



CHRISTMAS BY THE RIVER

LONDON BRIDGE CITY ESTATES

29 NOVEMBER 2018 – 2 JANUARY 2019

TRADER APPLICATION PACK 2018



WELCOME TO THE LONDON BRIDGE CITY ESTATE *CHRISTMAS BY THE RIVER 2018*

Welcome to Christmas by the River 2018 at London Bridge City operated by Tudor Markets Ltd.

We are thrilled that you would like to take part in the event. If this is your first year you will be part of a prestigious event in an iconic location. If you are a seasoned trader at this location, we welcome you back and look forward to an even better event than previous years.

We have 6 zones, each with their own mix of traders and commodities and we would like to have even more traders than last year. We are looking for the right mix for each zone to encourage footfall and dwell time and meet the requirements of London Bridge City Estate. We have a quota available for food and drink and the rest will be arts and crafts and commodities that work for the destination and for Christmas. We value all our traders and are pleased to work with you, if this location isn't the right location for you we will be pleased to work with you to find another Christmas or regular or specialist market from across our range of markets and events.

This year, we are investing in additional lighting on location to ensure that the event has the draw factor it needs. We are using all spaces including the Pier and Hays Galleria and so we are keen to use additional specialist lighting and signage to activate the space. The look of every cabin is key to the success of the overall market and so as ever we will ask you to make sure your cabin looks the absolute best it can at a high standard throughout the event. The cabin lighting will of course help to draw people in.

Part of the benefit of working with this prestigious location is that this is a destination of choice for tourists, local workers and residents. To help promote the destination and attract footfall London Bridge City Estate and Tudor Markets are engaging with a PR and Marketing company to promote the overall market.

We are also investigating different options for cash-less payment on the pitches as feedback from visitors and London Bridge City Estate is that more card machines are needed. Visitor spend would be far greater as they were expected to pay by cash only and preferred to pay by card. We will be looking at ways to support you with this and would encourage you to look at multiple payment systems. We will be back in touch with cashless payment options that are available to you at this event.

We would ask that every trader helps to promote the overall event and destination. This requires all pitches to look their absolute best, traders to take part in using branded *Christmas by the River* materials and where possible participating in using social media. If you need help to set up your social media or to use it or would like help to review how to best promote your pitch, would be interested in cashless payment options, then let us know as soon as possible. We can help with this as part of the process.

The Tudor Markets team will support you to make the most of the event do speak to the team if you have any questions.

We are looking forward to working with you this year to make this the best-ever Christmas by the River event.

Best Wishes,

Tudor Markets Team

Christmas by the River 2018



PRICES FOR *CHRISTMAS BY THE RIVER* 2018

| RENTAL TYPE | SITE FEE | CABIN HIRE | DAMAGE DEPOSIT (Refundable subject to terms & conditions) | TOTAL COST | HOLDING DEPOSIT | REMAINING BALANCE |
|---|--------------------------|------------|--|------------|-----------------|-------------------|
| All Food ALL AREAS | £7,150.00 (per cabin) | £500 | £250 | £7,900.00 | £1,500.00 | £6,400.00 |
| General Goods Arts & Crafts RIVERSIDE | £6,600.00 (per cabin) | £500 | £250 | £7,350.00 | £1,500.00 | £5,850.00 |
| Hays Galleria INSIDE | £4,400.00 (per cabin) | £500 | £250 | £5,150.00 | £1,500.00 | £3,650.00 |
| Hays Galleria RIVERSIDE | £6,600.00 (per cabin) | £500 | £250 | £7,350.00 | £1,500.00 | £5,850.00 |
| Pier PIER AREA | £5,000.00 (per cabin) | £500 | £250 | £5,750.00 | £1,500.00 | £4,250.00 |



BOOKING GUIDELINES & INFORMATION FOR *CHRISTMAS BY THE RIVER* 2018

| | INITIAL PAYMENT DUE | REMAINING AMOUNT | CONDITIONS |
|------------------------|--|---|--|
| BOOKING DEPOSIT | Day of booking – your application will then be reviewed by Tudor Markets and then by London Bridge City – a trader profile will be required at time of booking | £1,500 per cabin | You will need to put down a holding deposit per cabin. This will go towards your total balance if you have been accepted or it will be fully re-funded if you are not accepted. |
| FINAL PAYMENT | 28 days after formal acceptance notification by Tudor Markets (subject to London Bridge City approval) | 100% (less the booking deposit) non-refundable | We will send you an acceptance notification along with your invoice. |
| FINAL PAYMENT | Payment must be made in full 28 days after acceptance notification and any bookings made after the 27 August 2018 before the 10 SEPTEMBER 2018. | Outstanding balance | You will be sent a reminder invoice latest 10 days before the deadline date as a reminder if the balance is not yet cleared. |
| DAMAGE DEPOSIT | Charged separately from Invoice Payment must be made in full on or before 10 September 2018. | £250 per cabin | Damage deposits are fully refundable subject to compliance with our terms & conditions. Any damage to cabins or London Bridge City Estate will mean retention of damage deposit. Any negligence with regards to waste, grey water or oil disposal will mean no refund is applicable and a further £1,000 to be paid. |
| CABIN HIRE | To be included on invoice Payment must be made in full on or before 10 September 2018. | £500 per cabin | This is for the rental of the cabin/s for the whole event. |



