
G R E A T C O R N I S H F O O D F E S T I V A L

25 • 26 • 27 September • Lemon Quay • Truro • TR1 2LW

FAQ's for Exhibitors

This document provides useful guidance to exhibitors. Please read in conjunction with the formal Terms and Conditions before making a booking.

What are the festival opening times?

The festival is open roughly in line with normal shopping hours but exact opening times are confirmed nearer the time of the event and sent to participants in the comprehensive Exhibitor Manual.

Who can book a stand?

Being a member of Cornwall Food & Drink and offering only products that have been produced or processed in Cornwall or the Isles of Scilly are the main criteria but these do not GUARANTEE you a place. We accept bookings on a first come, first served basis, but limit the number of stands selling similar products to ensure the greatest variety for visitors and successful trade for all. The maximum number varies from product category to category, but is normally between 3 and 5 stands. In some cases, sponsorship may include exclusivity to certain types of sales. Currently, such sponsorship agreements include sales of hot pasties and sales of ales for consumption on-site.

How much will it cost?

The cost depends on the size and location of the space. The price is calculated on the number of metres frontage to the stand, and certain prime locations (the highest footfall/visibility areas) are priced at a higher rate. The minimum frontage per stand is 2m and the maximum is 3m or 4m, depending on the membership level of the exhibitor. Sponsors may be allocated more space. The cost covers all three days at the festival. As a guide, for 2015 a 2m standard space will cost just over £300 and a 4m space in a prime location will cost in excess of £700. All costs are also subject to VAT.

Are there any other charges I need to take into account?

Optional requirements such as electricity and tables are charged in addition to the above and prices are given on the booking form. All exhibitors also require a Trading Permit from Cornwall Council as the site is classified as a public open space and anyone selling alcohol needs to obtain a licence to cover that as well. Details about where to obtain these are provided once bookings have been accepted. Parking in the nearby public car park costs in the region of £6.50 a day.

How do I book?

All communications are by email and payments are preferred electronically if possible. The opening date for bookings is announced to all interested parties in advance. Applications need to be made online using a specific link provided by Cornwall Food & Drink. Applications will be assessed and, provided they meet the booking criteria and there is space available, applicants will receive confirmation that their booking has been accepted, together with an invoice for the full fee. Payment is due within 7 days and may be made by BACS or debit/credit card. Once payment has been received, bookings are guaranteed. If payment is not received within 7 days, the space will be offered to another applicant on the waiting list. Please bear in mind that this is a large event and we do not have the resources to chase payments.

How much space should I book?

Stand spaces are measured to the exact size booked. Exhibitors therefore need to consider access to and from their space as well as the size of their stand or table when designing the stand and making the booking. A 2m stand is fine for an exhibitor with a limited product range

and not requiring a large amount of storage or display space, although does of course reduce your visibility. For reference, a standard 6ft table takes up over 1.8m of a 2m frontage.

Do I need to book a prime location?

Prime location spaces are limited and always over-subscribed. We recommend them for exhibitors who tend to experience long queues or high volume trade. If in doubt, ask us and we will guide you.

What's the difference between the Croust Bar and the Food Hall?

The broad distinction is that the Croust Bar is the area where people buy food and drink to consume on site and the Food Hall is where people shop for produce to take home. There is inevitably a little crossover, e.g. someone might buy a cake from a baker's stand in the food hall and eat it with a cup of coffee they buy in the Croust Bar. Or, an exhibitor selling food or drinks 'to-go' in the Croust Bar may also sell products for people to take home. However, there are a couple of strict restrictions:

- 1) No food cooked or prepared on site can be sold in the Food Hall (and permission is needed for the use of cooking appliances for preparing samples in the Food Hall too).
- 2) Alcohol for consumption on site requires an on-trade licence and these are limited to Croust Bar exhibitors with specific permission. Security staff will be briefed to prevent festival shoppers from opening bottles of alcoholic drinks that have been purchased from an exhibitor with an off-licence. Note also that Lemon Quay is classified as an alcohol-free zone and alcoholic drinks sold for on-site consumption must be consumed within the declared boundaries of the festival.

Where will my stand be located?

Stands are allocated to create greatest overall interest to visitors to the event and we try to spread similar products across different areas. We also shift things around from year to year to retain interest. As the event is held in a temporary structure, many different variables can affect how it is laid out, including possible last minute changes due to cancellations or weather; we therefore never confirm exact stand locations in advance, except for sponsors. Rest assured that the whole show is busy and every area receives very high footfall.

How much electricity should I book?

Electricity supply to the site is limited; please check the rating of appliances, ensure all equipment is PAT tested and only book what you need (it'll cost you less). Supply can be bought in double sockets rated at 13 amps and up to 1.5 kW. Users requiring 16 amp or 32 amp connections need to arrange this with us separately. In everybody's interests, exhibitors found drawing higher wattage than they have booked or with faulty or untested items will be asked to remove appliances. Testing on site is available, subject to a charge.

When can I set up and break down?

The Exhibitor Manual will include information on set up and may allocate a specific time window to each exhibitor. Generally you will be expected to set up as much as possible the day prior to the festival opening. It is possible to set up very early on the festival opening day but we do not recommend this. Festival breakdown must be done on the Sunday after the festival closes as there is no-one on site and no security provision from the time the organisers leave the site on the Sunday evening. Setting up and breaking down can be incredibly busy and space is limited. Please therefore be prepared to be patient and follow directions from festival stewards. We have extra volunteers to assist at these times and ask all exhibitors to be mindful of fellow exhibitors, pedestrians and traffic in the area.

Where do I park?

