Step-by-step guide to taking part in the Edinburgh Fringe

Chat to our team at any point during this process via **artistadvice@edfringe.com**

Define your Fringe goals

It's important to know your Fringe goals from the get-go, as this will help structure your subsequent Fringe planning.

Why are you looking to bring a show to the Fringe this year?
What are you looking to get from the festival?

You can always chat to our team to help define these goals for your show – email **artistadvice@edfringe.com**.

Build your budget

Consider the **typical expenses** when building your budget. Download our **budgeting tool** to help build your budget. Take a look at other **ways to raise money** for your show including sponsorship and Crowdfunding.

Consider the cost of travel and accommodation in your budget.

Are you travelling from outside the UK?

Check: Do you need a **Visa or an Electronic Travel Authorisation (ETA)**?

If an ETA is needed, apply through **UK Visas and Immigration (UKVI)**.

If needed, apply for a **Standard Visitor Visa**.

The earliest you can apply for a Standard Visitor Visa is three months before you travel.

Find a venue and confirm your contract

Take a look through our **previous programmes** to find shows similar to your own, and see where they performed. Use our **Venue Search Tool** to filter venues and find venue contacts. Make a list of 7–10 venues suitable for your show and reach out to them to begin discussions.

Contact **artists@edfringe.com** if you'd like more advice on finding the right venue for you.

Register your show

Once you have a venue contract in place, you can register your show with us. Take a look at the up-to-date **registration prices and deadlines**.

You can email **registration@edfringe.com** with any questions or if you need extra assistance filling out the form.

Registration usually opens in January, with the early-bird deadline in March and printed programme deadline in April.

Check: Some venues will register your show with us for you. If you're not sure, clarify this process with your venue!

Request your **welcome letter** via the registration form.

Book accommodation and travel

It is up to you to book your travel and accommodation. Each year, we list affordable accommodation suppliers on our **artist accommodation portal**. Listings will go live early in the year, and you can keep up-to-date with these via the **artist newsletter**.

You're coming to the Fringe! What next?

The legalities

Familiarise yourself with the **Code of Conduct**, **Routes to Mediation**, and the **Formal Complaint Procedure**. Ensure you are following **copyright laws**.

Get insurance

Ensure you have Public Liability Insurance to cover your performances. You may also need Employers' Liability Insurance to cover anyone working for you. We have information about **types of insurance and how to obtain it** on our website.

Music licensing

Every registered Fringe show must complete a PPL PRS declaration form, regardless of whether it uses music or not. The form will be sent to you via email close to the start of August. The Fringe Society has an **arrangement with PPL PRS Ltd**, which simplifies the process and offers a lower tariff than you would pay at other events. If you have any questions, please **visit the FAQs** or email **music@edfringe.com**.

Marketing your show

Before you get started, it's important to know the answer to two key questions:

What is your show?
Whether you're distributing flyers on the street or posting about your show online, you'll have a very short time to grab people's attention, so make sure you're able to sum up your show in as few words as possible, and have them learned by heart in case someone asks you about it.

Who is it for?
Think carefully about your audience too – if you say your show is 'for everyone', that doesn't tell someone why they specifically might be interested. Tailor your pitch to appeal to the engaged, interested sort of audience you want at your show. Take a look at our online and in-person **marketing guides**. You can also contact the team via **artistadvice@edfringe.com** to discuss your ideas.

Get the show ready

Now that the admin is out of the way, you can prioritise rehearsing the show and preparing it for Fringe audiences. Check in with our team to help you hone back in on your Fringe goals.

Check: Make sure you know what time you need to be at your venue for your tech rehearsal and any other preparation work that has been agreed.

Arrive in Edinburgh

Remember to plan your time in Edinburgh!

Pop by and visit the team at **Fringe Central**, plan when you will market the show each day, and when you'll be warming up for the performance.

Sign up to any events that interest you, have a look at some other shows you'd like to check out, and remember to plan when you and your team will take a pause each day.

After the Fringe

You did it!

Take some time after the Fringe to rest and reflect on your goals. You can book a debrief session with the team and discuss your next steps. Maybe it's even time to start planning your return!