Assembly Festival 2026

Information Pack for Performers

Assembly at the Edinburgh Festival Fringe
05 - 31 August 2026

assemblyfestival.com | @AssemblyFest

Welcome!

Assembly are proud to be the longest running and one of the most prestigious multi-venue operators at the Edinburgh Fringe, presenting shows at the world's greatest arts festival since we were first founded in 1981.

We're internationally renowned for the quality of our artistic programme, presenting large-scale productions and showcasing new talent. Our sites are visited by over a million people each year, and in 2025 we issued over 470,000 tickets across our 245 show programme.

This information pack is designed to give you an overview of what Assembly does and the wonderful selection of venues we have to offer.

We're thrilled that you're considering bringing a show to our stages. If you would like to perform with us in 2026, please read this pack fully before submitting an application.

In this pack

About Assembly Festival, The Edinburgh Festival Fringe and the Fringe Society 3

How we operate and what we offer 5

Scheduling | Box Office and Ticketing | Technical Equipment | Marketing and Press | Edfest.com

Financial and budgeting information 7

The Financial Deal | Upfront Costs | Minimum Theatre Facilities Fees | VAT (Value Added Tax) | The Foreign Entertainers Unit (FEU) and Withholding Tax | Merchandise Commission | Music Licensing | Complimentary Tickets | Costs Summary

2026 Timeline 11

Our Venues and spaces 12

Assembly Hall | | Assembly Rooms | Assembly George Square | Assembly Roxy | Assembly @ Dance Base

Additional Resources 17

* Please note that all information in this document is correct at time of publishing, Assembly reserves the right to make changes and all deals are subject to contract.

About Assembly Festival

"The jewel in the crown of the Fringe" (Scotsman)

Established in 1981 by Artistic Director William Burdett-Coutts, we currently operate across five locations in Edinburgh. Assembly Hall, George Square, Roxy and Dance Base are all in the centre of Edinburgh's Old Town, while the iconic Assembly Rooms building sits proudly on George Street in the heart of the New Town. Our George Square Gardens hub, which hosts the Edinburgh Folk and Food Festival at the end of July, continues to be one of the busiest sites during the Fringe. For our artists and those lucky enough to get a pass, our exclusive Club Bar offers a place to mingle with promoters, producers, programmers and journalists.

Our programme is curated which means that we select shows to ensure that we present a range and quality of work that will appeal to the festival audience. Companies want to work with us because of the care we take with programming, the specification and operation of our venues, many of which are in some of Edinburgh's most historic and prestigious buildings, and the fact we are respected by the media and presenters from around the world.

Every year our diverse, curated programme features exciting, emerging talent alongside some of the world's most respected performers and artistic institutions across all genres of performance. Break out shows and acts that have performed with us include Edinburgh Comedy Best Newcomer Award winner Urooj Ashfaq (2023), Edinburgh Comedy Award nominees Reuben Kaye (2024) and Jordan Gray (2022); Fringe First-winners JM Coetzee's Life & Times of Michael K (2023), Blue (2023) and Silkworm (2022), and the Stage award-winning Collapsible & Pops (both part of the Disruption series produced in collaboration with High Tide in 2019). Previous household names that have performed on our stages include Sir Ian McKellen, Simon Callow, Hannah Gadsby, Lin-Manuel Miranda, Suzy Eddie Izzard, Adam Hills, Dara O'Briain, Nish Kumar, Al Murray, Frank Skinner, Jason Byrne and a vast array of other top talent.

About the Edinburgh Festival Fringe and the Fringe Society

Since its inception in 1947, the Edinburgh Festival Fringe has grown to be the largest arts festival in the world, taking place every August. The founding and continuing principle of the Edinburgh Festival Fringe Society is to be an open-access arts event that accommodates anyone with a story to tell and a venue willing to host them

In 2025 the Fringe programme featured over 3,853 shows across all art forms. The Fringe Society provides information to participants, publishes the Fringe programme, operates an arts industry accreditation and ticketing platform, and runs a central box office. Please note that the Assembly programming team will register our artists with The Fringe Society on their behalf, there is no need to register through the Fringe Society's portal.

