



London Alternative Market

1st Sunday every month

Traders Information Pack

Venue opens 09:00 for traders
Doors open Midday till 6pm

Information issued on a strictly commercial in confidence basis not to be disclosed to any third parties without express permission
Stalls@LondonAlternativeMarket.com

Introduction

By Cosmic1

The London Alternative Market [LAM] was first considered as a venture in September 2005 following requests and suggestions from various stall holders, club-goers and acquaintances I met. When I began to investigate the feasibility of a new and different fetish market event in London, I quickly realized that it would have to be significantly different from anything previously offered.

The concept grew into a desire to create an event which would run in a venue with energy and atmosphere built in; one with changing attractions and demonstrations to keep the experience fresh and encourage people to keep coming back and recommend it to others. Above all, I wanted to create an event that was Community based, a truly **Alternative** market with an SM flavour which would both appeal to and welcome all areas of alternative lifestyles and be able to provide tangible support for the communities it attracts.

The LAM launched on Sunday March 5th, 2006, at an amazing venue located just opposite Clapham Junction Station. 360 guests attended, many of whom had never been to a fetish market before. The unique blend of shopping, education and social creates a supportive environment which has helped delivery amazing results from helping fund legal challenges to purchasing a wheelchair to help with someone's mobility.

Over the last 18 years LAM has grown both as an event but as a brand through collaborations with events like Erotica, Secret Garden Party and numerous fetish clubs and events. The ethos however has remained true to its community supporting aims while building a crew known for delivering at both regular monthly events as well as annual specials and as part of much larger events/festivals.

The event has a global reputation for being the place to come to shop for the best of toys and fetish fashion, which is reflected in the stalls we support. Trading at LAM acknowledges your roll in the community and signals our shared values.

We look forward to welcoming you to the London Alternative Market and hope that you have a profitable and enjoyable trading experience with us.

Regards,

David
Master Cosmic

Mission Statement

It is our aim to:

- Support the communities of which we are all a part by running events to raise charitable donations and support the many good causes
- Create a unique trading and socializing environment for the London Alternative lifestyle and fetish communities
- Put together enjoyable events which are fantastic value for money
- To showcase the finest craftsmanship and unique products available
- To help educate people about techniques and protocol to enhance their play
- Create a safe and welcoming environment for visitors and stall holders alike
- Maintain an event that grows and evolves with the alternative communities so that it remains fresh and exciting
- To run an event which utilizes scene suppliers wherever possible

LAM is known for being one of the most consistent events on the scene striving to ensure that we always deliver a first-class trader and guest experience. We supported our traders in 2020 with an online version of the event until we were allowed to run outdoor markets again. We invoke the LAM'ily ethos at our events, because we are stronger when we work together.

During the last 18 years we have built a strong reputation with the venue owner's community in London and other promoters to the point where we are often asked to collaborate on projects or to find suitable events for a venue.

We have raised and distributed over £45,000 for good causes, have helped numerous events with start-up resources and slowly but surely amassed one of the largest collections of dungeon furniture in the world with an excess of 60 pieces.

In short, we have delivered and exceeded on our promises and have shared the highs and lows as a supportive community and LAM'ily. We have seen the full gambit of births, deaths and marriages and yet continually seek new challenges and adapt to changes in the market.

What does the LAM offer?

- A real sense of community and the feeling that by participating in the event you are supporting the community and helping to ensure its future.
- An opportunity to showcase your products and have active and meaningful discussions with potential customers.
- Unique non-threatening and universally appealing branding which attracts curious and kinky people as well as more established scene players.
- Active online marketing campaigns using all the main UK fetish sites and forums including extensive banner exchanges + direct and event-based flyer distribution,
- Extensive social media advertising campaigns which can place your products in front of potential customers even when platforms have banned you from advertising directly.
- Advanced SEO rankings with many new businesses finding the LAM listing above their own sites.
- Free workshops at 2pm and 4pm to ensure early attendance, workshop speakers are usually picked from the stall holders to offer a unique sales opportunity.
- Competitive bar prices in relation to the local pubs and awesome menu.
- Active and mobile friendly website featuring:
 - Full stalls listing for each event
 - London centric calendar of events
- Professional and experienced crew to help you load in and out of the venue as well as assistance throughout the day.
- A crew that are capable of helping you optimize the development of a new product or concept and who are willing to take the time to help you grow all the different aspects of your business from e-commerce to online marketing.
- After market party run in house in a relaxed and social setting where you can stay to demonstrate your products or catch up with new friends.

