



# Registering a show in EdFringeware

## Contents

Things to know before starting

Getting started

- [Creating an organisation](#)
- [Creating a new show](#)

Show registration tabs

- [Show information](#)
- [Datelines and venues](#)
- [Payout and Fringe allocation](#)
- [Show accessibility](#)
- [Image](#)
- [Company information](#)
- [Media content](#)
- [People](#)

[FAQs](#)

## Things to know before starting

### Your venue

The one thing that you need to have in place before you start registering your show is a contract agreement with your venue. Also, it is important to check in with your venue to find out if they require you to register with the Fringe Society directly, or through the venue themselves.

If you have yet to secure a contract agreement, get in touch with [artists@edfringe.com](mailto:artists@edfringe.com) for guidance and resources on finding a venue.

### One show, one listing

We have a 'one show, one listing' policy, which means each listing should only be for one show, and each show should only have one listing with no need to differentiate between any individual performances.

If individual performances in your run are different in content, they will need to be registered as separate shows.

For example, if you are hosting a comedy showcase without needing to give a breakdown of each performance, this can exist on one listing. However, if you need to specify which artists are performing on which date, you will need to register separate listings. If you are unsure, please get in touch with us!

---

### Some tips:

1. Please do not start the form unless you have a venue contract/agreement in place.
2. Please allow 30 minutes to complete the form – this can vary depending on your show and what information you have ready.
3. We recommend having your venue contract/agreement open at the same time. Your venue may have requirements with times, prices, formatting, etc. Some venues will register the show for you so consult any information they've provided carefully.
4. If you are having any difficulty with the form, please contact [registration@edfringe.com](mailto:registration@edfringe.com) with the subject heading **Show Registration Support Request** and we can find an alternate route to register your show.

It is helpful to have the following ready before registering:

- A short version of your show description - 40 words (including your title).
- A long version of your show description - 100 words (including your title).
- Image for public listings - 343x343 pixel JPEG/PNG.
- Contact information for the main show representative.

## Getting started

We use a registration site called EdFringeware to manage all show and venue information.

If this is your first year on the Fringe, you can quickly set up an account by visiting [registration.edfringe.com](https://registration.edfringe.com) and hitting 'Click here to register'. If you've taken part previously, you can sign in as before.

### Creating an organisation

If you're new to EdFringeware, the first thing you'll need to do once you've signed in is create an organisation. You'll see this option in the menu on the left of the screen.

If you've registered before, any organisations you created in previous years will still be there, just go to 'My organisations' and check the details are up to date.

- **What is an organisation?**  
An organisation refers to the company, group or person with overall responsibility for producing the event. An organisation can take any form, including a corporation, private company, performance group or individual – so if you're doing your own show, this would be you!
- **What will this information be used for?**  
Our Registration team will use the contact details you provide here to communicate with you about registering your show, including show proofs that require approval and any additional questions we may have, right up until your show listing is fully approved. After your show listing is live on edfringe.com, our box office will use the Primary Show Contact for any communications.

Once you have entered your organisation information and saved it, you'll see your organisation homepage, with the following tabs near the top of your screen, under your address:

- **Dashboard** – displays how many shows you have in EdFringeware and what stage they're at.
- **Organisation** – where you can update your organisation information.
- **Bank details** – this is where you can enter your bank details if the payout from Fringe Box Office ticket sales will go directly to your organisation. If your organisation is not due to directly receive Fringe Box Office payouts – for example, they might go to your venue first – then please leave this section blank. If your show is free, you will not need to submit this information.  
Please note: If your organisation is receiving payout, you will need to input your bank details before your show can go on sale.

- **Shows** – this is where you can create new shows and manage the information for any shows you've started registering.
- **People** – if you would like to give anyone else permission to view or edit your shows or venues, you can add them here. We will still only contact the main organisation email when getting in touch regarding your registrations.

### Creating a new show

To create a show, go to the 'Shows' tab from your organisation homepage, and click on the green 'Create a show' button. This will bring up a box to enter your show name – **please enter the full show title exactly as you want it to appear in your show listing.**

Read and accept the terms and conditions, and you'll be ready to start creating your show.

