

Desire Jewellery & Silversmithing Fair

Chelsea Old Town Hall – 10–12 March 2023



Apply to Exhibit Alongside the UK's Best Contemporary Designer Jewellers and Silversmiths

Craft In Focus is now inviting applications for their Chelsea Desire Jewellery & Silversmithing Fair being held from 10-12 March 2023. This will be our sixteenth year of Desire in London and we will once again be staging the event in Chelsea Old Town Hall.

Craft In Focus has been organising contemporary craft and design events since 2000 and is proud of the reputation gained for excellence of presentation to the public.

As well as the Desire Fairs, Craft In Focus also organises a number of mixed discipline events at a number of venues. The events have regularly been listed in the national press as being above all other events of their kind in the



UK. A strict selection process ensures only the very best professional designers, artists and craftmakers are chosen.



All work displayed must be made by the exhibitor. The show incorporates a shell scheme with fascia and name board. It is possible to hire display cabinets and lighting. Security will be

present throughout the opening hours of the show, during the build-up and breakdown as well as overnight. Porters will be available to assist with both unloading and breakdown. A fully illustrated online colour show guide is published in advance of the event and given to customers at the fair for which exhibitors are asked for a £24 contribution for the compulsory entry with image.

Set up is on Thursday followed by a Private View on Thursday evening for exhibitors' customers. The show will then be open to the public from 10 am – 5 pm from Friday to Sunday.



Covid-19

Our Covid-19 policies are constantly under review to ensure the safety of everyone, and also to provide reassurance to the public that they will be able to shop in a safe environment. Should guidance change then updates will be posted on our website as appropriate.

Completing and Returning your Applications and Deposits

You are welcome to scan and email back the completed application form instead of posting. However if e-mailing we will then contact you with our bank details for the deposit if you are selected. Please do not transfer a deposit by BACS before you receive notice of acceptance.

The shell scheme with fascia is a compulsory extra at all Desire events. It consists of 35 mm (approx) thick panels covered with a grey nylon loop fabric which is Velcro compatible. The use of nails or screws in the shell scheme is not permitted. Heavy graphics should be hung from the top using wide style picture hooks.

Chelsea – Set up will be from early Thursday 9 March in timed intervals, and some unloading is also possible on Wednesday 8 March late afternoon.

As well as overnight security, there will be a security presence within the exhibition during opening hours.

Our Desire events attract a high amount of interest from makers wishing to exhibit, and part of the selection process will take into consideration the following:

- In addition to well executed and innovative design of work, presentation will also be noted.
- Exhibitors who regularly promote their participation at events via customer mailings, advertising and actively on social media.
- Exhibitors who can breakdown within a reasonable time at the end of the show (Please advise if you are likely to take more than 2 hours to breakdown).
- Exhibitors who keep their stand display within their allocated stand space (exhibitors are not permitted to extend their display into the aisles or use the aisles as their selling area).

If accepted, all exhibitors have seven days in which to pay the deposit and to email one image which they feel represents their work which would be used in an online show guide. Exhibitors who have not exhibited with us in the past should send us a selection of images to show the style of their work, together with an image of a past display/stand.

Lighting – In the interests of the environment we are encouraging exhibitors to use low wattage lighting such as LED lamps. As such we have cut our entry level of power to just 100 watts, ample for several LED lamps.

We look forward to receiving your application. Should you have any questions please email us at desire@craftinfocus.com

CRAFT IN FOCUS APPLICATION FORM FOR *DESIRE* – CHELSEA (9) 10 – 12 MARCH 2023

Includes private view on Thursday

Name _____ Trading As _____

Discipline: Jewellery* Silversmithing* Both* *delete as appropriate

Web site address _____

Address (Note: Your address will not be printed in the show guide) _____

Post code _____

Telephone (Inc. code) _____ Email _____

Brief description of work (we shall contact successful applicants in due course for a 30 word description for the show guide)

Stand Size in Metres Width x Depth	Stand Price £		
	Frontage only	Corner 2 sides open	Shell Scheme
2.0 x 1.0	£695	£755	£115
3.0 x 1.0	£910	£970	£130
2.0 x 1.5	£870	£935	£115
3.0 x 1.5	£1250	£1315	£130
4.0 x 1.5	£1595	N/A	£140

Please indicate 2 or more stand sizes by circling the stand fees and state your preference with 1st & 2nd choice in the adjacent box.

