



EXHIBITOR PACK 2019

www.theatrecraft.org

Monday 11 November 2019

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PARTNERS



ABOUT THEATRECRAFT

TheatreCraft is the UK's biggest **free** offstage theatre careers event for young people aged 16-30.

The annual, one-day event is aimed at young people interested in a career in theatre, in any non-performing role. Attended by approximately 1,000 young people from across the UK, the event is filled with exciting workshops, thought-provoking talks, Q&As, practical demonstrations, important careers advice and a vibrant Marketplace full of stands from top UK theatres and theatre-makers.

At TheatreCraft, people aged 16-30 can gain ideas and an understanding of what they can do next to further their interest and/or career in theatre, including training or further opportunities, and discover roles in the theatre industry that they never knew existed. The event aims to inspire the next generation of theatre-makers and build connections between the professionals in attendance and our young delegates.

Building on the success of the past thirteen events, this year TheatreCraft returns to the Royal Opera House following its stunning redevelopment, alongside partnerships with neighbouring West End theatres for additional workshops.

TheatreCraft 2019 is on **Monday 11 November** from 9.30am – 4.00pm at the Royal Opera House, Covent Garden, London WC2E 9DD.



The **Marketplace**, filled with a range of exhibiting companies from across the UK, forms the central hub for the day. In the surrounding spaces and nearby West End theatres, participants can sign-up to take part in practical workshops, talks, Q&As and watch demonstrations to learn more about what's actually involved in working behind-the-scenes in theatre.

The TheatreCraft programme contains a map of the Marketplace, detailing all exhibitors, as well as the full workshop and talks programme. In addition, workshop leaders will be encouraged to direct participants to relevant Marketplace stands that link to their areas of interest. A team of TheatreCraft volunteers will be on hand throughout the day to guide attendees towards the Marketplace and talk to them about their interests in order to give relevant information and direct them to particular stands that may be of interest.

"Absolutely awesome to see such an amazing turnout at #TheatreCraft18 today, so many brilliant, like-minded people in one place. @TheatreCraft you've really knocked it out of the park with today's event"

TheatreCraft 2018 attendee

"There was always something to engage with, whether it was a workshop, talk, or information at the marketplace. Jam-packed with possibilities!"

TheatreCraft 2018 attendee

THEATRECRAFT IN NUMBERS

- **950** 16-30 year olds attended the event in 2018. We are expecting to welcome over 1,000 delegates in 2019.
- **63** theatres, training providers, membership organisations and theatrical suppliers exhibited in the Marketplace.
- **53** workshop sessions and **3** backstage tours were delivered throughout the day by **111** theatre professionals.
- **31** speakers took part in **8** panel discussions throughout the day.
- Over **400,000** people were reached through e-flyers and newsletters and over **500,000** followers were reached through TheatreCraft partner social media channels
- **63%** of attendees were from outside London and **37%** were from London.
- **76%** of attendees were at TheatreCraft for the first time and **24%** were returning.

2018 attendee evaluations confirmed that:

- **88%** rated the event Excellent or Good.
- **83%** thought the event confirmed they wished to pursue a career in theatre.
- **85%** thought TheatreCraft gave them an insight into available careers and helped them focus their own career path.
- **83%** felt there were not many other events providing such a wide range of information.

FEEDBACK

"I attended TheatreCraft in 2014 after graduating from university. I had a one-to-one session with James Clutton and later attended his workshop on producing. I kept in touch with James and was offered work experience at Opera Holland Park and then a permanent job. TheatreCraft is an invaluable resource and the Marketplace is a fountain of knowledge and new opportunities. I was delighted to return in 2015 as an exhibitor for Opera Holland Park."

TheatreCraft attendee and subsequent exhibitor

"It was just brilliant. It's all in theory most of the time; the people who actually make theatre are all hypothetical, but not only are they real, they're kind and funny and insightful and human and it just makes the whole thing, the whole ambition, seem...not easier, but possible. It gives you something physical to start doing; something to aim for. It makes theatre seem suddenly possible."

TheatreCraft attendee

It was exciting to find out so much information and have a chat with a variety of people. The handouts were excellent too!

TheatreCraft attendee

I really liked the enthusiasm that each of the exhibitors gave which really showed that following my dream of wanting to work behind the scenes in theatre would be something I definitely would not regret.

TheatreCraft attendee

"It highlighted that there is something for everyone in theatre. I love how it brought together likeminded people."

TheatreCraft attendee

"As arts sector professionals it's important for us to step out of the bubble every now and again and find time to share knowledge and experiences with people starting out in the field, and so it was a pleasure to use this fantastic event as an opportunity to do that."

TheatreCraft workshop leader



YOUR ORGANISATION AT THEATRECRAFT

The **Marketplace** forms the central hub for the day, designed as the main information point of TheatreCraft and it is vital for the event to involve and showcase as wide a variety of theatre organisations as possible, from across the UK.

Your organisation is invited to provide an exhibition stand at the event that will showcase your company and offer the young attendees relevant information and opportunities. In addition, the event is a fantastic opportunity for training providers and industry experts to offer guidance about available courses, apprenticeships and training for young people. Further opportunities are what TheatreCraft attendees most engage with and exhibitors are encouraged to not only promote their organisation but to offer something specific and engaging to attendees where possible, such as a post on our Jobs Board, the opportunity to sign up for work experience and training, or ticket offers.



