

A + P + F

ART · PRINT · FRAME

Exhibitor Information

.expo 2024



29 September Dunstall Park
Wolverhampton WV6 0PE UK

Art+Print+Frame.expo 2024 moves to a new and prestigious venue, offering a bigger, better and busier expo. Book now to reserve your Booth Space or Art Pop-Up.

APF.expo 2023 was extremely successful for an all-new trade show and it soon became clear to all involved that a bigger and more convenient venue was required. Exhibitors looking forward to 2024 wanted more space and better facilities, visitors wanted more demonstrations, classes, and training, and our artist and publisher members wanted more display space for their work.

APF.expo 24 will be a bigger, better and busier expo than last year. It will be a very special day for picture framers, artists, digital printers, photographers and related skills. They will be able to learn new skills and ideas in the many classes, seminars, demonstrations and discussions with experts.

Dunstall Park is a great place for APF.expo 24, offering extensive and quality facilities. The large, carpeted and well-lit main exhibition hall has level access for vans and trucks. There are no steps or ramps, but there is also no level-loading dock.

Linked to the main hall is a bar area and the very extensive Concourse exhibition area, joining the APF.expo to the integral Holiday Inn hotel.

APF.expo Exhibitor Schedule:

After confirming your Booth Space

As an exhibitor we are sure that you will actively promote your participation in APF.expo 24 in the months prior. Some suggestions:

- Circulate a simple broadcast date holder email, telling staff and customers that you'll be there.
- Create a news item on your website. Repeat each month. Contact apf.expo@fineart.co.uk for a file of the APF.expo logo.
- Ask the Guild office to send you info cards to drop into every parcel you send out. Available May.
- Start planning now how you'll maximise your display in your booth space.
- Send a hi-res company logo for use by Art + Framing Today and other publications to louise@fineart.co.uk

Saturday, September 28:

Exhibitors and helpers and camper owners can arrive after 16.00 and park where instructed.

The expo hall is in use on the Saturday evening, which means that exhibitors cannot unload until 07.00 on Sunday.

Sunday September 29:

- Exhibits build from 07:00, completed by 09:30
- Visitors will be admitted from 10:00 and expo closes 17:00
- Exhibitors to clear booth space by 19:00, leaving no rubbish



Getting to the APF.expo venue at Dunstall Park

By Road: On M6, take jct 11 onto M54. The venue is 15 minutes towards Wolverhampton from jct 2. Follow the brown road signs to Dunstall Park and enter through the barrier. There is very extensive free car parking. The APF.expo venue visitors entrance is through the Holiday Inn hotel, where refreshments are available to all.

By Train: From London or Birmingham: There are several options. Wolverhampton station is 15 minutes from APF.expo venue by taxi.

By Air: Birmingham International Airport has its own rail station, with regular train services to Wolverhampton, about 30 minutes.

Accommodation at or near Dunstall Park

On site: Holiday Inn Wolverhampton is a very short walk to the expo. To book call 01902 390004 and ask for Steven or Jolene using the code FINEART2024. Exhibitors and visitors can arrive on Saturday September 28th, after 16:00 and park motorhomes in a designated area at no charge. No hook-ups but there are facilities close-by in Holiday Inn hotel reception.

Nearby: Wolverhampton is a busy commercial city with lots of accommodation. Check Booking.com, Airbnb or similar.

Expo Venue address: Wolverhampton Racecourse, Dunstall Park, Gorsebrook Rd, Wolverhampton WV6 0PE.

Contact us today

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or **Louise Hay**, Guild MD **Tel Guild office:** +44 (0)20 7381 6616



Exhibitor Booth Spaces and Art Pop-Ups Booking Form

29 September 2024 Dunstall Park, Wolverhampton WV6 OPE



APF.expo Exhibitor Booth Space:

Available **Booth Spaces** are typically 4m x 2m and in multiples of those. Most are near a power socket. If you do need power, tick the box below.

In the main hall, there is a carpet and good overhead lighting. The booth space dividers will vary between black drapes on poles and in some cases, hard walls. No pins, nails or similar and sticky hooks to be used on any wall or panel. Hooks over the top of hard panels with suspenders are ideal for framed pictures. The spacing of booths and pop-ups has to respect local authority regulations.

Each booth space has a folding table 1830mm x 735mm / 72" x 29" with white cover cloth, plus two chairs. You might choose to bring your own black cloths. We also suggest that you bring your own printed roller banners as back drops of your booth. If pole and drape, simple printed paper vertical banners can be hung with bent wire hooks.

Expo Booth Space cost for 4m x 2m is £800. A second booth space alongside gets 25% discount, to cost £600, total £1400.



APF.expo Art Pop-Ups for Print Publishers and Artists

One of the many advantages of the new expo venue is more floor space, allowing art to take its proper place at Art+Print+Frame.expo. We've started drafting the floorplans and have identified potential throughout the venue for flexible and cost-effective **Art Pop-Ups** for artists, self-publishing artists, publishers of limited and open editions of art and photographers.

Art Pop-Ups will be around 2m x 1m and will be thoughtfully located to ensure visibility and engagement with expo visitors. Some will be located around the main exhibition hall, others in the Concourse alongside the busy seminar stages and the popular 'Guild Artists Showcase'. Booth spaces will have a mix of hardwall and pole & drape walling. The expo team will work with you to plan the space you need to display your art to best effect.

