



Exhibitor/Trade Stand Information Pack & Booking Forms & General Event Info

Dear Local Traders,

Ferne Animal Sanctuary in Chard is expecting a large footfall of visitors during the December Month.

Ferne has organized an extra special Christmas event this year - The Ferne "One Weekend Only" Christmas Fair. During the fair, local families, tourists, senior citizens and local schools will visit Ferne to take part in the Festive Fun. During the Christmas Fair weekend, we have a Christmas Trail for the children, fun activities and crafts, "Where's Santa" activity, a tombola and a lucky dip.... Not to mention the fabulous Sanctuary walk and the on-site Café which is offering a special Christmas menu.

This event will be heavily promoted throughout the months of November and December to local press contacts, via our social media platforms and to our existing visitors and annual passholders. We will also display posters and signage in local shops and in our own charity shops in Chard, Honiton and Crewkerne.

We would love to offer you the opportunity to join us in making the Christmas Fair at Ferne a success. We are inviting local traders to exhibit their crafts, local produce and Christmas goods and other gift ideas at the fair, where our visitors will be invited to purchase these items as part of their day out at the Sanctuary. Please find enclosed further information about the exhibition spaces/pitches available and the pricing for each pitch.

Please take the time to complete the attached booking form, and return this to us ASAP to avoid disappointment.

To discuss this further you can contact Claire@feneanimalsanctuary.org with any queries.

Thank you in advance,

Claire Hottinger

01460 65214 or 07988 122 725

visitor's Map

WELCOME TO FERNE ANIMAL SANCTUARY

Explore, relax and enjoy an unforgettable day out in the beautiful Somerset countryside.

- | | | | | |
|---|-----------------------|----------------------------|---------------------------|--------------------|
| 1 Ronan Harman Visitors Centre, Tickets and Toilets | 6 Ferret House | 12 Van Heemstra Shelter | 18 Wishing Well | 24 Gift Shop |
| 2 Sensory Garden | 7 Dragonfly Pond | 13 Rabbits and Guinea Pigs | 19 Old Sheep and Goats | 25 Memorial Garden |
| 3 Blakeborough Gazebo | 8 Woodland Play Space | 14 Rabbit Pens | 20 Chinchillas and Degus | 26 Rehoming Centre |
| 4 Beehives | 9 Pigs | 15 Aviary | 21 Restaurant and Toilets | Toilets |
| 5 Play Space | 10 Stables | 16 Duck Pond | 22 Cattery | Restaurant |
| | 11 Play Area | 17 Chipmunks | 23 Dog Paddock | Parking |



Pitch & Table Locations

Ferne Christmas Fair
Saturday 11th & Sunday 12th
Dec

Indoor Table Price: £15.00
Outdoor Pitch Price: £20.00

To discuss any details please
call Claire or Emma on
01460 65214



ALL INDOOR STANDS IN CONFERENCE ROOM (SITUATED IN RONAN HARMAN VISITOR CENTRE/MAIN ENTRANCE)- Table provided. 1.8m x 0.8m. 1 power socket per table.
- 14 SPACES AVAILABLE @ £15.00

ALL OUTDOOR STANDS ARE 3M X 3M IN SIZE. NO POWER SUPPLY. NO GAZEBO PROVIDED.
IN TWO LOCATIONS. LOCATION A (BY THE RONAN HARMAN VISITOR CENTRE - ON HARD STANDING). LOCATION B (BY THE MAIN VISITOR CAR PARK ON GRASS)
- 10 SPACES AVAILABLE @ £20.00