Note: the shell scheme is a compulsory extra.
If you have any special requests please state on a separate sheet and staple to application. Please note corner space cannot be guaranteed.

4m spaces and corners are limited – please ensure a 2nd & 3rd choice is given.

Please note, stand sizes are nominal, **actual width maybe 45mm less due to thickness of shell panels.** Chairs etc must be kept within the space booked, no item of display may extend beyond the front of the stand area. If you need more space, or have special requests, please staple details to the application.

Special requests YES / NO

TABLES AND CHAIRS:

Number of **1.80 m x 0.75 m** tables required at £16.20 _____ Number of chairs @ £4.80 _____

ELECTRICITY & LIGHTING: please tick requirements – **please consider LED lighting and help the environment.**

None required Up to **100watts** @ £90 Up to **400watts** @ £110 Up to **800watts** @ £180

2 Spot package (No socket required or provided – placed on each end panel of shell scheme) @ £110

Illustrated Show Guide entry £24 – compulsory extra.

All above prices are subject to VAT at the prevailing rate.

DISPLAY CABINETS: Please send me details of the display cabinets available for hire

Number of **Leaflets** required (nearest 50) _____

Number of **Private View Invitations** required - each ticket admits two (nearest 10) _____



Please sign and return along with photographs of your work and a deposit of £200 to:

Craft in Focus, PO BOX 942, MAIDSTONE, ME15 0YB. Or scan and email to desire@craftinfocus.com and we will email you our bank details if accepted.

Notification of acceptance will be sent out in due course and may not be immediate. If accepted, you will be invoiced for the balance, due no later than 31 January 2023. If rejected your deposit cheque will be returned.

The organiser cannot be held responsible for any loss, theft or damage to goods, property or persons howsoever caused. All display materials to be fire resistant. All exhibitors are to have their own public liability insurance.

I wish to exhibit at the above event and confirm that I have read, understood and accept the Terms & Conditions printed overleaf.

Signed Date.....

You are advised to make a copy of the booking form for your records

SUPPLEMENTARY FORM for Foyer Stands / Non standard size spaces.

These are considered to be key positions at the front of the fair, and suited to those who can work with slightly smaller spaces. Depth of display area 0.8m, however the shell scheme only covers the sides to a depth of 0.6m. On Type 'A' spaces there is a central shelf. On Type 'B' spaces there is no shelf in the centre. See images attached.

Name _____ Trading As _____

Telephone (Inc. code) _____

I would like to be considered for one of the stands in the Foyer, my choices are listed below. Yes/No *

If unsuccessful in obtaining a Foyer space I would*/ would not* like to be considered for one or the standard spaces

*delete as appropriate

Cabinets – please note not all cabinets are suitable for Foyer stands. Maximum width of cabinet on type "A" space is 1300mm, if hiring cabinets they are **not suitable for type AT1CW** which are 1500mm wide.

Neither of the Foyer spaces have depth to stand behind cabinets, due to stand depth of 800mm

Stand Size in Metres Width x Depth	Stand Price £			Shell Scheme
For further details see attached sketches				
Type "A" 2.2 x 0.8	With central shelf area	£695		£115
Type "B" 2 x 0.8	Full floor area	£695		
Please indicate 2 or more stand sizes by circling the stand fees and state your preference with 1 st & 2 nd choice in the adjacent box.				
List further choices, 3 rd and 4 th etc on the main form as needed.				
Note: the shell scheme is a compulsory extra.				