Trading at LAM enables you to benefit from the hard work of other traders past and present. We expect traders to be mindful and respectful of this hard work and to not behave in a way that is disrespectful or disruptive to our legacy or to other traders. When interacting with guests, traders must maintain the Kink+ and Consent+ ethos of the event.

LAM expects all traders to engage in a minimum level of promotion which includes:

- Sharing and posting on the event listings on social media
- Sharing and tagging at least one picture taken at the event to social media
- Announcing special offers and new products in the event discussion threads
- Commenting on the events discussions and posts on social media
- Presenting or offering a presenter for at least 1 workshop per year

The promotion conducted should be at least equal to what you do for other events. Lack of engagement in social media could jeopardize your trading relationship with the event as our advertising strategy requires regular tags from accounts we don't control, so failure to engage limits the reach of adverts.

Venue

Our Venue is Currently Forge however we are actively looking for a larger venue

This Venue is an upmarket cocktails bar for the City crowd during the week, however on the first Sunday of every month it transforms into an ideal setting for the London Alternative Market. It has two floors for trading and socializing with the lower floor being transformed for the after party. Dining for guests is on the ground floor and operates 12 – 6pm.

Trading occurs on the ground floor and is spread through the rooms on the basement level. Loading is from 9am and all stalls MUST be set-up ready for the doors to open at 12.

The venue is loaded from the front using the main steps

The venue is no smoking and no vaping which must be done outside the venue.

Accommodation in the area is plentiful and can be found to match a range of budgets from hostels / B&B to 5-star Hotels.

Local on street parking, there are bays on Old Jewry, Trump St, and Gresham Street, which are free on Sundays and there are single yellow lines on Queen Street (please check signage)

For car parks there are two main choices, Saba Car Park 23 London Wall EC2V 5DY

£5 for all day parking and get the northern line to bank

<https://www.sabaparking.co.uk/en/car-park/london-wall-car-park>

Or

Minories Car Park 1 Shorter St, London E1 8LP, between £4.50 - £7.30 dependant on vehicle

Then the 15, 25 bus or the tube to monument use either city mapper or TFL apps for the best route

<https://www.cityoflondon.gov.uk/services/parking/car-parks/minories-car-park>

Traders Agreement: Terms of Trading

In order to trade at the market, you must agree to comply with the following terms:

- All traders are responsible for ensuring that their products are fit for sale and purpose and that they are not legally prohibited in the UK. You may not trade R18 rated materials at the market.
- Product must be priced the same or lower prices than any other retail channel to acknowledge the comply with the community ethos.
- Traders must ensure their products are displayed appropriately e.g. there is a legal requirement for knives to be displayed in a secure cabinet designed so that they can only be removed one at a time to show a customer.
- Traders must ensure that health and safety of all the guests is an absolute priority and to be careful to promote only safe and consensual play activities. If a product demonstration is required which would be out of place in a normal high street market, please seek the assistance of a member of LAM crew to find an appropriate area in the venue.
- Every trader agrees not to rent or sublet any part of their stall to another organization without written permission from the LAM team including selling stock which you do not own.
- Traders are responsible for ensuring they have adequate and appropriate legal protection for any equipment supplied, displayed or demonstrated from
- Traders agree that neither the LAM nor anyone connected with it accept any responsibility for the nature of goods offered for sale (or any subsequent consequences of such offer or sale) or for any losses that may be incurred.
- Traders are not permitted to sell materials which could be considered offensive on grounds of religious, racial or sexual orientation. This specifically includes authentic or reproduction military uniforms of the period 1939 to 1945.
- Traders agree to respect each other's trading areas at all times and to restrict sales activities to their own areas. Complaints between traders can be logged on the day at the LAM desk but will not be investigated/resolved on the spot unless it is trivial or a serious safety or legal nature. The LAM crew will always focus on keeping the event running smoothly.
- In the event of any disagreement the final decision on matters rests with the LAM event manager.
- Traders must agree to adhere to the social media post policies.

