

Dear All,

Firstly may we welcome you to theSpaceUK as part of our 2022 Edinburgh Festival Fringe programme.

This handbook is intended to guide you through the steps involved in staging your show in Edinburgh. Please take some time to read it through; we don't intend it to be too formal - rather simply to act as a reference guide to the many different elements required in bringing your show to the Festival Fringe. The handbook includes both specific venue and show detail as well as general information on the Festival, please keep it handy so you can refer to it over the next few months.

To those who have performed with us before, welcome back! Although you are familiar with all things Fringe please do take some time to familiarise yourself with any changes for this year. As you know experience has taught us that good planning makes for a good festival for all.

The handbook includes the following sections:

- **theSpaceUK Teams**
About theSpaceUK, who's who and how to contact us.
- **Administering Your Show**
Fringe Society registration, our company website, brochure and insuring your company in Edinburgh.
- **Publicity materials for your show**
Designing your flyers and posters, venue information and what happens to your publicity material once in Edinburgh.
- **Technical**
A brief introduction to the technical aspects of our venues (much more information will follow from the Production Team in April/May time).
- **Publicising your show at the festival**
Tips on how to publicise your show in Edinburgh, flyering, press releases and the like.
- **Performing with theSpaceUK at the festival**
How our venues run and what you can expect from your venue.
- **Key Dates**
A brief summary of useful dates throughout the year.
- **Useful links**
Where to find more information.

Over the coming months we will send you regular newsletters with updates and to highlight key issues on which you may need to focus your attention at the time. It should be a fairly gentle process.

We hope that most of the queries and questions you currently have may be answered here but if not please feel free to get in touch!

Charles Pamment and theSpaceUK team.

Please note: Any information in this handbook may be superseded at any time, so we ask you to carefully read the newsletters that we will send out throughout the year. The latest version of this handbook will always be available for download from our website.

theSpaceUK teams

So far you have been working with Charles to book your slots in our venues. Charles heads up the programming of our venues and is always on hand to help you with general advice and specific questions about contracts, payments, dealing with the Fringe Society, publicity and anything else throughout your Edinburgh experience.

The theatre spaces themselves are run by the Production Team. Our senior team comprises a small group of highly experienced production managers who know every little detail of our venues inside out - they've all been with us for a number of years. The Production Team typically make contact from April/May to begin discussing your plans in more detail and oversee your transfer from rehearsal room to the Edinburgh stage.

We also have a very proactive press team managed by our head of press Nick Abrams, a seasoned festival professional. Nick and his team will start talking to you from April and will offer advice and guidance on the publicity and marketing side of the Festival.

Finally, during the festival itself Charles, Nick and the Production Team are supported by a large team of technicians and box office staff who help keep our venues running. You'll meet your venue's team the moment you arrive for your technical rehearsal.

Covid-19

After unprecedented disruption in 2020 and a scaled-back festival in 2021, we are optimistic that plans for the 2022 Festival Fringe can finally proceed relatively normally. We are progressing with venue bookings and plans with the expectation that the 2022 event will be no more encumbered with Covid precautions than Scotland is enforcing at the time of writing (Autumn 2021), and to that end we expect to be able to run a full complement of venues at full capacities.

We will of course keep companies informed of any changing developments regarding Covid 19 over the coming weeks and months.

Contacting theSpaceUK:

- For general enquires, contact bookings@thespaceuk.com or call **0131 510 2399**.
- For technical questions, the Production Team are at: production@thespaceuk.com

Contacting venues

As you probably know most festival venues during August in Edinburgh are temporary. Many are very busy working environments during the rest of the year. With this in mind please do not contact the sites themselves directly regarding either visits pre-festival or technical queries. We are much better placed to help you direct so please raise any enquiry with theSpaceUK teams.

Administering Your Show

Now you have booked your slot in one of our venues, you will need to register the show(s) you will be performing.

Fringe Society Registration

Most companies choose to register their show with the Fringe Society. To register you fill in the registration form available on the Fringe Society's website. Inclusion in the official programme is the main benefit, ensuring that your show will appear in the official printed guide, on the Fringe Society's website and in the daily listings in Edinburgh. By registering with the Fringe Society you can benefit from ticket sales through their website and, if you choose, through their 'half-price hut'. Most companies get a lot of footfall through these routes. The Fringe Society estimates its printed guide is seen by 97% of festival audiences so it really is worth the money.

