



EXHIBITORS INFORMATION

Elf Fantasy Fair 2012



21 and 22 April 2012 Haarzuilens
15 and 16 September 2012 Arcen



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1. General

1.1 Application

You can apply for stand space at the Elf Fantasy Fair 2012 through the website. Under the item "Exhibitors" you can find an application form. Further details about the application can be found in chapter 6.

Food & Beverage exhibitors who want to sell (medieval) food and drinks can contact the Elf Fantasy Fair organization by sending a email to Veronique van de Geer, Veronique.geer@elffantasyfair.com

Make-up; archery and mead sales can only take place with consent from the EFF organization.

1.2 Organization

The license for the organisation of the elf fantasy fair belong since 1st of October 2012 to Stelf Pte Ltd in Singapore. Stelf is a Singaporese limited with only dutch activities and therefore in the Netherlands indebted to pay tax and business tax.

Adress:

Stelf Pte Ltd
7500 A Beach Road
#04-334 The Plaza
Singapore 1995591
BTW nr: NL823487489B01
ACRA: 201119686G

Tel: 00-31-(0)6-24694810

Email: office@elffantasyfair.com

website: www.elffantasyfair.com

Office hours: Monday to Thursday from 08:00 to 16:00 hrs

If you have any questions about exhibitor related matters you may contact Veronique van de Geer

T: 00-31-(0)6- 44 519 236

E: Veronique.geer@elffantasyfair.com

Office hours: Tuesday to Friday from 08:30 to 16:30 hrs

1.3 Dates, opening hours and locations Elf Fantasy Fair 2012

Saturday 21 April & Sunday 22 April 2012, Castle De Haar, Haarzuilens

Opening hours:

Saturday from 10 am to 10 pm

Sunday from 10 am to 7 pm

Location:

Kasteel de Haar
Kasteellaan 1
3455 RR Haarzuilens
The Netherlands

Saturday 15 September & Sunday 16 September, Castlegardens Arcen

Opening hours:

Saturday from 10 am to 10 pm

Sunday from 10 am to 7 pm

Location:

Kasteeltuinen Arcen
Lingforterweg 26
5944 BE Arcen
(Arcen, the Netherlands)



1.4 Visitors and entrance prices

The Elf Fantasy Fair Haarzuilens counted 26.000 paying visitors in 2011. In 2011 the same number of visitors is expected.

The Elf Fantasy Fair Arcen counted 9.500 paying visitors in 2011. In 2012 it is expected that we will have 11,000 visitors. You can find the entrance prices on our website.

2. Locations Elf Fantasy Fair 2012

Description of the locations

The terrain of the Elf Fantasy Fair is divided into different locations. For a global lay-out of the terrain we want to suggest that you take a look on our website www.elffantasyfair.com

3. Types of stands

In this chapter you can find a description of the various stand types. For further information about a specific type of stand, on a certain location, and the exact prices we would like to ask you to look at the application form on our website. The lay-out of the various location will be determined by the organization and that is final.

Perhaps unnecessarily: Extending your spot with (for instance card mills or (clothing) racks, etc.), placed outside the area agreed upon in the contract, is not allowed.

Food & Beverage exhibitors who want to sell (medieval) food and drinks can contact the Elf Fantasy Fair organization by sending a email to Veronique van de Geer, Veronique.geer@elffantasyfair.com

3.1 Open spot medieval looking/ fantasy tents

From 2011 Arcen on we only have open spots available for exhibitors with a medieval-looking tent or fantasy full looking tent, by judgment of the organization. Sold goods do not need to be medieval. We ask all exhibitors to send a picture of their tent before their registration is approved.

