

HowTheLightGetsIn Hay 2020



We are welcoming the very brightest, boldest and most innovative traders, particularly those specialising in the unusual, the interesting and the extraordinary. From fancy dress hire and glitter to clothing and jewellery, purveyors of the weird and wonderful, we want to hear from you.

About the Festival

HowTheLightGetsIn is now in its 11th year and is the world's largest philosophy and music festival. Set on the edge of the Black Mountains alongside the Wye in the famed book town of Hay, HowTheLightGetsIn has a magical location. There is no other place on the planet where you can meet as many of the world's leading thinkers and dance until your feet ache.

HowTheLightGetsIn is not about status or celebrity. We are about ideas and wonder and creating a space where everyone's imagination can flourish.



Our Guests

Over the festival weekend we expect to see approx. 25,000 guests at the festival.

Our guests are predominantly ABC1s and range from 21-60 in age. They appreciate quality and are happy to pay for it. We get a slightly older footfall during the day and a younger audience after 7pm.



Opening Times

Friday: 3pm – 2am

Saturday: 9am – 2am

Sunday: 9am – 2am

Monday (Bank Holiday): 9am – 10pm



Parking & Camping

Parking is available for one vehicle on the festival site. Where possible this will be behind your pitch but if not, will be within 20-30m.

Free camping is available on the adjacent Festival Camp Site. NB there is no overnight camping on the actual festival site.



Set up & De-rig

Traders may set up from 11am Wednesday 20th and must be ready to go by 3pm on Friday 22nd. During set up there will be no access to the site after 6pm so please ensure you give yourself plenty of time.

Traders must do a full day's trade on Monday and either be off site by midnight or leave on the Monday morning.



The Pitches

Standard pitches are 4m x 4m on grass. Custom sized pitches are available on an individual basis. Each pitch has a standard 13A electricity supply but can be more on request.

No stalls, tables or covering is supplied - traders are expected to be fully self-contained.

Overnight security is provided for the site as a whole but traders are expected to have their own insurance and the Riverside Festival market is not responsible for any loss or theft from traders' stalls or vehicles.



Costs

Pitch costs are based on type of stall but a standard 4x4m non-food pitch is £500 plus vat.

Larger (and smaller) custom sized pitches are available on request – POA

Walkabout traders are also welcome.



The Small Print

- Applications close on 31st January.
- All applications will be assessed on an individual basis but the earlier you apply the better your chance of securing a pitch.
- Your application will then be assessed, and we'll get back to you quickly with a pitch fee and a contract.
- If we're both happy with everything, we'll then ask you to pay a deposit of £150 which will be repaid at the end of the festival provided you have adhered to the terms set out in the contract (timings, waste etc)
- Following this you'll be required to pay your pitch fee no later than 1st February



How do I apply?

Drop us a line with a few details about what you do. Be sure to include:

- At least 3 photos of your stall
- Brief description of what you do/make or sell
- Links to social media/website
- Contact details
- Please email (below) and we'll get back to you very shortly.



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