

# Traders Information Sheet



## Welcome

Nestled in the beautiful Suffolk countryside Bury St Edmunds is a gem waiting to be discovered. Complete with award winning Abbey Gardens, magnificent cathedral and traditional street market there is something for everyone.

Since its beginnings in 2004, the Bury St Edmunds Christmas Fayre has grown in both size and stature and has now established itself as one of the highlights in the East Anglia events calendar. Now over 50,000 visitors and 130 coaches attend.

Situated in the historic core zone on the Angel Hill with the magnificent St Edmundsbury Cathedral providing an amazing backdrop, you will know that the festive season is about to begin. This year's market will accommodate over 150 traders, a continental market, traditional funfair and a whole host of entertainment both in the streets and on stage. Angel Hill is 300 metres from the main town centre which is reached by a pedestrianised street with more entertainment and stalls.

The vibrant and friendly atmosphere creates a pleasurable shopping experience and with a whole host of entertainment for all the family we aim to provide a great day out.

### Some of the highlights include:

- The Living Nativity within the Cathedral Grounds
- Quality street entertainment for the whole period
- Free on stage entertainment
- Traditional carol service

- Over 300 'Santas' running through the Fayre and streets of Bury St Edmunds
- Real Reindeer

## Advertising

The Fayre is extensively advertised and this year had several excellent reviews from the National Press. We use a professional P.R company to advertise the event and advertise for groups in all the trade magazines and group travel shows. All coach/group organisers are offered a meal voucher and free taxi service from the coach park to the Fayre. Coach parking is free. The fair will appear on [www.christmasmarket.co.uk](http://www.christmasmarket.co.uk) website – one of the most frequently used sources of Christmas market information on the web. All stalls will have a free listing on our website.

During 2008 we had an excellent review in 'Your' magazine, a write up in the 'Independent' and we were listed in the 'News of the World' top ten Christmas Markets.

We are sponsored by both our local weekly and daily newspaper which means extensive advertising in the 'East Anglian Daily Times' and the 'Bury Free Press'. These newspapers cover the whole of Suffolk and Norfolk. Our local radio station attends on the first day and advertises the event.

We have a mailing list of over 1000 people who have visited in the past all of which will receive 2 postcards during the year giving details of the event.

All enquiries through the TIC will receive a postcard and Christmas brochure from October onwards.



### What the visitors say:

- 'Excellent - will come again'
- 'Wonderful Event'
- 'Very good - Best Xmas Fayre I've been to'
- 'First visit - brilliant'



- 'Christmas Market very enjoyable, plenty of variety'
- 'Excellent day out. Whole town was obviously working as a team to produce value for money and Christmas spirit'

## 2009 Price List

Prices in all venues include the following:

Three day's trading, Thursday afternoon/evening set-up, lighting, heating, 1 x 13amp socket, security, refuse collection and parking passes, listing and contact details on our Christmas Fayre website.

### Athenaeum Ground Floor

Premium indoor, ground floor site. Free entry to building. Tables and chairs included. 1.83m frontage x 2m (max) depth. Price includes:

Price ..... £265.00

### Athenaeum Upper Floor

Premium indoor venue, fully accessible with lift. 1.83m frontage x 2m (max) depth

Price ..... £235.00

### Corn Exchange

Large Victorian town centre upstairs venue, fully accessible with lift. Entertainment provided on the steps of the building, catering facilities and Santa's Grotto inside. Free entry to building. Tables and chairs included.

1.83m frontage x 2m depth (max) ..... £200.00

2.74m frontage x 2m max depth (L shape) ..... £275.00

Special price for 2 tables, 3.66m frontage.....£320.00

### Abbey Gardens - NEW VENUE

Set in a wonderful park only 60 metres from main Fayre. Outdoor location, trading on grass covered in matting.

Price includes all above and extra electrical requirements as needed. These must be requested in advance.

Price.....£95 per metre

Discounts available for larger stalls

*All traders are required to have public liability insurance and are requested to dress in Victorian costume.*

### Angel Hill – Ready Assembled Marquees

Premium outdoor location. Individual bays, with individual opening and closing facility, fully assembled price includes:

Thursday evening or Friday morning set-up, overnight security, fluorescent light, 1 x 13amp single socket, refuse collection, decorative festoon lighting, 2 parking passes and entry on our website.

3m x 3m bays ..... £395.00

### Angel Hill – Standard

Premium outdoor location, trading is on paved/tarmac hard surface near seating area for the public. Standard depth is 3m but other depths can be accommodated. Ideal for caterers and market stalls. Market stalls must be suitable for all weather.

Price includes all above and extra electrical requirements as needed. These must be requested in advance.

Price ..... £100 per metre

Discounts available for larger stalls

Additional electrical sockets in all venues and marquee ..... £10 each



For further information and a booking form contact: