

EXHIBITOR MARKETING INFORMATION PACK

**CLERKENWELL
DESIGN WEEK**

21-23 MAY 2019



CLERKENWELL DESIGN WEEK 2019

Welcome to your PR & Marketing Guide for Clerkenwell Design Week 2019: a quick-reference document to help you make the most of your involvement in the festival. Find an overview of this year's event, an outline of how we work to support and promote you, links to resources, those all important deadlines and key contacts alongside a list of suppliers we're happy to recommend.

In 2019 Clerkenwell Design Week (CDW) will host its 10th celebratory edition. It's a chance to look back at the show's triumphant history and highlight London's creative heart.

Ranked number 2 UK event in Dezeen's 2017 hot list, the 400-strong list affirms Clerkenwell Design Week's position as one of the most important dates in the UK design calendar - with over 34,000 visitors, 300 participating brands and a media reach of over 1 million.

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MARKETING CHECKLIST

With so much activity and exciting content happening during #CDW2019 #CDW10 across three days, it is key that you market your presence effectively to help you stand out from the crowd. Here are a few pointers:

- Exhibitor listing**
Clerkenwell Design Week's website and printed guide are the most up-to-date sources of information for visitors before, during and after the show. To complete your profile all you have to do is visit www.showguidelisting.com, select Clerkenwell Design Week and complete the form.

Showguide listing deadline: 29 March
- Product launches**
Provide concise information about any product launches that you are organising at CDW. Try to let us know as early as possible; this is likely to secure more coverage.
Contact: shoshana.espeut@m10group.co.uk
- Imagery**
Provide the CDW team with a range of eye-catching images. Colourful imagery and lifestyle shots of your products fit in well on our e-newsletters and are used more frequently.
Contact: shoshana.espeut@m10group.co.uk
- Social Media**
Send us pre-approved social media posts to support your activity; we can schedule this in advance to ensure your products, service or event is supported. Tweet using our Twitter handle @CDWfestival tag us on Instagram @clerkenwelldesignweek and use #CDW2019 #CDW10 whenever you post.
- Market your event**
Be sure to let your clients/followers know about your activity at CDW. With so much content coming from CDW, a personalised invitation will help you stand out. Include the registration link in all communications: www.clerkenwelldesignweek.com/registration
- Access the Exhibitor Zone**
Ensure you download the free promotional materials available for you as soon as possible in order to make the most of potential marketing opportunities (see page 5 for details).
- Contact our PR Agency**
Contact Camron and share information about product launches, activities, competitions and special offers on your stand at the show (see page 6 for details). CDW@camronpr.com

Key dates

Ongoing	Website updates & product launches to be sent to the CDW marketing team
Ongoing	Complete PR questionnaire and send to Camron
29 March 12PM	Deadline for the printed guide
3 May	Deadline for sending across any press material for the online press kit
21-23 May	Clerkenwell Design Week!



EXHIBITOR LISTING

The [Clerkenwell Design Week website](#) is the most up-to-date source of information for visitors before, during and after the show. We also produce a printed Guide which is a vital reference tool for visitors at the show. All exhibitors are entitled to a free listing which features on the show website and in the official Clerkenwell Design Week Guide.

All you need to do is visit www.showguidelisting.com select 'Clerkenwell Design Week' and fill in the details*.

Print deadline: 29 March 2019

Amending your listings

Once you have completed your listings, you can make amends by emailing listings@clerkenwelldesignweek. You will be notified as soon as a member of the team actions these changes.

Please ensure you submit your information no later than **29 March 2019**.

*Please note - The brand name you provide will be used for all marketing material, including your name board at the festival. It is therefore very important that you check the email proof you receive and get in touch if you have any amendments to make.



SEND US YOUR PRODUCT NEWS

Don't miss your opportunity to be promoted to our 110,000+ database by sending us images of your new collections, ranges and products that you will be bringing with you to Clerkenwell Design Week. By keeping us up to date with the latest information about your products, the more chance you have of being featured in our marketing communications.

Marketing opportunities could include:

- Competitions: on our e-newsletters and social media platforms
- Interviews: with one of your designers or ambassadors, which we can promote across our platforms
- Interesting facts, stories or product launches to include in our e-newsletters
- Curated Instagram takeovers
- Video teasers

What should you send us?

- We prefer lifestyle shots of your product, but white-background studio shots also work. Videos of a product in action, demonstrating its use, are great for social media.
- Send us a wide selection of shots so we have plenty to choose from.
- Images at 300dpi can be used across all platforms.
- JPEG images are the best type of files to send us but we can also accept EPS and AI files.
- We find that [wetransfer.com](https://www.wetransfer.com) is the best platform to send images.