TABLES AND CHAIRS:

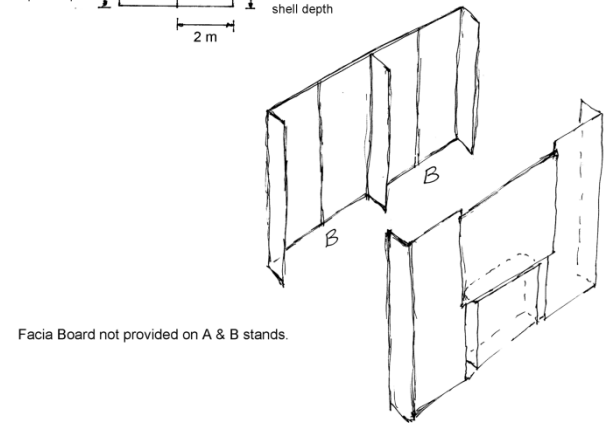
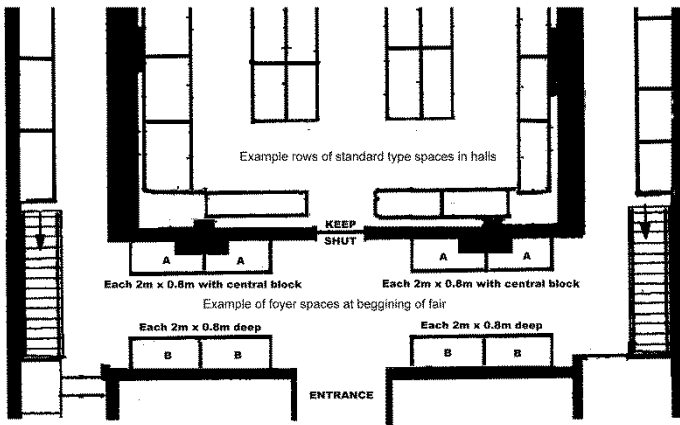
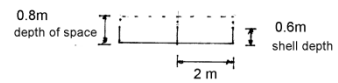
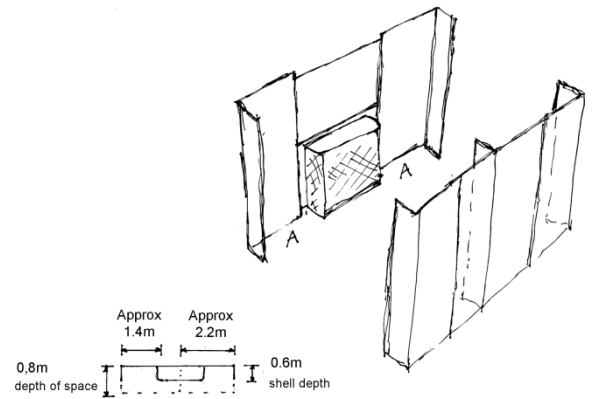
Number of **1.80 m x 0.75 m** tables required at £16.20 _____ only permissible on type "B" space.

Number of chairs @ £4.80 _____

ELECTRICITY & LIGHTING: please tick requirements on main form

All above prices are subject to VAT at the prevailing rate.

Please complete your remaining details on the main form and return together.



Facia Board not provided on A & B stands.

CRAFT IN FOCUS TERMS AND CONDITIONS 2022/2023

Your attention is drawn to 5.4.2 a breach of which may result in the exhibitor being asked to leave during the event

