

Fringe Marketplace

Artist and company criteria for submission



Fringe Marketplace is a platform to showcase professional, ready-to-tour work presenting at the festival to national and international programmers and presenters, agents and screen industry. Participants submitting shows should have experience in touring and developing work beyond the Fringe and be prepared to provide detailed information on their touring and development ambitions, touring requirements and / or rightsholder specifics. We recommend you consider carefully whether to submit your show to Fringe Marketplace, as it might not be the opportunity that's right for you this year. For information on other avenues of service and support available see our [artists' guides](#).

Your submission will be reviewed on the below criteria, so we ask that you consider them carefully before you submit (you will need to answer yes to question 1 and at least four other questions to proceed).

1. Are you a professional company? If you identify as amateur, student or semi-professional then submitting to Fringe Marketplace won't be the right opportunity for you this year. Get in touch with our Artist Development team to find the right opportunities for you and your company at artistadvice@edfringe.com.
2. Do you have clear objectives for showcasing your work on Fringe Marketplace? The platform is geared towards profiling work with strong onward potential so you should be prepared to describe:
 - how you intend to share your work
 - its suitability for an international marketplace
 - whether the material is appropriate for screen development and available for third-party licensing.

For further advice on defining objectives contact our Artist Development team at artistadvice@edfringe.com.

3. Have you or members of your company / production team had experience of developing work for screen and / or toured previously? If not, we would advise that you explore other development opportunities with our Artist Development team. You can contact them at artistadvice@edfringe.com and view relevant resources on [Fringe Connect](#).
4. Are you presenting a full-length finished show with the right production potential for onward development?
5. Do you have the appropriate digital assets and marketing collateral to platform your show in the right way to presenters / programmers? Please note, these will also be essential for engaging audiences if you're planning to tour post-festival.
6. Are you able to provide comprehensive details to support sale of your work eg performance fees (the recommendation is to quote any associated touring costs you expect to be covered by presenters including flights, per diems, accommodation, transfers, royalties and freight costs), number of people on the road, get in/out times, basic technical needs, availability. For screen development, this will include rights availability and any applicable content clearance requirements.
7. Do you have existing reviews or industry endorsements that will support sale of your show to industry, and help identify which audiences your work might appeal to?