



9th, 10th & 11th May 2025

Goodwood Racecourse, Selhurst Park Road, Chichester, West Sussex PO18 0PS

## Exhibitor Information

### Introduction

Thank you for applying to exhibit at Sussex Art Fair at Goodwood Racecourse. This Information document, (together with our Floorplan, Stand Prices and Terms & Conditions), should provide you with all the information required to exhibit with us in May at Goodwood Racecourse.

Goodwood Racecourse is just a five minute drive from Chichester and is the perfect venue for artists and buyers alike. All exhibition stands are on the ground floor and there is plenty of free parking for both exhibitors and visitors.

Organised and run by Fraser Renton, Sussex Art Fair is an independent artists focussed event showcasing a selection of carefully curated local and national exhibitors.

Sussex Art Fair is for both established and emerging artists to exhibit and sell high-quality artworks directly to the public. Sussex Art Fair will be offering art lovers and collectors the chance to purchase works from exhibitors who specialise in a variety of styles and genres including; Painting, Digital Art, Mixed Media Art, Sculpture, Glass, Ceramics and Photography.

Sussex Art Fair offers art buyers and enthusiasts a great opportunity to start or add to their collections and at the same time provides artists with a platform to exhibit and sell their work in a professional and well-marketed event, all under one roof at one fabulous location - Goodwood Racecourse.

### Dates, Times & Entry Prices

Friday 9th May	5.00pm – 8.00pm	(£10 Advance Online - £15 on the Door)
Saturday 10th May	11.00am – 5.00pm	(£5 Advance Online - £7.50 on the Door)
Sunday 11th May	11.00am – 5.00pm	(£5 Advance Online - £7.50 on the Door)

(Children under 16 admitted for free)

## Exhibition Stands

Exhibition stands are a mixture of 9ft high, 1m wide white panels and 8ft high 1m wide black panels, (as indicated on the floorplan) in a range of multiples between 3 and 8 linear metres. Stands can be combined to make larger spaces if required. Panels are 5cm thick hollow ply, painted white and joined together to create booths. Only wood screws are to be used for hanging artwork. Nails are not allowed as hammering can dislodge artwork on your neighbouring artist's side. The exhibition panels are well built, however, if you have pieces of artwork which are quite heavy, you will need to use additional screws to ensure that the weight of your art is secure on the walls.

We recommend a small electric drill and wood screws that have thread the full length of the shaft, (4 or 5 centimetres long are best). A stand contractor will be on site whilst artists are setting up in the unlikely event there is an issue with your stand.

Each stand includes adjustable LED spotlights. The standard number of spotlights which have been allocated to each stand is shown as a coloured number on our floor plan, however if you require more lights, (at an additional cost was outlined on the bottom of the prices document), then please let us know.

\*Please note: The total width of an exhibition stand may vary very slightly due to the way they are constructed and therefore the full width of the stand may be a few centimetres over or under that shown on the plans. For example; 3 x 1m squared canvases could overlap in a booth which is a few centimetres under 3m wide. In our experience, we have found that a minimum of 5cms of white space should be kept in between each artwork to showcase your work in the best way. Artists whose layouts have been well thought out and planned in advance to fit their space who go with the school of thought that 'less is more', have a better chance of selling as the impact of their stand is much more effective.

For our layout and prices visit:

<https://www.sussexartfair.co.uk/exhibitor-pack-2025/>

## **What does my exhibition fee cover?**

The price of your stand includes the following:

- Shell scheme, gallery quality white hardboard panels / black fabric panels
- Adjustable spot lights (allocated number to stand size) and extras available \*\*
- Artist Name and stand number on fascia signage
- Artist listing on the Sussex Art Fair website
- Social Media and Media Promotion via advertising campaigns
- Inclusion in the Sussex Art Fair brochure, available at the event and on the website
- Welcome Pack on arrival with Lanyards, POP Receipts and more
- Wrapping service by ArtPAKK for sold works with FREE ArtPAKK bags
- General support from SAF event organisers before and during the event.
- Optional credit card facility if you require us to take payment, (charged at 15% per sale), however, we strongly recommend you invest in a PDQ machine so as to keep 100% of your sale proceeds.

\* Stands indicated in orange (Atriums) are the areas with the most natural light

\*\* Additional lights available @ £40 per light - Electric Sockets available @ £70

## **Artwork Pricing**

It is very much in your interest to have a wide range of prices available. While Sussex Art Fair has a guideline selling criteria of £50 to £3,000, in order to be considered for the fair you need to be able to show a selection of original artworks ranging between £500 and £2,000. Unframed prints range from £50 to £250. The average sale price at our event is around £600. A high proportion of artworks sold at Sussex Art Fair are £400 plus with some works selling for over £5,000.

## **Can I sell anything other than fine art?**

We know it can be a fine line, but Sussex Art Fair is a fine art fair and not a craft fair. Domestic items such as mugs, place mats, jewellery, homewares and textiles such as hats and scarves should not be exhibited. We may ask artists to remove items that we feel are unsuitable for the fair. If an artist is in doubt of whether a work falls under the category, please contact the Sussex Art Fair Team. The sale of greeting cards or post cards is not allowed, although these may be given away within an artists stand for marketing purposes.

## Booking (reserving) your stand and how to make payment

- To reserve a stand, please select your top 5 preferred stands and your preferred payment option.
- We will allocate your first choice as long as the stand is still available and your artwork doesn't clash with your immediate neighbour.
- You will then be emailed an invoice requesting either full payment with a 10% discount or a 50% deposit with the balance due by 28/02/2025. Payment should be received within 7 days of the invoice date otherwise your stand will be made available again.
- Once payment has been received, you will be emailed confirming your stand has been reserved for you.
- When making a payment please use the reference **SAF25-XX** (replace the 'X's with your stand number). Please note: By making payment, you will be agreeing to our terms and conditions of exhibiting as detailed in this information document and our terms document: [[SAF25Terms.pdf](#)] sent by email and seen on our website at: <https://www.sussexartfair.co.uk/terms-and-conditions/>

## Getting to Goodwood Racecourse

Address: Selhurst Park Road, Chichester, West Sussex PO18 0PS

### By Road From London

Follow the A3 (Junction 10 on the M25) south towards Guildford. About 3 miles past Guildford, at the Milford turning, take the A283 to Petworth, then the A285 to Chichester for about 6 miles.

### By Road From the West

Follow the A27 to Chichester. At Chichester, stay on the A27 bypass/ring road. After the only set of traffic lights, take the second exit at the next roundabout signposted Goodwood. At the next roundabout take the second exit.

200 yards after the Goodwood Motor Circuit & Aerodrome entrance, straight over at the roundabout, (brown signs for Goodwood House). Entrance to House is on the right.

### By Rail - (National Rail Enquiries: +44 (0) 3457 484950)

There is a regular service from London Victoria to Chichester (1hour 40 minutes), plus the coastal service from Brighton and Portsmouth. Buses or taxis are available at Chichester Station.

Map of area: <https://goo.gl/maps/Xqhg4fizEHp>



## **Insurance**

It is the responsibility of exhibitors to insure their artworks, fixtures and fittings for the duration of the fair and throughout the transportation to and from the fair. All exhibitors must have Public Liability Insurance of no less than £2 million. A copy of exhibitors Public Liability Insurance policy must be emailed to us at least one month prior to our event and should include your name, insurance expiry date and amount of public liability insurance.

The most cost effective way for artists to obtain Public Liability Insurance is by joining the Artists' Network - an organisation that supports the visual arts and includes public liability and offers additional insurances: [www.a-n.co.uk/subscribe](http://www.a-n.co.uk/subscribe) Once joined we will require your 'Membership Certificate' document which includes your name, insurance amount and insurance end date all on the one document.

## **Presenting your Artwork**

Artwork hanging on the walls should either be framed, on stretched canvas or on a solid panel, usually aluminium or wood. Mounted prints should be kept inside a browser. Please label all works to include; Title, Artist, Price, Dimensions, Year. We do not allow stacked framed artworks or canvases on the floor.

We have found that at least 5cm of white space in-between each artwork showcases your work in the best way so please think carefully when planning your space. This allows visitors to engage and notice each individual artwork for longer which will be more likely to lead to sales.

## **Limited Edition Prints**

We welcome artists who create Limited Edition prints as it is a way to provide a lower price point for buyers who may not be able to afford the original artwork.

All artworks and prints need to be properly labelled with prices throughout the duration of the fair. We allow browsers for prints or works on paper.

## **Wrapping Area**

Our wrapping area is manned by artPAKK offering the latest in eco-friendly art bags. Brown paper and tape is also available at the wrapping area and bubble wrap for perishable works. Please note that artPAKK are not professional packers but will take all due care when wrapping or using their eco-friendly artPAKK bags. For each artwork sold at our event, (excluding prints), customers receive a free artPAKK.

## **Credit Card Facility**

Because our payment terminal is by the visitors entrance, (as outlined on the map image), we strongly advise you invest in your own terminal / PDQ machine, where you will keep 100% from your sale, (less transaction fee). We have used Zettle and Square in the past with a preference to Zettle. Their card readers are £29 and card payment transactions are 1.75%. For more details visit: <https://www.zettle.com/>

If you would prefer us to take payment on your behalf, we charge a fixed 15% administration fee on the price of your artwork. You will receive the remaining 85% payment within 10 days after the close of the event. Please note that if you do require us to take payment you will have to walk your customer to the front entrance for us to manage your transaction.

## **Parking**

Goodwood Racecourse has ample free parking spaces for both exhibitors and visitors all weekend. On arrival security will provide you with a Car Park Pass which must be displayed at all times whilst parked at the venue. We advise that you bring a trolley to help transport your art from your car to your stand.

## **Wi-Fi**

There is free Wi-Fi at Goodwood and you will be provided with login details on set up day.

## **Security**

Goodwood racecourse will have 24/7 manned security and be locked overnight.

## **Refreshments**

There is a licensed café and bar on the first floor of The March Stand serving hot and cold drinks, alcohol beverages and a selection of light snacks.

## **The Sussex Art Fair Team**

We are available at all times over the weekend with helpful advice and support making sure the event runs as smoothly as possible. If you have any questions at the event do not be afraid to ask one of our team members.

## **Set Up - Friday from 10.00am until 4.00pm**

Upon arrival at the venue, signs for Exhibitors will direct you to 'Exhibitors Parking'. The event is situated on the ground floor of Goodwood's 'March Stand'.

Exhibitors are responsible for hanging their own work. We advise exhibitors to bring their own small stepladder, an electric screwdriver or drill with your drill bit attachment.

Wood screws must be used for hanging artwork into the white painted exhibition panels. It is important that no nails, glue, velcro or any other sticking substance be used on the panels, except for white-tac. 4-5 centimetre wood screws are recommended. If you have particularly heavy items to hang make sure you use plenty of screws to hold your work in place.

All artwork must be for sale and be clearly priced for both you and your customers.

By 4.00pm on Friday afternoon, your stand must be set up and free of any packing materials ready for the Preview Evening opening at 5.00pm.

One Browser for prints is suggested within your stand and any stand furniture should stay within your stand boundaries. Corridors must be free for public access.

We advise that your stand is manned at all times, your neighbouring artist is normally happy to help should you need a quick break. Overmanning is unadvised as it can reduce the visibility of yours and your neighbours work when it gets busy.

## **Take Down - Sunday from 5.00pm**

Historically we have found Sunday to be the most successful day in terms of sales and we request that takedown should not start until 5.00pm.

Although you may feel tired and ready to pack up before then, we ask that you adhere to this request as there may still be some buyers at the event. It is also likely to unsettle artists who do not want to take down their work until the set time.

It is also very important that you remove ALL your screws and any signage from your Exhibition panels. Our exhibition wall contractors have advised they will fine us if we fail to do so, so your help would be greatly appreciated in removing everything.



## **Partnerships**

We are delighted to be working with Eventbrite, Sussex Wildlife Trust, artPAKK and Cass Art - the UK's leading art supplier as well as many local publications in and around West Sussex. Information will be included within your exhibitor packs about each.

## **Promoting Sussex Art Fair**

Promotion for the fair starts from the acceptance of artists and will continuously build up to our event. Promotion includes;

- Press advertising and editorial in local magazines
- Invitations to select galleries and art organisations
- Large event banners around Goodwood Racecourse
- Event road signage within a 30 mile radius of Chichester
- Targeted mailing and invites to key industries and companies
- Cross-promotion on partner websites and relevant chosen websites
- Online and extensive social media on several accounts including the main Sussex Art Fair Website, Google, Facebook, Instagram and partner accounts

All exhibitors will be listed on the Sussex Art Fair website shortly after booking a stand. A link will be provided to each exhibitors website where applicable and we would request a reciprocal link in return be added. This helps spidering on Search Engines. We also welcome an opportunity to use any newsworthy exhibitor stories throughout the campaign, so please keep us posted with your updates and tag us using; #sussexartfair #sussexartfair2025

Finally, should you have any questions not covered within this information document, please do get in touch either by phone or email.

We look forward to hearing from you.

## **Fraser Renton**

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