We asked a few of our Artists what it’s like performing with Assembly, and here’s what they had to say...

“It's been really a dream... It holds a really dear and near and dear part of our hearts. Assembly is really great.... Assembly was our number one choice. And for all the reasons that we had years ago, it's the same.”

“We've built a wonderful relationship year after year. We look forward to seeing the staff - the tech staff, programming staff, the front of house and ushers that have been here for years and year that we are happy to see again, and they take good care of us.”

“Amazing, you know. The team is always great... I think we're very lucky at Assembly Hall, especially just to have a crew that get us, know us. We have banter. We talk all the time.”

“We've had such a good time performing at Assembly. The venue staff we've got this year are unequivocally some of the best staff we've ever worked with. They are in good spirits, basically round the clock. We've met some awesome people - usually here at about 3 in the morning in the Assembly Club Bar”

“We've really enjoyed it, it's been fully professional, always willing to help. It's got a great brand, it's well known, the venues are great”

Image: Afrique en Cirque 2024

How we operate & what we offer

Assembly build, curate and manage all the performance spaces within our Festival hubs. We provide the following support to you and your team:

- Front of House staff
- Full Box Office services
- Marketing and press office
- Technical staff

Scheduling

We schedule up to ten shows per day in each venue, with shows running from around 10:00am until after midnight each day. Most shows in our programme will run for the full duration of the Festival and are typically 60 minutes long. Turnaround times between shows tend to be around 20 - 50 minutes from the end of one show until the beginning of the next (depending on venue size). It is important to keep these time constraints in mind when planning your staging.

Box Office and Ticketing

Our box office syncs live with that of the Fringe Society so that tickets will always be available across both sales platforms, We use the Red61 ticketing system (also sometimes referred to as VIA) to process all of our tickets. Tickets for Assembly shows may also be purchased in person from the box offices of Gilded Balloon, Pleasance, Underbelly, or any Edfest Venue box office, and at Edfest.com. We operate as your ticket agent, as well as managing the allocations for press and certain other complimentary tickets. You will receive your own box office login to track and monitor your sales, and book your own company comp tickets, once signed contracts have been returned and your deposit/registration invoice has been paid.

Technical Equipment

The technical specifications for each space outline what is provided within the venue - most of this is covered within the Minimum Theatre Facilities Fee with some exceptions. Tech specs can be downloaded from the 'Perform with Us' page of our website. Any additional equipment you require beyond these specs would need to be discussed and arranged with our technical team and will be recharged at settlement.

Additional equipment that we hire on behalf of our visiting companies includes radio mics, projectors and screens, any backline requirements and additional lighting equipment. Assembly receives a discount from its suppliers, and we try to share as many costs as we can among the other shows in each venue to reduce equipment costs whenever possible.

It is important to note that we have very limited rig and storage in each of the venues, and we will ask each company to complete a full technical questionnaire to make sure we can support each show to the highest possible standard.

Technical rehearsal slots take place in the week prior to the first date of the festival. All shows, especially large or technically complex shows, must arrive in Edinburgh early enough to give the companies and our team adequate time to install and rehearse all parts of each show prior to the first preview. Our advised arrival date will be stated in your contract. Remember, many of our venues may be hosting up to 10 shows all opening at the same time - if everyone arrives the day before the festival opens, we wouldn't be able to give each show even an hour to tech. The earlier you can be available to be in Edinburgh, the more time will likely be available to your team.

Image: Reuben Kaye 2024

Marketing and Press

Our in-house Press and Marketing teams are here to provide additional support to you in promoting your show. They will work with you to coordinate the issuing of press, promoter and promotional ticketing as well as assisting with marketing campaign support and advice.

