



Sandown Park Racecourse: 19 - 21 March 2027

Address: Portsmouth Road, Esher, Surrey KT10 9AJ

Exhibitor Information

Introduction

This Information document, (together with our Floorplan, Stand Prices and Terms & Conditions), should provide you with all the information required to exhibit with us.

Sandown Park Racecourse is in the heart of Esher, just off the high street and is the perfect venue for artists and buyers alike. All exhibition stands are on the ground floor and there is plenty of free parking for both exhibitors and visitors.

Organised and run by Fraser Renton and Caiger Art, Art Surrey at Sandown Park Racecourse is an independent artists focussed event showcasing a selection of carefully curated local and national exhibitors.

This event is for both established and emerging artists to exhibit at and sell high-quality artworks directly to the public. The fair will be offering art lovers and collectors the chance to purchase works from exhibitors who specialise in a variety of styles and genres including; Painters, Digital Artists, Mixed Media Artists, Sculptors, Potters and Photographers.

Buyers and enthusiasts are offered a great opportunity to start to or add to their collections and at the same time provides artists with a platform to exhibit and sell their work in a professional and well-marketed event, all under one roof at one fabulous location - Sandown Park Racecourse.

Dates, Times & Entry Prices

Friday 19th March	6.00pm – 9.00pm	£16 Door
Saturday 20th March	10.00am – 5.00pm	£8 Door
Sunday 21st March	10.00am – 5.00pm	£8 Door

Exhibition Stands & Hanging Artwork

Exhibition stands are 2.75m in height (9ft), 1m wide white panels in a range of multiples between 3 and 8 linear metres. Stands can be combined to make larger spaces if required. Panels are hollow ply, painted white and joined together to create booths. Only wood screws should be used for hanging artworks which should be screwed directly into the walls or alternatively through eyelets in mirror-plates for artworks that already have those on them. Nails are not allowed as hammering can dislodge artwork on your neighbouring artist's side. The exhibition panels are well built, however, if you have pieces of artwork which are quite heavy, you will need to use additional screws to ensure that the weight of your art is secure on the walls or alternatively, bring your own batons to accommodate the extra weight of your pieces.

We recommend a small electric drill and full thread wood screws, (4 or 5 cm long are best). A stand contractor will be on site whilst artists are setting up in the unlikely event there is an issue with your stand. We also suggest using a bradawl to make an initial indentation / pilot hole in the panels before using an electric drill.

Each stand includes adjustable LED spotlights. The standard number of spotlights which have been allocated to each stand is shown as a coloured number on our floor plan. Additional lights and power sockets can be ordered at an extra cost at the event as shown on the bottom of the prices document.

*Please note: The total width of an exhibition stand may vary very slightly due to the way they are constructed and therefore the full width of the stand may be 5 centimetres over or under that shown on the plans. For example; 3 x 1m squared canvases could overlap in a booth which is a few centimetres under 3m wide. In our experience, we have found that a minimum of 10cm of white space should be kept in between each artwork to showcase your work in the best way. Artists whose layouts have been well thought out and planned in advance to fit their space who go with the school of thought that 'less is more', have a better chance of selling as the impact of their stand is much more effective.

For our layout and prices visit:

<https://www.artsurrey.co.uk/exhibitor-pack-sandown-2027/>

What does my exhibition fee cover?

The price of your stand includes the following:

- Shell scheme, gallery quality white hardboard panels
- Adjustable spot lights (allocated number to stand size) and extras available **
- Artist name and stand number on fascia signage
- Artist listing on the Art Surrey website
- Social media and media promotion via advertising campaigns
- Inclusion in the Art Surrey brochure, available at the event and on the website
- Digital Invitations sent out by email prior to the event
- A Welcome Pack on arrival with Lanyards, POP Receipts and more
- Wrapping service by ArtPAKK for sold works with FREE ArtPAKK bags
- General support from event organisers before and during the event.
- Optional credit card facility if you require us to take payment, (charged at 15% per sale), however, we strongly recommend you invest in a PDQ machine so as to keep 100% of your sale proceeds.