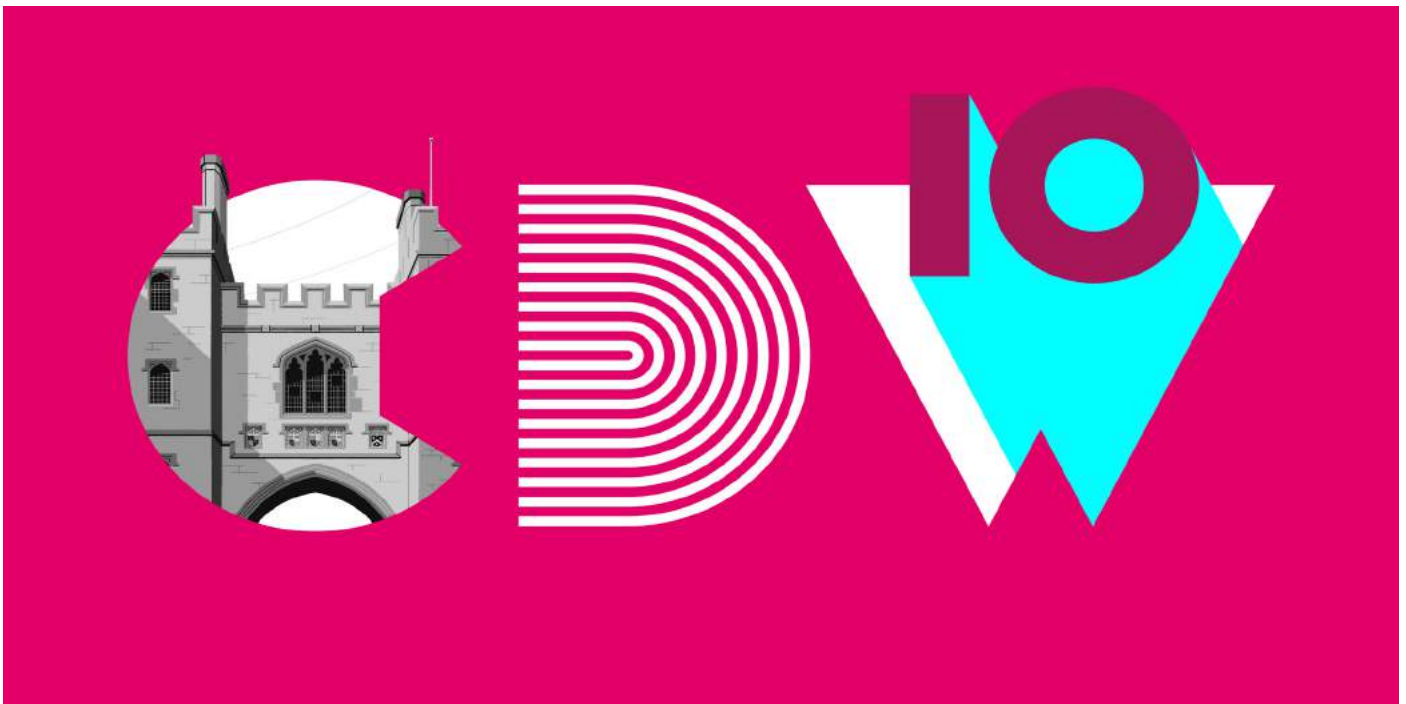
ACTION!

Send your images by [wetransfer.com](https://www.wetransfer.com) to shoshana.espeut@m10group.com

Social Media

The social media reach of CDW is constantly expanding. We will aim to tweet (and retweet) you, but make sure you use our handles to join the conversation!

#CDW2019 #CDW10 | Twitter: @cdwfestival | Instagram: @Clerkenwelldesignweek | Facebook: Clerkenwell Design Week



EXHIBITOR ZONE





It is vital to tell your customers and potential customers that you will be at Clerkenwell Design Week 2019. The best way to do this is to visit the Exhibitor Zone section of the Clerkenwell Design Week website where we have included all of the assets you may need when communicating with your customers (including logos, banners and show information). [These are all free to download.](#)

2019 creative

A special range of logos have been created to represent this year's festival with different graphic elements in each of the characters. The C's use illustrated landmarks and cultural references to Clerkenwell; the D's show some of the products and brands that will be exhibiting at this year's festival; and the W's use type to celebrate the 10th anniversary and provide extra information such as social links. [You can place your own product image inside the D to customise the creative for your brand's promotion.](#)

Clerkenwell Design Week logotype

Use our official logo on all of your pre-show banners, advertising, brochures and leaflets and link to www.clerkenwelldesignweek.com so that visitors can register. The full colour CDW logo should always be used on a white or Grey 1 background. If using the white-out logo, this should always be placed against the CDW pink, details below.

