

## Exhibitor's Pack

### MAKE CONTACTS AND INFLUENCE PEOPLE!

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***“After visiting Craftex last year I interviewed a number of students whose work I had seen in the Exhibition. Sam Lauriston was successful and is a great employee!”*** John Galvin, award winning cabinetmaker, craftsman and furniture artist. [www.johngalvindesign.com](http://www.johngalvindesign.com)

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Business owners, potential employees and buyers visit Craftex looking for young, fresh, exciting talent. Several Craftex entrants have gone on to gain employment and / or commissions as a direct result of their participation in Craftex.

### SHOWCASE

The annual Craftex competition and its associated exhibition provides a showcase for the very best work of students from the Glasgow's colleges, including City of Glasgow College, Glasgow Kelvin College and Glasgow Clyde College.

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***“Craftex gave a big boost to my confidence – I would definitely recommend taking part in it\*!”***

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### EXHIBITION

The work is exhibited in the Trades Hall, 85 Glassford Street, Glasgow, open to the public with free entry. This is a fantastic opportunity to display your work amongst the best art, design craftsmanship and technical skills that Glasgow's college student have to offer.

### INDUSTRY RECOGNITION AND PRIZES

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***“Craftex spurred me on for my next and final year at college, and prompted me to enter other exhibitions. It was also great to get some PR\*.”***

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There will be 56 categories to enter in Craftex 2018, of which each entrant receives a merit certificate.

Every winner in each category is awarded a prize of £100 and receives a winner's certificate.

There are three top prizes: the Deacon Convener's Design Prize; the Quilter Cheviot Award for Excellence and Innovation (who also receives a trophy from Quilter Cheviot) and the Gold Medal Winner (who receives a silver gilt medal). Each of these award winners receive cheque for an additional £100.

## VIP EVENING EVENT

A newly formatted VIP Preview Evening on the Thursday of the exhibition is attended by leaders from educational establishments, businesses and civic organisations. These individuals take a close interest in the exhibits, with commissions being gained as a direct result of participation in Craftex. (NB. This is an invitation only event and is not open to students).

## INSPIRATIONAL

Encouraged by success in the competition, many students have gone on to start up their own business.

## PR AND SOCIAL MEDIA

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***"I would definitely recommend taking part in Craftex. Unlike other art related competitions or exhibitions there is more media coverage, and therefore more opportunity to get your name known\*."***

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Press releases are issued to media, with the three main prize winners being featured. Extensive social media campaign is also undertaken in the months leading up to and directly after Craftex.

## TOP TALENT

You will be exhibiting alongside and competing against the cream of Glasgow's young talent. Almost 300 students contributed to Craftex 2017, and the competition is open to all Glasgow colleges.

## OUTSTANDING

Craftex has been recognised by UK Skills as an outstanding national event.

None of this is possible without the support of our main partner for Craftex - **Quilter Cheviot** and our additional sponsors; some of the 14 Incorporated Crafts and the Merchants House of Glasgow.

*\* Alan Loach, previous participant and prize winner*

## Entry Guidelines

Set up, exhibiting and collection details:

1. George McNeillie, College Co-ordinator (0141 375 8258, [George.mcneillie@cityofglasgowcollege.ac](mailto:George.mcneillie@cityofglasgowcollege.ac)) must be told of your intention to participation in Craftex 2018 by 23 May 2018.
2. Craftex is set up on Wednesday 6 June, in the Trades Hall, 85 Glassford Street, Glasgow, G1 1UH, with doors open for exhibitors and colleges to bring their entries in from 10.30am – midday. Entries will not be accepted after midday as judging will have commenced.
3. There are NO exhibiting costs to exhibitors / colleges.
4. If your entry uses digital / electronic technology and you are bringing it in on a lap-top, please ensure that its password is securely attached on paper underneath the lap-top. It is also your responsibility to ensure that your laptop is securely attached to the display table with a security cable.
5. The Craftex Exhibition is open to the public on Thursday 7 June from 10am to 5.00pm and on Friday 8 and Saturday 9 June from 10am to 4.30pm. All category-winning students will receive their awards at a prize giving celebration in the Trades Hall on the Friday evening.
6. All entries should be collected from Trades Hall between 8am and 10am on Sunday 10 June, unless alternative arrangements have been made by your college.

### Marketing opportunities

1. As mentioned above, press releases are issued to Glasgow media to publicise the event, exhibitors and sponsors.
2. A substantial social media campaign is planned for 2018, with Facebook and Twitter being the main platforms. Posts will be boosted in order to target relevant audiences to encourage them to visit. Please 'like' / 'follow' @TradesHouse on both to keep up to date and 'like' and share all relevant posts to get the word out there! The hashtag #Craftex18 will be used on Twitter, please post updates on your entries too!
3. As mentioned above, many interested parties - including business owners, potential employees and potential buyers - visit Craftex looking for young, fresh, exciting talent. Please ensure that you have a card to lay beside your exhibit, giving your name, contact details and a brief description of your piece. THIS CARD MUST BE NO BIGGER THAN A6.

For any further details about this year's Craftex Event, contact George McNeillie, College Co-ordinator (0141 375 8258, [George.mcneillie@cityofglasgowcollege.ac.uk](mailto:George.mcneillie@cityofglasgowcollege.ac.uk))

## Standard Entry Form

Name:	
College:	
Course and year of study:	
Your address:	
Your email:	
Your phone number:	
Entry category:	
Brief description of entry:	
Signature:	

The Trades House of Glasgow will store (not share with any 3<sup>rd</sup> parties) those detail above for the duration of the Craftex 2018 exhibition and until 29 July 2018, using it for administration purposes and to communicate with you if required. If you decide that you do not wish Trades House to make use of your personal details in the ways described here or if you have any queries, please contact us on 0141 553 1605 / [info@tradeshouse.org.uk](mailto:info@tradeshouse.org.uk).