The Fringe Society opens registrations for shows on February 7th 2022. The deadlines for reduced fees and printed programmes will be made available soon and we will inform you of these. Updated and full information can also be found on the Fringe Society's website:

<https://www.edfringe.com/take-part/putting-on-a-show/registering>

Please note that we take all the details about your shows from the Fringe Society's data. If you choose to opt-out of their registration then we ask you to send us equivalent information on show title, your blurb, show category, start time, running time, any warnings (18+ for example) and ticket prices.

Registration commonly asked questions

Box Offices

There are two box offices in operation at the festival: The Fringe Society's box office and theSpaceUK's. Your tickets will be sold through both. The Fringe Society box office starts selling tickets in January via their website, but takes a commission of 4-6%. theSpaceUK's box office runs once our venues are in operation in August.

What % of tickets shall we allocate to the Fringe Society box office?

The Fringe Society asks for an initial allocation of tickets for them to sell via their box office, which means audience can buy tickets to your show well in advance of the festival. This initial allocation of tickets is up to you but we recommend putting between 75% and 100% of your tickets to the Fringe Society at this early stage.

Once our box offices are up and running at the start of the festival we will manage the allocation between the two box office operations on your behalf to ensure each has a pool of tickets to sell to avoid audiences being disappointed.

Who does the Fringe Society pay the box office funds to in September?

All companies performing with theSpaceUK receive their Fringe Society box office takings direct from the Fringe Society. The Fringe Society will pay the money directly to the account which you nominated on your registration form. Full ticketing reports will also be sent. Refer to the Fringe Society website for the date by which they promise to do this.

What prices should we charge for our tickets?

Most companies charge something between £7-£9 concession and £8-£12 full price. Do feel free to talk to us about this. We will monitor your ticket prices and advise if we feel they are too high or in some cases not high enough!

What times should I list for my show?

Remember to list your show time as the show start time - not your slot start time! You should allow an absolute minimum of 5 minutes between slot and show start time, more if you are performing in a large venue, you have a complex show, set or costume. Remember that the audience will need to be admitted in this time as well. At the other end of your slot, also remember you need to factor time for your get-out.

As a rule of thumb, the absolute maximum length of a show in a standard 1hr slot is 50 minutes.

The Fringe Society offers a limited-run registration, what's that?

This is a registration for shows that are running for less than the usual run length of 1, 2 or 3 weeks. E.g. They offer a 3-5 performance registration as a budget option; 5 performances is almost a week!

A standard week-long run with us is for 6 performances so if you choose the 5-day option you must let us know your intentions around the extra performance slot. Some companies choose to have an extra rehearsal in the venue. Some companies choose to perform a 'venue preview', a preview performance publicised in theSpaceUK's guide but not through the Fringe Society.

We are happy with either, but we must know from you so we can make the necessary arrangements with our box office. Email our Production team directly with this information.

Performing in repertory

You may wish to perform several shows in rep during your booked slot. This can be a great way to get larger audiences, or to present a wider variety of theatre. If you wish to, please consider the following:

Technical rehearsal:

Your technical rehearsal based on the length of your booked slot, not the number of different shows you're staging. You may need to reduce your technical requirements accordingly, or enquire about purchasing additional rehearsal time.

Fringe Society registration:

Be very careful to check the rep schedule for your performances. We frequently see companies registering clashing performances, so double-check the start dates and performance lengths.

Partnership companies:

It is important you let us know the company names under which you're registering your shows with the Fringe Society, especially if you're working in partnership with an apparently unrelated company (one whose name we wouldn't have any record of from our bookings information).

Email our Production team directly with this information so we can make a note.

Our website and brochure

Once our programme is complete and the Fringe Society's printed programme registration deadline has passed we publish our full programme on our website.

We will also be asking you to check a few key bits of information with us. Sometimes you may change information with the Fringe Society after we take the details for our records, opening up the possibility of changes not making it into our system.

Our venue brochures detail all shows in our venues together with a handy daily show menu. We distribute these for free in Edinburgh and you will find these in all our venue box offices, hotel foyers, cafés and bars.

Insurance

theSpaceUK requires that companies obtain their own 'Fringe' public liability insurance.

Primarily this is sensible because companies only spend a small part of their time at the festival actually in the venue; in fact, statistically it's less than 5% of your time in Edinburgh. The remainder of your time is spent promoting your show, on the Royal Mile performing street excerpts or simply pounding the streets handing out flyers and promoting your show. Another good reason to get this is just in case a company member by direct action injures themselves or a third party. For these reasons the Fringe Society and theSpaceUK require that you obtain suitable cover.