1. INTERPRETATION

- 1.1 In these "Conditions" the following words have the following meanings:
- "Contract" means any contract between the Organiser and the Exhibitor for allocation of Display Space, incorporating these "Conditions";
- "Deposit" means the amount notified by the Organiser to the Exhibitor for securing allocation of the Display Space;
- "Display Space" means an area allocated to Exhibitors for the purposes of exhibition or display of goods at the Event;
- "the Event" means the craft show / fair or any other event organised by the Organiser;
- "Exhibitor" means any person, firm or company allocated Display Space for an Event;
- "Organiser" means Craft in Focus Ltd having its main place of business located at PO BOX 942, MAIDSTONE, ME15 0YB.
- 1.2 In these Conditions references to any statute or statutory provisions shall, unless the context otherwise requires, be construed as a reference to that statute or statutory provision as from time to time amended, consolidated, modified, extended, re-enacted or replaced.
- 1.3 In these Conditions references to the masculine include the feminine and the neuter and to the singular include the plural and vice versa as the context admits or requires.
- 1.4 In these Conditions headings will not affect the construction of these Conditions.

2. APPLICATION OF TERMS

- 2.1 Subject to any variation under Condition 2.3, the Contract will be on these Conditions to the exclusion of all other terms and conditions (including any terms or conditions which the Exhibitor purports to apply under any application, confirmation of allocation, specification or other documents).
- 2.2 No terms and conditions endorsed upon, delivered with or contained in the Exhibitor's terms and conditions, application, confirmation of allocation, specification or other document will form part of the Contract simply as the result of such document being referred to in the Contract.
- 2.3 These Conditions apply to all the Organiser's Events and any variation to these Conditions and any representations made about the Events shall have no effect unless expressly agreed in writing and signed by the Organiser.

3. ALLOCATION

- 3.1 Any allocation of a Display Space at an Event may be revoked at any time by the organiser until the signed application together with a signed copy of these Conditions is received. A written confirmation of allocation will be sent to the Exhibitor on confirmation of the allocation.
- 3.2 The Exhibitor must ensure that the terms of its application are complete and accurate.
- 3.3 The Organiser shall endeavour to allocate the Display Space specified on the Exhibitor's application, but reserves the right to allocate any type or size of Display Space that is, in the sole opinion of the Organiser, suitable for the Exhibitor's purpose. Exhibitors display stand must not exceed 2.4m high.
- 3.4 At or prior to the Event, the Organiser reserves the right at any time to relocate the Exhibitor if in its absolute discretion it considers such relocation necessary and in the best interests of the Event.
- 3.5 The Organiser reserves the right to refuse any application without giving reason.

4. DISPLAY SPACE FEE

- 4.1 A Display Space Fee is payable for each Display Space.
- 4.2 The Display Space Fee applicable to an Event and the last date on which it must have been received in cleared funds by the Organiser shall be stated on the application.
- 4.3 At the sole discretion of the Organiser, the Organiser may at any time require payment of further Display Space Fee on account of additional charges that are or may in the Organiser's opinion become due. These may exceed the Display Space Fee indicated in promotional material, application and confirmation of allocation. All additional Display Space Fee required shall be paid within 14 days of written notification.
- 4.4 If in the opinion of the Organiser the Exhibitor's display extends beyond the allocated Display Space the Organiser may at its sole discretion charge the Exhibitor for the additional area occupied at the prevailing rate or request that the extended display be removed.
- 4.5 In the event that the Exhibitor fails to pay the Display Space Fee or any other fee by the date notified, the Organiser reserves the right to impose an administration charge of £30.00 for each month, or part of, that the Display Space Fee remains unpaid. Should it become necessary for the Organiser to take legal action to obtain any outstanding amounts due the Exhibitor shall be liable for all additional costs incurred.
- 4.6 The Display Space Fee is quoted exclusive of applicable VAT, subject to variation in line with changes to taxation subsequent to the date of the Contract.
- 4.7 Should the Exhibitor order any additional services or use more services than that allocated or booked including, but not exclusively tables, chairs, or electrical supply, after the date the invoice for the balance of the stand fee becomes due the Organiser reserves the right to surcharge the additional service by 50% of the stated charge.