Pricing

Current prices are listed on the Traders Booking Form.
All fees must be paid before future bookings can be taken.

Prices start from £70 + VAT paid in advance [£80 + VAT if paid on the day before 11am]. Linear stalls such as grid wall will be calculated as if they were 1m deep.

Standard pitches are calculated on a 1 metre or 2 metre depth, larger stalls and stands can be accommodated but may incur a slightly higher price depending on the identified benefits of the location and/or increased trading area.

Special requirements such as power outlets must be identified at least 1 week prior to the event to ensure that requirements can be accommodated. The venue is well supplied for power needs but all stalls requiring power **MUST** bring their own 15 metre heavy duty extension cable and any necessary splitters.

Social Media Policy

LAM expects ALL traders to engage in a minimum level of promotion which includes:

- Sharing and posting on the event listings on social media
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- Commenting on the events discussions and posts on social media

The promotion conducted should be at least equal to what you do for other events. Lack of engagement in social media could jeopardize your trading relationship with the event as our advertising strategy requires regular tags from accounts we don't control, so failure to engage limits the reach of adverts.

For this reason, we require ALL stalls to have at a minimum a Fetlife and an Instagram account and to put these on the booking form

Please use our social media tags as listed below on all social media posts to ensure we can see it and cross post it. On Instagram try using collaboration posts wherever possible

Please ensure that you post as going to the events on our Fetlife posts

LAM has multiple social media accounts for you to interact with, they are:

- Fetlife [LonAltMarket](#)
- Facebook www.facebook.com/LondonAlternativeMarket/
- Instagram [@londonalternativemarket](#)
- X (twitter) [@LonAltMarket](#)
- Joyclub [london_alternative_market](#)

However, Fetlife and Instagram are the ones we encourage you to focus on first.

Do not wait until the day of the event to post your attendance as by that time it is too late. Try to start building up interest as soon as possible after an event for the next one, for instance by posting a thank you post and keep the momentum going throughout the month.

Feel free to use any images from either our Dropbox or our social media posts to promote yourselves

Should you need logo's these are in Dropbox or email
Stalls@LondonAlternativeMarket.com

Booking Information

To discuss your requirements or book pitches for a future LAM please contact Terry:
[Email: Stalls@LondonAlternativeMarket.com](mailto:Stalls@LondonAlternativeMarket.com)

Please complete the booking form via the link at the end of this document

Booking deadline is 1 week prior to the event and all fees MUST be paid with cleared funds prior to the doors opening at Midday.

Stalls wishing to remain in the same location MUST make payment no later than 1 week after the previous event to secure their location. Regular stalls may retain their priority booking option if no more than one LAM event is missed. This must be arranged explicitly in advance: failure to do so may result in the location being allocated to another trader.

Specified Pitch

Traders who wish to retain the pitch they used at the last LAM must advise the LAM in writing within 7 days of the previous market.

If no specific request is received, the LAM will allocate space on best efforts basis. It would be useful to identify preferred locations when booking, with at least 3 options in preference order

Trader Resources

We offer our traders various unique resources to help their business model, these include:

Active Traders Telegram Group,

This is open to all traders who are currently trading with us and allows them to swap ideas ask for help from other traders, as well as staying up to date with all that is happening in the world of LAM.

To access this group just install the telegram app on your smartphone and go to

<https://t.me/+DIMO9oWldRFmYWQ8>

LAM Events Chat,

This Telegram group is open to Traders, Crew and the general public and is more of a social group

<https://t.me/LonAltMarketChat>

Dropbox

Following the event any images taken by the official photographers will be available in the Dropbox

<https://qrco.de/bcp3M3>

Reminders

Please remember that this venue is inside the ULEZ and congestion zone, however due to recent changes the Congestion Charge is only applicable if you drive within the zone between 12:00-18:00 Sat-Sun and bank holidays, therefore, it should not impact any traders.

The ULEZ charge is still payable, and you can make your payments online at <https://tfl.gov.uk/>

London Alternative Market TRADERS BOOKING FORM

For Ease of Use we have transferred our booking form online to a google form

[Click Here](#) to go to the form

Or

Copy and paste this link

<https://forms.gle/sh2YurNnSMD3431HA>

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