There is absolutely no space on Lemon Quay for exhibitors to leave vehicles. There is a public car park just a minute's walk away.

What products, and how much stock, should I bring?

Your core range, new products, best sellers, easy to carry items - the choice is yours. However, you will need to tell us what you will be intending to sell so that we can ensure as much diversity at the event as possible.

The amount of trade will depend on the product, the person behind the stand, and the presentation and size of the stand as well as the actual number of visitors. Generally, it is one of the busiest events of the year in Cornwall and many report it to be THE busiest for sales and leads. As a guide, the mean average takings are estimated to be in the region of £1,000 per exhibitor per day, although total takings for the whole event can vary from around £500 to more than £7000 per stand.

Can I restock during the event?

No exhibitor vehicles are allowed on Lemon Quay during festival opening hours and you will therefore need to have enough stock on your stand at the start of each day. Those needing daily top-ups can deliver outside of opening hours (following the instructions in the Exhibitor Manual) but do bear in mind that Friday and Saturday mornings can be very busy with vehicles trying to manoeuvre on the Quay.

Is any storage or refrigeration provided on site?

Space on the festival site is extremely limited and our own storage and refrigeration space is always fully committed. You therefore need to allow for all storage on your stand or off site in your vehicle.

How should I present my stand?

The festival standard is very high. Please therefore ensure that your stand is presented in a professional and appealing manner. This doesn't need to be an expensive exercise, but the right approach to branding, labelling, promotional materials and messaging will pay dividends (not just in sales on the day but in making sure people remember your name and identity). Because the event gets busy, adding height with shelving, etc, will make you more visible from a distance and make your space go further. You can be as creative with your space as you like and do not need to follow the standard format where you place a table across the front of your space and stand behind it, but do be as considerate to your neighbours as you would wish them to be to you.

Some spaces are back-to-back and do not have a marquee wall behind them, and those that do have a marquee wall behind them may have marquee framework within them that means there is not a completely flat surface behind the entire width of the stand. Both these factors can affect banners intended to hang above or behind stands.

Certain weather conditions can cause condensation in the marquee and the entire marquee gets swept down each day, which can cause dust to circulate. We therefore recommend covering stands with waterproof dust covers at night. Finally, remember that having the right people behind the stand is just as important as all the work that goes into the way it looks.

Can I give out free tasters?

Yes, offering tasters is encouraged and can help you engage with people. There are laws restricting the size of alcoholic drinks samples.

How many staff do I need on my stand?

We recommend that all exhibitors have a minimum of two people on their stand, at least for the busiest part of the day, between 11am and 2pm, not only to keep queues down but also to allow everyone to have loo and refreshment breaks. Our policy is for stands to be manned at all times and for no food or drink to be consumed on the stand by exhibitors (it doesn't look appealing to customers and is frowned on by EHOs).

Can I share a stand?

Shared stands simply don't work, either administratively or in practice, so the answer is sorry but no. Far better to take a small stand of your own than trying to share with another business.

What facilities are there for exhibitors?

There is a water supply and washing-up and hand-wash facilities for exhibitors, although if you are selling a high risk product we recommend you bring your own hand wash equipment to use on your stand. Exhibitors can also use the kettles and urns in the wash up areas for making hot drinks. There are no specific rest areas but there are plenty of areas in Truro away from the festival marquee where staff can take a break.

Will my stock be safe?

We employ security personnel to monitor the site during working hours and overnight. Therefore you don't need to dismantle anything or pack stock away at the end of each day. However we advise not stacking or storing anything breakable next to the marquee walls as well as the usual care over money and valuables. It's also worth checking the terms of your insurance policy for cover for breakage and theft of goods away from your normal place of work.

What do I do with my waste?

Exhibitors need to take their waste packaging home with them as the waste facilities kindly provided by Truro City Council are not sufficient to cope with exhibitor packaging such as cardboard and plastic.

What about First Aid and Safety?

We have a First Aider and basic First Aid equipment on site at all times. We also have an appointed Fire and Safety Officer and undertake a thorough risk assessment of the event and the location.

Does the weather affect the event?

The festival is an all-weather event. In wet weather, numbers and dwell time could fall but, arguably, people will be drawn away from fair weather activities such as the beach and towards the town. Visitor numbers are consistently high but the nature of the weather may of course affect what people buy.

In exceptionally hot weather the marquee can get very hot inside.

Who organises the festival?

The festival is run by Cornwall Food & Drink, a company set up to develop and support Cornwall's food and drink businesses. We are also able to draw on some magnificent volunteers who provide guidance throughout the year and support at the event itself. The festival is characteristic of much of Cornwall Food & Drink's work aimed at providing activities that develop significant trade opportunities but which no single business could carry out alone. The Cornwall Food & Drink team is of course paid for their day-to-day work but everyone also devotes a big chunk of their own time to making the event successful.

How do my fees get spent?

All festival income is used to cover the cost of creating, promoting and administering the festival. Each cost is looked at in detail and all suppliers of services to the festival provide exceptional value for money. As a result, we run one of the most cost-effective events in the South West and guarantee that our fees are kept to the minimum possible.

How do I become a festival sponsor?

The festival depends on its sponsors, without whom we would not be able to allow free admission to the public or undertake the amount of admin and marketing that ensures the event is run professionally and draws around 40,000 people each year. We offer sponsors a range of benefits that include enhanced visibility and promotion and extend way beyond their presence at the festival. We always create bespoke packages of benefits to meet the objectives of individual sponsors. If you are interested in sponsoring the festival, or know someone who might be, please get in touch to find out more about the opportunities available.

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