The Fringe Society has consulted with two or three specialised insurance companies who offer specific theatre packages and festival performance cover. theSpaceUK uses one of these called Wrightsure (see links section at the end of this document). The cost ranges from around £100 for a 1 week show, £140 for a two week run and around £180 for the full festival. Please feel free to contact them directly but do mention theSpaceUK when you contact them as they will make sure you get the best deal.

Additionally, when Wrightsure have finalised their festival offer for 2022 we will send out the registration form with one of our regular newsletters.

PRS

Your contract with theSpaceUK includes the use of a performing rights licence (known as PRS) for 'background music'. Under the arrangements that the Fringe Society have with the Performing Rights Society 'background music' has a very particular definition, essentially covering music which does not form a key part of your performance. Beyond this, companies are responsible for ensuring that performing rights for music are paid. Companies will need to make a declaration direct to the Fringe Society for the nature of any music they are using. The Fringe Society will then administer the collection of any fees.

Further details available on the Fringe Society website:

<https://www.edfringe.com/take-part/putting-on-a-show/music-licensing>

Publicity materials for your show

At the Festival Fringe, your show is publicised in two major ways:

- In listings, including the official Fringe Society programme, daily guides, our venue brochure, listings websites, etc. This information comes from your registration with the Fringe Society.
- Paper publicity in the form of flyers and posters. Flyers are handed out by your company to passers-by on the Royal Mile (a process called “flyering”), and are displayed in venues for audiences to pick up. Posters are displayed predominantly in the venue.

Design sign-off

We need to approve all flyer and poster designs before you have them printed. Proofs will need to be submitted to our press and marketing web portal so we can check and approve them. Further details on this will be sent out in April/May.

Our logos on your publicity - theSpaceUK banner

You are obliged to include our logo and venue details on your posters and flyers.

Our graphic banners are customised for your venue and need to be placed at the bottom of your design. They include our logo, venue address and contact information. The banners must not be altered in any other way; it’s really very useful to keep a uniform look to these for brand recognition of your venue across our estate. We are planning a streamlined process for these banner graphics in 2022. More details will be sent out in April/May.

If you are including our logo on its own (i.e. outside of the banner, perhaps on the back of your flyer) then you may invert the colours of the logo if necessary. Importantly, please do not put a border around our logo.

Our website has a section for downloadable publicity graphics (see links section at the end of this document).

Portrait format publicity material is generally more popular and helps to maintain uniformity on poster boards, however you’re free to choose which orientation you prefer.

Copy for flyers & posters:

Flyers, posters and any relevant adverts should contain the following details:

Show Name, Company Name, Dates, Time, Duration, Ticket Prices

Here is an example of the information needed on posters/flyers

Green Bean Theatre
Jack and the Beanstalk
 15-27 (not 21) August 12:10 (45m) £8 (£6)

Note that our banner (detailed above) already includes your venue name, number and the venue, theSpaceUK logo, Edinburgh Fringe Society logo and Fringe Society box office contact information. You shouldn’t include these again when using the banner on your design material.

Remember to list the show time as the show start time - **not your slot start time!** The time in brackets is your show duration.

Venue name

As part of your publicity you will want to explain where your show is being performed. When you booked with us you chose a venue; our venues are listed in the Fringe Society programme with very particular names, as listed below. The numbers are navigation numbers in the programme and are on the programme's map. You should refer to our venues by these full names in any publicity.

Our branding has the lower case 'the' closed to the 'Space' and sometimes 'UK', so any publicity should refer to our company as 'theSpaceUK'. Referring to your venue as 'theSpace' is fine, but we are not "Space Venues".

- theSpace @ Niddry St (9)
- theSpace on North Bridge (36)
- theSpace Triplex (38)
- theSpace on the Mile (39)
- theSpace @ Symposium Hall (43)
- theSpace @ Venue 45 (45)
- theSpace @ Surgeons' Hall (53)

Venue box office numbers

Our venue box offices will open at 09:30 on Thursday 4th August 2022. From then on we will be open from 0930 to 2330 every day until we close at 2330 on Saturday 27th August.