---

## Show registration tabs

The show registration form looks similar to the previous page, with tabs along the top to work through. The green flags show you how many mandatory fields are still to be completed on each tab.

Always remember to save the tab! Click the green button at the top or bottom of each tab to do this before moving away.

Each question has a help bubble next to it with some more detail about the information we are asking for; you'll also be able to refer to this guide to help you through the process. If you still have questions, you can reach our Registration team on [registration@edfringe.com](mailto:registration@edfringe.com), or call (+44) 0131 226 0034.

---

## Show information

### Show information

The first tab is where you input all the information that describes your show. Look out for the help bubbles by each question; we've pulled out some key points below.

The Fringe online and print programmes adhere to the [Fringe Style Guide](#). We encourage you to have a look before entering your title and copy as it may affect your listing.

### Show name

After inputting your show name at the start of this process, you will see it at the top of this tab, **but you will not be able to edit it**. If you do need to make a change, please contact the team on [registration@edfringe.com](mailto:registration@edfringe.com).

Your show name here is exactly how it will appear in your print and online listing. It's the primary way audiences will search for your show. Please bear this in mind when formatting your title and consider title conventions for your genre/category. For example, most stand-up comics enter their titles as Name: Title (e.g. 'Stewart Lee: Snowflake') as audiences are more likely to search by a comedian's name. Consult the [2023 programme](#) for more guidance.

### Performer or performing company name

There is a 10-word limit for this field, and it will be searchable on edfringe.com. If you wish to indicate that you are part of a larger group or association at the Fringe, you can do this by adding a slash after your company name (eg company name / Free Festival). Our style guide requires spaces on either side of the slash so please consider this in your word count.

## Show website

Enter your show or company's website if you have one. Please note we can't link to any external ticketing sites here. There is additional space in the Media Content tab for links to additional social platforms, videos, etc.

## Genres

Your genre defines which section of the print programme your show will be listed in and can be used as a search filter online. When selecting a genre, bear in mind how audiences will search for shows and what type of show you will benefit from sitting alongside.

Subgenres give additional information to audiences and are also filterable on the website. Please don't select your main genre again as a subgenre, and make sure it accurately describes your show.

## Show listings

Here you should enter two sets of copy:

- one with a **40-word limit for print listings**
- one with a **100-word limit for your web listing** on edfringe.com.

Both limits also include your title (so if your show title is two words, you'll have 98 left for your web copy).

Take time to make sure you are happy with your copy before you submit it. This is a chance to sell your show to audiences, so tell them a bit about what to expect and feel free to include any review quotes or stars you've had for it before. Our team will proofread the copy to check for any errors and make sure it fits our [style guide](#).

**Please note:** it is not possible to have line breaks, bold typeface or other formatting in either the print or online copy. If you need to include accents or symbols, please discuss this with the Registration team and we'll do what we can.

If you have included a star rating, you may come across [s]\*[/s] at some point. This is a code added to print listings so they will format as stars when exported to print. Please do not edit these as the formatting is necessary for the print programme.

## Age range

Select the age range for your show. Consider who it is aimed at, the show content and any venue restrictions. For example, many Fringe venues are licensed bars, so can only host audiences who are 18+.

If you select anything above 12+, you'll be asked if this is a restriction (ie venue entry restrictions) or a guideline (ie due to show content).

If you selected 'Children's show' as your main genre, you will be asked to be more specific about the age range the show is aimed at (eg ages 1-3 or 7-10).

### Fringe Premiere

If your show is having its premiere at the Fringe, you can indicate this here. Please note, this field is for shows who are having their global premiere at the Fringe and are not just doing it at the Fringe for the first time.

### Music

Every registered Fringe show must fill in a PPL PRS declaration form (which we will send to you), whether it uses music or not – completing these questions helps us understand what information you may need from us. Saying yes at this stage does not bind you to any further charges or fees should your show change – it will just ensure you receive the appropriate forms before payout in September.

If you are unsure, you can find more information in our [music licensing guide](#) on [edfringe.com](http://edfringe.com), and our Artist Services team can help on [music@edfringe.com](mailto:music@edfringe.com).