BOOKING FORM 2018

NAME:

POSITION:

PHONE NUMBER:

EMAIL:

COMPANY NAME:

PRODUCT TYPE(S):

COMPANY ADDRESS:

WEBSITE ADDRESS:

FACEBOOK:

TWITTER:

INSTAGRAM:

OTHER:

CABIN PREFERENCE

Please refer to the floor plan attached and choose your preferred zone according to preference. Please note that we are NOT able to guarantee any zone or pitch as decisions are made by Tudor Markets and London Bridge City.

| ZONE | PREFERENCE (does not guarantee pitch location) | PRODUCT/S |
|------|---|-----------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |

We will endeavour to confirm with you as soon as possible whether you have been accepted and which location you have been given.

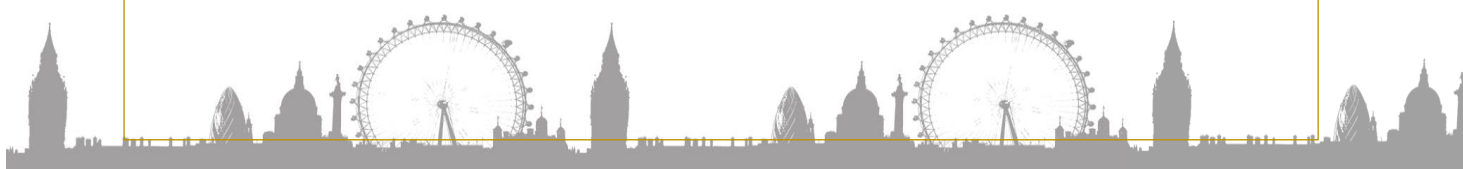


TRADER PROFILE INFORMATION

Please write a brief description about your company to help us write a profile for London Bridge City about your business. This enables us to review traders with the landlords and the more information you can give the more chance you have of standing out from the crowd and being accepted.

| I have included/sent separately by email: | Tick Box |
|--|----------|
| High Resolution Photos of products and previous stand set ups (this is very important from a quality perspective) | |
| Price points of products or menus with prices | |
| Any website links, Social Media or Press Releases | |
| <p>Description about my company (aim to provide 2-3 paragraphs)</p> <p>We find that the following helps paint a picture about your company:</p> <p>information about the background to you setting up as a trader, the journey you have gone on, about you, about your products and whether you make these or where you source these from, previous event experience – where else have you been a trader and what made it successful?</p> <p><i>Please note that the above information is mandatory. Failure to submit the above information may result in your profile being delayed or rejected.</i></p> | |

Describe your product/s, company background and any other previous event experience:



SELECTION PROCESS FOR TRADERS

STEP 1

Trader Application plus initial £1,500 deposit received. Provide information for trader profile,
No guarantee of place until verified by Tudor Markets and London Bridge City Estate.

STEP 2

Initial review of applicant and approval by Tudor Markets, if approved by Tudor Markets trader profile forwarded to London Bridge City. If not approved Tudor Markets returns deposit and informs trader, alternative market location sought where feasible.

STEP 3

Tudor Markets receives approvals list from London Bridge City and informs traders and reconfirms eligibility and availability before signing the trader up for the market. All relevant paperwork requested and verified. Pitch to be verified in due course and cannot be guaranteed. If approved by London Bridge City Management, your deposit will go towards your remaining payment.

STEP 4

Trader to make a **non-refundable** payment for the remaining balance of stall cost within 28 days of approval to secure place. This is a popular market location and we need certainty that traders will be attending.

STEP 5 – LATE BOOKINGS

If booking after the bank holiday in August, we will require full payment to secure you place along with your all your social media, company information, booking form and signed terms and conditions.



TERMS & CONDITIONS OF BOOKING

Registering an interest in the event:

- Potential traders will be issued with a trader pack and will be asked to complete a registration and application form highlighting zone preference although this may not be guaranteed.
- A £1,500 booking deposit will be required at this time in order that your application can be considered.