The contact details are as follows:

Number	Venue	Phone Number	E-Mail
9	theSpace @ Niddry St	0131 510 2383	boxoffice.niddry@thespaceuk.com
36	theSpace on North Bridge	0131 510 2386	boxoffice.northbridge@thespaceuk.com
38	theSpace Triplex	0131 510 2395	boxoffice.triplex@thespaceuk.com
39	theSpace on the Mile	0131 510 2382	boxoffice.onthemile@thespaceuk.com
43	theSpace @ Symposium	0131 510 2385	boxoffice.symposium@thespaceuk.com
45	theSpace @ Venue 45	0131 510 2381	boxoffice.venue45@thespaceuk.com
53	theSpace @ Surgeons	0131 510 2384	boxoffice.surgeons@thespaceuk.com

Printing Companies

There are many companies offering printing services both in Edinburgh and away from the city.

We tend to recommend specific Edinburgh based printers and will do that in our first newsletter early in 2022. This is hugely helpful in that the materials are guaranteed to be delivered on time directly to our printed media hub and are catalogued for your collection.

Further details, including this year's offers, will be sent via our company newsletter in due course.

Delivery and management of publicity materials can be problematic across all venues at the festival. Lost or undelivered packages and unscrupulous traders are amongst the issues we see every year. We underline that you should either use a company you know or one located in the city. If looking around please also remember that flyers are heavy and you may be subject to high delivery costs if using a printer far away from Edinburgh.

Flyers and posters

Flyers are usually printed on A6 thick paper or card (250gsm), and most companies choose glossy colour printing. Flyers should have both a front and a back. We would recommend that the front of your flyer is the same as your A3 poster and the back should contain further details, images or information to sell your show to audiences. theSpaceUK banner should be on the front of the flyer, not the back.

We are all looking towards greener credentials and the use of great quantities of paper for flyers is perhaps not the most environmentally friendly activity. You may prefer to cut back on paper and focus on other forms of publicity and we will be sending a newsletter on this in due course. Nevertheless, flyers and posters are a historic part of festival publicity so we offer the following advisory on quantities: We would recommend 500-1000 flyers per week of performance, with 3000 being sufficient for a three week run. We tend to put these in our box office sites and recommend exit flyering other shows (similar genre to your own) rather than handing these out to passers by on open streets. More on that in our publicity information in the Spring.

Posters are generally printed on thick A3 paper (130gsm). Again in colour, and on glossy paper, but unlike flyers they should be single-sided.

Edinburgh is a hugely competitive environment for posters, we are fortunate enough to have some very prime locations. However, as you can imagine we need to be fair and give all our companies equal marketing space. Please do not be tempted to put posters up on our hoardings yourself because it can cause all sorts of problems between companies!

Display outside our venues

We have poster hoardings outside our venues where we display posters for our shows on large waterproof Correx printed boards. Each board advertises dozens of posters. This is not only environmentally friendly, but also means the posters will stay up in whatever weather Edinburgh throws at us. These boards look far smarter than using paper posters too! We want all our shows to have these as they look so very good and the price of these is included in your booking fee.

We will ask you for your design in early May, so do watch out for our Spring newsletter requesting these .

Display inside our venues

All our venues have interior boards for displaying paper posters and a facility in the box office for flyers to be left for audience members to browse and select. We will maintain these so companies should ensure to leave a small number of posters with the box office of their venue.

Display around Edinburgh

Edinburgh council takes a dim view of posters stuck up in unauthorised places. Please don't put your posters on shop windows, phone boxes, pavements, and random walls or on commercial hoardings. The Fringe Society organises large areas on the Royal Mile where your posters are welcomed - stick to these and you won't be visited by the authorities (your publicity has lots of details on it so you are easily traceable).

There are some poster sites on pillars provided by the Fringe Society on the Royal Mile and numerous cafés and other establishments around central Edinburgh who will happily display posters.

Hoardings

You may have noticed, if you've been to the festival, that there is an option to get your show advertised on hoardings of various sizes around the city. This is helpful and very sensible given our venue locations if you can make this happen.

These prime sites are managed by the council who use a company called Out of Hand - we will send more information on this in due course via our newsletters but do please feel free to contact them directly here: <http://fringe.outofhandscotland.co.uk/>

You can see the different size of hoarding option you can get. Please do talk to us for advice on which

might work best for your show. Our locations are defined in their location lists, but Royal Mile, Nicholson Street, Nicholson Square, Hill Square, Pleasance, Bristo Square, Cowgate, Niddry St, St Mary Street, The Mound and North Bridge are prime locations very close to all our venues.