### Audience reviews

Audiences can leave reviews for your show on [edfringe.com](http://edfringe.com). If you would prefer **not** to allow these reviews, you can opt out by clicking 'yes'.

You will be able to opt in again later if you wish. However, please be aware that if you choose to opt back out of audience reviews after your show listing is online, this will also remove any existing reviews and you will be unable to opt in again.

### Accessibility or potentially sensitive content

Please consider the content of your show and what information your audiences may need to know at the time of booking. You can select as many as apply; selecting 'More information' will bring up a box for anything else you feel is important.

### Performing opportunities

If your show is a mixed bill or includes opportunities for guest appearances by other Fringe performers, you can choose to include it in our performer opportunities listings by selecting 'yes'. If this is not relevant to your show, or you don't wish to be included in these listings, please select 'no'.

**Remember to save your tab before moving on!**

---

## Datelines and venues

This is where all your ticketing information is submitted, including performance venues, times and ticket prices. We've included some key tips below.

Remember, you can always check the help bubbles if you're not sure of a question, or contact our Registration team by emailing [registration@edfringe.com](mailto:registration@edfringe.com) or calling (+44) 0131 226 0034.

### Is your show ticketed?

**Free non-ticketed:** Click 'no' and save the tab.

**Ticketed (with either paid-for or free tickets):** Select 'yes' and a few more questions will appear regarding ticket offers.

**Media / Arts Industry tickets:** These complimentary tickets will be available for accredited members of the media or arts industry to book. The tickets are not ringfenced so will remain on general sale until either booked by media or bought by your audience.

**Community Ticketing Initiative:** If you would like to offer tickets for groups who would otherwise be unable to access the Fringe, then please select 'yes' and indicate how many tickets (per performance) you wish to allocate. These tickets are also not ringfenced.

### Pay What You Want / Pay What You Can

These two models are for in-person shows, where audiences can guarantee entry with a set-price ticket in advance or take a chance on the day if space is available. Audiences will then be asked for a donation at the end of the show. Please note that free shows are not compatible with this scheme. Selecting 'no' does not mean you cannot ask for donations at the venue.

**Pay What You Want** includes a set price band while **Pay What You Can** offers 4 price points. Shows using either model will need to select 'yes' to this question and set their prices in the Dateline wizard – Pay What You **Want** shows should use **General Allocation**, while Pay What You **Can** show should select **Pay What You Can**.

Shows following either model must have it approved with their venue.

**There is more to do before leaving this tab, so make sure you save the tab and then scroll down.**



## Datelines

Datelines inform us of the dates, times, pricing and location of your show.

Press the green 'create a dateline' button, which will bring up a pop-up box.

You need to **create a new dateline each time a detail about your performances or tickets changes.**

If you are performing at the same venue, same time, for the same price on each date, you'll just need one dateline. If some details change – for example your weekend dates are a different price or at a different time – you'll need to create a separate dateline for those performances.

If you have fewer than six performances a day, you can create a dateline for each performance. Any more than six, please email [registration@edfringe.com](mailto:registration@edfringe.com) with your times, dates, pricing and venue (including the space).

### Multiple performances

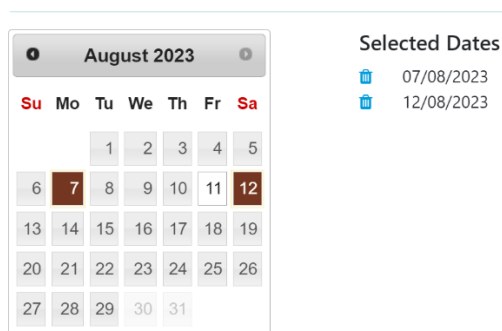
If your show/event takes place six or more times a day, register for each day the show takes place and afterwards contact [registration@edfringe.com](mailto:registration@edfringe.com) so the Registration team can build this into your listing. If your show is on fewer than six times a day, please create a new dateline for each performance start time.

## Date selection

To begin, select all the dates you are performing that have exactly the same details.

Please note: click on each date, not just the start and end of your run as you may be charged incorrectly.