As an Assembly show, you have access to support and advice from our in-house press and marketing teams as well as inclusion in our individual and collaborative campaigns. The marketing fee charged to companies (see page 10) helps to support this, and in 2025 the following was included:

- Access to our press and marketing teams for support and advice prior to and throughout the festival
- Access to our Communications Guide and regular newsletters to assist in planning your promotional activity
- Standard size inclusion in the Assembly Festival Mini-Guide (as per your venue allocation), distributed locally and across each Assembly hub in the lead up to and throughout the Fringe.
- Standard entry on the Assembly Festival website.
- Our investment in the Edfest.com campaign.
- Listings boards for all of our shows across Assembly's venue hubs.
- Inclusion in our Front of House exit flyering initiative

Edfest.com

2022 saw the launch of Edfest.com, an initiative which will continue into 2026. Edfest.com is a partnership between eight core venues at the Fringe (Assembly, Gilded Balloon, Pleasance, Underbelly, Zoo Venues, Summerhall, Just the Tonic and C Arts), collaborating to bring all shows at those venues into one space and make it easier for audiences to buy tickets to those shows, and for artists to manage their own show's listing.

The website allows companies to "claim their show" and continually update their information and add ticket offers, as well as encouraging audience reviews. The site also will be the central focus for ticket offers across the group of venues.

In 2024, Edfest launched the Love the Fringe membership scheme, which offers members exclusive discounts, free tickets and other perks.

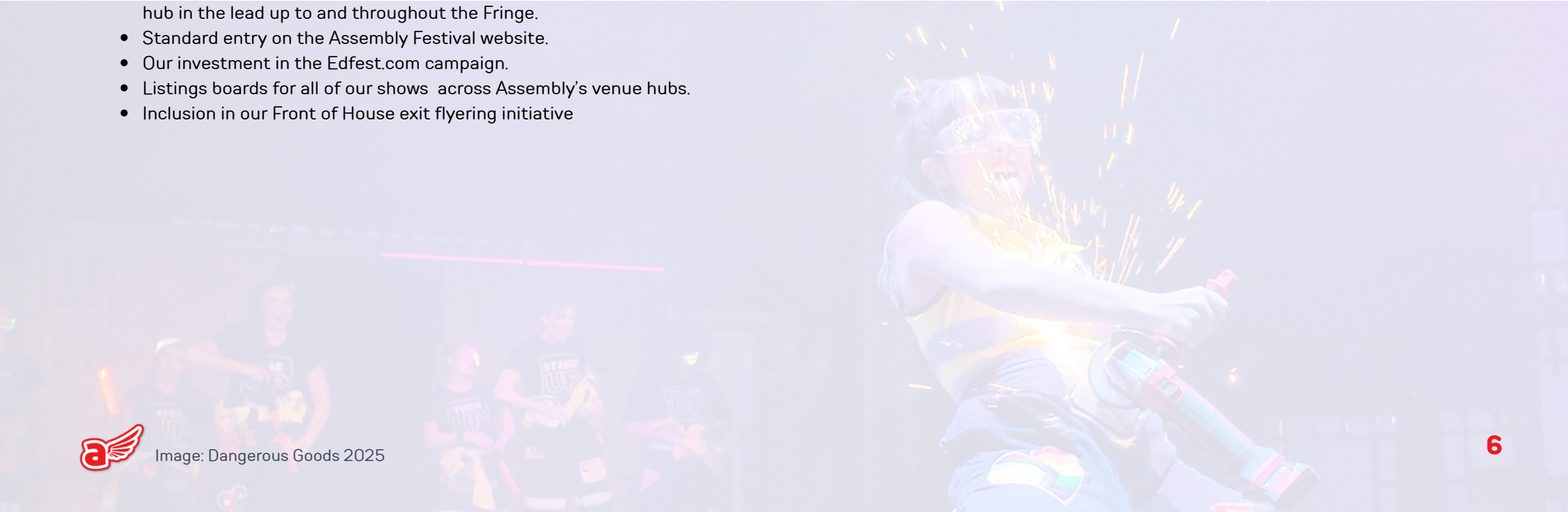


Image: Dangerous Goods 2025

Financial and budgeting information

The Financial Deal

Our standard deal for visiting companies is a charge for the use of the venue and the Assembly services, that is the higher of:
a) a 40% + VAT venue share of your Box Office Income; or
b) the Minimum Theatre Facilities Fee (MTFF)

Assembly's 40% + VAT share is calculated on your Gross Box Office Income if you are not UK VAT registered, and 40%+ VAT of your Box Office Income net of VAT if you are UK VAT registered. The MTFF varies by venue and time slot (see next page for 2026 MTFFs)

As an example, assuming you are not UK VAT registered and your MTFF is £2,000, if your Box Office Income is £6,000 then Assembly's 40% share is £2,400 + VAT as this is greater than the MTFF; if your Box Office Income is £4,000 then you will be billed for the MTFF of £2,000 + VAT as this is greater than a 40% share of Box Office Income.