Delivery

If you do use an external printer to the one we recommend then we do have some rules:

We can't accept any deliveries in Edinburgh before **Monday August 1st 2022**. Every year some companies deliver items early - especially to the hotels - and risk having them simply thrown away. If you are not in Edinburgh when your material is delivered then please give suppliers strict instructions regarding delivery dates and times.

We operate a printed media hub out of theSpace @ Symposium, with a member of our team dedicated to ensuring you can find your publicity items when you need.

All flyer / poster deliveries need to be shipped to:

theSpaceUK @ Symposium, Venue 43
King Khalid Building
The Royal College of Surgeons
Hill Square
EDINBURGH
EH8 9DR

Storage

Companies may store up to 2 boxes of flyers at our printed media hub at theSpace @ Symposium; due to space constraints there is no facility to store flyer boxes in each venue.

Flyers should be regularly dropped into our other venues - on a daily basis is ideal - but please make sure they are left with the box office or in the designated areas / tables. We ask companies not to leave flyers in imaginative places - especially in the hotels. All our venue locations can be found on our website or the Fringe Society programme map.

Technical

The Technical Team is always happy to help you with any questions on the performance and production aspects of your show, information about our venues, or anything else.

They will be actively in touch with you by e-mail from April/May onwards to learn about your requirements and help you transfer your show to our venue.

E-mail them at production@thespaceuk.com.

Technical specifications

You will have picked your venue either from our Venue Prospectus publication or after a discussion with Charles. We have many spaces and sometimes it's hard to pick the one that suits your show best. Charles is the expert here and knows what works in which space.

We have a fully detailed technical specification for each venue that will be sent out in March/April. This includes a detailed kit list and contains lots of information on what we provide and what you can expect.

Bringing your own kit

All our venues are well equipped for basic theatre but there may be times you need to bring electrical equipment with you, musical instruments are particularly common in this regard. You will need to tell us during pre-production what you're intending to bring as we may not be able to permit it, and we require every item to be PAT tested. Please don't turn up to your technical rehearsal with equipment we weren't expecting.

Music sources

The single most commonly brought piece of equipment is a source of music for your show. These days most companies bring a laptop or a mobile phone. We can interface to anything providing it has a 3.5mm headphone socket - beware that the most modern phones tend not to have one of these meaning they can't be connected to our sound systems.

Hire kit deliveries

Our venues are exceedingly busy so if you arrange for a courier to deliver or collect technical equipment you must be present to meet them. Talk to us during pre-production.

Designing your show to fit your slot

Remember, your booked slot includes any time you need for your get-in or get-out. We recommend an absolute minimum of 5 minutes for this, more if you are performing in a large venue, you have a complex show, lighting rig, set or costume. Remember that the audience will need to be admitted in this time as well.

One useful tip is to include a mock get-in and get-out as part of your pre-festival rehearsals. This ensures the process is familiar to everyone in the company and can be very helpful in reducing the stress before the first performance!

What to avoid in your show

Our aim is to let you stage your show however you wish. However, our venues are busy places and we do need to enforce a few rules that can sometimes be a surprise. These are all detailed in our technical specification we'll be sending out, but as a very quick guide:

- Do not plan to use flame, smoke, haze, pyrotechnics.
- In most circumstances we do not permit the use of liquids, powders or foodstuffs on stage. Do talk to us if you need further advice or deem their use to be crucial to your work. Bottled water for the cast is acceptable, but only backstage, and must be left capped.

Technicians and FOH staff

We provide the venue and technical support, but we require the company to bring their own technical operators - we do not provide crew to operate your show as part of our standard package. However, we can provide an operator at an additional per-performance fee if booked in advance. Contact Charles if this is something you're interested in.

We also require the company to nominate a front-of-house (FOH) manager. The FOH manager helps to collect tickets on the door and keeps an eye on the audience during the show (dealing with latecomers in the auditorium etc.). We like a company member to be part of this operation as it not only gives the company a clear overview of ticket sales but it also means our technical and box office teams have someone familiar with the show who can define when a show is ready to go up.

For 'one hander' shows then our teams will assist in the this, our technical teams will advise.

Production Offices

During the Festival, the daily running of our venues falls on the team of technicians on site. When not in the theatres, they hang out in our Production Offices so you always know where to find someone for advice or to answer a technical question. Further details about the Production Offices including contact information will be sent out nearer the time and will be available from the venue.

