Fringe guide to registering a show

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What’s new

Online shows
• We’re continually updating our digital infrastructure so we can support whichever online platforms best suit your work.
• We’ve developed Fringe Player to be a cost-effective and secure option for venues and artists to host their shows online; it’s available for all participants to use as part of their registration, if they wish. Fringe Player can be used for pre-recorded performances only – it does not support live-streamed or interactive performances.
• For all shows hosted on Fringe Player: we’ll send you a submission link to upload the video of your show to the Player once the show has been approved as ready to be publicly listed. One video per registration only.
• The Fringe Player and any venue’s online platform can be chosen as your venue in your datelines. If you wish to host your show on another online platform, get in touch with the team via registration@edfringe.com.
• We have added some new questions about online performances and included online options within subgenres. See this guide for more details, otherwise please complete the form as normal.

Fringe Marketplace
• We have added some additional questions to better help your work be found by the appropriate members of the arts industry through Fringe Marketplace, where relevant.

Accessibility and content warnings
• We have added ‘Covid safety measures’ as an option alongside content and access information for audiences, as well as a ‘More information’ box to give you space to provide more detail or tell us anything else you feel is important.

Multiple performances
• We have removed the multiple performances option from datelines. This was a function for any show that was taking place six or more times a day at regular intervals. If your show fits into this category, get in touch with the registration team and we can set it up for you. If your show is on fewer than six times a day, please create a new dateline for each performance start time.

One show, one listing
• We have a one show, one listing policy, which means that each listing should only be for one show, and each show should only have one listing.
• If you are performing your show both in-person and online, but all performances contain the same content and you do not need to differentiate between them in your copy, these should be included under the same registration, but will require separate datelines.
• If your performances are different in content (whether online or in-person), they will need to be registered separately.

The printed programme
• Due to the changing nature of events this year, the Fringe Society has made the decision to not print a programme for 2021. The full programme of shows will be available for audiences to peruse as usual on edfringe.com, allowing greater flexibility and removing the need for deadlines.
The registration process

1. Create your show!
2. Speak with venues and arrange a contract if applicable. Some venues will register your show with us directly, so make sure you check this before starting.
3. Fill out your registration form on Edfringeware.
4. At the end of the form, pay the applicable registration fee to register your show.
5. The Fringe Society team will check your form and make sure everything looks right and fits our style guide. We’ll then send you a proof (ie a draft version for you to sign off).
6. Check and approve your proof, or let us know if there is anything you would like to amend (if we make any amendments, we’ll create a new proof and send it to you for approval).
7. Once you’ve approved your proof, a copy will be sent to your venue for approval.
8. Following both company and venue approval, your show will be sent to our box office and uploaded to edfringe.com on the next available ‘on sale’ date.

What to have ready

There are a number of mandatory fields to complete in the form before you can register your show, so make sure you have the necessary information prepared. The main things you need to know are:

- Whether you need to register your show directly with the Fringe Society or if your venue does it for you (check your venue contract).
- Your show name.
- The performer or performing company name.
- Your show genre.
- Your show description:
  - 40 words (minus your show title) for any print listings.
  - 100 words (minus your show title) for your online listing.
- Whether your show is online or in-person (or both).
- If your show is ticketed or non-ticketed and the ticket price.
- Your performance dates, times and duration.
- Your venue and venue space / online platform.
- Whether you will have any enhanced or relaxed performances.

There’s lots of other information we’ll ask for too, and you can save the form as you go and come back to it if you need to. If some non-mandatory details are not yet finalised, these can be added after registration, for example your image and media links.
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 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’re 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.
- **Shows** – this is where you can create new shows and manage the information for any shows you’ve made a start on.
- **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 have this guide to help you through the process. If you still have questions, our Registration team are on hand, so get in touch on registration@edfringe.com, or call (+44) 0131 226 0034.

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.

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 won’t be able to edit it. If you do need to make a change, please get in touch with the team on registration@edfringe.com. Your show name here is exactly how it will appear in your show listing, so make sure it’s right.

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).

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 category your show will be listed under, and can be used as a filter on edfringe.com.

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 the show. New subgenres have been added this year for online shows: ‘online performance’, ‘livestream’ and ‘on demand’.
Online performances
If any of your performances are taking place online, please select ‘yes’ to this question. When you do, additional fields will appear for you to input the URL for your show (if you have one) and, for those using Fringe Player, a donation link (again, optional).

Please also tell us what sort of online show it will be, eg livestreamed, pre-recorded, interactive, on demand, etc. Select as many as apply and ‘More information’ will bring up an additional box to include anything else you feel is relevant. This helps us deliver your show listing as you would want it and makes sure this information is available for audiences.

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.

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).

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.

If you are unsure, you can find more information on PRS licensing in our music licensing guide on edfringe.com, and our Participants team can help on music@edfringe.com.
Audience reviews
Audiences can leave reviews for your show on 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 at a later date if you wish. However, please be aware that if you choose to opt back out of audience reviews after your show is online (which will also remove any existing reviews), 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, and selecting ‘More information’ will bring up a box for anything else you feel is important.

We have added ‘Covid safety measures’ as an option for you to indicate to audiences that these will be in place when attending your show. Please specify these measures by selecting ‘More information’ and giving detail in the text box provided.