Upfront costs

There are a few upfront costs that we will invoice you for at the point of registration (most other charges won't be invoiced for until settlement to assist with your cash flow). These upfront costs are:

- A 20% + VAT deposit of your MTFF (this will be returned to you at settlement)

- Fringe Society registration fee:
  - £96 + VAT for 1 or 2 performances
  - £170 + VAT for 3 – 5 performances
  - £246 + VAT for the Early Bird registration deadline (beginning of March) or
  - £328 + VAT for the final printed brochure registration deadline (beginning of April)

- Assembly marketing fee*:
  - £100 + VAT for 1-2 performances
  - £250 + VAT for 3-5 performances
  - £500 + VAT for 6+ performances

*These are the 2025 Fringe Marketing Fee rates, the 2026 rates will be confirmed shortly

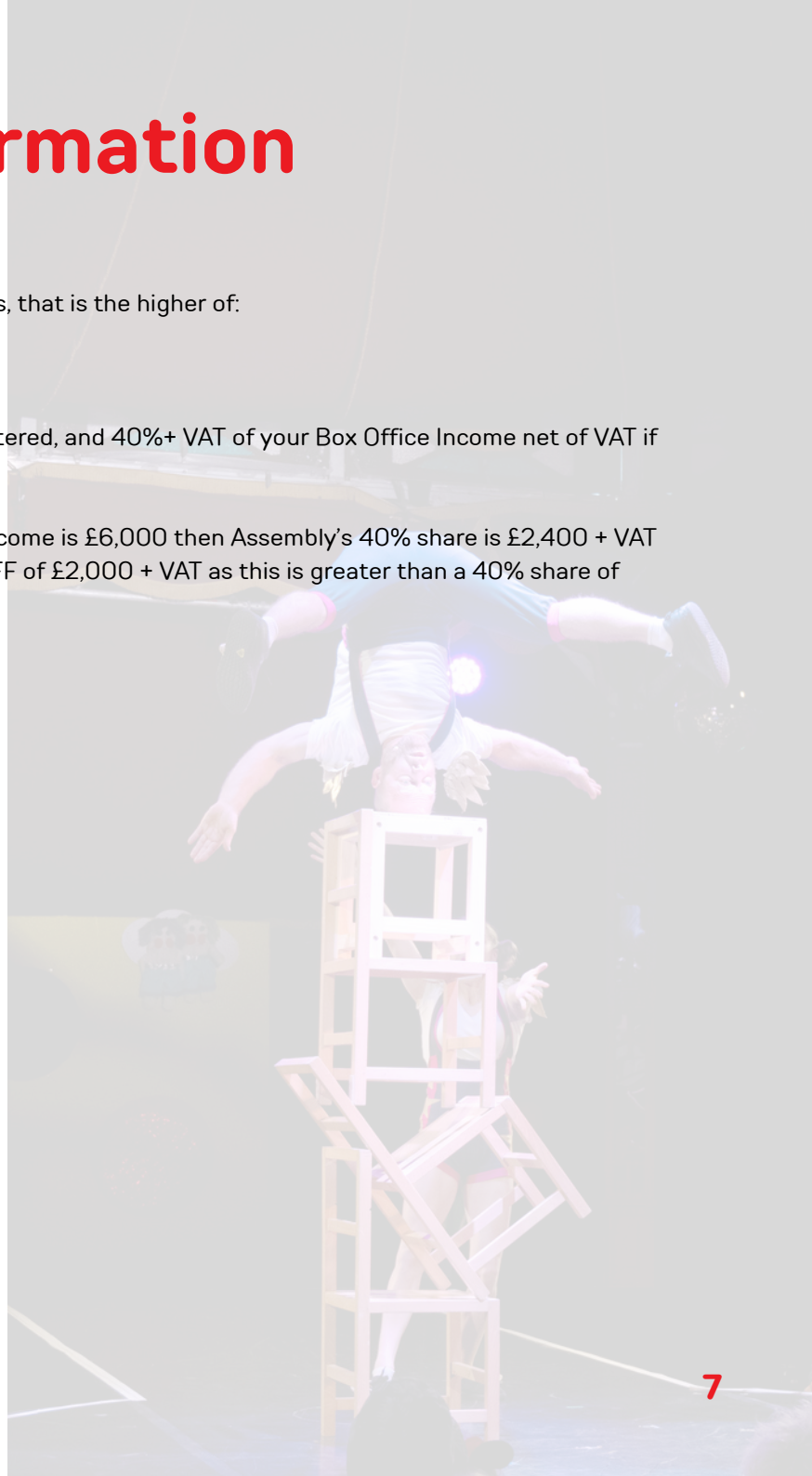


Image: Children are Stinky 2025

Minimum Theatre Facilities Fees (MTFFs)

The MTFF for each space is outlined below for shows up to 60 minutes long, performing for the full length of the Festival. We will pro rata the below figures for shorter runs or shows longer than 60 minutes. They are loosely based on your show achieving 30% capacity in venues with over 300 seats, and 25% capacity for venues with less than 300 seats. The MTFFs are lower in the mornings and afternoons to reflect the lower average ticket prices at those times of day.

VENUE	Capacity	10:00 – 11:59	12:00 – 16:59	17:00 – 21:59	22:00 – 01:00	VENUE	Capacity	10:00 – 11:59	12:00 – 16:59	17:00 – 21:59	22:00 – 01:00