Consumables Shop

We can sell you technical sundries such as flame check solution, tapes and gels from a small stock we keep on site. It's not a fully-stocked theatrical supplier but can just get you out of a jam. Ask your technical team in the venue if you're caught short.

Technical rehearsals

Your company will be allocated time in your venue for a technical rehearsal. This is the first time you will have in the venue - when you'll meet your venue's technical team, bring in your props, set up your set, lights and sound, learn how to use our kit and plot your cues. The technical rehearsal also includes a briefing from our Technician on various health and safety aspects of performing with us.

We try our best to give you at least one-and-a-half times your slot length one or two days before your first performance, although please note that at extremely busy times (such as the start of the festival when we have a lot of companies to rehearse) we may have to squeeze the length a little or schedule them close to your first performance.

We will allocate rehearsals once our programme is finalised and will send you the details of your rehearsal in May. If there are particular time constraints (perhaps your company only arrives in Edinburgh the night before your first performance) then please let us know so we can accommodate you. We will invite you to send this information to us by email so keep an eye out in April/May for this, we really do try to accommodate everyone.

Filming Policy

We are happy to grant permission for companies to film their productions. This can range from a single camera in the audience to ambitious multi-camera rigs. Obviously, if you have a 5 minute changeover before your performance you shouldn't be hiring in a full video production.

Our production team must be contacted in advance of any filming with as much notice as is possible to give.

The Production Website, our online company portal

You will get access to our online portal, theSpaceUK's Production Website, around May/June when we have finalised the programmes in all our venues.

The Production Website lets you:

- Verify what information we hold about your company and your performance(s)
- Make changes to the information we hold about you
- See your sales history
- Download sales reports
- Submit further technical and company information to us as we request

Further information we will request

In the run up to the festival we will ask you for some specific information about your company and your show.

Company names:

We require a complete list of your company's members. This is so we can print your Space passes in advance of your technical rehearsal.

Fire safety information:

We need to collect some information about your show, props and set for inclusion in safety forms that need to be sent to the authorities.

In both of these cases the technical team will be in touch in May/June with full details on what's required and instructions on how to submit these through the Production Website.

Publicising your show at the festival

An important key to success at the Festival Fringe is generating interest in your production. While a certain number of audience will pick your show from a listings source, generally large audiences have to be worked for.

Your own press releases

You may wish to send a press release to media outlets. These can be incredibly effective, particularly if your show covers a challenging topic, is innovative in some way, etc.

A bit of advice on press releases follows:

- Try and keep these fairly brief, usually no more than a single side of A4 paper.
- Obvious one but do remember to add your website address if you have one - you'd be surprised how many companies forget this.
- List the show's time slot, the venue, the venue box office phone number and the Fringe Society box office number - again seems obvious but useful to have at hand if the journalist finds a point of interest on the release.
- Aim at show specific media - i.e.: if yours is about a newsworthy event, then focus on those publications that write about these issues.
- There is no point adding lots of info about the casts - simply name the characters and the actors - with a one line note if you wish. Lots of random info about actors just takes up space that usually isn't read.
- Put your flyer on the top of the press release, it gives colour and identity to the show - the reviewer will then remember the name and see the logo for the show. It helps to stick the show in the journalist's mind.

Most media will contact the company directly for more information. The vast majority of press tickets are organised through the Fringe Society box office who check accreditation, etc. If you wish to give out a venue contact address on your press releases then please use publicity@thespaceuk.com. Our Press Office collates copies of press releases from all our shows ready to send out to accredited media on request.

Fringe Society Media Lists

The Fringe Society offers a comprehensive list for all accredited media, both print and online. Do please check their website to download this: www.edfringe.com.

Company press contact

We will invite you to nominate a member of your company to act as press contact. We will hold their details on record and will direct any press enquiries directly to them.

Promoting your Show in Edinburgh - hints and caution

There is always lots of advice re this from lots of quarters - firstly the hints:

- Go through the festival programme and mark shows that you think might attract a similar audience genre to your show, flier these shows or even approach the show to see if a cross promotion is an option.
- Really do focus on spending as much time as possible promoting the show, an hour a day isn't enough, the city is very competitive, and those that work the hardest often reap the rewards. Simply standing outside your venue in costume an hour before the show goes up might do a little bit but you really need to live the show for your duration there, from cafe to pub to park bench you really need to push it to one and all.

