Balance of Trade Policy

Introduction to Policy:

LSD Promotions is committed to ensuring that equal opportunity to trade is provided to all traders which means the Company does not offer trade line exclusivity on any of our markets or events.

The Company fully understands that your priority is to secure a pitch on a market / event to make income for your own business and our approach is to always work collaboratively with each trader to achieve this as far as is reasonably possible.

However, there are situations whereby we cannot accommodate every trader on a market / event and the purpose of this policy is to set out the procedure as to how these situations are managed in accordance with the Competition Act 1998.

The procedure:

1. Vetting

Once the trader applies to trade at an LSD Promotions market or event, each application is vetted. The vetting process involves the Customer Service and Management team to review applications on a date order basis. This means that traders who apply close to the release date will naturally be more likely to be accepted as it does work on a first come first served basis.

When considering whether to accept or reject an application, the following criteria is applied:

- Quality of product
- Presentation of proposed pitch
- Number of other traders selling similar products
- Previous conduct when working with LSD Promotions

In the event LSD Promotions are unable to offer you a pitch, it will be for one of the reasons highlighted above and you will receive written correspondence confirming the specific reason.

2. Competition of trade

As outlined within the vetting section, there are restrictions on the number of traders offering the same products that we can allow one specific market or event at each time, but equally, if your application is successful, it is likely that there will be a reasonable number of other traders selling similar products.

We aim to find the balance to ensure that no trader has exclusivity, whilst maintaining reasonable competition to ensure fairness for all traders. We do this by following the below guidelines as part of the vetting process:

Trader numbers at event	Maximum traders of similar product
1 – 30 traders	1 trader
31 – 60 traders	2 traders
61 – 90 traders	3 traders
91+	4-6 traders (dependent on size)

Please note, the above table is guidance and LSD Promotions does reserve the right to exercise discretion of trader numbers selling similar products at any market or event.

3. Completion of market / event

Following trading with LSD Promotions at any of our markets or events, this does not guarantee that you will secure a pitch with us at another event. Traders are required to apply for each specific event / market of interest and applications will be vetted on an individual basis for each market / event.