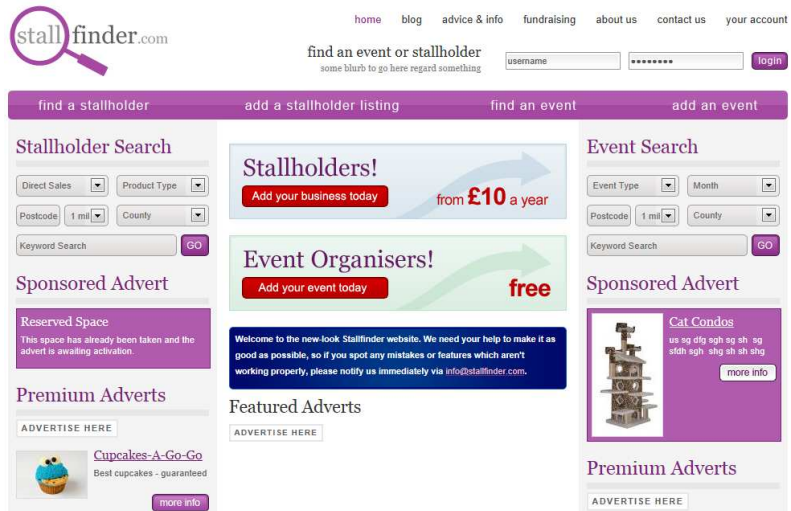




NEW WEBSITE LAUNCHING SOON

Welcome to the new Stallfinder website. The UK's one-stop shop for Stallholders, Event Organisers and Fundraising will shortly have a fresh new look, enhanced functionality and improvements requested by many users since Stallfinder first launched in 2008.

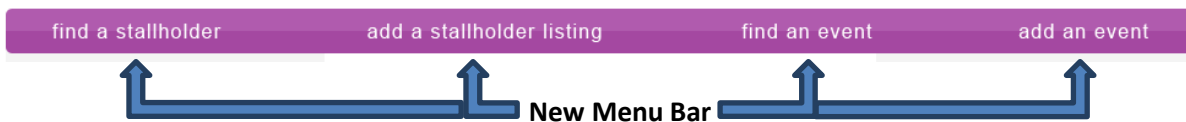
In this document, you'll find information on how to get the most out of the new site and what the changes mean for you.



What's New

Bright New Look and Feel

We've redesigned the site to put all the most important Stallfinder functions where you need them.



From here, you can quickly navigate to the four most frequently used areas of the site.



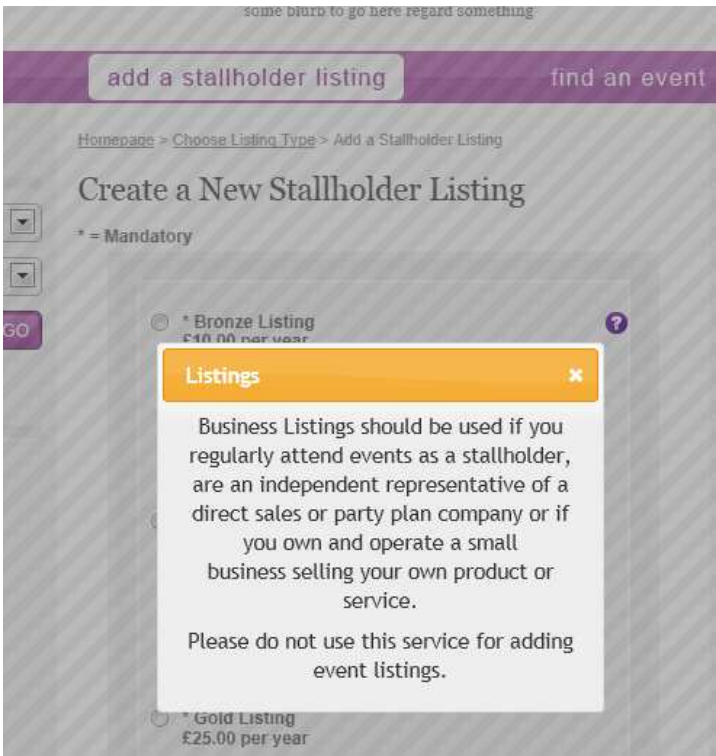
New Account Login Area

Get to your listings and events to add, edit and renew straight from any page.



New Search Boxes

Use any or all of the search functions to find exactly what you're looking for.



Tooltips

These useful helppoints are scattered all around the site to help answer lots of our most frequently-asked questions.


Just click on the question marks like this one  to pop up a window full of help and advice.

Image Gallery Function

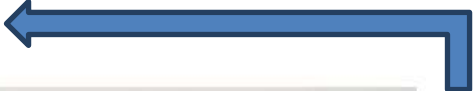
Whether you choose the 1, 3 or 5 image option, we hope you'll like the improved look and accessibility of our new image galleries.



Website: <http://www.cupcakesago.co.uk>
 Available For: Daytime Events, Sales or Services Enquiries
 Description: Best cupcakes - guaranteed



 Tweet  Like



Fully Integrated Facebook and Twitter

Visitors to your event or business listing can now Facebook Like and Twitter Tweet about your product, service or event in a single click.

New Products and Services

More Choice and Features in Stallholder Business Listings – Same Low Price!

We set our baseline listing price at £10 in 2008 and we've stayed committed to offering the lowest level of cost possible. However, it's been clear that our customers want more and are prepared to pay a little extra in order to get it. The main things people have requested from us have been:

- Can I appear in more than one county search?
- Can I have more than 3 images on my listing?
- Can I have another weblink on my listing?

