**Showcase 2022– Call for Expression of Interest**

The Local Enterprise Office (LEO) Showcase 2022 is taking place from Sunday 23rd to Wednesday 26th January 2022 downstairs in the RDS Hall 3 (the Serpentine Hall). The Local Enterprise Office Kilkenny has reserved a limited number of spaces and has a call for expressions of interests with a deadline of Thursday 7th October @5pm. The client offering consists of a subsided 2x2 metres stand, name plate and 2 spotlights at a cost of €750 per stand space for each client (payable before 26th November ). Please note there is no VAT applicable on this fee. It is a competitive process in terms of selection based on the criteria outlined below. Please note that clients that have previously exhibited in Local Enterprise Area on 3 occasions or more will not be prioritised.

**Selection Criteria**

The LEO Kilkenny will base their decision on the following criteria:

* High standards in design, quality and manufacture of product offer.
* High standards in supporting point of sales / packaging /promotional material.
* Experience and commitment to high standards in display and stand exhibit
* Demonstrate a credible trading history
* Pricing matched to market opportunity

Please complete the form below in the context of the above and submit any relevant supporting documentation

**Successful applicants must**

* Meet all deadlines and requirements as per Local Enterprise Showcase Coordinator e.g. catalogue, website listings, promotional material, etc.
* Display an exhibit what is market lead and present a professional business.
* Exhibit under the banner and logo of the LEO Kilkenny – noting your own business will be listed on the catalogue as well as signage above individual stands.
* Submit: price list, press release, etc. prior to Showcase 2022.
* Ensure the exhibition stand is staffed for the duration of the Showcase 2022.
* For those who are selected, will be required to attend compulsory briefing session which will be delivered virtually during November 2021.

**The Closing Date for fully completed Expressions of Interest is Thursday 7th October @5pm.**

**Fully completed forms can be emailed to Catherine Hennessy** **catherine.hennessy@leo.kilkennycoco.ie**

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| **Name of Business:** |  | **Contact** **Person:** |  |
| **Business Address:** |  | **No. of Employees:** |
| **Contact Details:** | **Telephone:****Email:****Website:** |
| **Social** **Media** **Account Handles:** | **Facebook:****Twitter:****Instagram:** |
| **Craft/Design/Creative Discipline:** |  |  |  |
| **Year the company was established:**  | **Legal Structure:** |
| **Have you exhibited at Local Enterprise Showcase before?**  | **Yes**  | **No**  | **If yes which year(s)?**  |
| **Have you participated in DCCOI and/or LEO training programmes and /enterprise supports** e.g. Building Craft & Design Programme (BCDE),Get Set, Mentoring etc. please specify |
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| **Brief Description of Your Business:** |
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| **Statement – Why Showcase? Please indicate why attending Showcase 2022 will benefit your business:** |
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| **Please provide details of previous experience in exhibitions, trade shows, craft fairs etc.** |
| **Please provide details of your packaging material, logos, point of sale and relevant marketing materials.** Please include images of any additional marketing material; brochures, pricelists, bags, swing tags, etc. |
| **Please specify the wholesale / cost price you charge retail buyers.** You should provide prices for products that you plan to sell at Showcase 2022. (Noting that retailers will mark-up the cost price and will have to include VAT at 23 %.) |
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| **Product List** **(please send in images if you have sample)**  | **Product Description** | **Wholesale Price /****Prices given to Retail Buyers** |
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| **Any further relevant information you would like to include e**.g. where do you currently sell, your best seller, etc.  |
| **Additional Information that might be of interest to media, e.g. Awards, exports?** |