5. CANCELLATION

- 5.1 The Exhibitor shall remain liable for the total Display Space Fee and Services once the Display Space has been allocated even if a deposit has not yet been paid unless cancellations are received in writing not less than six months prior to an Event when he shall only forfeit his deposit. Should the Exhibitor cancel his booking less than six months prior to but more than four months prior to the Event the Exhibitor shall forfeit his deposit and in addition be liable to a further 50% of the total Display Space fee and Services. In the event that the Exhibitor's notice of cancellation is received less than four months prior to an Event the Exhibitor shall forfeit his deposit and in addition be liable in full for the total Display Space fee and Services.
- 5.2 In the event that the Exhibitor fails to arrive at the venue notified to the Exhibitor by the Organiser at or by the time stated in the Organiser's correspondence to the Exhibitor the Organiser shall be entitled to re-allocate or use the Display Space as it sees fit without notice.
- 5.3 The Exhibitor shall remain liable for the total Display Space Fee once the Display Space has been allocated whether or not the Display Space is utilised by the Exhibitor in whole or in part.
- 5.4 The Organiser reserves the right to refuse admission to the Event and / or rescind the Contract with immediate effect and without liability if at the sole discretion of the Organiser it appears:
- 5.4.1 the Exhibitor's exhibit or display is substantially different in nature to that represented to the Organiser at the time of allocation and not in keeping with the nature of the Event;
- 5.4.2 any of the Exhibitor's exhibits is not made by the Exhibitor or its manufacture involves an excessive use of automated or semi-automated machinery and / or an excessive use of subcontracted labour or is not made in the UK unless permission is granted in writing from the Organiser;
- 5.4.3 the Exhibitor's exhibit or display may be illegal;
- 5.4.4 the Exhibitor's exhibit or display or professional conduct may bring bad publicity or disrepute to the Organiser or its Events.
- 5.4.5 the Exhibitor may not be able to honour its obligations under the Contract;
- 5.4.6 the Exhibitor's goods for exhibit or display exceed the capacity of the Display Space and it is not possible to re-organise the allocation at the Event;
- 5.4.7 the Exhibitor fails to pay the Deposit or the Display Space Fee within 14 days of the date notified by the Organiser;
- 5.4.8 the Exhibitor is in breach or is likely to breach any of these Conditions.
- 5.4.9 the Exhibitor, its guests, its agents or employees behave, or the Organiser has reason to believe that the Exhibitor, its guests, its agents or employees will behave in a way detrimental offensive and / or contrary to the normal expected standards of behaviour.
- 5.4.10 the Exhibitor enters into any compromise or arrangement with its creditors, commits any act of bankruptcy or if an order is made or an effective resolution is passed for its winding up (except for the purposes of amalgamation or reconstruction as a solvent company) or if a petition is presented to court, or if a receiver and / or manager, receiver, administrative receiver or administrator is appointed in respect of the whole or any part of the Exhibitor's undertaking or assets.
- 5.5 In the event of cancellation under the circumstances set out in Conditions 5.1, 5.2 and 5.4, any Deposit or Display Space Fee paid may at the sole discretion of the Organiser be retained, or remain due.
- 5.6 In the event that the premises where the Event is due to be held shall, in the sole determination of the Organiser, become unfit or unavailable for occupancy or shall be substantially interfered with by reason of, but not exclusively, fire, flood, tempest or any other such case or as a result of government intervention, malicious damage, acts of war, acts of God, strike, lock-out, labour dispute, picketing, embargo, injunction, riot or any other cause or agency over which the Organiser has no control, or should the Organiser decide that owing to any such cause of agency it is necessary or advisable to cancel, curtail, relocate or change the date of the Event or reduce the planned period of preparation, display or dismantling the Exhibitor waives any and all claims that it might have against the Organiser for refunds, loss, damages or expenses.