Payment terms:

- Upon booking, we require a booking deposit of £1,500 per cabin. We will then submit a Trader Profile to London Bridge City Management as part of the selection process. In the event you are not accepted, we will fully refund your booking deposit/s.
- Accepted Traders will be sent an official notification to confirm their booking along with their final invoice for the remainder of their total balance. This must be paid within 28 days of the acceptance notification. If no contact has been made within 28 days of acceptance, your deposit will not be returned to you and an alternative trader sourced. You will then be put on a waiting list and contacted if a space becomes available.
- All deposits and payments are non-refundable once you have been accepted and have confirmed your participation to us. Traders will need to sign an agreement for these payment conditions which is fully binding.
- Once you are accepted, you will be asked to pay the remaining monies to make up the final payment within 28 days of acceptance. If, however you book after the August bank holiday (Monday 27th August 2018) you will be required to make full payment upon application. In any case, full payment must be made by the 10th September 2018.
- You will also need to provide all relevant documents and proof of insurance to prove you are able to trade at the same time or in any case within 28 days of confirmation to trade.
- Your cabin will not be secure if you fail to pay your full balance by the specified date. You will have up to the deadline date to pay the remaining balance. You will be sent a final notification invoice 10 days before the deadline date as a reminder.
- No discounts or negotiations will be allowed. All prices are fixed and cannot be altered in anyway.
- Previous traders are not guaranteed to be selected and will have to go through the same booking process, terms and conditions as new traders. Booking will work on a vetting process so booking early is strongly advisable.
- Participation by Traders is solely dependent upon the full cost being paid before the deadline.
- If the remaining balance is not paid by the stated date the organisers shall have the right to re-allocate the space. The Trader is liable for the entire cost of the space.
- Cabin hire and damage deposits are compulsory so please consider this when booking. *Damage deposits will be refunded based on the condition that the cabin/s being returned are in a same condition after the event has ended.*

Selection Process:

- Due to the limited number of cabins and multiple applications for similar commodities, all potential traders will be vetted by London Bridge City and Tudor Markets Management for quality of product and suitability for the event.
- All traders will need to submit the following at the time of provisional booking:
 - **Company / Sole trader information**
Please include information about your products, how you started up/what made you start trading, where you trade or have traded and general information about your company and the people behind it.
 - **Good quality high res photos of products, previous stand set ups**
We will need high resolution photos of your products, any stand set ups. This is for the purposes of your profile. Please be aware, what you submit will be used for your profile and will in turn may be the difference between being accepted or rejected.
 - **Any previous event experience details**
Please include any events you currently do or have done in the past.
 - **Price points of products that you intend to sell, menus**
Please be as detailed as you can (we understand not all stock will be ordered) but we will need this information for suitability of product for the event.
 - **Any website links, Social Media or Press Releases**
Please include any Social Media or websites and any Press Releases. This is a requirement for all traders to have social media or a website.
- The above will help us in our selection process. You will only be considered if you have submitted all the relevant requirements as outlined above. Selection will be based on presentation, quality of products and suitable fit for this Christmas event. No trader will be granted sole rights to any commodity.
- If you are unsuccessful for this market we will endeavour to source you another suitable market from our range and in any case will return your £1,500 booking deposit.

Zone Allocations:

- Please be aware that all zone allocations will be decided as soon as possible and, wherever possible.
- You are not guaranteed to get your first choice however we will work with your preferences and in the best interests of the overall market and traders.
- All allocations will be decided by Tudor Markets and London Bridge City and all decisions are final.

Trader Conduct:

- There is a strict no smoking policy on site. Traders are not permitted to smoke in or within 5 meters of their cabin. Anyone who is caught doing so, will incur a warning which may lead to a fine or being asked to leave the site permanently (please refer to the event house rules document).

Marketing Participation:

- All traders are required to have some kind of social media or website. Help can be requested if you are accepted and these requirements are not met. We also have branded aprons which all traders are required to wear at all times on site when trading.

TRADER CONFIRMATION & ACCEPTANCE

I confirm that I have read the booking terms and conditions and will comply with these requirements. I will agree to take part in the promotional and marketing requirements of London Bridge City Estate and will abide by market rules and regulations including set up and break down times and disposal of waste, recycling, oil and water.

I understand that there is an approval process for the London Bridge City Christmas by the River 2018 event and that the returnable deposit does not guarantee a pitch. Only payment of 100% of the funds within 28 days of approval will guarantee the pitch. No refunds will be paid for non-attendance.

Pitch decisions are made by Tudor Markets and London Bridge City management and are final.

NAME OF COMPANY: _____

SIGNED ON BEHALF OF THE COMPANY BY: _____

SIGNATURE: _____

DATE: _____

PLEASE RETURN THIS PAGE WITH THE BOOKING FORMS (COMPLETED AND SIGNED) TO:
ENQUIRIES@TUDORMARKETS.COM OR POST TO THE ADDRESS BELOW.

If you have any questions, please contact us on enquiries@tudormarkets.com or call us on 0208 570 6456.

TUDOR MARKETS SOCIAL MEDIA – GET CONNECTED!!!

| | |
|------------|----------------------------|
| FACEBOOK: | Tudor Markets and Events |
| INSTAGRAM: | #tudormarkets |
| TWITTER: | @tudorLtd |
| WEBSITE: | www.tudormarkets.com |
| EMAIL: | enquiries@tudormarkets.com |



CONTACT US:

If you would like more information or would like to talk to us about an event or market, please contact us below:

CALL

0208 570 6456

OR

01384 231 635

EMAIL

enquiries@tudormarkets.com

HEAD OFFICE

Tudor Markets Ltd, Suite 3, Neals Corner, 2 Bath Road, Hounslow, TW3 3HJ