Assembly Hall	**840***	£28,500	£38,500	£47,500	£44,500	**Underground**	**120***	£2,700	£3,700	£3,700	£3,100
Music Hall	**670**	£19,750	£25,000	£30,150	£28,750	**Drawing Room**	**104**	£2,290	£2,750	£2,750	£2,500
Gordon Aikman Theatre	**500**	£18,450	£20,540	£26,850	£22,540	**DB 3**	**92**	£2,495	£3,000	£3,000	£2,800
Palais Du Variété	**450***	£12,150	£20,050	£25,650	£22,155	**Studio Five**	**87**	£2,000	£2,290	£2,290	£2,075
Ballroom	**350**	£10,050	£13,250	£13,250	£11,850	**The Box**	**74**	£1,850	£2,290	£2,290	£1,850
Studio One	**288**	£9,900	£12,540	£12,540	£10,950	**Front Room**	**74**	£1,950	£2,080	£2,080	£1,850
Studio Three	**250**	£8,150	£9,250	£10,500	£9,250	**The Crate**	**74**	£1,850	£2,290	£2,290	£1,850
Central	**250**	£8,050	£9,050	£10,500	£9,250	**Roxyboxy**	**74**	£1,850	£2,290	£2,290	£1,850
Bijou	**220***	£4,710	£7,350	£7,350	£7,130	**DB 1**	**74**	£1,850	£2,290	£2,290	£1,850
Studio Two	**195**	£3,250	£4,850	£5,850	£5,200	**Studio Four**	**72**	£1,650	£2,080	£2,080	£1,835
Piccolo	**192**	£4,650	£6,840	£7,955	£7,130	**Downtstairs**	**60**	£1,650	£2,080	£2,080	£1,835
Upstairs	**168**	£3,250	£4,850	£5,850	£5,200	**Snug**	**50**	£1,500	£1,930	£1,930	£1,685

*Capacity may vary depending on seating layout, staging configuration or restricted view seating

Value Added Tax (VAT)

Assembly is a UK VAT registered company and are required to charge UK VAT on all services we provide. VAT is a service or sales tax charged at 20%. VAT is applied to Assembly's MTFF or share of box office, commissions, registration charges, technical charges, PRS and any other service we charge you for.