- 5.7 In the event of the happening of any of the circumstances set out in Condition 5.6, the Organiser reserves the right without being under liability to the Exhibitor for refunds, additional expenses or otherwise, to change the Event venue and / or date upon reasonable notice to the Exhibitor.
- 5.8 In the event that the Event becomes commercially non-viable due to lack of the support or any other reason the Organiser reserves the right to cancel the Event. In such a circumstance, the Exhibitor may accept comparable Display Space at an alternative Event at no additional cost or the cancellation of the Contract and return of the Deposit and / or Display Space Fee, less all costs and expenses incurred by the Organiser in connection with the failed Event calculated on a pro-rata share of the total amount paid, or due, by Exhibitors and including a reserve, established at the sole discretion of the Organiser.

6. EXHIBITOR'S OBLIGATIONS

- 6.1 The Exhibitor, who in this case shall be the main person responsible for the manufacture and design of the goods, shall attend the exhibition in person, unless alternatively agreed in writing prior to the commencement of the Event.
- 6.2 The Exhibitor shall attend and exhibit or display its goods at all times during the advertised times and for each day of the Event.
- 6.3 The Exhibitor shall exhibit or display its goods in an orderly fashion and shall arrange its exhibit or display so as not to obstruct the general view or hide the exhibits or displays of other Exhibitors.
- 6.4 The Exhibitor shall comply with any reasonable requests made by the Organiser for alterations to an exhibit or display or for the removal of goods from an exhibit or display where such goods are considered unsuitable in the absolute opinion of the Organiser.
- 6.5 Should any dispute arise as to the allocated Display Space, or as to the extent of any additional Display Space deemed occupied by the Exhibitor beyond that allocated, the decision of the Organiser shall be final.
- 6.6 No exhibit or display shall be packed, removed or dismantled prior to the advertised closing times of the Event without the express permission of the Organiser. In the event that the Exhibitor acts in breach of this provision the Exhibitor shall be liable to pay in addition to all sums due under this Contract an amount equal to one third of the applicable Display Space Fee as compensation for the detraction to the Event's appearance.
- 6.7 The Exhibitor shall remove all exhibits and display goods and materials from the allocated Display Space on the last day of the Event and shall be liable to the Organiser for any cleaning or storage or handling charges incurred by the Organiser resulting from failure to comply with this Condition.
- 6.8 The Exhibitor shall comply with any requirements imposed on the Organiser by the Event venue owner.
- 6.9 The Exhibitor shall ensure that all flammable material used in connection with the exhibit or display shall be fireproofed or otherwise processed against fire in accordance with any applicable statutory or local regulations or requirements to which the Event may be subject.
- 6.10 The Exhibitor shall not assign or sublet any Display Space allocated nor display or advertise goods or services other than those manufactured or carried by the Exhibitor in the normal course of its business.
- 6.11 The Exhibitor shall not conduct any form of sale by auction or display and type of Sale sign.
- 6.12 The Exhibitor shall comply with the Organiser's and / or venue owner's security at all times and follow any instructions, which may be given by the Organiser's or venue owner's staff at any time.
- 6.13 The Exhibitor shall comply at all times with the Organiser's or venue owner's fire, emergency and health and safety regulations and if requested send evidence of their insurance and other documentation.
- 6.14 The Exhibitor shall not canvas for orders, except at its own stand in the normal course of its business.
- 6.15 The Exhibitor shall not distribute or display any printed materials, placards, hand bills or circulars or other articles other than those specifically provided for by these Conditions.
- 6.16 The Exhibitor shall not demonstrate any kind of power tool, moving object, flammable or toxic substance or other tool or material that may pose a threat to public safety.
- 6.17 The Exhibitor must inform the Organiser in advance of the Event of any intended demonstration.
- 6.18 The Exhibitor shall ensure that it takes all necessary precautions to prevent damage to the Organiser's or venue's equipment or building or other related property.
- 6.19 The Exhibitor shall ensure that any equipment utilised in connection with its display or exhibition is fit for purpose and compliant with all relevant safety standards.
- 6.20 The Exhibitor shall abide by any rules and regulations issued to it by the Organiser in connection with a specific Event.

