

HowTheLightGetsIn

HAY 2022





HAY-ON-WYE

AN INVITATION

HowTheLightGetsIn Hay is situated on the stunning river banks of the river Wye.

For one weekend only you can be part of the world's largest philosophy and music festival.

We are welcoming the very brightest, boldest and most innovative high-end traders, particularly those specialising in the unusual, the interesting and the extraordinary. If what you do or sell is genuinely special then we want to hear from you.



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A large, diverse audience is seated in rows under a white, high-ceilinged tent. The audience members are looking towards the left side of the frame. In the background, there are stage lighting rigs with multiple spotlights and speakers. The tent's structure is visible with its white fabric and supporting poles. The overall atmosphere is that of a professional event or conference.

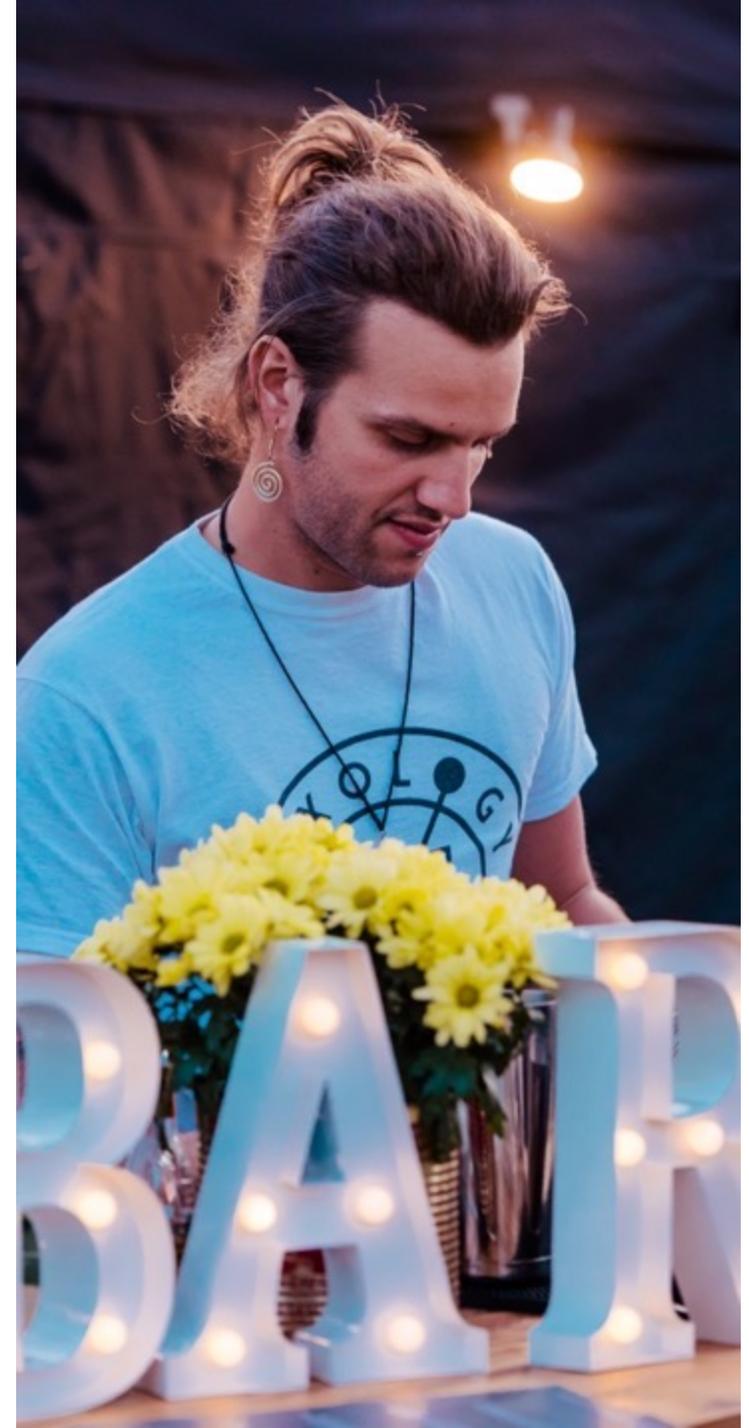
ABOUT US

01



ABOUT US

"There is a crack in everything...that's how the light gets in", goes the Leonard Cohen song from which the festival gets its name. And HowTheLightGetsIn brings its own special form of magic to everyone. There is no other place on the planet where you can meet as many of the world's leading thinkers, discover the most cutting-edge ideas and party into the night.





OUR GUESTS

DEMOGRAPHIC

Over the festival long weekend we expect to see approx. 12,000 guests at the festival. Our guests are predominantly ABC 1s and range from 21-60 in age. They are a well-heeled bunch, appreciate quality and are quite happy to pay for it.

THE SITE

The Festival site is a ticket only space that is within a 200m walk from the centre of Hay-on-Wye. The site is entirely on grass with access via trackway.



HAY-ON-WYE

02



PITCHES & CAMPING

Standard pitches are 4m x 4m on grass. Custom sized pitches are available on an individual basis. Each pitch has a standard electricity supply. No stalls, tables or covering is supplied - traders are expected to be fully self-contained. Parking for one van per trader is allocated behind or adjacent to your pitch.

Camping and parking is included for traders and their staff at the festival camp site which is approximately 50m from the festival site. There are hot showers available there.

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

ALL INCLUSIVE

4 days trading from 2pm to 12am Thursday 2nd June, 8.30am to 12am Fri& Sat and Sunday 8.30am to 4pm.

13A or 16A Electricity supply

Overnight security on site

Free Wi-Fi

Water

Help and support from our friendly on-site team

SETUP & DE-RIG



03

Traders may set up from 9am Wednesday 1st June and must be ready to go by 2pm on Thursday 2nd.
(8.30am for Coffee/Tea/Breakfast vendors).

Traders must do a full day's trade on Sunday (at least until 3pm) and be off site by 7pm on Sunday or 1pm on Monday.



COSTS

04



COSTS

A standard pitch costs £500 plus VAT

Food and drinks outlets cost from £500 – 1800 plus VAT (please enquire)

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

Walkabout traders welcome – please drop us a line

To secure your pitch we ask for a refundable deposit of £150



THE SMALL PRINT

Traders must submit an application no later than 1st March.

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, via BACS at the end of the festival provided you have adhered to the terms set out in the contract.

Following this you'll be required to pay your pitch fee no later than 1st April.

Places are strictly limited.

If the festival is unable to go ahead due to covid restrictions, traders can expect either a full refund of deposit and pitch fee or roll their payments over until September (London) or Hay 2023.



APPLY

ONLY THE BEST

If what you do, make or sell is genuinely interesting, unique and high quality then we want to hear from you!

To apply, simply drop us a line telling us about your business. Please include some images of your pitch and set up.

We'll be back in touch very shortly.

See you in Hay x

Email: traders@artandideas.org