



#londonloveaffair

*Christmas
market*

19 NOV - 18 DEC
TOWER HILL

TRADERS' BROCHURE

CENTRAL LONDON ALLIANCE

Overview

Be a part of London Love Affair's Christmas market, providing the ultimate Christmas shopping experience. Nestled within Tower Hill's idyllic location, and especially created for the occasion, this Christmas market will draw in the crowds for their unique shopping and Christmas experience - increasing footfall and dwell time within the City of London. With live music and Christmas festive decorations complete with a beautiful Christmas tree, London Love Affair's Christmas market will reignite our Love for London this Christmas.



Saturday 19th November -
Sunday 18th December



Sunday - Wednesday: 11 am - 9 pm
Thursday - Saturday: 11 am - 10 pm



Crescent
Tower Suites by Blue Orchid Hotels
London, EC3N 1JY



Cabana Hire

Each cabana is a beautiful 3 x 3m wooden structure boasting ample space. With curtains on all sides, the cabana can be closed or open on any side, giving creative flexibility. The bare front enables each trader to have plenty of room for their displays.

Electricity & Lighting

Each trader will be allocated 2 x home sockets (13Amp each) for electricity. The Crescent area is well lit with surrounding flood lights.

Storage

Each trader will be allocated space to store the equivalent of 2 x 84 litre storage boxes (approx. 440 x 710 x 380 mm) and will be secure overnight.

Display Equipment

Each trader will be supplied with 2 x 6-foot tables (cloths not provided) and 2 x chairs. Each trader is encouraged to ensure your Christmas cabana is displayed to a high standard to assist in attracting the right audience. Shelving and stand signage is not supplied, but traders are welcome to install shelving and platforms without damaging the cabana. No temporary structures are permitted outside of the cabana.

Good to know

Onsite Team

An allocated onsite manager and security team will be in place ensuring a seamless experience throughout the market.



Marketing

Following the success of the London Love Affair campaign, reaching over 163 million impressions across the UK, the Central London Alliance team will market this year's London Love Affair's Christmas Market. Utilising a variety of mediums from paid digital adverts and partner billboards to on street team's flyering, the London Love's a Christmas Market will be advertised to local residents, workers and to the domestic visitor audience, drawing in a crowd, increasing footfall and visitor dwell time.



Good to know

If you would like to market the London Love's a Christmas Market, you can simply request a complimentary marketing pack, complete with social posts, posters and digital banners.



Trade Requirements

London Love Affair's Christmas Market is looking for traders with products that provide unique Christmas gifts from handmade jewellery and beauty products to non-perishable food items. If you have a business that embodies sustainability then London Love Affair especially wants to hear from you.

Required:

- Right to work in the UK.
- A minimum of £5,000,000 Public Liability Insurance.
- A health & safety statement.
- PAT certificates
- Level 1 and 2 food hygiene certificates (food traders only)

Nice to have:

- Social media presence
- Local produce
- Hand made
- Sustainable





If you would like to apply, simply email the below information to

Nadia Perrier, nadia@centrallondonalliance.com

Company name

Company website

List of the products you are selling + price points

Contact name

Contact number

Prices start from £600 per week for the CLA network. Bespoke packages are available.

Contact Details

If you would like to talk to us about the market, please contact us at hello@centrallondonalliance.com

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