### INCORRECT



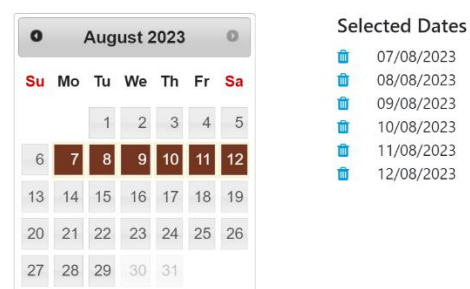
August 2023

Su	Mo	Tu	We	Th	Fr	Sa
		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	31		

Selected Dates

- 07/08/2023
- 12/08/2023

### CORRECT



August 2023

Su	Mo	Tu	We	Th	Fr	Sa
		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	31		

Selected Dates

- 07/08/2023
- 08/08/2023
- 09/08/2023
- 10/08/2023
- 11/08/2023
- 12/08/2023

Scroll down and click next.

## Preview performances

- Some shows have preview performances ahead of their run at a lower ticket price. If you are doing this, you'll need a separate dateline for these. Select 'yes' to 'Are these performances previews?' and select only the dates of the previews. You can then go on to create a separate dateline(s) for the main run.

## Venue

Select your venue (the main venue name) and space (the room or area within that venue) from the drop-down menus. (Tip: venues with 'the' at the start will come under 'T'.)

If the venue you're looking for does not appear, you should also get in touch with the team.

**Make sure you have a contract in place with your venue before you select it here.**

## Timings

Select your performance start time followed by the duration of your show (not your end time!). When you have completed these you'll see a line appear underneath to confirm your performance start and finish times – check this is correct before continuing.

**TIP:** We use a 24-hour clock, so make sure you're not accidentally putting a start time of 4am (04:00), instead of 4pm (16:00)!

**TIP:** The second question asks for the duration of the show, not the end time! Remember to check your show duration in your venue contract to ensure you have included set-up/takedown timings within your given slot.

**Fringe time:** Days at the Fringe run from 05:00 to 04:59 to better match when people are awake. This means that if a show starts at 1am, you should list it on the previous evening's date, rather than being on very early the next morning.

Think of it like an evening out – if you would head out on a Friday night to see some shows, one of which starts at 1am, that show will have the Friday's date on the ticket, so should be registered as such.

## Pricing

There are three options here: Free, General Admission and Pay What You Can.

If your show is free, select 'yes' and save your dateline.

If you have one price band, select General Admission. Concessions at the Fringe are applicable to students, the unemployed, customers with disabilities, over 65s and children under the age of 18. You also have the option to provide an additional concession price to certain groups if preferred. Leave the concession box blank if there is just one price for all.

**TIP:** The additional concession can be used to provide a further discount for any of the five groups OR you can move away from the normal concession and instead offer the discount to whichever of the groups you wish.

Get in touch with [registration@edfringe.com](mailto:registration@edfringe.com) if you have any questions around concession tickets. Click save, and your dateline will be complete. Repeat the steps above for additional datelines if required.

---

## Payout and Fringe allocation

Here, you can tell us how many of your tickets you'd like the Fringe Society to sell at the Fringe Box Office, and where we should send the payout from these sales.

The Payee is who we'll send the payout to from tickets sold through the Fringe Box Office. Please check your venue agreement carefully and ensure that you understand the terms and conditions you agreed to before completing this question. The payout will go to the bank account given in the relevant organisation.

As part of your registration with the Fringe Society, at least 25% of your show's tickets need to be sold through the Fringe Box Office, and you can increase this to a maximum of 100% as you wish. Any tickets not allocated to us will be available for you or your venue to sell independently. Move the sliding scale to increase the Fringe Box Office allocation if you wish. You will be able to increase or reduce the allocation (to a minimum of 25%) at any point (subject to remaining ticket availability) by getting in touch with our box office at [boxedits@edfringe.com](mailto:boxedits@edfringe.com).

**Remember to save your tab before moving on!**

---

## Show accessibility

This tab provides space to input details of any enhanced or relaxed performances of your show which have been adapted to make them more accessible. Offering these enhancements makes your show more inclusive and ensures that more people can enjoy your work.