 <p>CDW Pink (background) CMYK: 0, 100, 25, 0 RGB: 228, 0, 104 Hex: #E40068</p>	 <p>Secondary colour CMYK: 23,99, 39, 17 RGB: 167, 25, 89 Hex: #A71959</p>	 <p>Grey 1 (background) CMYK: 0, 0, 0, 40 RGB: 178, 178, 178 Hex: #B2B2B2</p>	 <p>Grey 2 CMYK: 1, 96,28, 0 RGB: 234, 37, 114 Hex: #878787</p>
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ACTION!

The 'Exhibitor Zone' section can be found on the left panel of the Clerkenwell Design Week website at www.clerkenwelldesignweek.com/exhibitor-zone

Password: [CDWexhibitor19](#)



PRESS **CAMPAIGN**

Clerkenwell Design Week's official PR company Camron is a leading design, lifestyle and business innovation communications agency with offices in London, New York and Los Angeles, as well as a global network.

A PR questionnaire will be sent to you shortly, or can be downloaded from the Exhibitor Zone. Once completed and returned the form will assist the team to secure press opportunities. Accurate provision of information, images and contact details can make the difference between securing coverage or missing an opportunity.

For more information contact: CDW@camronpr.com

What makes a strong news story?

To increase your chances of being put forward to the press for inclusion in news and features, tell us if any of the following apply to your product or service. We need full details from you in order to pursue press opportunities on your behalf:

- Are you launching a brand new product or service?
- Is your product or service an industry first?
- Why does your product stand out?
- Is there an influential designer or famous face associated with your brand/product? Will they be at CDW?
- Do you have strong and compelling high res imagery which showcases your product or service?

Press office

Camron will be operating the onsite Clerkenwell Design Week press office. All press will have access to a digital catalogue of all participating showrooms and exhibitor releases. You will be emailed with details of how to submit digital press materials closer to the show.



PROMOTIONAL OPPORTUNITIES

Advertise in the Clerkenwell Design Week Guide

To complement your free exhibitor listing within the official Clerkenwell Design Week Guide, why not book an advertisement to raise your profile above that of your competitors? Don't forget visitors refer to the show guide during and after their visit.

There are a limited number of advertising pages available.

Full page: £1,500+VAT

Double page spread: £2,800+VAT

ACTION!

To book advertising space in the official show guide and website, please contact

alex.howard@clerkenwelldesignweek.com

Tailor made promotional opportunities

Every year CDW sponsors get behind show-stopping street spectacles all around EC1 as part of our CDW Presents programme. These installations are a huge part of our extensive PR campaign - and provide visitors with new insights into interesting materials and products.

ACTION!

To take advantage of promotional and sponsorship opportunities contact our Partnerships Manager Andy Poole:

andy.poole@m10group.co.uk

RESOURCES CONTACTS

CDW team

Contact the team via email or on 0203 225 5200

Jedd Barry: Marketing Manager - jedd.barry@m10group.co.uk / Ext. 637 Any queries relating to showroom promotion and content listings.

Shoshana Espeut: Senior Marketing Executive - shoshana.espeut@m10group.co.uk / Ext. 624 Any queries relating to showroom promotion and content listings.

Rachael McFadden: Digital Marketing Executive - rachael.mcfadden@m10group.co.uk / Ext. 689 Any queries relating to social media and digital content.

Alex Howard: Head of Sales - alex.howard@clerkenwelldesignweek.com / Ext. 606 Responsible for sales across the festival.

Claire Banks: Senior Event Sales Executive - claire.banks@clerkenwelldesignweek.com / Ext. 670 Responsible for exhibitor selection for Elements, British Collection, Detail, Project (A&B) and Platform venues.

Andy Poole: Partnerships Manager - andy.poole@m10group.co.uk / Ext. 547 Responsible for sponsorship selection, curation and account management.

Jade Sivell: Features Co-ordinator - jade.sivell@m10group.co.uk / Ext. 545 Responsible for the co-ordination and development of content for the festival.

Tana Haye: Features Co-ordinator - tana.haye@m10group.co.uk / Ext. 659 Responsible for the co-ordination and development of content for the festival.

Katie Richardson: Talks Programme Manager - katie@katierichardson.co.uk / 07795 623 572 Responsible for Conversations at Clerkenwell programme.

Recommended partners

As a team we're here to support, promote and advise in any way we can. Please see our list of preferred suppliers below.

