



Stallfinder's New Products and Services for 2014

What it Means for You

Stallfinder has announced a range of new products and services to enhance our offering to our customers. This guide will help you understand what this means for you as a user of Stallfinder.com. To start, it's important to note that the three main pillars of what we do are exactly the same:

- You can still **advertise your events for free**, just as always
- You can still **advertise your stallholder business for only £10 a year**, with the same excellent standard of listing you've always received
- You can still browse the site for events and stallholders - **search for free and without membership**

What we're now offering are some new features that have been requested by our customers since our last major redesign in 2012. Read on to find out more about these features and what they mean for you.



Event Alerts

Gold and Platinum Listings allow you to be the first to know when a new Event Listing is added to Stallfinder. We'll e-mail you either immediately, each day or each week to alert you that there are new events happening in one of up to ten counties that you choose.



Tess Brooker - Independent Phoenix Trader

Company: Independent Phoenix Trader
Contact: Tess Brooker
County: Oxfordshire

[more info](#)



Chocolate Courses

Company: Artisan Chocolate Workshop
Contact: Mustapha Bazout
County: East Sussex

[more info](#)



Anjoe - Unusual Gifts, Crafts & Beads

Company: Anjoe - Gifts, Crafts and Beads
Contact: Alison
Counties: Bristol, Gloucestershire, Somerset

[more info](#)

Gold



Vertue Handbags, Purses & Accessories

Company: VERTUE
Contact: Claire James
County: Cambridgeshire

[more info](#)

Boosted Search

Your Gold or Platinum Listing will be highlighted like this (left) in the search results and will be selected from all Gold and Platinum Listings to appear at the top of relevant search results on a randomised basis. This feature is also enabled on Event Listings from Events Plus account holders.

More Weblinks

Silver Listings go from having 1 to 2 links, and Gold goes from 2 to 3.

Automatic Premium Advert

Your Platinum Listing will automatically appear as a Premium Advert worth £80 a year on a Find A Stallholder / Browse By County page according to the first county of the three available in your listing.

Events Plus

An enhanced account for event organisers that provides a range of special features including AutoTweet, Priority Approval, Enhanced Listings, Boosted Search and an automatic Premium Advert.

- **AutoTweet** - Your Event Listing will be Tweeted by @Stallfinder to our many thousands of followers as soon as it is approved.
- **Priority Approval** - Our policy is to approve all paid-for listings and adverts first, including event listings added by Events Plus account holders.
- **Enhanced Listings** - Each of your Event Listings can now have up to three images and two weblinks.

The next four pages should answer most questions you have, but we're here to help. Just drop us a line at info@stallfinder.com and we'll get back to you quickly and in person.



Stallholders

Listing Product	Bronze	Silver	Gold	Platinum
Price for 1 Year	£10.00	£17.50	£25.00	£95.00
Number of Counties	1	2	3	3
Number of Images	1	3	5	5
Number of Weblinks	1	2	3	3
Event Alerts	x	x	✓	✓
Boosted Search	x	x	✓	✓
Premium Advert	x	x	x	✓

If you have a Bronze Stallholder Business Listing (£10 a year)

1. If you're happy with this, you don't need to do anything and you'll get exactly the same service as usual.
2. If you'd like to benefit from any of the extra features available in our Silver, Gold or Platinum Listing packages, you can upgrade your listing at any time via your Stallfinder Account screen. Just log in and click the **UPGRADE** button next to the listing you want to upgrade. Your listing will benefit from all the extra features for the remainder of your annual listing period.

Upgrade Bronze to Silver £7.50
 Upgrade Bronze to Platinum £85.00

Upgrade Bronze to Gold £15.00



If you have a Silver Stallholder Business Listing (£17.50 a year)

1. If you're happy with this, you don't need to do anything and you'll get exactly the same service, plus you'll get a free extra weblink. To add in your second weblink, just log into your account and click the [VIEW/EDIT](#) button next to your listing title.
2. If you'd like to benefit from any of the extra features available in our Gold or Platinum Listing packages, you can upgrade your listing at any time via your Stallfinder Account screen. Just log in and click the [UPGRADE](#) button next to the listing you want to upgrade. Your listing will benefit from all the extra features for the remainder of your annual listing period.