This is a patch of land on the terrain where it is expected that you as an exhibitor will use this space as attractively as possible, for instance by placing your own tent. Yet it is in no way intended that extensions (e.g. your guy-ropes), that fall outside your allocated space should be put up. The parcel arrangement has been reviewed by the commune Utrecht and the Fire Department; you must stay inside your parcel. Please take into account that the surrounding inches you need to put up your tent has to be counted as rented space. Meaning: your tent must be entirely set up within the space you rented and nothing outside that space. If you want an open space then it is expected of you to arrange a good foundation to prevent damage to the grass. Should the grass suffer damages because no foundation or suitable surface cover has been placed then you will receive from us an invoice for the costs of the repair or we will keep the deposit. The open spaces that are for rent are always 3 meters in depth. You can rent them from 3 up to the utmost of 10 meters wide.

3.2 Pavilions (5 x 5 or 5x4 meter)

The pavilions are quadrangular. On a number of locations it is possible to rent several pavilions next to each other. The roof is made of PVC sail cloth.

Specification pavilions 5x5 meter: From top to bottom the tent measures about 5.10 meters. The sides are 2.50 meter high, with a free high of 2.23 meter. The width and dept are 5 meter.

Specification pavilions 5x4 meter: From top to bottom the tent measures about 2.90 meters and good have a middle beam (we do not know in advance if this is the case). The sides are 2.50 meter high, with a free high of 2.23 meter. The width (streetwidth) is 5 meter and dept is 4 meter.

Every pavilion is provided with wooden platforms. It is not allowed to hang up posters and other kind of advertising material on the PVC cloth using glue, nails, pins, tape or other sharp objects. This is because PVC sail cloth is not designed for that kind of use. We are compelled to charge you for any kind of costs for cleaning or repair that has to be done because of wrongful use. If you put something up, then please use tie-wraps, meat-hooks or rope.



3.3 Market stalls

The canopy roof of the market stalls measure 450 cm x 250 cm; the tabletop is 390 cm x 110 cm and have no sidewalls.

The removal of planks and placing your own tables or racks in the stand is not allowed on all locations

For Haarzuilens 2012 on

- Fantasy Avenue, Walhalla it is not allowed
- Labyrinth, witches circle it is allowed

On none of the locations it is allowed to extend outside the market stall with for instance card mills or (clothing) racks, etc. nor are trailers or closets. It is also not allowed to extend the canopy with plastic

3.4 Open space for Food & Beverage exhibitors

Food & Beverage exhibitors who want to sell (medieval) food and drinks can contact the Elf Fantasy Fair organization by sending a email to Veronique van de Geer, Veronique.geer@elffantasyfair.com

4. Table of charges

The prices for stand space depend on the kind of stand and the location. For locations please check our website

For the Elf Fantasy Fair 2012 the following rates apply

Type	Size	Location.	Price by registration to 1 Elf Fair in 2012	Price by registration to both Elf Fairs in 2012
Market stall	3.9x 2 meter	A location	€ 550,-	€ 395,-
Market stall	3.9x 2 meter	B location	€ 395,-	€ 295,-
Pavilion	5x5 meter	AA location	€ 1195,-	€ 950,-
Pavilion	5x5 meter	A location	€ 1095,-	€ 850,-
Pavilion	5x4 meter	B location	€ 995,-	€695,-
Open spot medieval	From 3x3	A location	Upward of € 330,-	Upward of € 255,-

All prices are without tax.

For the Elf Fantasy Fair Haarzuilens the classification is the following

- AA location: Boulevard of books and Arts, Styx (Kruisvijver side)
- A location: Chaletlaan, Styx (Castle side), Medieval Road, Fantasy Avenue
- B location: Walhalla lane, Labyrinth, Witches Circle, Dragon Alley

For the Elf Fantasy Fair Arcen the classification is the following

- AA Location: Koetshuisplein
- A location: Oriental Speres, Celtic Alley, Medieval Road,
- B location: Magic grounds



Open spots

As reported in 3.1 we only have open sport for medieval looking tents.