** Additional lights @ £40+vat per light - Electric Sockets @ £75+Vat

Artwork Pricing

It is very much in your interest to have a wide range of prices available. While Art Surrey has a guideline selling criteria of £50 to £3,000, in order to be considered for the fair you need to be able to show a selection of original artworks ranging between £500 and £2,000. Unframed prints range from £50 to £250. The average sale price at an Art Surrey fair is around £600. A high proportion of artworks sold at Art Surrey are £400 plus with some works selling for over £5,000.

Can I sell anything other than fine art?

We know it can be a fine line, but Art Surrey is a fine art fair and not a craft fair. Domestic items such as mugs, place mats, jewellery, homewares and textiles such as hats and scarves should not be exhibited. We may ask artists to remove items that we feel are unsuitable for the fair. If an artist is in doubt of whether a work falls under the category, please contact the Art Surrey Team. The sale of greeting cards or post cards is not allowed, although these may be given away within an artists stand for marketing purposes.

Booking (reserving) your stand and how to make payment

- To reserve a stand, please select your top 5 preferred stands and your preferred payment option.
- We will allocate your first choice as long as the stand is still available and your artwork doesn't clash with your immediate neighbour.
- You will then be emailed an invoice requesting either a full payment with a 10% advance payment discount or a 50% deposit with the balance due by 30/12/2026. Payment should be received within 7 days of the invoice date otherwise your stand will be made available again.
- Once payment has been received, you will be emailed confirming your stand has been reserved for you.
- When making a payment please use the reference **ASS27-XX** (replace the 'X's with your stand number). Please note: By making payment, you will be agreeing to our terms and conditions of exhibiting as detailed in this information document and our terms document: [[ASS27-Terms.pdf](#)] sent by email and seen on our website at: <https://www.artsurrey.co.uk/terms-and-conditions/>

Getting to Sandown Park Racecourse

Address: Portsmouth Road, Esher, Surrey KT10 9AJ

By Road

From London, take the A3 and follow the brown venue signs to Sandown Park. Exit A3 on to the A307 and continue to follow the brown venue signs. Alternatively, from the M25, exit at Junction 10 and follow the A3 towards London then exit onto the A307 and follow the brown venue signs. If using a Sat Nav, please enter 'Portsmouth Road' rather than the Sandown Park postcode - this will bring you to our main car park which is just off the A307 (Esher High Street) and is directly in front of the main entrance.

By Rail - (National Rail Enquiries: +44 (0) 3457 484950)

Sandown Park is located right next to Esher Train Station, which is just a ten minute walk from the racecourse entrances. Esher station allows onwards travel to London Waterloo from just 25 minutes, as well as Woking and Guildford to the south. Please check South Western Railway websites for the most up-to-date train times.

Insurance

It is the responsibility of exhibitors to insure their artworks, fixtures and fittings for the duration of the fair and throughout the transportation to and from the fair. All exhibitors must have Public Liability Insurance of no less than £2 million. A copy of exhibitors Public Liability Insurance policy must be emailed to us at least one month prior to our event and should include your name, insurance expiry date and amount of public liability insurance.

The most cost effective way for artists to obtain Public Liability Insurance is by joining the Artists' Network - an organisation that supports the visual arts and includes public liability and offers additional insurances: www.a-n.co.uk/subscribe Once joined we will require your 'Membership Certificate' document which includes your name, insurance amount and insurance end date all on the one document.

Presenting your Artwork

Artwork hanging on the walls should either be framed, on stretched canvas or on a solid panel, usually aluminium or wood. Mounted prints should be kept inside a browser. Please label all works to include; Title, Artist, Price, Dimensions, Year. We do not allow stacked framed artworks or canvases on the floor.

We have found that at least 5cm of white space in-between each artwork showcases your work in the best way so please think carefully when planning your space. This allows visitors to engage and notice each individual artwork for longer which will be more likely to lead to sales.

Limited Edition Prints

We welcome artists who create Limited Edition prints as it is a way to provide a lower price point for buyers who may not be able to afford the original artwork.

All artworks and prints need to be properly labelled with prices throughout the duration of the fair. We allow browsers for prints or works on paper.

Wrapping Area

Our wrapping area is manned by artPAKK offering the latest in eco-friendly art bags. Brown paper and tape is also available at the wrapping area and bubble wrap for perishable works. Please note that artPAKK are not professional packers but will take all due care when wrapping or using their eco-friendly artPAKK bags. For each artwork sold at our event, (excluding prints), customers receive a free artPAKK.