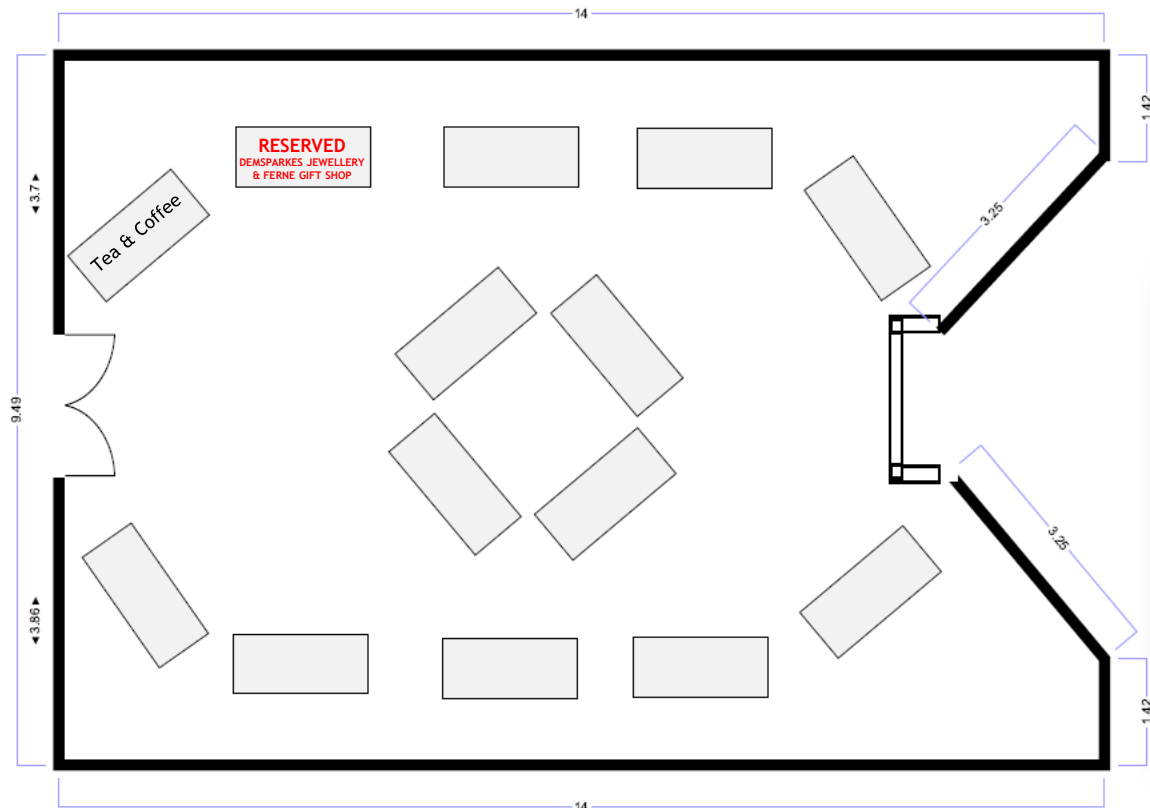


INSIDE PITCHES

ALL INDOOR STANDS WILL BE LOCATED IN OUR CONFERENCE ROOM (SITUATED IN RONAN HARMAN VISITOR CENTRE/MAIN ENTRANCE)- Table provided. 1.8m x 0.8m. 1 power socket per table.

- 14 SPACES AVAILABLE @ £15.00

Choice of position of table, first come first serve.



Marketing & Promotion

Extra effort will be made to promote this event to generate as much footfall as possible. Some of the promotional activities include:

- ▶ Local press contacts - Newspapers, online “whats-on” guides, local radio stations, local magazines
- ▶ Social Media - Facebook (15,000+ followers), Instagram, LinkedIn, Twitter - campaign throughout November and December
- ▶ Posters in the local towns and Ferne Charity Shops and on site at the Sanctuary. All visitors will be given an A5 leaflet detailing the Xmas fair
- ▶ Direct marketing - Email campaigns to “Friends of Ferne” and Annual Passholders to inform them of the Christmas Fair dates.
- ▶ Use of your trading name or logos on all Christmas Fair marketing where possible.
- ▶ Ferne Website to be updated with a large banner promoting the Christmas Fair weekend.

Stand Application Checklist for Exhibitors

- ▶ Choose your Stand (Indoor or Outdoor)
- ▶ Complete Booking Form (Attached to this email)
- ▶ Return Booking form to Claire@ferneanimalsanctuary.org Tel. 01460 65214
- ▶ Make payment by BACS
 - ▶ Account Name: Ferne Animal Sanctuary
 - ▶ Sort Code: 30-92-40
 - ▶ Account Number: 00480664
 - ▶ Reference: XMASFAIR "YOURNAME/COMPANYNAME" e.g. XMASFAIR CLAIRES CAKES
- ▶ Email copies of insurance to Claire@ferneanimalsanctuary.org
- ▶ Complete risk assessment and return to Claire Hottinger Claire@ferneanimalsanctuary.org (Risk assessment template can be supplied if required)
- ▶ Please return booking form via email or alternative you can post to:
 - ▶ Claire Hottinger
Ferne Animal Sanctuary
Wambrook
Chard TA20 3DH
01460 65214