- Think outside the box - free sweets, condoms, pens, lanyards are very much tried and tested as gimmicks to attract audiences - think about the show and how it is unique and try and entice audiences on the mile that way (tell us if you're planning to hand out a freebie at the venue, though, as sometimes we can't permit certain handouts especially food that requires preparation).
- Costume is a must for colourful shows as is music and dance if included, get into the mode.

And now the caution; In Edinburgh there are those who will try and make a quick few quid from companies. Be mindful of the following:

- Publications offering cheap adverts - these are very rarely worth the investment; there is often a reason for the cheap option. Feel free to ask us or indeed the Fringe Society if you are approached by any magazines or papers offering 'hard to believe' prices, however convincing they may seem. We will advise you on the best press platforms for your adverts. There are some very good outlets all of whom work closely with our press office and offer our companies special deals. We will send out an e-mail recommending these in April / May.
- Flyering Companies - Again do make your own enquiries; there are some reputable companies but also some dodgy ones - flyers have been known to end up in bins! We don't recommend using these teams, they simply hand flyers to anyone to get rid of them. Our view is that the company should hand these out - you have knowledge of the show and can sell it far better than a random person handing out several flyers in one handful.

theSpaceUK Press Office

As part of your venue package all our shows receive Press Office support both before and during the festival. This support is primarily in place to build, enhance, facilitate and to support media interest in your show.

What you can expect

April - Our Press Office team will request your press release. We will give you an outline of what you should include in the release and a deadline date for you to send us it to us.

May - We will publish our venue media release. This includes a link to all shows in our programme and is sent to both published and online industry, domestic and international media.

June/July - Our Press Office will start to manage and facilitate requests from the media and press agents interested in seeing your shows. We will be available to advise company press officers or PR agents on marketing techniques to sell your show and will pass on contact details of journalists upon request. We will also send a monthly marketing newsletter offering tips and techniques for selling your show.

August (at the festival) - Once the festival begins our Press Office operations move on-site in Edinburgh. The team here will be available on a daily basis to oversee and manage media requests for show tickets, photo-calls, interviews etc. They will also monitor and collate reviews for our shows and publicise these accordingly across our social media outlets and on our review boards mounted in each of our eight box offices. They will also write feature ideas and sell shows actively via social media and press releases.

Please note, the role of the Press Office is not one of a press agent or publicist for individual shows. We will advise the media of all shows in our programme, often identifying particular work that may be of interest to particular media outlets or journalists, and we will facilitate and manage media interest in our shows before and during the festival. But, whilst we do actively promote our shows, individual companies should undertake responsibility for their own shows' marketing and media relationships.

We are of course available anytime to assist companies in understanding and managing this role.

Contact

The Press Office can be contacted throughout the year:

- By e-mail at publicity@thespaceuk.com
- By telephone on [0845 557 7519](tel:08455577519).

Performing with theSpaceUK at the festival

Once you've made it to Edinburgh and completed your technical rehearsal, your next major milestone will be your first performance. Simply put, your company arrives at the venue in time for the start of your slot and performs your show. Our venues are extremely busy so there are some points to bear in mind.

Your booked slot

Your booking with theSpaceUK is for a "slot". This is a block of time during which the venue is yours, during which you will perform your show. We typically sell slots in week-long runs, although companies performing at the start of the festival may have preview performances. In the vast majority of cases your slot is the same time every day for that week.

Venue access

You must fit your get-in, performance and get-out into the slot you have booked. You should aim to arrive at the venue about 5 to 10 minutes before the start of your slot. Most of our venues share queuing space with members of the public who may be put off if there is a sea of companies hanging around.

Our venues run with back-to-back shows so we are unable to let anyone from your company into the venue outside of your booked slot times. In most venues set and prop storage is only accessible through the theatres so we advise if you may require props (perhaps for publicity) then you should take them away with you at the end of your performance.

The changeover

Once the previous show is finished and out of the theatre, our Venue Technicians will let you in. They will be on hand for the duration of the changeover and will ensure the lighting rig is set as you require it and that everything runs smoothly. Venue changeovers are very busy times indeed. Once you are ready to perform your FOH manager can admit your audience and your performance can begin.

Box office

Our box office will take care of selling tickets for your show. We work closely with the Fringe Society box office, through which tickets are also sold.

Importantly, you must not sell tickets yourself, or in any other way. If you wish to hand out complimentary or discounted tickets our box office must know about it in advance. Failure to follow this rule can, and has in the past, lead to oversold shows and therefore disappointed and frustrated customers.