The expo team is pleased to be able to offer this new way for art publishers, artists and photographers to interact with expo visitors, including galleries, picture framers, interior decorators, art publishers and retailers. An APF.expo **Art Pop-Up** offers a rare opportunity for exhibitors to engage with expo visitors face-to-face.

The cost of an **Art Pop-Up** is £250. Email apfexpo@fineart.co.uk with your details and we'll get back to you.

Name of Exhibiting Company: _____

Contact name: _____ Guild member: yes / no Mobile: _____

Email: _____ Website: _____

Summarise what you will be showing at the event:

4m x 2m display space _____ Cost: **£800.00** 8m x 2m/4m x 4m display space _____ Cost: **£1400.00**

4m x 1m display space _____ Cost: **£600.00** Art Pop-Up _____ Cost: **£250.00**

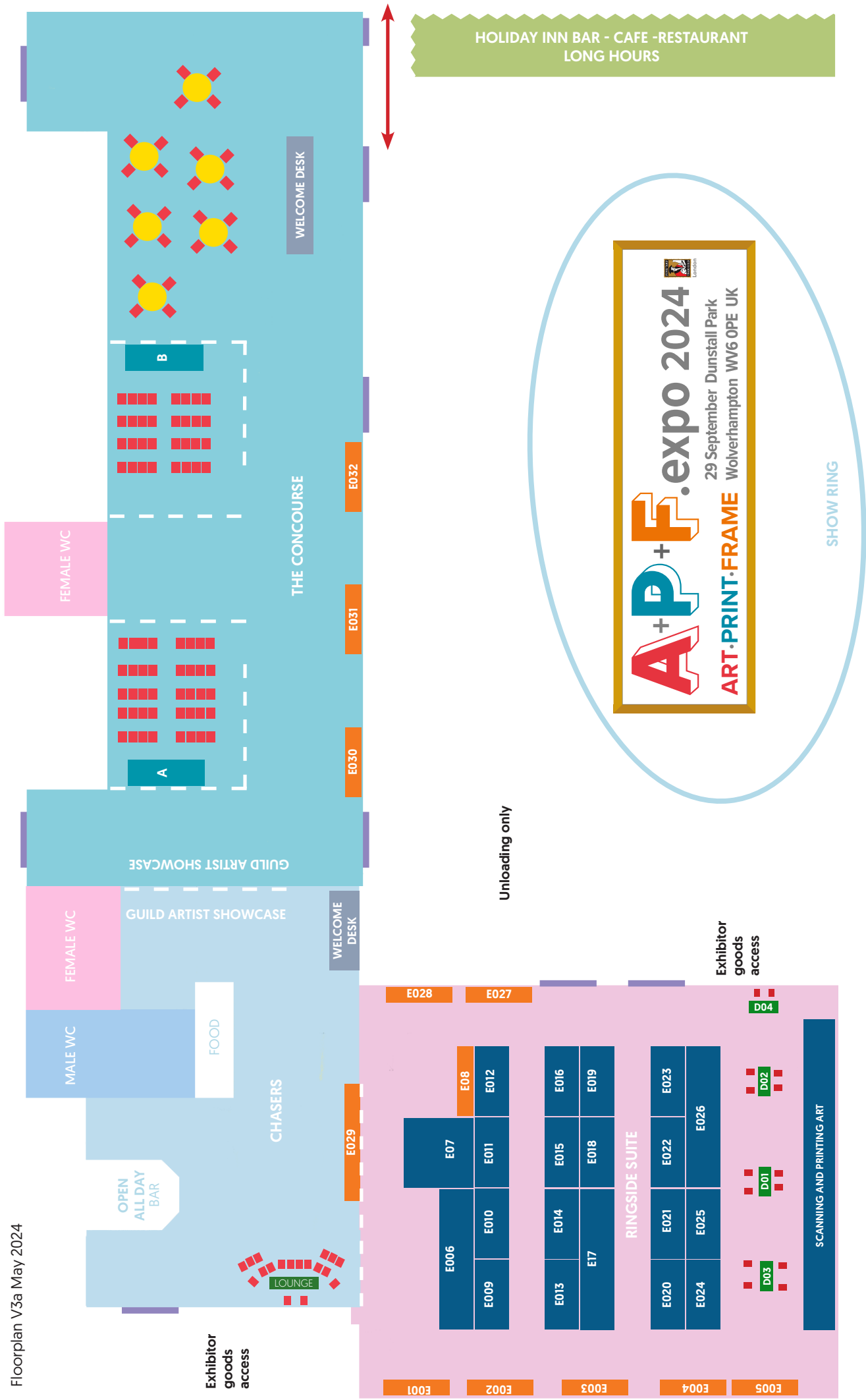
Power supply: Tick if you require lighting. Please bring LED lamps only, to reduce load.

Please email the following apfexpo@fineart.co.uk: Your company logo as a hi-res file; Name of person/s on the booth if different from above Product photos; Brand names. We'll use your description above to create our show catalogue in Art + Framing Today.

I agree to the terms and conditions:

- We require 25% payment of space cost on signature, balance before 28 July. In the unlikely event of event cancellation you will receive a full refund. If you cancel less than 28 days before the event or if you don't attend no refund will be due.
- We hold exhibitions and public liability insurance, but you should also have your own exhibitions insurance.

Signed: _____ (Director) Print name: _____ Date: _____



Unloading only

Visitor entrances | Booths | Art Pop-Ups | Stage | Demo areas | Visitor entry and exit |

Exhibitor goods vehicle access

Fine Art Trade Guild www.fineart.co.uk Tel: +44 (0)20 7381 6616