



Dear Exhibitor

### **LOGISTICS INFORMATION STITCH FEST 2024**

I am pleased to send you the following logistic information for this year's Stitch Fest show.

#### **Address**

The show address is Newton Abbot Racecourse, Newton Road, Newton Abbot TQ12 3AF

#### **Tables**

There will be a spreadsheet on the Exhibitor zone page by 10<sup>th</sup> October. This shows what tables have been booked and paid for according to our records. If your company is in red you have not booked any tables. If your table numbers do not look as you would expect please contact us **asap**.

#### **Travel and Parking**

Newton Abbot Racecourse is only 15 miles south of Exeter and is just 5 miles off the A38.

Please look at the floor plans attached to this email to be clear which part of the venue you are in! You will notice there are entrances doors labelled A- G. (Note C & C2 are different doors) Please look out for signs to these doors when you drive in so you can tell where you are.

Until the marquee is set up, we will not know whether Door G will be accessible. We will advise about this on Friday morning 1<sup>st</sup> November by email.

There is a map attached to this document. Entry to the show is from the main road at the pink X. Follow sign posts for "All deliveries" which should take you in the direction of the pink arrows. The green spiral symbol on the map is door A on the floor plan.

Please always drive safely and carefully on site and **please park considerably for unloading.**

As soon as you have unloaded, and on each day of the show, please put your car economically and neatly, head or tail on to the rails either in the areas directly behind the halls against the white rails by the Grandstand (Blue box on the map) next to the marquee or at the centre of the race track (yellow cross/pink box on the bottom right of the map).

**IMPORTANT: There is to be NO PARKING ON THE SIDE OF THE RACECOURSE WHERE PEDESTRIANS ENTER and walk during show hours – see orange stars on map**

#### **PARKING SLIP**

Please fill in the attached Exhibitors parking slip (one for each vehicle) and keep it visible in the windscreen of your car at all times on site.

Cars may not remain in the car park or on site overnight.

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## **Show doors**

PLEASE NOTE THAT APART FROM THE THREE SHOW ENTRANCES

B – for prepaid tickets between 10 & 11.30am

C – to buy tickets on the door all day

F – to the marquee

THE OTHER ENTRANCES WILL NOT BE IN USE OVER THE WEEKEND.

HOWEVER THEY WILL BE UNLOCKED FOR FIRE SAFETY BUT NO ONE SHOULD BE USING THEM. IF YOU SEE SOMEONE USING THEM, PLEASE LET US KNOW.

## **Marquee exhibitors**

We are unsure, until set up exactly where the tunnel from the halls will enter the marquee. This is because there may be a better way depending on prevailing weather. We will advise of the exact layout on Friday morning, but rest assured, if your stand is shown backing onto a wall, that is what you will get!

The floor of the marquee is wood and we have 3 excellent heaters installed so it will be lovely and warm. Heaters will run 24hrs a day to keep goods dry overnight.

## **Floor plan note**

**Important.** Please note that any stands on the floor plan will have traffic passing both sides. This means, if required, your stand may be accessed from both sides of the hall. Alternatively, you can just face in one direction...it is entirely up to you. The advantage of having both sides open is double exposure. Any set up is fine as long as you remain within the bounds of your space and your stand set up does not obstruct your neighbour. You do not have to have a back to your stand unless you want one and if you do, gridwall, screens or exhibition boards may be used if they remain in the bounds of your space.

## **Set up and break down**

You will have access to the set up from 4-8pm on Friday 1st November and 7-9am on Saturday morning for you to set up your stand.

We request all stall holders are ready to open at 10am on Saturday and 9am on Sunday, and please no packing up before the show closes at 4.30pm on Saturday and 4pm on Sunday.

Please note 9am-10am is a quiet hour on Sunday for those with neurodiversity or mobility issues that couldn't manage in a busy show.

On Sunday at show close you must wait until all show visitors have left before collecting your car and bringing it to the same entrance to load up.

## **Exhibitor badges**

Exhibitor badges will be issued on the Saturday morning. We supply a card badge with safety pin and paper sticker...We know this makes the card badge fragile but if you need to refresh your badge during the weekend, please just drop your old one in at the front desk and we will give you a new one. If you need an extra badge for staffing, please ask one of the team on the main show desk.

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## **Raw fleece**

If you have any raw fleece on your stand, please ensure it is clearly marked as raw and you supply hand cleaning equipment.

## **Prize Draw**

As usual, we will be holding a prize draw for all visitors to the show to raise money for Devon Mind, a local mental health charity.

We would be hugely grateful if you could donate a prize to the draw – something from your stock that will be an attractive prize for a show visitor to win. We will have a dedicated table in the show for this so we can make a great display of prizes.

**Important: we curate these prizes into bundles, box them up and post them at our expense. Please don't donate wedding gifts, or new baby gifts as we understandably can't include them.**

Please leave your donation on the pink table by the front desk of the show and tick off your stand on the list on the table so the staff team know who needs reminding...thanks!

## **WiFi**

There is free WiFi available at the Racecourse. The network is Spark NA Racecourse and you will need to fill out a short form and from then can access the Wifi for free. You will need to go into their settings and click on the link. Please note we cannot be held responsible for any issues with the WiFi.

## **New Cash Machine**

There is a new cash machine on site at the Racecourse. This is located near the Main entrance, door C.

