



Embroiderers' Guild

VIRTUAL NORTH WEST REGIONAL DAY 2021

hosted by **Merseyside Branch**
Saturday 24th April 2021, 10:00-16:15



Traders Booking Information Sheet

We are providing access to traders via two routes:

The Traders Den Website will provide a space for each trader to display:

- Logo (JPG or PNG)
- One photo of the products or services (JPG or PNG)
- A short summary of the business or enterprise
- Links to website, ETSY shop, Facebook, telephone number or any other way you wish to be contacted

The Traders Den Website will be located in a special area of the “megonline.co.uk” website and will remain active and available to attendees and others **for 6?? months**.

If you would like to see an example of the general format of our Traders Den then you can view the one from our “Christmas Party “ (a much smaller, and local, affair than anticipated for the Regional Event) at:

<http://www.megonline.co.uk/christmas-traders-den/>

Virtual Session Videos provide the opportunity to show the attendees of the meeting what you offer (as well as a little about yourself if desired) via a short video of 5.00 minutes maximum length. The videos should be professional and interesting to the audience. They can be provided by you, your business or can be made virtually (e.g. via Zoom) using photographs/sketches/images together with your dialogue.

For an example of the latter (that was made for our Christmas Party and shown over Zoom), albeit at lower resolution than shown on the day, please visit:

<https://youtu.be/QcyvDDG8GsI>

The above video was easily realised. In many cases, the individual photographs were sent to the Zoom host, who assembled them into a presentation. Once the vendor was satisfied with the presentation, a one-to-one Zoom session was set-up whereby the Zoom Host displayed the presentation and the vendor talked about each slide whilst recording the presentation.

There are a limited number of places available for videos so register early to avoid disappointment. We also hope/plan to make the videos available by YouTube via a link from the Traders Den if the vendor desires.

Cost & Booking Information

A charge of £10 covers the video presentation and the web-based advertisement on the Traders Den. A charge of £5 covers the web-based advertisement on the MEG website only. Help in producing the advertisement and/or video (if required) is available.

To book your place, fill out the attached booking form on the next page and return it, together with the booking fee, by 1st February 2021. Kindly note that all Traders Den web information and your video must be submitted by 1st March 2021.



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Traders Booking Form

In order to secure a place at our virtual NW Regional Day please complete this form and return by email to a.b.bradley@outlook.com.

Please note that your place is not secure until payment has been received.

DEADLINE DATES

BOOKING 1st February 2021 (including fee)

INPUT COPY/DETAILS 1st March 2021

Trading Name _____

Name of Contact _____

Address _____

Postcode _____

Telephone _____

Email _____

Links to website, ETSY shop, Facebook, telephone number or any other way you wish to be contacted by potential customers _____

I verify that I own the copyright of all photographs, videos and images that I send to be displayed on Merseyside Embroiderers' Guild website and give permission for their use on that site. *Tick to confirm*

Amount of Payment £10 (Traders Den web & video) £5 (Traders Den web only)

Date of BACS payment _____

Our preferred method of payment

Payment by Internet Banking

Account name : Embroiderers' Guild Merseyside Branch (can be shortened to M.E.G.)
Sort Code: 60-83-01
Account Number 20214342