If your organisation is a registered business outside the UK, then no VAT will be charged on Assembly's services (you'll need to provide proof of your business registration for this to apply)

The Foreign Entertainers Unit (FEU) & Tax

Non-UK resident entertainers who perform in the UK fall within specific tax arrangements, and we are obliged to deduct withholding tax from payments in certain situations.

There is an individual income threshold of £12,570 for the tax year (April 25 - 26) before it's necessary to withhold tax for foreign entertainers - if your final pay-out from Assembly is likely to be less than that, and you're not performing elsewhere in the UK before April 26, we will not need to withhold tax. If your earnings are likely to exceed that amount for the 25/26 tax year, then you can submit an FEU8 form to apply for a reduction in tax withheld. You can find more information on tax for those not resident in the UK for tax purposes here.

Merchandise commission

Assembly charges 25% + VAT on all merchandise sales if our staff sells items on your behalf, 20% + VAT if your team sells but uses our card readers, and 15% + VAT if your team sells with your own equipment. We operate cashless sites, so only card payments can be taken for merchandise sales.

Music Licensing: PRS and PPL

If your show includes any music, you may have PRS or PPL tarrifs deducted from your box office income.
PRS relates to the use of licensed musical compositions - the maximum fee for this in 2025 was 4%. PPL relates to the use of licensed musical recordings - the maximum PPL fee in 2025 was 1.75%. Find out more about music licensing at the Fringe in the Fringe Society's guide to Music Licensing.

Complimentary Tickets

You will be entitled to a certain number of complimentary tickets for your show, which varies depending on the size of your venue. Any complimentary tickets used above your allocation will result in a charge. Complimentary ticket allocations are broken down as follows:

- Company Comps – This allocation is for your use across the season. You book these through the Red61 ticketing portal.
- Arts Industry Tickets, which are specifically used for industry bookers and promoters, and are booked through the Fringe Society's accredited arts industry ticketing platform are also deducted from this allocation.
- Press Comps – These tickets are assigned through our Press Office and are intended for any press wanting to review a show.
- Venue Comps – Assembly's Comp allocation matches your Presenter comp allocation. We typically use these tickets for our sponsors, Board members and other Assembly VIPs

