

Michael Buckingham Flat One, 10 Broad Street, South Molton EX36 3AB

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Dear fellow antique dealer,

A PERSONAL INVITATION

We are setting up a new antique market to be held monthly in the historic pannier market in South Molton. The first date is Sunday 30<sup>th</sup> November 2014 and then the third Sunday in the month from February 2015 with a Christmas special on Sunday 13<sup>th</sup> December 2015. The March market will have a focus on Jewellery, June a focus on Ceramics and September a focus on fabrics.

We see three areas for development

1. Quality exhibitors, hence this invitation to you.
2. Marketing. It is our intention to market throughout the South West and, as we grow, nationally, with a potential to link, via our website, to Internationally markets.
3. Website. Our website [www.pannierantiques.com](http://www.pannierantiques.com) is currently in development. Traders have already commenced uploading antiques for sale via the web, full details of how to do this are on the site.

South Molton pannier market is under cover and allows traders easy access to drive in unload/reload and drive out. There is a large car park to the rear of the market and the town boasts 4 bank ATM 's with additional facilities at Sainsbury's. The market on 30<sup>th</sup> November is billed as a CHRISTMAS MARKET SPECIAL to allow us to capitalise on the early Christmas trade.

We are very keen to be seen to take our commitment to social responsibility seriously and this market is being run in conjunction with North Devon Hospice (NDH). Entry to prospective customers is free. Working with NDH we aim to produce a programme whereby profits from its sale will form part of our donation. E would encourage you to advertise and, perhaps, offer discounts on purchases over £100.

Our target customer base for this event will be people in the South West able to take a day trip to our market. For the 2015 programme we will be seeking yo develop this customer base further afield. Mark Parkhouse, local jeweller and antique dealer, will be attending offering an expert jewellery valuation service. In addition to providing a range of high quality antique stands we will providing further attractions to make the visit more memorable. Not only do we want customers to return, we want them to tell their friends what a great day out this is!

We are limited by the size of the market to about 50 stands and it ill, therefore, be necessary to select a range of traders to ensure a balanced market. The quality and integrity of the traders reflects on us and we would ask that you ensure goods are correctly identified. If you are interested in joining us for this physical market or to sell your goods via our virtual market we would be most grateful if you would complete the attached form. The completed form may be posted or submitted from [www.pannierantiques.com](http://www.pannierantiques.com).

We look forward to hearing from you.

Michael Buckingham

[WWW.PANNIERANTIQUES.COM](http://WWW.PANNIERANTIQUES.COM)

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From:

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.....  
..... Post Code .....

Tel: ..... Email: .....

I am interested in attending the market on Sunday 30<sup>th</sup> November 2014 YES/NO

I am interested in selling via pannier antiques website YES/NO

I specialise in .....

The average price of my goods is £.....

Stands in the pannier market on 30<sup>th</sup> November cost £35 per 10 foot x 10 foot pitch. There is a 3 foot walkway between stands. Stands are available in multiples.

I wish to reserve ..... stands at £35 each on Sunday 30<sup>th</sup> November 2014 and enclose a deposit (refundable if application unsuccessful) of £5 per stand. Cheque for £..... enclosed.

Trestle tables are available for hire and we would ask you to donate £2.50 to the charity North Devon Hospice for each table required. It is the traders responsibility to collect and return tables.

Please reserve me ..... Tables.

The market is well lit, natural and artificial lighting, however some traders may require additional lighting.

I would like a quote for additional lighting. YES/NO

I would like to attend and would like you to contact me regarding advertising in a charity programme

YES/NO

I am unable to attend but would like to advertise

In the charity programme

And/or

On the website [www.pannierantiques.com](http://www.pannierantiques.com)