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 or calling (+44) 0131 226 0034.

Is your show ticketed?
If your show is free non-ticketed, click ‘no’ and save the tab.

If it is ticketed (with either paid-for or free tickets), select ‘yes’ and a few more questions will appear regarding ticket offers. For the in-person ticket offers, just select ‘no’ if your show is online.

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

Pay What You Want
This is a model for in-person shows, where audiences can guarantee entry with a set-price ticket in advance, or enter the show without a ticket if space is available on the day. Audiences will then be asked for a donation at the end of the show.

Shows following this 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 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.

**Date selection**
To begin, select all the dates you are performing that have exactly the same details (click on each date, not just the start and end of your run). 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.

**Online performances**
- If your show is online, or you will have some online performances, select ‘yes’ here and complete the dateline for those online performances only. If you want to add any in-person performances, you’ll need to create a separate dateline for these.
- **On-demand performances:** If your show is on-demand, your dateline should include all the dates the show will be available to book and view. Select 00:00 as your start time and complete all other fields, including the performance duration as normal. Our box office will do the rest.

**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”.)

**Online venues:** If your show is online, you should select the platform you are hosting it on, for example the Fringe Player or your venue’s own platform. If you intend to use a third-party platform, please contact the team on registration@edfringe.com and they can advise.

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** following 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. For online shows, please remember start times should be in British Summer Time (BST).

TIP: We use a 24hr clock, so make sure you’re not accidently putting a start time of 4am, instead of 4pm!
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/take-down 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 of the 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**
If your show is free, select ‘yes’ and save your dateline. If there is a ticket price, select ‘no’ and complete the questions that pop up.

Concessions at the Fringe are applicable to students, the unemployed, customers with disabilities, senior citizens (over-65s and those over 60 with a UK state pension) 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.

Get in touch with 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.

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 up to 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.

We understand that for many online shows there will not be a limited capacity; please select 25% or higher for the benefit of the system.

*Remember to save your tab before moving on!*
Show accessibility
This tab provides space to input details of any enhanced or relaxed performances, which have been adapted to be made 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, and our guide to making your show accessible will help you navigate how to do this.

- **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.

**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 2019 programme to see the sort of thing that might help images stand out.

Remember to save your tab before moving on!

Company information

This tab asks for contacts details for those who will be in charge of 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.

Fringe Connect
An online space has been developed to help artists and industry connect and collaborate with each other. If you would like to hear more and be set up with a profile on Fringe Connect, select ‘yes’.

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 looking to monetise your show, or develop it further following the Fringe? Selecting ‘yes’ will allow you to give us some further information to help relevant arts industry to connect with you and your work through Fringe Marketplace.

If you select ‘no’, you’re still able to gain support and guidance from our artist development team. You can get in touch with them on artistadvice@edfringe.com.

Do you own the rights to your script?
If you are performing or adapting a work that is under copyright, you must get permission in writing from the author or their literary agent or publisher. You can read more copyright guidance in our take part guide. If you are performing a self-written show then you can select ‘yes’ as you will have your own permission!

Can your show be adapted between an online and a live performance?
Arts industry will be interested to know if your show can be adapted from online to in-person or vice versa. Selecting ‘yes’ will bring up a box to complete with more information about how this could be achieved.

Are you looking to tour?
If you select ‘yes’ you are stating that your show is tour-ready and available for industry to programme. As such, your information will be shared with professionals who accredit with our Arts Industry Office and have shown a proven ability to buy work. Selecting ‘yes’ will bring up a box for you to indicate which regions you are interested in touring in.

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 foster a lifelong passion for the arts among Scotland’s young people, and champion creative learning.

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’.

If you have any questions, please get in touch with learning@edfringe.com (for work with schools) or 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, YouTube or Vimeo link, Instagram account, TikTok link, Facebook page, Spotify account and several SoundCloud links, 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 review itself).

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 member 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 users of Edfringeware or add a new contact, and they will receive an email invitation to view your form.
2021 show registration fees

In recognition of the past year’s difficulties and to help Fringe participants make as strong a return as possible, we’ve removed the top registration fee rate for full-length runs and reduced the rates across all remaining tiers by 25% for 2021 only, with identical fees for online and in-person registration.

To make sure you are getting the most out of your registration fees, please check our website to see the full range of services and benefits that the Fringe Society offers to registered participants.

**Full run (six or more performances)**
£221.40 (£184.50 excluding VAT) – reduced from £295.20 (£246.00 excluding VAT)

**Limited run (three to five performances)**
£153.00 (£127.50 excluding VAT) – reduced from £204.00 (£170.00 excluding VAT)

**Limited run (one or two performances)**
£72.00 (£60.00 excluding VAT) – reduced from £96.00 (£80.00 excluding VAT)

We offer a staggered payment plan option available to those who would benefit from not having to pay the full fee due all at once. See if you are eligible for fee instalments on our website.

FAQs

**What is the Fringe’s commission on ticket sales?**
The Fringe takes 4% (plus VAT) from the sale of every ticket sold through its Box Office. Every ticketed show must allocate a minimum of 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. If the following messages 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 us on registration@edfringe.com.