Upgrade Silver to Gold £7.50 Upgrade Silver to Platinum £77.50

If you have a Gold Stallholder Business Listing (£25.00 a year)

1. If you're happy with
2. this, you don't need to do anything and you'll get exactly the same service, plus you'll get a free extra weblink, Boosted Search and Event Alerts.
 - a. To add in your second weblink, just log into your account and click the [VIEW/EDIT](#) button next to your listing title.
 - b. To configure your Event Alerts, log into your account and click the [event alerts](#) link on the small purple menu bar. You can select up to 10 counties and the frequency that you'll receive e-mails. If you do nothing, you won't receive any alerts.
3. If you'd like to also have an Automatic Premium Advert, which creates a Premium Advert from your Listing's first chosen county, you can upgrade your listing to Platinum at any time via your Stallfinder Account screen. Just log in and click the [UPGRADE](#) button next to the listing you want to upgrade. You will then receive a Premium Advert in the Browse by County part of Stallfinder for the remainder of your annual listing period.

Upgrade Gold to Platinum £70.00

If you have no Stallholder Business Listing

1. If you just want to carry on searching the site for events, it's still totally free to do so
2. If you want to receive Event Alerts but don't want to publicise yourself on the web, you can take out a Gold Stallholder Business Listing for £25 a year and Hide it from public view. This can be controlled within your Stallfinder Account Overview screen.



Event Organisers

Your Stallholder account is now called Events Standard. You don't need to do anything and you'll continue to receive exactly the same service as you've always done. However, we have some new features we think you might like and these are included for organisers who choose to upgrade their account to Events Plus.

Event Account Type	Events Standard	Events Plus
Price for 1 Year	Free	£100
Images per Event Listing	1	3
Weblinks per Event Listing	1	2
Priority Approval	x	✓
AutoTweet Your Listings	x	✓
Boosted Search	x	✓
Premium Advert	x	✓

Upgrading your account couldn't be simpler. Just log into your Stallfinder account and you'll see a new button above your Event Listings

Event Listings

UPGRADE TO AN EVENTS PLUS ACCOUNT

Simply click this purple button to be taken to our secure payment page. After that:

- All your Event Listings will be able to be edited to include extra images and weblinks
- Any new Event Listings you add and any changes you make will be approved by us before those added from Events Standard accounts.
- Any time you add a new Event Listing or a set of new dates to an existing Listing, we'll instantly send out a tweet from the Stallfinder Twitter account. That's currently around 25,000 followers who'll learn about your event.



Crafts, Gifts & Food Fair at Capesthorne
 Venue: Capesthorne Hall
 County: Cheshire
 Start Date: 04-10-2014
 End Date: 05-10-2014

PLUS


[more info](#)

- All your Events will get the Events Plus Boosted Search look to make them stand out in our search results and could be selected to appear right at the top of any relevant searches (see left)



Bourne Summer Carnival
 Venue: Bourne Summer Carnival
 County: Lincolnshire
 Start Date: 23-04-2014
 End Date: 29-06-2014

[more info](#)




Hugs for Henry Shopaholic Fashion Show

- You'll be able to set up the Premium Advert that comes as part of your Events Plus account package. Simply click the [events plus advert](#) link on the small purple menu bar in your Stallfinder account and choose which of your existing listings will appear as a Premium Advert. As soon as that event is over, our system will automatically select the next available Event Listing in your account. You can control which Event Listing is used at any time.

Premium Adverts

ADVERTISE HERE



[Craft and Gift Fair - St Helens](#)
 A Craft and Gift Marquee in Church Square, St.Helens, Merseyside. Craft...
 Start Date: 04-11-2014

[more info](#)

ADVERTISE HERE