

DESIGN SUPER- MARKET

9TH INTERNATIONAL SELLING EXHIBITION
AND MEETING POINT OF THE CONTEMPORARY
CZECH DESIGN SCENE

TAKES PLACE ONCE A YEAR, BEFORE CHRISTMAS

WITH A TRADITION SINCE 2007

10 – 13 DECEMBER 2015
HOUSE OF FRANZ KAFKA,
NÁM. FRANZE KAFKY 3, PRAGUE 1

DEADLINE FOR APPLICATIONS
TO PARTICIPATE: 30 JULY 2015



I.

GENERAL INFORMATION

designSUPERMARKET is an international selling exhibition and meeting point of the contemporary Czech design scene. It has been held since 2007, once a year, traditionally a few weeks before Christmas. Its goal is to present the professional design scene to a wider audience in the most responsible way and to promote the work of young artists, both from the Czech Republic and abroad. Participating designers are from the areas of product design, fashion, jewelry, graphic design and illustration. Each year, the number of visitors exceeds 6000.

This year's 9th edition will be held 10 – 13 December 2015 in the premises of Kafka's house in Prague 1, where the festival was held successfully in 2013.

OPENING HOURS / PRESENTATIONS WITH ONGOING RETAIL HOURS:

Wednesday, 9 December 19 – 22 (opening invitation only)

Thursday, 10 December 12 – 22

Friday, 11 December 12 – 22

Saturday, 12 December 10 – 22

Sunday, 13 December 10 – 18

The festival includes a rich accompanying program – Design parties (starting at 21 hours Thursday – Saturday), exhibitions, workshops and other.

OUTLINE OF THE FESTIVAL PROMOTION:

The organizer is working on a rich comprehensive PR campaign of the festival (this plan includes space for selected participants). The plan includes coverage of the most essential feeds – social networks, cooperation with media (newspapers, radio) relevant for the target group of the festival and other. Details will be announced later.

II.

OPTIONS AND SPECIFICATIONS OF PRESENTATION / FEES:

1. SHOWROOM

The basic fee includes rental of basic exhibition furniture, presentation of the participants within the designSUPERMARKET promotion plan and other benefits. Details below.

The sales-presentation space is viewed as a whole and not based on price calculations per m2.

SHOWROOM BASIC FEE: 8000,- CZK excl. VAT (students 25% discount)

Designed for presentation of design products, fashion, jewelry and fashion accessories.

The possibility of renting additional exhibition furniture for additional fee (conditions to be specified).

Discount rates for supplemental uniform furniture from 500,- CZK.

Presentation of second brand in the SHOWROOM package is possible only in case of direct conceptual continuity of both brands (justification needed in application). The fee is 5000, - CZK without VAT. Both brands obtain the same benefits in the terms of promotion – see section III. Benefits for participants.

BASIC EQUIPMENT SHOWROOM:

Basic exhibition furniture:

- Table, size approx 180 x 90 cm OR clothes stand, length 250 cm
- Lighting
- 1 chair
- 1 cardboard box for storage of products with the dimensions of 80 x 80 x 90 cm
- Provided shared fitting rooms and mirrors (140 x 60 cm) for the presentation of fashion and accessories for max. 4 participants
- Provided shared mirror (140 x 60 cm) for the presentation of jewelry for max. 4 participants
- Uniform signage in the visual style of designSUPERMARKET for each participant

ADDITIONAL EXHIBITION FURNITURE:

Table - approx. 180 x 90 cm, white or brown board - price 2.500 CZK without VAT

Clothes stand short - length approx. 100 cm - price 1.000 CZK without VAT

Clothes stand long - length approx. 200 cm - price 2.500 CZK without VAT

Cardboard box 1 pc - price 120 CZK without VAT

Within 1 presentation you can order maximum 1 piece of additional exhibition furniture and maximum 2 pieces of cardbox. You can keep the cardbox for yourself after the festival. The organizer reserves the right to decide whether the additional equipment will or will not be allocated to the participant (based on the capacity and overall amount of orders).

II.

OPTIONS AND SPECIFICATIONS OF PRESENTATION / FEES:

2. 2D SHOWROOM

2D SHOWROOM BASIC FEE: 4000,- CZK excl.VAT

Designed exclusively for the sales presentation of pieces designed by illustrators and graphic designers. If the participant has an interest to present and sell his/her products in the "2D showroom", and any extra add products based on the author's illustrations, it is necessary to rent an additional desk for the fee of 5000,- CZK without VAT (in this case, the student discount of 25% is valid for the the total amount).

