return to:  
The Sales Team, The Country Living Fairs, Upper Street Events,  
58 White Lion Street, Islington, London N1 9PP  
Telephone 020 7288 6731 Facsimile 020 7288 6440

The Country Living Fair Committee will review your application and will contact you with the outcome of their decision. This is not a definite stand confirmation; every application has to be reviewed which may regrettably, lead to some rejections.

The Business Design Centre and Country Living Magazine accept no responsibility or liability for the inaccuracy of any information contained herein. Furthermore, none of the particulars contained herein form any part of an offer or contract.

**Business Design Centre ~ Islington ~ London**

Upper Street Events  
58 White Lion Street, Islington, London, N1 9PP  
Telephone 020 7288 6731, Facsimile 020 7288 6440  
E-Mail [nicolai@upperstreetevents.co.uk](mailto:nicolai@upperstreetevents.co.uk)  
[www.countrylivingfair.com](http://www.countrylivingfair.com)

## ADDITIONAL APPLICATION FORM

Please describe your work, what makes it unique and any unusual aspects of your business

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Please give details of your products

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Where are your products produced?

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Are you launching any new products at the Fair? Yes/No

If yes, please describe

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What is the most expensive product you will be selling on your stand?

Price

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What is the least expensive product you will be selling on your stand?

Price

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Will you be offering special deals for goods sold at the Fair? Yes/No

If yes, please give details

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Will you be giving demonstrations on your stand? If yes, please describe

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When was your business established?

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If you have just started in business, what did you do previously?

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Do you have an unusual/visual work place or studio? Yes/No

If yes, please give details

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**Please complete this form and return it with your stand application.**

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Please state which Fair you are applying for

(Christmas, Spring, Scotland) \_\_\_\_\_

in the \_\_\_\_\_ area

(please see the criteria and costs sheet)

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Do you have any celebrity customers? Yes/No - If yes, who?

How many people do you employ? A - Full-time

B - Part-time

Is your business any of the following?

A - Family

B - Run from home

C - Run by a woman

D - Run by a man

What is your main sales outlet and which other ones do you use?

*(Please rate each answer in order of importance 1 - 5, 1 being the most important)*

A - Retail outlets

B - Department stores

C - Own shop

D - Mail order

E - Retail outlets abroad

F - Other, (please specify)

Approximately how many sales outlets do you use?

What factors do you consider have contributed to the growth/success of your business?

*(Please rate each answer in order of importance 1 - 5, 1 being the most important)*

A - Producing quality original products

B - Personal service being offered

C - Good reputation

D - Investing in the development/expansion of the business

E - Promotion/advertising

F - Value for money

If applying for the Christmas Fair, when do you begin selling to consumers for Christmas?

What percentage of your yearly sales come from Christmas trade?

What percentage of your yearly business comes from trade orders?

Do you have a mailing list of your customers? Yes/No - If yes, how large is this mailing list?

Has your business been featured by the national media in the past? Yes/No - If yes, please give details

Has your business been featured by Country living Magazine? Yes/No - If yes, when?