The rent can be calculated as following

You rent a spot of minimal size 3x3 meter. Every meter streetlenght cost € 90,- by participating on one Elf Fantasy Fair and €65,- by participating on both Elf Fantasy Fairs 2012. Every meter extra dept costs € 10,- per meter

Examples:

A spot of 3x3 meter cost by participating on both Elf fantasy Fairs
 $3 \times € 65,-$ (streetlenght) + 3×2 (dept) $\times 10,- = 195 + 60 = € 255,-$ per Fair

A spot of 4x5 meter cost by participating on one Elf fantasy Fair
 $4 \times € 90,-$ plus 4 meter extra dept over 4 meter = $4 \times € 90,- + 4 \times 4 \times € 10,- = € 360,- + € 160,- = € 520,-$

A spot of 5x3 meter cost by participating on both Elf fantasy Fairs
 $5 \times € 65,- + 5 \times 2 \times € 10,- = € 425,-$ per Elf Fantasy Fair

Art discount

For artists and craftsman we have a special discount arrangement. To require for this discount we ask you to send a description (if possible with photo's of your art/crafts) after registration. Important at least 1/3 of your spot must be used for demonstrations or workshops.

Discount percentage for market stalls and pavilions is 35%

For medieval open spots 50%

Number of wristbands and parking tickets for each type of stand:

Type of stand	Metres wide	Metres deep	Amount of wristbands incl.*	Parking ticket incl.
Market stall	4	2	2	1
Pavilion	5	4	4	1
Pavilion	5	5	4	1
Open space	3	3	2	1

* Should you need more wristbands than the amount of wristbands you receive then you can order additional wristbands. These come in a set of two wristbands – one for Saturday and one for Sunday. You can order as many wristbands you deem needed. Yet you need to order them in time: before 1st March 2012. See also the table of variable costs in chapter 5 – Extras.

Payment

Conditions for payment when participating on ONLY Haarzuilens 2012

After applying for a stand location you will receive an invoice of 50% of the total sum and an invoice for the remaining exhibitors payment. Mind: your reservation for a stand space is final when you have paid the invoice of 50% - within three weeks and before March 1st 2012. Your participation is final when you have paid the rest of the invoice before March 14th 2012. When the invoice of 50% is paid too late, then the reservation expires. When the rest of the invoice is paid too late, then the reservation expires as well and the 50% already paid will not be refunded.

Conditions for payment when participating on Haarzuilens AND Arcen 2012

After applying for a stand location you will receive an invoice of 25% of the total sum and an invoice for the remaining exhibitors payment, the accessories and 25% first payment for Arcen, a deposit will not be charged. Mind: your reservation for a stand space is final when you have paid the invoice of 25% - within three weeks and before March 1st 2012. Your participation is final when you have paid the total second invoice before March 14th 2012. This way your first payment will be your first payment for Arcen, for Arcen also no deposit is required. When the first invoice of 25% is paid too late, then the reservation expires.



When the second invoice is paid too late, then the reservation expires as well and the 25% already paid will not be refunded.
Exhibitors who take part in this deal do not need to paid the deposit

Tickets/ wristbands

According to your reservation confirmation and stand number you will receive your wristbands and parking tickets at the exhibitor registration in the days prior to the event.
You are responsible for your own tickets, so make sure that you get the tickets you are entitled to get. No wristband = no entrance onto terrain. Arrange with people that will be arriving later that you meet them at the entrance gates.

5. Additional requirements

The latest date to order the following products is 1 March 2012

5.1 Electricity

If you want to use electricity then you will pay for the surface you rent. For 25 square meter stand area a sum of € 65 for electricity will be charged. That is if you use no more than an average of 2000 Watts.
An example: If you rent a market stall and you need electricity then you pay for the entire weekend € 65
If you rent an open space of 8 by 5 meters then you pay 2 x € 65 = € 130

Mind: Attention: every night at 23:00 (on Saturday at 24:00) at the latest, the generators will be switched of; to be switched on again at 08:00 the next morning. On the centre of the grounds (Walhalla) the electricity will not be switched of in connection with cooling devices. Additional costs for the use of appliances such as microwaves, water boilers and ovens will be charged separately.