## **Electricity**

All pillars down the centre of the halls have plug sockets on. The side walls are slightly more complicated as there are plugs which only work if the betting halls screens are on, which is something we do not want during the show. If we have had a conversation about electricity, your requirements will have been noted, however if we haven't and you think you might need a plug, I recommend bringing a long extension...this must be PAT tested. We cannot guarantee we can get power to you, but a good length extension should give you a fighting chance!

## **Risk Assessments & Public Liability Insurance**

If you have not completed a form for the show this year, you need to complete a risk assessment. There is a blank one to download in the Exhibitor zone. Please email it to us or hand it in at the front desk on arrival.

Similarly, we need to have a copy of your public liability insurance please. If you have not sent this to us already with dates that cover this year's show, please do so either by email before the show or hand it in at the front desk on arrival. We cannot allow you to exhibit if you do not have your own public liability insurance, by terms of our own Insurance.

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## **Promotion**

Thank you to all of you who have sent out digi-leaflets, put the show on your website and promoted it through social media. Please keep going as the more people we attract to the show, the better it will be for everyone! You can also tag #stitchfestsw #stitchfest on Instagram and we are on Facebook at [www.facebook.com/StitchFestSW/](http://www.facebook.com/StitchFestSW/) - please like and share this page as widely as you can!

There is an "I'm exhibiting at Stitch Fest..." graphic on the exhibitor zone page, so please do use it! Thanks 😊

In response to request, going forward we will produce paper leaflets for all our shows.

## **Food and Drink**

The show will be catered by the Racecourse again this year. The café is located upstairs and is accessible by stairs and lift. As usual we will have some very enthusiastic runners who will fetch a lunch order for you if you'd like one! I am attaching a provisional menu supplied by the Racecourse to give you an idea of what is available.

Unfortunately the café will not be open on Friday afternoon/evening, but we will supply coffee and tea making facilities and biscuits in Silks (see floorplan end of Hall B on right hand side). Please note this is only during set up. There are some paper cups available but you might like to bring a reusable cup to save on waste.

Should you need it, there is a Tesco superstore over the road from the show.

## **Security at the show**

The entire site is secured and locked over night, whilst I am still in the building, overseeing the locking however please do not leave any valuables on your stand.

Over the past few years there have been increasing thefts... not just at Stitch Fest but at all yarn shows.

There is CCTV in the halls but not in the marquee. However by the sheer size of the space there are plenty of blind spots, especially when the show is very busy as the cameras are placed by the venue for their race activities. We will have signs up to add to the deterrent and here are some tips to consider too...

### 1) Create clear sightlines & remove blind spots

Whether you have a small or large stand, be sure you can clearly see the majority of your products, regardless of where you're standing in your space.

Be sure you're not hidden behind tall displays and that you can see from one end of the table to the other to prevent theft.

If you have a larger stand try to keep tall items along the edges so a person can't hide behind them and conceal your items to steal.

### 2) Keep small items close to you

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A fairly obvious tip but worth mentioning; anything that's small, easy to steal or a higher price point should be kept close to you or just slightly out of reach. This will make it easier for you to notice when someone is grabbing for it

### 3) Put items at arm's length

Set items up higher or near the back of display shelves so people have to reach up or out to grab them, you'll be more likely to notice when someone picks something up. This makes it harder for someone to nonchalantly add items to their bag or pocket.

### 4) Say hello!

Be sure to say hi to each person who approaches your stand. Not only is this good etiquette, but it will also help deter the not-so-honest shoppers.

The more attention a shoplifter receives, the fewer chances they have to steal and the less likely they are to do it. Even if you're helping another customer at least try to make eye contact with your other shoppers and give a quick nod, smile, or "hello" if you can.

This will also help you identify them in the case of theft. They're less likely to steal if they think you've noticed them and would be able to describe them to others.

### 5) Add Mirrors

Not only are they helpful for your show visitors when they're seeing if yarn colour suits them, but they also give you an extra set of eyes to help prevent theft.

Siting a mirror at the end of a table, so it reflects the length of the table, can help you view what's going on at the other end while you're helping another customer. If you have a larger space, place a full-length mirror in areas that are a little harder to see and you can also hang mirrors from your gridwall and angle them slightly down.

### 6) Tidy your show space

When an area is messy, it makes it a more attractive for thieves because it creates distraction and chaos for them. In between customers, take the time to tidy your space and take inventory. This makes it easier to help customers and to identify which products you currently have left and quickly notice when something is missing.

### 7) Wear a Money Belt

Make use of a money belt or apron. Leaving a till, full of all your hard-earned cash, sitting behind the table equals a big win for someone willing to reach behind it while you're distracted.

Wearing one allows you to be more mobile while conducting transactions. If you're feeling a little weary of a certain person but are in the middle of a sale, you can guide the customer to a different area to give them their change and help prevent theft.

### 8) Secure High Value Items

You don't want to deter honest shoppers from picking up your products and having a squidge but if you have items you're particularly worried about, pin them down or secure them in some way. Customers will still be able to take the pins or ties off to pick them up but it will take a bit more of an effort to do so, drawing attention and making sure theft can't be quick and easy.

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## 9) Enlist Helpers

A extra pair of hands is ideal at busy show times, but if you don't have that luxury, support your neighbours and they will do the same for you. Be vigilant for each other!

In the event of anything going missing, please immediately inform a member of our team and also advise your neighbours to be hypervigilant. This is not to scare you, sadly the larger the show, the larger the problem, but we take this very seriously.

See you very soon, but if you have any queries, please don't hesitate to call me on 07919 178701

Best wishes,

A handwritten signature in a cursive script that reads "Saj".

**Saj Collyer – Show Organiser**

**Continue to next page to see map.**