Watch our [video on why making work accessible is important](#); our [guide to making your show accessible](#) will help you navigate how to do this.

### **Is your full show suitable for people who don't speak/hear English?**

If the entirety of the show can be enjoyed by those who cannot speak English or are part of the d/Deaf community, then please select 'yes'. This information will be publicly available.

- **Signed performances** – You can hire BSL interpreters to translate or interpret your show from English for the benefit of audience members with hearing impairments.
- **Captioned performances** – Captioning displays dialogue, sound effects and off-stage noises in a text format, normally created by an operator, and can be beneficial for D/deaf or hard-of-hearing people, people with learning disabilities and those for whom English is not their first language.
- **Audio-described performances** – Audio description provides additional narration, normally live rather than an audio track, describing what is happening on the screen or stage during natural pauses in the audio or dialogue. This is provided for visually impaired people.
- **Touch tours** – Touch tours allow those with access requirements an opportunity to touch parts of the set, costumes or props involved in a show ahead of the performance and can be useful for blind and visually impaired people, autistic people and those with learning difficulties.
- **Relaxed performances** – Relaxed performances, sometimes referred to as sensory friendly or autism-friendly performances, are designed to make the experience of visiting venues and seeing a show more comfortable and fulfilling for a range of people. This includes autistic people, those with mental health conditions, neurological conditions, chronic pain conditions, people with learning difficulties and very young children.

If you select 'yes' to any of these, a calendar will appear for you to select the performance dates in question, along with space for additional information. Please use this space to give us as much detail as you can. If you are yet to finalise some details, leave them blank for now and get in touch as soon as possible so we can update your show information.

Please note: it is important to consult your venue before committing to any enhanced performances and to ensure there are resources to adjust your space and staging. We are committed to ensuring customers who require enhanced performances have the information they need; we may not list accessible shows until we are satisfied all access requirements are being met.

**Remember to save your tab before moving on!**

---

## Image

The image you upload here will appear on your show listing on edfringe.com, and potentially in print listings.

Your image needs to fit the following requirements:

- Minimum 343 x 343 pixels
- 300dpi
- RGB or CMYK
- JPEGs recommended

We'd recommend you don't include too much text, or anything too intricate. The image will appear next to your show copy and performance details, so there is no need to include these in the image itself. For inspiration, you can take a look at the [2023 programme](#) to see the sort of thing that might help images stand out. Please ensure that you have the rights to your image before using it.

**Please note:** Once you upload the image, there are two more small steps to confirm the image so don't leave just yet.

EdFringeware converts uploaded images to export for print. This process sometimes distorts the colours of images as they appear on EdFringeware and in your proof. Don't worry – this will be corrected during the printing process and your image will appear as normal online.

**Remember to save your tab before moving on!**

---

## Company information

This tab asks for contacts details for those who will oversee various parts of your show. For each field, you can either search and select someone who already has a profile in EdFringeware, or manually input their contacts details. Always make sure you have the person's permission before selecting them.

### Primary show contact

This will be the person our box office gets in touch with regarding any ticketing information; this is also the only person we'll accept amendment requests from once your show is on sale. They should be directly involved in your production and, if the show is in person, be in Edinburgh throughout the run. If known, please provide their address and telephone details during their time in Edinburgh.

## Media contact

This should be the first point of contact for any media enquiries about your show before, during and after the Fringe. Their details will be given out to accredited journalists and other organisations that can provide useful support in the promotion of your show. Before providing their details here, make sure that your media contact is aware that journalists may approach them.

## Are you interested in further touring and professional opportunities for your show, following the Fringe?

By selecting 'yes', you will then be able to indicate what opportunities you are interested in. The Artist Services team will be in touch with the contacts provided to gather more information.

You'll also be able to express interest in submitting your show to Fringe Marketplace which is a platform that industry members can use to find/book/programme shows. More information can be found [here](#).

The final question of this section asks you to provide an email address for the author (or representative) of the work should any members of the screen industry wish to get in touch regarding further opportunities. This is not a mandatory question so if it doesn't apply, you can leave this blank.