The generators used for catering (e.g. refrigerated vehicles) will stay on over night but only after consultation with the organization.

5.2 Water

In case an exhibitor will use water, then he is responsible for the water cumulative flows, the storage and the outlet of the water. Under no circumstances may the sewage be discharged into the sewage system of the event terrain, into the open waters or on the ground. If the organisation granted permission for using water points found on the grounds, then the exhibitor himself has to take care of a water connection (hoses and such) to the water points. Furthermore, the costs are for the exhibitor.

5.3 Garbage

Exhibitors are required to take care of correctly delivering their garbage to one of our garbage points. And the exhibitor must leave his location in immaculate state (that also means without cigarette butts) behind. You will receive a map with the garbage points at the check in.

5.4 Tables & chairs

Tables and chairs can be ordered separately and are not included in the price of the stand. For a table one pays €25 and for a chair one pays € 5.

5.5 Wristbands

Apart from the amount of wristbands you with a certain stand you can also order extra wristbands. These come in a set of two (one for Saturday and one for Sunday) and can be ordered for € 28,50.

5.6 Table of charges requirements. Prices are without VAT.

Additional orders	Price per item
Tables 2,2 x 0,70 metre	€ 25,-
Bucket seats	€ 5,-
Electricity non-F&B per 25 m2	€ 65,-
Set wristbands (1 Sat./ 1 Sun.)	€ 28,50
Parkingtickets	€ 7,50 Presale only
Garbage Wheelie Bin (210 litres)	€ 5,-



6. Reserving exhibitor locations

Since the EFF Arcen 2010 we have stopped using the interactive map online for the reservation of the stand spaces. Our new reservation procedure will be explained hereafter.

6.1 Locations in Elfia

The terrain is divided into different locations. On our website you can find a map with the locations on it. The EFF organization decided on the locations and where we put the market stalls; open spots or pavilions. This cannot be changed. Certain parts are reserved for catering and entertainment. You can find the names of the locations; the stand types and the prices on the registration form.

6.2 The online registration form

On our website you can the online registration form. On this you can state your information and you can let us know what stand space you prefer. After you have filled out the registration form it will be processed by us. You will receive a confirmation about your registration within a week. In case of any problems we will contact you.

6.3 Availability and lay-out

With this new system it is not possible for you to see what stand spaces are still available. You can register though a form on our website, within one week you will receive an email with the confirmation that we received your registration

We look at the type of product that you wish to sell. To offer our visitors a varied range of products we have installed a maximum for each type of product (e.g. larp weapons; gothic clothing; books).

We determine the lay-out of the locations. We finalize the lay-out in February and then you will get your stand number. The allocation we make is final.

For questions about the registration you can contact Veronique van de Geer Veronique.geer@elfantasy-fair.com

Applying is exclusively possible on www.elfantasyfair.com and is only then final when the organization has approved the application and when the payments have been received. Beware: Food and Beverages are not allowed to be sold in your stand unless the organization has given written approval.

**7. Arriving****7.1 Arrival Thursday 19 April/ 13 September****Bring along:**

Your registration confirmation
Your three-digit stand number

Registration point:

On the parking lot of the castle

Here you will receive an envelope containing your tickets; parking cards and further information.
If nobody is at the registration point you will find a sign with the phone number of our "parking elf"

Car on terrain for construction:

At the most for 90 minutes; in case an opportunity presents itself you can stay a bit longer on the terrain.

7.2 Arrival Friday 20 April/ 14 September**Bring along:**

Your registration confirmation
Your three-digit stand number

Registration point:

On the parking lot of the castle

Here you will receive an envelope containing your tickets; parking cards and further information.

Car on terrain for construction:

90 minutes at the most; according to the block times. You will get the block times schedule through email.

7.2 Arrival Saturday 21 April/ 15 September**Bring along:**

Your registration confirmation
Your three-digit stand number

Registration point:

On the parking lot of the castle

Here you will receive an envelope containing your tickets; parking cards and further information.

