

Information and Terms of Booking

1. Trade Stand Applications

Please complete the form fully and return it to Lesley Sladen or do an online booking using the trader booking system. Links to this and instructions are found in your covering letter.

The closing date for receipt of bookings is displayed on the front page of each form and on the website booking system. An early response by post, email or booking system is encouraged as stand allocations are based on a first come first served basis.

If you have questions or experience problems, please contact Lesley at Artytype. Whether you book online or use the paper form, you will be sent an invoice but please do not make any payments for the 2026 shows until after the 1st January 2026.

When you receive the invoice, please pay in full before the due date, if you cannot pay on time for some specific reason, please contact Andy Duncan as Trade Manager to discuss when the payment will be made.

If you have any special requirements or needs, please write these in the space provided on the form. The same space is provided online. If the box is blank then we will assume you do not have any special requirements. Whilst we endeavour to keep traders in the same location on the floor plan every year, we cannot guarantee this.

The Gauge O Guild will advertise shows and do their very best to organise a successful event but we cannot be responsible for any drop in footfall or any drop in takings that traders may experience during one of our shows.

2. Late Bookings

Trade stand applications that arrive after the closing date are accepted at the discretion of the Trade Manager, and then only if there is sufficient space available. No discounts are applicable for late bookings.

3. Payment

All payments must be received by Artytype by the deadline on this form. If payment is not received by that time, the Guild reserves the right to re-allocate the booked space. Please note balance cheques can be post dated and must be made payable to: Gauge O Guild Ltd.

Trade stand deposits/balances can also be paid using a credit/debit card, call Artytype on 01594 545676 for information if required.

4. Traders' Discount Scheme

- 50% discount for three or four shows including Guildex
- 33% discount for Guildex plus one of the one day shows
- 20% if they attend all three one-day shows but not Guildex
- 10% for two one days shows but not Guildex
- Full price if you only attend one show

Payment for the discount scheme must be made in time

5. Cancellations

The Guild will not cancel a show unless the venue causes us to. If you have to cancel a show booking, individual circumstances will be discussed to consider any reimbursement due.

6. Standard (Aisle) Units

A standard unit measures 6ft (width) x 6ft (deep) nominal, including standing space. Each unit includes one table and two chairs. Units should be booked in multiples of 6 feet widths. Other sizes may be accommodated at the discretion of the Trade Manager.

7. Wall Units

Wall units measure 6ft (width) x 8ft (deep) nominal. They should still be booked in multiples of 6 feet. They are intended for Traders who wish to use two tables back-to-back, or have their own stands, while still allowing sufficient standing room behind. Wall units are bookable but do attract a slightly higher rate. Each unit includes one table and two chairs. Extra tables are available for wall units at an additional cost to go behind the first one or against the back wall.

For both aisle and wall units, tables will be minimum depth of 2 feet.

8. Power Connections

Please only use the power connection that you have booked. Anyone found using power connections they have not booked will incur a charge of £100 to cover Guild costs.

9. Wristbands

Each unit is allocated two wristbands. For larger stands there is a maximum of six each. Please write how many wristbands you require IN TOTAL clearly on the front of this form. You will be contacted if there is an additional charge for these.

10. Sharing Stands

Two traders can share a stand but whilst we endeavour to list all traders in the show guide, if space is short only the trader making the booking will be listed.

11. Housekeeping

Please help us by following a few simple rules:

- leave the spaces between and to the rear of the stands clear
- stay within the boundaries of the space you have booked
- Guild tablecloths will be provided and must be used
- do not trail electrical connections without clearance from the Show Electrician or Show Manager
- the maximum overall height of any banner, pop-up, "sail" or similar is 2.4 metres
- do not obstruct the public walkways or any public areas adjacent to your stand
- follow instructions given to you by Guild stewards or officers
- do not move tables or other people's property without permission
- keep your belongings safe

12. Physical Impairment

If you have any disability which may have an impact on the layout of your stand, please let the Trade Manager know by entering your requirements clearly on your booking form and it will be considered when planning the hall layout.

Artytype (on behalf of the) Guild Trade Manager

Booking forms issued November 2025