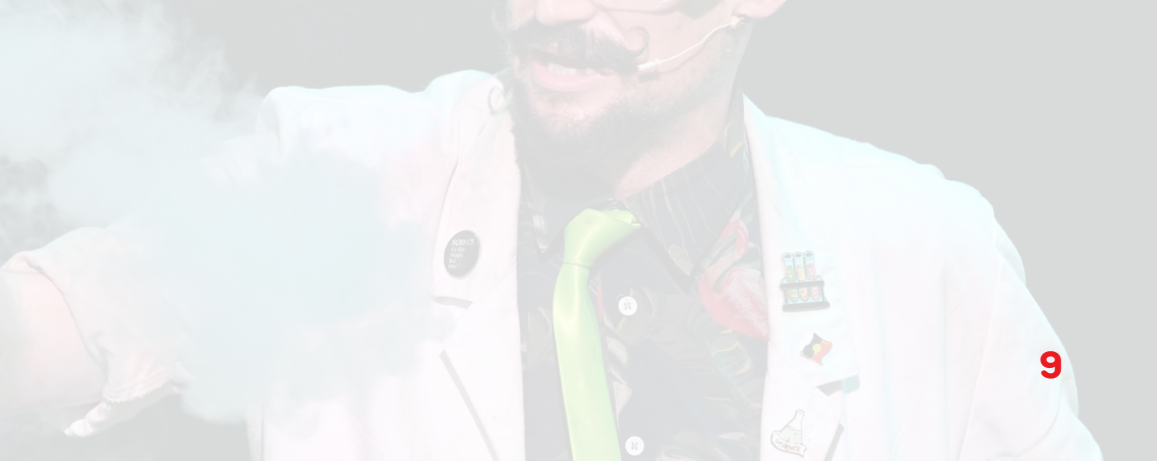


Image: Explosive Science Show 2025

Costs Summary

MANDATORY COSTS	Fringe Society registration fee	6+ Performances: £328 + VAT (£246 + VAT before Early bird deadline) | 3 – 5 performances: £170 + VAT | 1-2 performances: £80 + VAT
	Assembly Marketing Fee	6+ performances: £600 + VAT | 3-5 performances: £300 + VAT | 1-2 performances: £120 + VAT
	Minimum Theatre Facilities Fee (MTFF)	Whichever is higher: the MTFF or 40% of your box office sales. A deposit of 20% of your MTFF will be invoiced for at registration to secure your slot. This will be refunded after the festival
	Box Office Commission	4% + VAT commission is applied to sales made through Assembly & our partner venues' box offices 5% + VAT commission is applied to sales made through the Fringe Society's box offices
	Insurance	We require all companies to have adequate Public Liability Insurance (PLI). This may be included in your performers' union membership. More info can be found here.

OTHER COSTS	Assembly on-site advertising boards	Starting from £70 + VAT per square metre
	Technical hires	Any technical hires beyond what is provided in the venue tech spec as standard will be charged at settlement
	Show Operators / Stage Crew	£27.50 per crew member per performance + VAT for use of Assembly's crew
	Merchandise commissions	25% + VAT if Assembly sells, 15-20% + VAT if you sell
	Presenter comps over allocation	40% + VAT of the average ticket price
	Travel and accommodation	We recommend a budget of £75 + VAT per bedroom per night for a 3 or more bedroom flat
	PRS/PPL	0% to 5.75% + VAT of net box office, depending on how much music is in your show. More info can be found here.
	Marketing campaign	Posters, flyers, Out of Hand advertising boards, street team. We can provide guidance on what would be a reasonable marketing budget based on your venue and timeslot
	Publicist fee	We can provide contact details for publicists we've worked with previously who know the Edinburgh Fringe well

2026 Timeline

2025 - November
Applications open

2026 - January
First Assembly shows on sale on www.assemblyfestival.com

February
First shows on sale on www.edfringe.com

March
Early-bird discount registration deadline
Discount deadline to buy ads in the printed Fringe Society brochure
More shows on sale on www.assemblyfestival.com

April
Second batch of shows go on sale on www.edfringe.com and more Assembly shows go on sale on www.assemblyfestival.com
Registration deadline to appear in the printed Fringe Society programme
Deadline to buy printed ads in the Fringe Society programme
We recommend arranging accommodation at this stage once you've accepted a venue offer.

May
Full Assembly Festival programme on sale.
We recommend international performers submit their FEU8 forms now, if applicable

June
Fringe Society printed programme launch

July
Folk and Food Festival takes place in Assembly George Square Gardens

August
Preview performances at Assembly venues will take place on the 5th and 6th of August
The official Fringe dates are 7th - 31st August

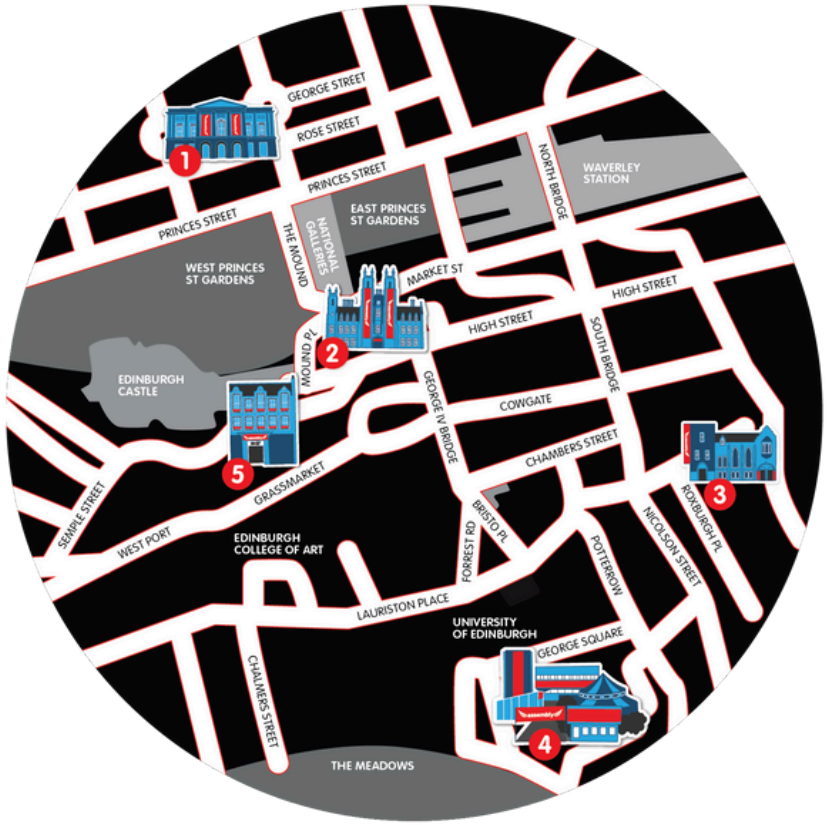
October
Final financial settlements issued