With this in mind, we've created 3 new standard business listing products: Bronze, Silver and Gold.

Listing Product	Number of Counties	Number of Images	Number of Weblinks	Price for 1 Year
Bronze	1	1	1	£10.00
Silver	2	3	1	£17.50
Gold	3	5	2	£25.00

If you've already listed on Stallfinder, you will automatically be switched to the Silver package at no extra cost for the remaining period of your listing. When the time comes to renew, you'll be given the choice to stick with the Silver option, go back to paying £10 for the Bronze option or upgrade to the Gold option.

If you can't wait to benefit from the features the Gold option offers, you can upgrade from Silver at any time for only £7.50.

The screenshot shows a web form for adding event dates. At the top, it says: "You can add as many dates to your event as you would like below. However more can be added after the event has been placed." Below this is a purple button labeled "ADD NEW DATE". Underneath are two input fields: "Start Date [dd-mm-yyyy]" and "End Date [dd-mm-yyyy]". There are four rows of these date pairs, each with a "REMOVE" button to its right. The dates shown are 02-06-2012, 09-06-2012, 16-06-2012, and 23-06-2012. A date picker calendar is open, showing the month of June 2012. The calendar has a header with "Jun" and "2012". The days of the week are listed as Su, Mo, Tu, We, Th, Fr, Sa. The dates 27, 28, 29, 30, 31, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30 are visible. The date 23 is highlighted in yellow. At the bottom of the calendar is a blue button labeled "Done". Below the calendar, there is a note: "NOTE: If your event date the same as the 09/03/2012 - End Date". At the bottom of the form, there is a section titled "How did you hear about us" with a text input field. At the very bottom left, the word "Images" is partially visible.

Events with Multiple Dates

Another key commitment we made at the launch of Stallfinder was to keep Event advertising free in order to support the fundraising community and bring as many events to the eyes of our paying customers as possible. We're now processing many thousands of events every year and we've made a big investment in the Stallfinder website to help us to cope with this workload.

Historically, when event organisers had events with multiple dates, e.g. weekly or monthly fairs and markets, we've offered to create the follow-on dates for you. We've now created a tool that allows event organisers to do this for themselves, quickly and easily. In turn, this will give us extra time to process event listings more quickly so that our Stallholders get to see them as soon as possible.

More Advertising Options

Many users of Stallfinder are familiar with seeing permanent listings placed down the sides of the page (our Premium Listings) and large listings in the centre of the homepage (our Featured Listings).

In the new-look site, we're extending these Premium options to every page of the site, often at a much lower cost than you'll have seen before. We're also extending all these services to event organisers and third-party businesses that want to advertise to Stallfinder users. Third-party business advertisers no longer even need a business or event listing to take advantage of this service.

There are now 3 types of these adverts:

The screenshot shows the Stallfinder.com homepage with a navigation bar at the top containing links for home, blog, advice & info, fundraising, about us, contact us, and your account. Below the navigation bar is a search bar for finding an event or stallholder, with a login button. The main content area is divided into three columns. The left column features a 'Stallholder Search' section with filters for Direct Sales, Product Type, Postcode, and County, and a 'Sponsored Advert' for 'Reserved Space'. The middle column has a 'Stallholders!' banner for £10 a year, an 'Event Organisers!' banner for free, a welcome message for the new-look website, and a 'Featured Adverts' section for 'Farmers Market - Nuneaton'. The right column includes an 'Event Search' section with filters for Event Type, Month, Postcode, and County, a 'Sponsored Advert' for 'Cat Condos', and a 'Premium Adverts' section.

Premium Adverts

These adverts sit on the sidebar of the page you choose, boosting the profile of your listing, event or third-party business. Prices now start from only £5 per month.

Featured Adverts

Holding pride-of-place in the centre of the Stallfinder homepage, these adverts push your listing or business in front of thousands of Stallfinder users every single day.

Sponsored Adverts

Is there a page that you know is going to get exactly the sort of traffic that your listing will appeal to? You can pay to appear at the top of that page every time visitors view it, giving your event or business a huge rise in profile.

Faster Site, Better Service

21st Century Service Provision

Stallfinder is twice as big in 2012 as it was in 2011. We expect it to double again in terms of customers and traffic every year for the foreseeable future. To cope with that sort of growth, we have selected a “cloud” server solution which can grow with the site in a totally flexible fashion. What does this mean for you as a user? Basically, you can be assured that no matter how popular the site gets, we can scale the storage and bandwidth to match so that the site continues to run quickly, 24 hours a day, 365 days a year.

A Stable Platform

The internet is constantly changing and a website needs to adapt to the latest browsers, devices and security threats. That makes keeping a website stable and functional a constant challenge. Up until now, being part of a template-based site meant additional changes and updates which were untested for Stallfinder’s specific needs and beyond our control.

Moving to a fully custom site on a cloud server means we can have full confidence that the site won’t suddenly encounter bugs and problems caused by other sites. That means that you as an advertiser can have great confidence in your advert being present and functional as near to 100% of the time as possible.



A Stallfinder Site Exactly How You Want It

The first Stallfinder site was an adapted version of a template website and shared server space with other adaptations of the same template for other sites. While that was a good solution to get Stallfinder up and running quickly in the early days, our site has now outgrown the capabilities of this solution and we needed to invest in a dedicated, flexible and efficient infrastructure for Stallfinder’s future.



We engaged Edge of the Web’s dynamic and responsive web developers to rebuild Stallfinder from the bottom up to give visitors the best possible user experience. Everything about the site is now under our control, so if you see

something that you don’t like or doesn’t make sense, please let us know and we may factor it into our continuous improvement plans as Stallfinder evolves over the coming years.