



LONDON ALTERNATIVE MARKET (LAM)

Traders Information Pack 2026: Steel Yards Edition

Strictly Confidential – Commercial in Confidence

Event Overview

- **Schedule:** 1st Sunday of every month.
 - **Venue:** The Steel Yards, 13-16 Allhallows Lane, London, EC4R 3UE (Effective June 7th, 2026).
 - **Trader Access:** 09:00.
 - **Stall Setup Deadline:** All stalls must be fully set up by 11:45.
 - **Public Hours:** Midday to 6:00 PM.
 - **Afterparty:** 7pm-10:30pm
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Introduction & Ethos

Launched on March 5th, 2006, LAM was created to provide a community-based, alternative market with an SM flavour. Our mission is to support the alternative lifestyle and fetish communities through a unique blend of shopping, education, and social interaction.

Our Mission:

- **Community Support:** Raising over £45,000 for good causes and charities to date.
- **Quality & Craftsmanship:** Showcasing the finest unique products and craftsmanship.
- **Education:** Providing free workshops (2 PM and 4 PM) to enhance techniques and protocol.
- **Safety:** Maintaining a safe, welcoming, and "Consent+" environment for all.

Trader Benefits

- **Expert Marketing:** Active SEO, social media advertising, and banner exchanges to put your products in front of customers—even when platforms restrict direct ads.
- **On-Site Support:** A professional crew to assist with loading in/out and business growth optimization.
- **Global Reputation:** Trading at LAM signals shared community values and provides access to a globally recognized brand.
- **The After-Party:** A relaxed in-house social setting to demonstrate products or network.

Pricing & Booking

All Current table sizes and prices are listed on the Online Booking Form. Fees must be cleared before doors open at Midday.

Please note the venue tables are 210cm x 50cm

Stall Type	Dimensions	Price (Advance)
Small Table Space	4ft table (supplied)	£70 + VAT
Medium Table Space	7ft (venue table) or 6ft (own table)	£80 + VAT
Large Table Space	2 x 7ft (venue) or 2 x 6ft (own)	£120 + VAT
Linear / Gridwall	Per Metre (Min. 2m)	£42.50 + VAT

- **Payment:** A £10 + VAT surcharge applies if paid on the day of the event before 11 AM.
- **Chairs:** Not supplied; traders must bring their own.
- **Power:** Must be requested 1 week in advance; traders must bring heavy-duty extension cables.
- **Deadlines:** Booking deadline is 1 week prior to the event. Payment within 7 days of a previous event is required to secure the same pitch location.

Social Media & Promotion Policy

Active engagement is a requirement for trading. Failure to engage may jeopardize your trading relationship.

Minimum Requirements:

- **Platforms:** Must maintain active **FetLife** and **Instagram** accounts.
- **Engagement:** Share event listings, tag at least one event photo, and announce special offers in discussion threads.
- **Workshops:** Present or offer a speaker for at least one workshop per year.
- **Handles:** * **Instagram:** @londonalternativemarket
 - **FetLife:** LonAltMarket
 - **Facebook:** London Alternative Market & Afterparty
 - **X:** LonAltMarket

Terms of Trading (Summary)

- **Product Safety:** Traders are responsible for ensuring goods are fit for purpose and legal in the UK.
- **Restricted Items:** No R18 materials or offensive materials (religious, racial, or 1939-1945 military reproductions).
- **Ethos:** Prices must be equal to or lower than other retail channels to honour the community spirit.
- **Insurance:** Valid Public Liability Insurance is mandatory.
- **Trading Elsewhere:** Trading at another fetish event within 100 miles of LAM's location on the same weekend as LAM as well as trading at LAM is prohibited.
- **Venue Rules:** No smoking or vaping inside.

Logistics & Resources

- **Parking:** NCP Car Park Bell Wharf Lane (£45/day, 2-min walk) or Baynard House Car Park (£4.50–£8.10, 10-min walk).
- **Charges:** Inside ULEZ (chargeable) and Congestion Zone (only applicable Sat-Sun 12:00–18:00).
- **Telegram:** Join the **Active Traders Group** for help and updates: <https://t.me/+DIMO9oWldRFmYWQ8>.
- **Booking Form:** <https://forms.gle/R82GjXJQJ6bn9JW68>.

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