



Young Enterprise Scotland is a Charity Registered in Scotland – SCO18180
www.lothianyes.com

The Lothian Area Board 2011 Christmas Market:

The 2011 Lothian Area Board Young Enterprise Scotland (YES) Christmas Market will be held in the Conference Room of The Apex International Hotel 31-35 Grassmarket, Edinburgh, EH1 2HS on Saturday the 3rd December from 10am until 3pm (set up from 9am). Up to twenty five companies from across Lothian will be able to take part in the Christmas Market unless otherwise stated. This event is being supported by Springfords Chartered Accountants, The Marketing Society and Apex Hotels.

As well as competing for business, the YES companies will be competing against each other as stalls, products and sales techniques are judged with awards being handed out on the day.

This is a fantastic opportunity for our YES companies to trade with the general public, please take this event seriously – as well as representing your company and school, you are representing YES!

Our rules and regulations, as well as any instructions given to companies, are there for a reason – please abide by them. If not, we reserve the right to exclude any company from the Christmas Market and/or impose a financial penalty.

Stalls:

Each company will be allocated either a 1 or 2 metre table with 2 chairs (option required to be chosen and provided on the Registration Form). It's up to the company to design and organise their own stall. There will be space for a backdrop and display board but this must align with the width of the table and be no wider. Allocation of stalls within the hotel conference suite will be allocated in advance and information provided on the morning of arrival.

Competition:

Throughout the day, a panel of independent judges will be going round all the stalls to judge best product idea, best sales & marketing techniques and best display stand. Results and awards will be handed out at the end of the day's trading at 2.30pm.

Marketing:

No flyers are allowed to be handed out in the area round the Christmas Market. This rule applies to all companies! The Hotel will provide signage to the conference room with the possibility of having advertising in an A Frame Board outside. Companies are not allowed to have music on their stall.

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Pre-event marketing is the responsibility of those companies taking part – **If you want people to come along and buy your products at the Christmas Market you need to let them know that it's happening. The success of the market is down to you. Produce marketing material for your local community to attract them to the Christmas Market to support your company on the day.**

Things to Remember

Stand – your display stand MUST show the following:

- Name of Company
- Name of your school
- Link Teacher.
- Adviser(s) and their company (ies).
- Area Board.
- Product(s) / Services(s) presented.
- Provide details of your company sales and financial performance.

Security – remember to secure all cash – a lockable box is a good idea. Make sure it's kept within sight at all times. Make sure all staff knows what they are supposed to do, where they need to be and what the rules and regulations are for the day.

Staff Rota – allow people time to get a break, lunch etc. so make up a staff rota for the day ensuring everyone takes time to work the stall.

Display – what will make your stall stand out compared to everyone else? What will attract the public to your stall? Put lots of effort in to this and your marketing efforts. The hotel will provide a cloth to cover the table in order for you to display your goods on.

Be Professional! - As well as representing your company, and your school, you are representing Young Enterprise Scotland Lothian Area.

Be prepared – make sure you have products to sell, order forms, receipt books, your display planned out, everyone knowing what they're supposed to do and where they are supposed to be...!

Lunch – there are various locations to eat lunch including the hotel; however you may wish to bring something to eat and drink with you on the day.

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Rules on Registration:

Places are limited to the first 25 companies that register (with payment). All registrations will be confirmed, companies registering after the first 25 will be placed on a 'subs' list. Marketing levies are non-refundable. Anyone who has not paid the £100 Company Programme registration fee will not be allowed to take part in the Christmas Market. Detailed instructions on arrangements for the day will be communicated on the Lothian Area website and must be adhered to. Any company not obeying rules and regulations may be excluded from the Christmas Market and a financial penalty imposed.

Register

In order to register for the Christmas Market on the 3rd December you must complete the registration form and send a cheque for £10 made payable to Young Enterprise Lothian Area Board marked with your company name and school to the following address:

Marilyn Nelson
Lothian Area Board Secretary
7 Grosvenor Crescent
Edinburgh EH12 5EP

Your Company will not be registered without payment.

REGISTRATION DEADLINE: Friday 25th November 2011

NOTES:

- Forms without payment will not be accepted.
- Places are limited to the first 25 companies that register (with payment). All registrations will be confirmed, companies registering after the first 30 will be placed on a 'subs' list.
- Marketing levies are non-refundable.
- Any YES company who has not paid the £100 Company Programme registration fee will not be allowed to take part in the Christmas Market.
- Detailed instructions on arrangements for the day will be communicated at the training events and must be adhered to.
- Any company not obeying rules and regulations may be excluded from the Christmas Market and / or a financial penalty imposed.

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