Event Management Service

Blackleaf Events - www.blackleafevents.co.uk / info@blackleafevents.co.uk / 01424 258 449

Catering

Food Show - www.foodshowltd.com / enquiries@foodshowltd.com / 020 7793 1877

Drink

The Canopy Beer Company - www.canopybeer.com / info@canopybeer.com / 07792 463 386

AV Technical support

Aztec - www.aztecuk.com / sales@aztecuk.com / 020 7803 4000

Photography

Bircan Tulga - www.bircanphotography.com / bt@bircanphotography.com / 07754 515049

Videography

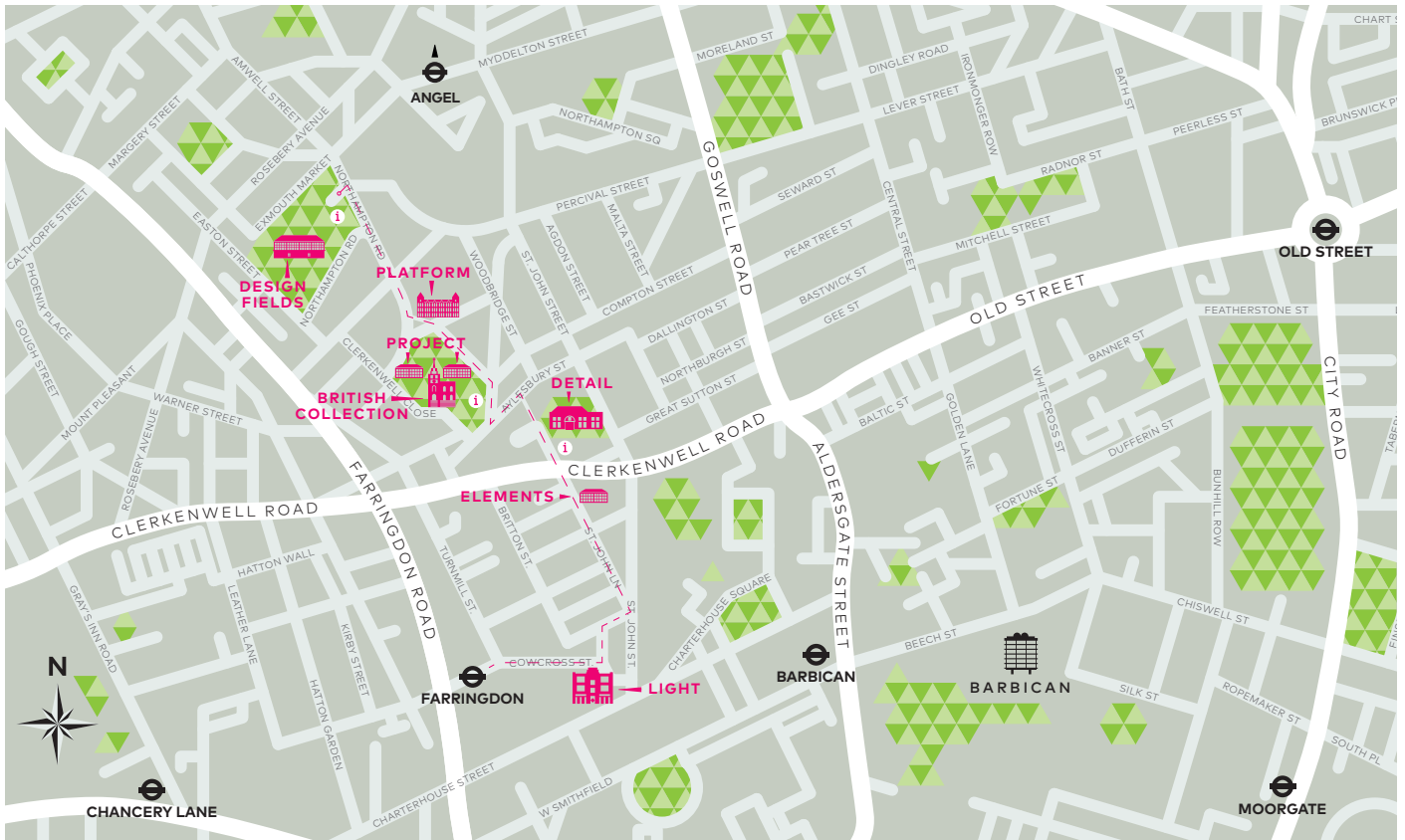
Karl O'Sullivan - karl.osullivan@m10group.co.uk / 020 3225 5200 ext. 837

Accommodation

Event Express - www.eventexpressuk.com/e/clerkenwell-design-week

RESOURCES MAP

2019 exhibition locations:



2018 full map:

