



THE BIG DESIGN TRADE 2018
MEAT MARKET, NORTH MELBOURNE
2-4 AUGUST 2018

Exhibitor application information

This is an industry-only event where buyers can source new products from Australian designers and international brands represented by local wholesalers.

This show will bring together a curated selection of 100 independent brands to provide a one-stop destination for buyers who are committed to selling high quality, unique and ethically made products in their stores. The focus will be on building strong, lasting relationships between exhibitors, organisers and buyers who understand the value of independent design.

Application Dates

Monday 7 August – Friday 1 September 2017

Applications will be open for 4 weeks closing on Friday 1 September 2017 at midnight. All applicants will be notified regarding the outcome of their submission on Friday 15 September 2017.

Who should apply

The Big Design Trade invites independent designers of fashion, jewellery, homewares, furniture, textiles, lighting, fine art, stationery, books, lifestyle products and kids toys to apply for a stand.

Australian wholesalers/agents of independent design brands from overseas are also welcome to apply.

Selection Criteria

The Big Design Trade is seeking applications from designers and wholesalers who value quality and original design. We are interested in looking at the production process from idea to finished product as well as stories that support the brand. Please provide the best quality images available to you. Your images, social media and website are good indicators of your brand and also the quality of your stand presentation. This event is curated with only approximately 100 stands available therefore not all applicants will be successful.

Event Dates

Bump in:

Wednesday 1 August 2018

Event Dates:

Thursday 2 August 2018, 10:00 – 18:00

Friday 3 August 2018, 10:00 – 18:00

Saturday 4 August 2018, 10:00 – 17:00

Bump out:

Saturday 4 August and Monday 6 August 2018

Venue

Meat Market is a stunning heritage building with an aesthetic we are well versed in dressing for our retail events. We are excited to get creative and style the space to wow visitors on arrival. Meat Market is centrally located, within an 8-15 minute drive from all other key events spaces in Melbourne.

Attendees

This is an industry-only event. All attendees must either pre-register or register at the event providing proof of their business. All attendees and exhibitors will be issued lanyards with their details so everyone can easily identify whom they are speaking with.

Catering

We believe good food is essential for any event so once again we will bring the best coffee, food and drinks from some of Melbourne's favourite taste-makers. Design is our first passion but food is definitely a close second.

Stand Build

Stands will be constructed from timber walling (painted white) so that exhibitors can create a bespoke space that reflects their brand. Each stand will have a 2.4m high

back wall, on to which shelving and signage can be attached, as well as 1 m deep return walls either side.

Each stand will receive a minimum of two 300w arm lights attached to their back wall to showcase their products. Additional floodlights will be installed overhead to create a warm ambience within the space.

Stand Fee

Floor space will be calculated at \$375 per sqm with a variety of stall sizes available, starting with a 3x2m stand at \$2,250. A 3x3m stand will cost \$3,375 and so on. Prices listed exclude GST. A 10% non-refundable deposit will be required to secure your stand, due in September 2017, with two additional payments to be made in January 2018 (30%) and April 2018 (60%).

Marketing

We know that engaging with the right attendees is crucial for a successful event. We have a proven track record of promoting our events in a way that attracts large numbers of visitors who understand independent design.

The marketing campaign for *The Big Design Trade* will not only draw on our existing database which includes retailers, creative industry professionals and art institutions, but will also place a strong emphasis on building one-on-one relationships with retailers. This will be achieved via direct printed and digital mail, advertising on appropriate sites and the ancient art of the telephone call.

A dedicated website and social media platforms will be officially launched within the next 6 weeks.

- www.thebigdesigntrade.com
- facebook.com/thebigdesigntrade
- instagram.com/thebigdesigntrade

Contact Us

If you have any questions please contact us via email at enquiries@thebigdesignmarket.com.