Our venue box offices are always very busy environments with many thousands of people passing through during August. Please bear with the team if they are busy and you want to talk to them. Our box office managers have lots of experience and have all worked with us in Edinburgh before so they will be able to answer many of your queries and the box office are your first port of call for questions about tickets, reviews, posters, flyers etc. - feel free to ask them about pretty much anything.

Ticket proceeds we take by credit card will be paid to you in September. Contact Charles for more information.

Reserved tickets and special offers:

We are happy to facilitate these but we ask companies to speak to our teams to make sure they are across your intentions before you promise complimentary tickets or reduced ticket options.

Press reservations should be directed to our Press Office.

Space Passes

All company members will be entitled to see other shows performing in our spaces on a complimentary basis. We will issue each individual with a pass, the tech team will be asking you for a list of names for these passes and they will give you these during your technical rehearsals. There are a couple of rules we attach to the use of these:

- These are only valid if the show has not sold out. Paying customers get first option, unless you too wish to pay of course.
- Please wait at the back of the audience queue; we need to give the paying audience and reviewers the first option for seats. For some busy shows we may need to actively marshal the queue of SpacePass holders.
- These passes are for performers and crew only, please do not pass them to visiting friends or family - we have a trust factor here but the box office will be able to identify misuse and it's worth remembering how annoying it might be if people were misusing the facility to see your show.
- Please take care not to lose your pass as replacements will be charged.
- SpacePasses issued in previous years are not valid.

If any company does not wish to participate in this offer then please contact Charles directly.

Key Dates

Pre-production phase

February 7th	Fringe Society registration opens
February	First Fringe Society-registered shows go on sale via the Fringe Society website ⁺⁺⁺
March	Deadline for discounted Fringe Society registrations ⁺⁺⁺
April	Printed Fringe Society programme registration deadline ⁺⁺⁺
April	theSpaceUK's technical team sends welcome e-mails to all registered companies
1 May	Deadline for submission of press releases, and show information for shows not registered with the Fringe Society by this date [†]
1 May	Second venue payment deadline ⁺⁺
5 June	Tech rehearsals confirmed to companies
June	Fringe Society programme launch ⁺⁺⁺
June	Fringe Society box office opens for phone and counter sales ⁺⁺⁺
26 June	Deadline for companies to accept technical rehearsals [†]
30 June	Deadline for companies to verify show information [†]
30 June	Deadline for companies to submit poster designs for Correx poster boards [†]
1 July	Third and final venue payment deadline ⁺⁺
10 July	Deadline for submission of performance safety forms and copies of public liability insurance certificates [†]
25 July	Company members list due [†]

Festival phase

26 July	theSpaceUK's team moves to Edinburgh
1 August	Start of Week 0
3 August	Technical rehearsals begin
4 August	theSpaceUK venue box offices open at 0930
5 August	Official Festival Fringe opening
8 August	Start of Week 1
8-9 August	Promotional (promoted by the Fringe Society) '2 for 1' days ⁺⁺⁺
14 August	Meet the Press (6 PM)
15 August	Start of Week 2
21 August	Meet the Press (6 PM)
22 August	Start of Week 3
27 August	Last day of theSpaceUK's festival

[†] Companies can do this via our Production Website. We'll send further details in advance.

⁺⁺ Unless otherwise agreed with us.

⁺⁺⁺ Subject to confirmation from the Fringe Society for 2022. See their website for more accurate dates.

Useful links

theSpaceUK website

Information on us, our venues and (once our programme is released) details of all our shows:

<https://www.thespaceuk.com/>

theSpaceUK downloads

theSpaceUK's Production website: Venue technical information, administration of your show and performances, and useful downloads (including this handbook):

<https://production.thespaceuk.com>

Logos and banner designs for your posters and flyers:

<https://production.thespaceuk.com/publicity>

The Fringe Society

The Fringe Society has a wealth of information on its website including more information on media and marketing, advice on how to develop your show after the festival and practicalities such as insurance, music licensing and local suppliers:

<https://www.edfringe.com/take-part>

Printing Company

There are plenty of printing companies for you to choose from, but we work closely with The Fringe Shop (a festival-focussed printing service run by Out of Hand Ltd.) for all your poster and flyer printing needs:

<https://www.thefringeshop.co.uk/>

Miscellaneous

We recommend Wrightsure for insurance for your company while at the festival:

<http://www.performersinsurance.co.uk/fringe-festival>