## Communities and schools

The Fringe Society works closely with over 30 charities and communities across Edinburgh, all year round, to break down barriers that might prevent groups and individuals coming to the Fringe, in particular for those who wouldn't otherwise have the opportunity to experience the festival or arts in general. We also work with schools and colleges to champion creative learning and foster a lifelong passion for the arts among Scotland's young people.

Part of this work includes matching performing groups who have a suitable offering with local community groups and schools. If you think you have an offering which could work well for this purpose, please select 'yes'. Within this section, you can provide more information about your offering, if there is a price attached and when (relative to the festival) you are available to offer it.

Please note that this offer is not a financial/ticketing offer – rather we are trying to identify groups who would be able to engage with schools and communities.

If you have any questions, please get in touch with [learning@edfringe.com](mailto:learning@edfringe.com) (for work with schools) or [communities@edfringe.com](mailto:communities@edfringe.com) (for work with community groups and organisations).

## Company details

**Company Code of Conduct:** You can read the [Fringe Company Code of Conduct](#) on our website. It was developed through joint discussions between the Association of Independent Venue Producers and the Edinburgh Festival Fringe Society. It is not binding but is designed to be a statement of intent and commitment.

**Tax and immigration:** Please let us know if any individuals in your production are non-UK residents, so that we can assist with any tax or visa requirements for the Fringe.

**The company list:** This is where you can include information for everyone who will be taking part in your production, whether it be on or off-stage. The people added here will receive direct correspondence from the Fringe Society about support services offered, events and professional development, accommodation and a host of other benefits. You can also request welcome letters here, which can assist with entry to the UK and visa applications if you are attending from overseas.

**Remember to save your tab before moving on!**

---

## Media content

You can enter all your multimedia links here, which will pull through to your edfringe.com listing and appear underneath your show information. This gives potential audiences a chance to find out more about your show and company, so are great to include if you have them. You can see how these will look on your listing by clicking on the blue 'click here' box above the first field.

There are fields for a Twitter handle (or link), YouTube, Vimeo, Instagram, TikTok and Facebook URL links ([https://\\_\\_](https://__)), as well as spaces for links to three online reviews of your previous work (please include the link to an online review here, rather than the text of the review itself).

**TIP:** The YouTube link will need to be an individual video (not channels, homepages or playlists).

You can update this information after registration, so don't worry if you don't have it all ready yet.

**Remember to save your tab before moving on!**

---

## People

You can add anyone you'd like to be able to see your registration form here, such as other members of your company. They will be added as a 'read-only' contact, so won't be able to make any edits. You can search for existing EdFringeware users or add a new contact, and they will receive an email invitation to view your form.



## FAQs

### What is the Fringe's commission on ticket sales?

The Fringe takes 5% (plus VAT) from the sale of every ticket sold through its Box Office. Every ticketed show must allocate at least 25% of its tickets to the Fringe Box Office. You will set the number of tickets you wish to offer for sale through the Fringe Box Office on the Payout and Fringe Allocation page. There is no surcharge applied to free shows (ticketed or otherwise).

### When will the payout be issued?

The transfer of funds is typically processed no later than the end of September following a given festival.

### I can't edit any details on my form?

If you are unable to edit any details on your form, then it has been locked. The following messages may appear to the right of your show title:

- First Edit in Progress
- Second Edit in Progress

This means your registration form has been temporarily locked by the team while they proof your show. Please try again later, or if it is urgent email [registration@edfringe.com](mailto:registration@edfringe.com).

### When can I expect my show to go on sale?

We have certain on-sale dates (typically one a month) in which fully approved shows are listed online. These are preceded by sign-off dates by which you will need to approve your show following any edits made by our team. **Please note**, registering by these sign-off dates does not guarantee you a place in the on-sale. Please give our team a minimum of 10 days to get your show available for approval.

### I haven't finalised my show details yet – can I register with holding copy to secure my early-bird discount?

The Fringe have a strict no-holding-copy rule. Due to the volume of listings the team needs to turn around and confirm prior to on-sale dates and print publication, we need every show to be registered with all the essential fields completed. If a show is registered with holding copy, the listing may be cancelled and registration fees refunded.