

HÄNDMÅDE
Christmas



13TH, 14TH & 15TH
DECEMBER 2013

The O₂



**HANDMADE CHRISTMAS
WILL OPEN ITS DOORS
TO AN ESTIMATED
60,000 PEOPLE
ATTENDING THE O2
OVER THREE DAYS**



Lydia Wall Millinery



Miss Polly



Prettily Stitched



Urbaneye Cufflinks



Maram Jewellery



Realicoul



The Beaded Garden

13/14/15 DECEMBER 2013 THE O2, LONDON

Call the Booking Hotline on 01572 787 567 or 07879 628 792

or email jo@peninsulaexhibitions.com or rich@peninsulaexhibitions.com to check availability.



IT'S OFFICIAL:
BRITISH CRAFTERS
ROCK. NOW YOU HAVE
THE OPPORTUNITY TO
SELL YOUR PRODUCTS
IN A VENUE THAT
LITERALLY ROCKS.

IT'S TIME TO GET READY FOR
HANDMADE CHRISTMAS AT THE O2
- A ONE OF A KIND CRAFT FAIR IN A
ONE OF A KIND VENUE.



This December, a raft of Britain's best and brightest designers, crafters, hobbyists, and food and drink merchants will gather to showcase their talents at a three-day event that's set to become a cornerstone of the UK's crafting calendar. Specially organised in tandem with three sell-out concerts at The O2, *Handmade Christmas* will open its doors to an estimated 60,000 people attending The O2 over three days.

An impressive team is publicising this crafting extravaganza, including Folksy.com, and those magnificent magazine moguls at Future – publishers of the fantastic *Mollie Makes*, *Simply Crochet* and *Simply Knitting* magazines – who will be on hand to deliver a fantastic array of crafting and making masterclasses. It's going to be a very busy show packed with punters primed and raring to purchase hand-crafted gifts, one of a kind works of art and exceedingly good British food and drinks.

Handmade Christmas is an affordable way for clever creatives to get face to face with thousands of potential customers in a strong sales environment. With exhibition stands starting at just £350 for three days, it's a must-do event for producers, traders and suppliers who live to craft and craft to live.



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ABOUT THE EVENT



Handmade Christmas at The O2 kicks off in the middle of December so fits perfectly with Britain's shoppers who according to the latest stats and facts, are opting to shop later and later for the holiday season. Business is booming at local Christmas markets as people choose to avoid the hustle of the high street and most of them are on a mission to find gorgeous gifts that are distinctly different, and quirky British nibbles crammed with seasonal tastes and home-grown ingredients.

The event will sit comfortably within the steady buzz of the Entertainment District on the Live Quarter at The O2 and as it's indoors, visitors can enjoy their visit whatever the weather. Special zones for fashion, jewellery, visual art, food and drink and Folksy.com traders will be dotted with gift-wrapping stations, and visitors to the show can take part in workshops and demos provided by various crafty gurus from the event's media sponsors.



ABOUT THE VENUE



It's fitting that the first *Handmade Christmas* show is taking place inside a British design icon. The O2 attracts visitors from all over the UK as well as overseas and is one of the most successful venues in the world. It is on the doorstep of North Greenwich Station and has parking for 2,200 cars. The multiplex cinema and 27 restaurants, bars and cafés on site make it a destination in its own right. It's just the kind of place where shoppers can, and will, saddle up for a serious day's Christmas shopping with a difference.



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ONE OF A KIND GIFTS & FOOD

The O₂



magnetcreative/istockphoto.com



ARC Creative Jewellery



VISITORS TO THE SHOW CAN TAKE PART IN WORKSHOPS AND DEMOS PROVIDED BY VARIOUS CRAFTY GURUS FROM THE EVENT'S MEDIA SPONSORS

Apple and Tree



Shoe Craft



Scent Cosmetics



Poodles and Pompadours

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FAST FACTS

HANDMADE CHRISTMAS WILL:

Promote everything that is brilliant about British craft, food and drink – this includes you



Open ten days before Christmas – perfectly timed for last-minute Christmas sales and promotions



Attract an estimated 20,000 people each day via The O2's sell-out concerts



Deliver 'perfectly profiled shoppers' looking for one of a kind gifts with an artisan twist



Host a Folksy.com trader village



Offer advance visitor ticket at £5 per head (arena event ticket holders and children get in for free)

YOU WILL:

Benefit from selling your products at a high profile event that's super affordable



Stand out from the crowd as one of only 250 British producers to exhibit at The O2



Build brand awareness and traffic through your website



Expand your database and farm customer email addresses through social networking



Be able to launch and test new products and receive live feedback



Receive a discount if you trade on Folksy.com



Receive free power socket is booked before 1st July!



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EVENT MARKETING

DIGITAL MARKETING

The O2's marketing team are exceptional digital marketers. They use a massive bank of consumer data to pinpoint and attract the right visitors to an event. Advance tickets for *Handmade Christmas* will go on sale via their AXS ticketing platform that attracts millions of users every week.

axs

 Follow us on Twitter
@HandmadeAtTheO2

 Join us on [www.facebook.com/
HandmadeChristmasattheO2](http://www.facebook.com/HandmadeChristmasattheO2)

ONLINE PROMOTION WITH FOLKSY.COM

Folksy.com is the online partner for *Handmade Christmas*. Their website showcases the work of UK designers and makers and it provides a superb stage for modern, British crafters to sell their wares in a cost effective way. As one of the UK's most popular e-shops for handmade gifts and supplies, it helps thousands of professional, portfolio and hobbyist designers sell their products to a mainstream audience. As a bonus, some of the finest crafters from the Folksy family will be selling their goods in the official Folksy zone at the event.