7. LIABILITIES AND INDEMNITY

- 7.1 The Exhibitor shall indemnify the Organiser against all loss or damage, including indirect consequential loss or damage, howsoever arising from the Contract. This shall include, but not limited to, loss or damage to the Organiser's or the venue owner's premises, fixtures, fittings, furnishings, equipment and other contents howsoever arising, including death or injury to any person.
- 7.2 The Exhibitor shall effect and maintain events public liability insurance of not less than £2,000,000, or other insurance which will indemnify the Exhibitor, its agents, its contractors or employees or guests against any claim, loss, costs and expenses incurred in respect of any injuries incurred in respect of any injuries to any person or loss or damage to property howsoever arising and the Exhibitor shall, if so requested by the Organiser, provide certificates of evidence of such insurance cover.
- 7.3 In no circumstances shall the Organiser be liable to the Exhibitor, in contract or in tort, including negligence or breach of statutory duty:
- 7.3.1 any increase in the Exhibitor's costs or expenses;
- 7.3.2 any loss of the Exhibitor's profit, business, contracts or goodwill;
- 7.3.3 any loss or damage resulting from a loss of or fault in services or equipment provided to the Exhibitor, such as but not exclusively electrical supply;
- 7.3.4 any indirect or consequential damage of any nature whatsoever.
- 7.4 Information given by the Organiser about the Event in any promotional or advertising material is accurate to the best of its knowledge, but does not constitute any warranty or representation by the Organiser and therefore any mistake or omission does not entitle the Exhibitor to cancel this Contract and / or claim against the Organiser for compensation.
- 7.5 In the event that the Organiser shall be liable to the Exhibitor in contract (including under any indemnity or warranty), in tort (including negligence), under statute or otherwise, the liability of the Organiser shall be limited to the Deposit and / or Display Space Fee paid or payable to the Organiser under this Contract.
- 7.6 In addition to Condition 7.2, the Exhibitor shall effect and maintain events public liability insurance to cover any activity being demonstrated to the public and shall indemnify the Organiser against any claim or loss or injury arising as a result of such demonstration howsoever caused.
- 7.7 The Exhibitor shall comply at its own expense with all legal and statutory requirements applicable to its display or exhibit and shall indemnify the Organiser against all actions, claims, demands, proceedings, damages, costs and expenses whatsoever in respect of any breach by the Exhibitor.

8. GENERAL

- 8.1 The Exhibitor shall not be entitled to assign the Contract or any part of it without the prior written consent of the Organiser. The Organiser may have signed the Contract or any part of it to any person firm or company.
- 8.2 Each right or remedy of the Organiser under the Contract is without prejudice to any right or remedy of the Company whether under contract or not.
- 8.3 If any provision of the Contract is found by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void, voidable, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, unenforceability or unreasonableness be deemed severable and remain in provisions of the Contract and the remainder of such provisions shall continue in full force and effect.
- 8.4 The information given in any booking form or letter or accompanying booking notes is for guidance only and the Organiser reserves the right to amend these details at any time and any change in the publicised or published details shall not give the Exhibitor the right to cancel their contract.
- 8.5 Any videography or photographic material supplied by the Exhibitor to the Organiser, or obtained by the Organiser or its agents at an Event of an Exhibitor or their Work or their Display, maybe used in connection with future publicity of any Event staged by the Organiser regardless of whether or not the Exhibitor has applied for Display Space at the Event.
- 8.6 Failure or delay by the Organiser in enforcing or partially enforcing the provision of the Contract will not be construed as a waiver of any of its rights under the Contract.
- 8.7 Any waiver by the Organiser of any breach of, or any default under, any provision of the Contract by the Exhibitor will not be deemed a waiver of any subsequent breach or default and will in no way affect the other terms of the Contract.
- 8.8 The formation, existence, construction, performance, validity and all aspects of the Contract shall be governed by English Law and the parties submit to the exclusive jurisdiction of the English Courts.