As well as a showcase for your work and opportunities, TheatreCraft encourages a two-way exchange to take place between exhibitors and attendees, allowing you to gather information and feedback from young people throughout the event.



Previous exhibitors include ABTT, Almeida Theatre, Barbican Centre, BECTU, Backstage Academy, Bristol Old Vic Theatre School, Central School of Speech and Drama, Dewynters, East 15 Acting School, English Touring Theatre, English National Opera, Equity, LAMDA, Lyric Hammersmith, National Theatre, National Youth Theatre, Old Vic, Paines Plough, Pleasance Theatre Trust, Roundhouse, Rose Bruford, Royal Shakespeare Company, Southbank Centre, The Stage, Stage Management Association and Whitelight.

“Everything ran really smoothly. There were so many people interested in our company, and it was interesting walking around to see other exhibitors.”

TheatreCraft 2018 Exhibitor

EXHIBITOR PACKAGES

STANDARD EXHIBITOR PACKAGE

Publicly funded/charitable trusts - £135

Exhibitors receive:

- Exhibition space (approx. 1m x 1m)
- Listing in the TheatreCraft event programme
- Access to free WiFi
- Green room area provided
- Link to website from TheatreCraft webpage & social media platforms
- Inclusion in at least one TheatreCraft newsletter in the next year. The newsletter provides opportunities and offers for current and past delegates.

ENHANCED EXHIBITOR PACKAGE

Any organisation - £335

Exhibitors receive:

- Extended exhibition space (approx. 2m x 1m)
- Listing in the TheatreCraft event programme
- Access to free WiFi
- Green room area provided
- Link to website from TheatreCraft webpage & social media platforms, including one direct promotional tweet between registering and the event.
- Inclusion in at least one TheatreCraft newsletter in the next year. The newsletter provides opportunities and offers for current and past delegates.
- Participation in our Featured Exhibitors on-the-day media campaign. This will include at least one direct feature of your organisation via one or more of the following; Facebook Live event, Instagram event coverage, TheatreCraft promotional trailer, TheatreCraft blog, official event photographs, Twitter event coverage.

Please note space at the event is restricted, but you are welcome to bring your own pop-up banner (restricted to 1 per exhibitor). We are, unfortunately, not able to accommodate additional set/props/items that require floor space.

ADDITIONAL ADVERTISING

Web banner advert displayed prominently on each page, shared with no more than 10 other advertisers, from September-December 2019	£110
Half-page advert in glossy A5 event programme (given to all attendees)	£110
Whole-page advert in glossy A5 event programme (given to all attendees)	£185



Prices listed exclude VAT. All exhibitor charges are subject to VAT.

HOW TO BOOK

To reserve your stand, please visit theatrecraft.org and complete the booking form that can be found on the [Marketplace page](#).

Please note that Exhibitor booking will close at 9am on Friday 01 November.

Exhibitor spaces are limited and will be filled on a first-come, first-served basis. Your place is confirmed, pending payment, only when you have received a confirmation email from TheatreCraft.

Payment for stands must be received no later than **2 weeks prior to the event**. Stands not paid for at this time may be released to our waiting list.

Please note:

- On the day, displays must be completed and set up by 9am, Monday 11 November.
- The get-in is from 8am on Monday 11 November.
- All displays and equipment must be cleared from the building by 4.00pm.
- No equipment or materials may be dropped off in advance – everything will need to be brought with you on the day.

OPPORTUNITIES FOR YOUR ORGANISATION TO BE FURTHER INVOLVED

WORKSHOPS

Surrounding the Marketplace, the Royal Opera House and neighbouring West End theatres will be filled with workshops, talks, tours and demonstrations so that attendees can plan their own programme, taking in a range of different topics. Workshops are scheduled to represent a cross-sector range of disciplines and for different career stages. Workshops will be delivered in a variety of formats, ranging from practical sessions to talks, one-to-one advice to demonstrations.



Workshops run for 1 hour each, led by leading industry figures and cover a wide range of topics including:

- Stage Management
- Casting
- Playwriting
- Marketing and PR
- Producing
- Props
- Make-up
- Lighting
- Sound
- Directing
- Costume
- Prosthetics
- Set Design
- Theatre Management
- Wigs
- Dramaturgy

If you are interested in providing a workshop, please get in touch.

ASK US ANYTHING

Ask Us Anything is our range of chaired panel discussions where attendees will have the opportunity to participate in conversations with industry experts on a range of practical topics. This is the perfect opportunity for young people to ask those burning questions about how to navigate the world of theatre.



In 2018, our panel discussions covered topics including technical careers, fundraising, setting up a theatre company, next steps for graduates and getting into producing.

This year, we hope to programme an even more informative and exciting series of discussions featuring experts from across the industry. If you are interested in participating, or would like to suggest a topic, please do get in touch.

FURTHER INFORMATION

CONTACT DETAILS

For further information or enquiries please contact

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PARTNER INFORMATION

Theatre Royal Haymarket Masterclass Trust | www.masterclass.org.uk

Society of London Theatre | www.solt.co.uk

Mousetrap Theatre Projects | www.mousetrap.org.uk

The Royal Opera House | www.roh.org.uk