ARE YOU A
Folksy TRADER?

BOOK NOW & SAVE AN
EXTRA 10% ON THE COST
OF YOUR STAND.

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**HANDMADE CHRISTMAS
AT THE O2 IS FOR PEOPLE
WHO BELIEVE THAT WHEN
IT COMES TO THE ART OF
CRAFT, BRITISH-MADE
PRODUCTS ROCK**

HOTEL DEALS

WE HAVE NEGOTIATED SOME
CHEAP ROOM DEALS ON
NEARBY HOTELS FOR THE
THREE DAYS, BRINGING
YOUR OVERHEADS DOWN
AS LOW AS POSSIBLE.



ClaraSmithJewellery



Kina Ceramic Design

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FROM MARKET TRADER TO POP-UP SHOP, THERE'S AN EXHIBITION SPACE TO SUIT YOU

Handmade Christmas at The O2 is for people who believe that when it comes to the art of craft, British-made products rock. If your toes tingle when you hear words like homemade, home-grown, up-cycle, recycle and old school, then book a stall today and get involved.



MARKET STALL

Perfect for tabletop displays that ignite the 'hunter-gatherer' in your customers.

Space: 3x2m with a smart coloured roof, front skirt and no back wall

Utilities: electricity and lighting are not included but can be supplied at 66% off normal exhibition rates at £55 per socket. Socket is free if booked before 1st July!

Notes: stalls can be booked as multiple units; all exhibitors receive a market stall as part of the standard package



SHELL SCHEME

Dazzle with your design display in this smart alternative.

Space: 2.5m (high) x 1m (wide) panels with a fascia for lighting and a name board

Utilities: electricity not included but can be supplied at 66% off normal exhibition rates. Socket is free if booked before 1st July!

Notes: to upgrade to the shell scheme, add £100 per 3x2m space; you'll need to bring your own furniture



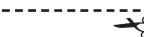
CHRISTMAS CHALET

Find peace of mind with this proper little pop-up shop.

Space: a traditional Christmas chalet with interior walls, can be closed and locked overnight for added security

Utilities: electricity not included but can be supplied at 66% off normal exhibition rates. Socket is free if booked before 1st July!

Notes: upgrade to the chalet for an extra £300 per 3x2m space; you'll need to bring your own furniture



All stall costs are for all three days of the market.
24 hour security is in place for the duration of the event.

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COSTS



ARTISAN FOOD & DRINK SUPPLIERS

£350 FOR 3 DAYS

INCLUDES 3x2M MARKET STALL

DESIGNERS & ARTISTS, HOMEWARE & GIFTS

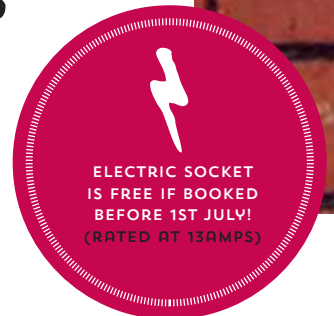
£385 FOR 3 DAYS

INCLUDES 3x2M MARKET STALL

TRADE CRAFT SUPPLIERS

£500 FOR 3 DAYS

INCLUDES 3x2M MARKET STALL




TO ADD SHELL SCHEME
ADD £100 +VAT ON TO THE
COST PER 3x2M SPACE.


TO ADD A CHALET
ADD £300 +VAT ON TO THE
COST PER 3x2M SPACE.

All stall costs are for three days on the market. Price includes 24-hour security for the duration of the event. Exhibitors will not have access to other events at The O2.

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& FOOD

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**BOOK NOW &
SAVE MONEY!**

WE HAVE AN EARLY ADOPTER
PROGRAMME IN PLACE WITH A
DISCOUNT OF 10% IF YOUR
STAND IS BOOKED BEFORE
JUNE 28TH 2013

WE ANTICIPATE THAT THE MARKET WILL SELL OUT VERY
QUICKLY SO CALL AND BOOK YOUR STALL TODAY.

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TO CHECK AVAILABILITY.

Companies already booked include:

STUART CATTERSON ART

ADAMS FOODS

BAT & BOTTLE

BEN OAKLEY GALLERY

ATLANTIC BEADS

CORA HOMEMADE JAMS

TOPSET HANDMADE JEWELLERY

BURFORD JEWELLERY DESIGNS

BEETLE JUICE

RUTLAND FINEST HONEY

VANESSA JENSEN JEWELLERY

SANDI HENSON PAPER-CRAFT

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ACCOMMODATION

The O2 is surrounded by more than 2,500 hotel rooms ranging in price from £48 to £250 per night. Special room rates at nearby hotels have been secured for all *Handmade Christmas* exhibitors.



SPONSORSHIP

Limited sponsorship opportunities are available. They can be tweaked and tailored to suit your marketing strategy so that you receive maximum brand exposure throughout the marketing campaign and event opening.

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P.S HANDMADE IS FOR LIFE, NOT JUST FOR CHRISTMAS...

The next Handmade event will be held in spring 2014. Once again, it will revolve around a busy concert schedule at The O2. So plonk a big circle round spring in your diary and sign up to the Handmade Facebook page for regular updates.

THE EVENT ORGANISER

Handmade Christmas at The O2 is organised by Peninsula Exhibitions Ltd, a company with mountains of experience organising consumer exhibitions at all major venues in the UK. With over 60 successful consumer and trade exhibitions under their belts, they know what it takes to attract the right audience for exhibitors. Recent events organised by Peninsula include The Sundance Film & Music Festival and Country2Country.

*Peninsula Exhibitions Ltd
Gallery House
2 Ashwell Hall Stables
Oakham Road
Ashwell, Rutland
LE15 7LH*