Credit Card Facility

Because our payment terminal is by the visitors entrance, we strongly advise you invest in your own terminal / PDQ machine, where you will keep 100% from your sale, (less transaction fee). We have used Zettle and Square in the past with a preference for Zettle. Their card readers are £29 and card payment transactions are 1.75%. For more details visit: <https://www.zettle.com/>

If you would prefer us to take payment on your behalf, we charge a fixed 15% administration fee on the price of your artwork. You will receive the remaining 85% payment within 10 days after the close of the event. Please note that if you do require us to take payment you will have to walk your customer to the front entrance for us to manage your transaction.

Parking

Sandown Park Racecourse has ample free parking spaces for both exhibitors and visitors all weekend. On arrival security will provide you with a Car Park Pass which must be displayed at all times whilst parked at the venue. We advise that you bring a trolley to help transport your art from your car to your stand.

Wi-Fi

There is free Wi-Fi at Sandown Park Racecourse and you will be provided with login details on set up day.

Security

Sandown Park Racecourse will have 24/7 manned security and be locked overnight.

Refreshments

There is a licensed café on the ground floor serving hot and cold drinks, and a selection of light snacks. Local restaurants are located five minutes away on the high street.

The Art Surrey Team

We are available at all times over the weekend with helpful advice and support making sure the event runs as smoothly as possible. If you have any questions at the event do not be afraid to ask one of our team members.

Set Up - Friday from 10.00am until 5.00pm

Upon arrival at the venue, signs will direct you to 'Exhibitors Parking'. The event is situated on the ground floor of Sandown Park Racecourse.

Exhibitors are responsible for hanging their own work. We advise exhibitors to bring their own small stepladder, an electric screwdriver or drill with your drill bit attachment. Wood screws must be used for hanging artwork into the white painted exhibition panels. It is important that no nails, glue, velcro or any other sticking substance be used on the panels, except for white-tac. 4-5 centimetre wood screws are recommended. If you have particularly heavy items to hang make sure you use plenty of screws to hold your work in place.

All artwork must be for sale and be clearly priced for both you and your customers.

By 5.00pm on Friday afternoon, your stand must be set up and free of any packing materials ready for the Opening Night at 6.00pm.

One Browser for prints is suggested within your stand and any stand furniture should stay within your stand boundaries. Corridors must be free for public access.

We advise that your stand is manned at all times, your neighbouring artist is normally happy to help should you need a quick break. Overmanning is unadvised as it can reduce the visibility of yours and your neighbours work when it gets busy.

Take Down - Sunday from 5.00pm

Historically we have found Sunday to be the most successful day in terms of sales and we request that takedown should not start until 5.00pm when announcements will be made over the tannoy.

Although you may feel tired and ready to pack up before then, we ask that you adhere to this request as there may still be some buyers at the event. It is also likely to unsettle artists who do not want to take down their work until the set time.

It is also very important that you remove ALL your screws and any signage from your Exhibition panels. Our exhibition wall contractors have advised they will fine us if we fail to do so, so your help would be greatly appreciated in removing everything.

Partnerships

We are delighted to be working with Eventbrite, artPAKK and Cass Art as well as many local publications in and around Surrey. Information will be included within your exhibitor packs about each.

Promoting Art Surrey

Promotion for the fair starts from the acceptance of artists and will continuously build up to our event. Promotion includes;

- Press advertising and editorial in local magazines
- Invitations to select galleries and art organisations
- Large event banners around Sandown Park Racecourse
- Event road signage within a 30 mile radius of Esher
- Targeted mailing and invites to key industries and companies
- Cross-promotion on partner websites and relevant chosen websites
- Online and extensive social media including our Art Surrey Website, Facebook, Instagram and partner accounts

All exhibitors will be listed on the Art Surrey website prior to our event. A link will be provided to each exhibitors website / social media where applicable and we would request a reciprocal link in return be added. This helps spidering on Search Engines. We also welcome an opportunity to use any newsworthy exhibitor stories throughout the campaign, so please keep us posted with your updates and tag us using; #artsurrey #artsurrey2027

Finally, should you have any questions not covered within this information document, please do get in touch either by phone or email.

We look forward to hearing from you.

Fraser Renton, Carol Caiger & John Caiger

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