Car on terrain for construction:

Not possible throughout the day!



7.4 Driving directions to the Elf Fantasy Fair

Castle The Haar is located in the province Utrecht, The Netherlands. Near the town of Vleuten The address: Kasteel De Haar, Kasteellaan 1, 3455 RR, Haarzuilens, The Netherlands.

Kasteeltuinen Arcen is located in the province Limburg, The Netherlands. Near the Dutch city of Venlo and the German city of Mönchengladbach. The address: Kasteeltuinen Arcen, Lingsforterweg 26, 5944 BE Arcen, The Netherlands

Mind: the estate Kasteel De Haar is a monumental park, which is protected by Dutch Nature Monuments. That is why you must remain with your vehicle on the paved paths and steel plates at all times. Damages to the park that have been caused by vehicles have to be repaired and the Foundation Kasteel de Haar will charge the expenses to the Elf Fantasy Fair. Every exhibitor, that has been ascertained driving with a vehicle off the paved paths and or steel plates can expected after the event an invoice of at least € 100, - without VAT.

8. Construction

8.1 Dates and time table construction

For the Construction of your stand you have the choice between different days. Regarding construction with cars on the terrain there are limitations. See table below:

Construction EFF 2012

Day	Date	Time	Car on terrain
Thursday	19 April/ 13 September	09.00 – 22.00	90 minutes
Friday*	20 April/ 14 September	07.30 – 22.00*	90 minutes
Saturday	21 April/ 15 September	07.30 – 10.00	not allowed

*The exact time for your construction shall be sent to you through email. Make sure that you register at least 30 minutes prior to the start of your construction time at the registration point on the parking lot. If are not on time – due to traffic or other circumstances – then your construction time will be moved up to the additional construction times at the end of the day.

If you can not make it for a certain construction time, then please send us immediately after you received our email with your construction time a notification email wherein you let us know when you will come to construct.

If you have any question during the Construction on the terrain then you can go to your own locations manager. Each location has (during the construction, deconstruction and the event itself) its own location manager.

8.2 Parking

When you are finished packing and unpacking your vehicle you can park your car on the parking lot (long-term). On Haarzuilens there is no special parking area for exhibitors.

8.3 Staying overnight and camping

It is possible to spend the night on the terrain in your own stand. Expansion with a sleeping tent, camper or other vehicle is not allowed (also not at the market stalls). Toilet rooms at night are available, there is no shower available for exhibitors.



The Dutch law forbids spending the night on parking lots/spaces. Therefore it is not allowed to spend the night on the exhibitors parking lot. There are campings in the vicinity of the event terrain where you can spend the night. More information can be found on our website.

8.4 Deposit

When you take part in the Elf Fantasy Fair as an exhibitor we will charge you €100 in advance for the deposit. This deposit will be transferred back to your account after the event but only if the exhibitor has paid heed to the General Guidelines of the Elf Fantasy Fair – which includes: the clean delivery of the stand space, the delivery of garbage at a garbage collection point, that no damage has been done to the grounds by cars and when the exhibitor has been on and left the terrain with his car within his block time.

To transfer the deposit to a non-Dutch account we need your IBAN and BIC number, with the name of the account holder as well as the address and the name of the company. Don't forget to list this on your registration form too!

9. Elf Fantasy Fair days 21 & 22 April 2012/ 15 & 16 September 2012

9.1 Dates and times for supplying stands

On Saturday and Sunday you cannot enter the terrain with your car to supply your stand. U can take your merchandise to your stand by foot or with a trolley.

9.2 Location manager

Every location has its own location manager who is your contact person during the event. During the construction; event and the deconstruction you can go to your location manager if you have any questions or remarks. The location manager also has all the necessary information about your company participating in the Elf Fantasy Fair and he or she will check if your stand meet the requirements listed in the general guidelines. He or she will also check the delivery of your stand at the end of the event. See paragraph 13 of the general guidelines exhibitors for more information about delivering your stand.