BASIC EQUIPMENT 2D SHOWROOM:

Basic exhibition furniture:

- vertical wall 200 x 300 cm
- 1 chair
- 1 cardboard box for storage of products 80 x 80 x 90 cm
- Box 80 x 80 x 80 cm for exhibiting accessories
- Uniform signage in the visual style of designSUPERMARKET for each participant

ADDITIONAL EXHIBITION FURNITURE:

2D vertical board 1 pc - price 650 CZK without VAT

Cardboard box 1 pc - price 120 CZK without VAT

Within 1 presentation you can order maximum 3 pieces of additional exhibition furniture and maximum 2 pieces of cardbox. You can keep the cardbox for yourself after the festival. The organizer reserves the right to decide whether the additional equipment will or will not be allocated to the participant (based on the capacity and overall amount of orders).

III.

BENEFITS FOR PARTICIPANTS IN THE SHOWROOM AND 2DSHOWROOM PACKAGES:

1. PROMOTION OF PARTICIPANTS IN PRINTED MATERIALS AND ELECTRONIC MEDIA UNDER THE AUSPICES OF DESIGNSUPERMARKET

- Including participant in the printed program of the festival, circulation of 7000 pcs:
name or brand, 1 photo, website
- Optimized profile of designer in Czech and English on the official website of the festival
www.designsupermarket.cz valid for minimal of 1 year (attendance 35 000+, SEO)
Information in each participant profile:
Brand name, 3 photos of collection, text about the presented collection presented in the range
of 500 characters, one portrait of designer, a hyperlink to the designer's website, the option to filter
by categories of participants

2. PR AND OTHER EVENTS

- PR promotion of the festival and individual participants within a united campaign
(those who deliver promotional material and those preparing exclusive collections and premieres
for DSM will be prioritized)
- Option to participate in press conference on 9 December 2015 and tour with journalists
- Option to organize own promotional events for festival visitors within the festival day program
(happy hour, cocktail, presentations) - the event will be listed in the printed festival program
(circulation 7,000), the official festival website www.designsupermarket.cz and social networks
of designSUPERMARKET
- And more

3. OTHER BENEFITS

- Exhibitor pass 5 pcs
- Festival pass for clients 5 pcs
- Option to purchase additional Festival Pass for clients at a discounted price
(the conditions will be specified)
- Possibility to use the festival's payment terminals for credit card payments

IV.

TERMS AND CONDITIONS FOR PARTICIPANTS:

- Participation in designSUPERMARKET is selective. Responsible for selecting participants is a professional curatorial team formed by the organizer of the festival.
- DesignSUPERMARKET is intended solely for presenting original design without promoting the manufacturer or sponsor.
- All sales are the responsibility of the participants themselves.
- Participants are required to provide a person in charge of their booth throughout the festival opening hours. Otherwise, the organizer has the right to cancel the presentation and charge related handling costs.
- In the opening hours of the festival, the participants bear responsibility for their products, outside opening hours it is the responsibility of the organizer.
- The organizer of the festival is committed to maintaining a uniform visual style of the exhibition space with a complete focus on the product. Therefore it is not allowed to install any custom graphic or other elements. Participants are required to respect the instructions of the architects and organizers of the festival.
- Student discounts can be used in the event that the participant (or all members of the brand) is younger than 30 years in the duration of the festival and currently is a full-time student of a high school, college or university with focus on art. When claiming the discounted fee, a certificate of study is required. Within basic presentation of "2D Showroom" (for 4.000 CZK without VAT), student's discount can't be applied for.
- The organizer reserves the right to make changes in the terms and conditions.

REGISTRATION:

- We would like to highlight that overdue registration (after 7. 9. 2015) causes the following penalty:

to 9. 9. 2015 plus	1.000 CZK without VAT
to 10. 9. 2015 plus	2.000 CZK without VAT
to 11. 9. 2015 plus	3.000 CZK without VAT

- If you do not register your presentation until 11. 9. 2015, you will be excluded from designSUPERMARKET 2015.

CANCELLATION FEES:

until 31 July 2015	handling fee 500 CZK
1 August – 17 August 2015	30% (the amount is calculated from the basic fee)
18 August – 6 September 2015	50% (the amount is calculated from the basic fee)
from 7 September 2015	100% (the amount is calculated from the basic fee)

V.

SCHEDULE:

31 July 2015	Deadline for entries
17 August 2015	Announcement of selected participants
7 September 2015	Deadline for registration of selected participants (materials for promotion, order for furniture and other benefits)
30 September 2015	Deadline for payment of participation fee
10 – 13 December 2015	DESIGNSUPERMARKET 2015

CONTACTS

We are available in case you have any questions.

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