9.3 Garbage

It is common at outdoor events that exhibitors take their garbage home. Apart from taking it home with you, we would you give you the following options:

- You can bring your own garbage to the garbage collection points (found on different locations across the terrain). These points are also marked on the map you will receive upon your arrival.
- You can rent one or more wheelie bins with a content of 210 litres, these bins will be checked and emptied regularly by our staff.

We would also like to ask you to place ash trays around your stand to prevent that cigarette butts will fall on the ground.

9.4 Cash register

You can not buy additional exhibitor or parking tickets once you have arrived on the premises. You can on the other hand buy additional visitor and visitor parking tickets, on Saturday and Sunday at the cash register. You can find the cash register at the main entrance.

9.5 First Aid



During the Elf Fantasy Fair there is manned First Aid posts present on the premises. In case a visitor asks you where a First Aid post is then you can show him the direction to this location. Should a calamity occur in or next to your stand then you must immediately inform a staff member of the Elf Fantasy Fair.

9.6 Security

At night the premises will be guarded by a professional security force. We want to stress that participating in the Elf Fantasy Fair is at the exhibitors own risk. Neither the organization, nor castle Arcen, is in any way liable for damages or loss of any thing. In the "General Guidelines Exhibitors/Participant Elf Fantasy Fair" you can read which conditions apply, which are comprehensively described.

9.7 Advertisements

Offering free advertising and information material can only take place from within the stand itself (so not in front of the stand or on the paths), it is prohibited to distribute (either handing out to visitors or adhering to objects) this material in any other place than the space you have rented. This regulation has been made based on the communal regulations regarding advertising and based on the General Guidelines Elf Fantasy Fair. That also means that no brochure, leaflets or similar advertisement items may be placed under windshield wipers of cars In the "General Guidelines Exhibitors" you can find more information

9.8 In-style appearance

The organization requests that all exhibitors of the Elf Fantasy Fair 2012 dress themselves and their stand in a fantasy-appropriate fashion - during the two days of the Elf Fantasy Fair. This in the first place because it will make your stand even more appealing to the visitors, furthermore it enhances the atmosphere of the locations.

10. Deconstruction

10.1 Dates and time table deconstruction

Vehicles shall be admitted on the terrain on Sunday 22 April after 7.30 pm*, according to block times. Every stand has its own stand number; construction time and an entrance/exit. You will receive on Sunday a form whereon your deconstruction time is listed as well as your drive-to route. Your location manager will provide you with this form.

***The time of 7.30 pm is approximately and depends on the police and law enforcement on location. They will release the terrain when the last visitor shuttle bus has gone.**

Monday April 23th after 7.30 am you can enter the terrain with your vehicle to deconstruct, yet access is limited. At the latest at noon (12:00) you have to deliver your stand space.

10.2 Traffic during deconstruction

"Suggestion! Make use of trolleys as much as possible during the construction and deconstruction of your stand".

During the deconstruction on Sunday evening, for your car the specific times matching each stand and each location apply/ Make sure that you stand ready on the parking lot to drive onto the terrain at least 15 minutes before your time starts. That way you can immediately drive away as soon as your number is called.

The Sunday evening is a very busy and sometimes even hectic time. We want to impose on you to stay calm and follow the directions of our crew. That way things will run smoothly and we can avoid unnecessary annoyance!

On the terrain you must stay with your vehicle on the paved roads and you cannot drive on the grass. The park of Kasteel de Haar is protected by Nature Monuments.



“You can only drive on the paved paths/ roads”

10.3 Loading

Once you are on the terrain, as an exhibitor you can drive in the direction of the place that has been appointed to you at the entrance. Cars can only be parked on the paths not on the grass. This will be strictly supervised. On the paths you can load/unload your car. This has to happen within the for that purpose reserved block times. After these block times all cars have to have left the terrain.

“Make sure that your parking ticket is placed in sight, behind the windshield”

**We would like to wish you lots of
fun and good luck at the upcoming
Elf Fantasy Fair!**