Our Venues and Spaces

Our spaces are spread across our six venue hubs, shown on this map. Each hub has its own bar and box office. Our spaces range in size from 50 to 840 seats, and offer a variety of different stage and seating configurations.

We have also operated spaces outside of these venues for site-specific work or shows that take place in non-conventional theatre spaces (such as walking-tour style auditory shows). If your work requires a venue that isn't covered by our performance spaces, please get in touch with the programming team to discuss possible options.

The measurements provided here are guides only, You can find more detailed technical information, plans and drawings, as well as additional images, 360 venue videos, as well as our Venue Accessibility Guide for Performers, on our Perform with Us page here.



1. Assembly Rooms
2. Assembly Hall
3. Assembly Roxy
4. Assembly George Square Gardens and Studios
5. Assembly @ Dance Base

Assembly Hall

Mound Place, EH1 2LU

Assembly Hall is an iconic Edinburgh landmark, facing out across the city from atop Mound Place, next to the Castle. It contains the largest of our performance spaces and features its own box office and courtyard bar

Main Hall
840 seats (some may be sold as restricted view or taken off sale, dependent on the show)
Stage: 10m wide x 9.3m deep x 5.4m height to grid

Assembly Rooms

54 George Street, EH2 2LR

Assembly Rooms was the birthplace of Assembly and has been operated as Fringe venue by us on and off for over 40 years. We now have three venue spaces inside, as well as two venues (Bijou and Front Room), a bar, box office and street food offerings outside on George Street.

Music Hall

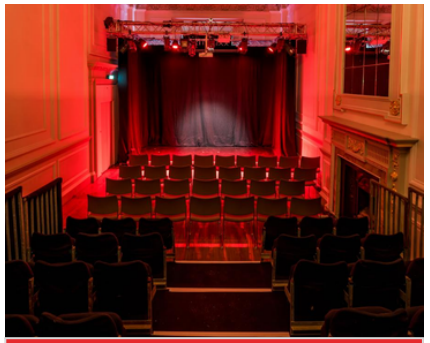
670 seats

Stage: 10m wide x 6.5m deep x 7m height to grid

Ballroom

350 seats

Stage: 9.5m wide x 7.8m deep x 5m height to grid



Drawing Room

104 Seats

Stage: 4.9m wide x 2.4 deep x 3.3m height to grid

The Bijou

220 Seats (dependent on layout - can be rows, cabaret tables or standing)

Stage: 4.5m wide x 4m deep x 3m height to grid

Front Room

74 Seats

Stage: 3.8m wide x 3m deep x 2m height to grid

Assembly George Square Gardens

50 George Square, EH8 9JU

With venues ranging from 74 - 500 seats in and around the gardens, as well as multiple bars, food vendors and our largest box office, George Square is a busy hub of activity from morning to night

Palais Du Variété

450 seats (dependent on layout)

Main Stage: 5m wide x 4.5m deep. Centre Stage: 4.8m diameter with 2m wide cat walk. Height to centre aerial point 8.5m

The Piccolo

192 seats (bench seating)

Stage: 8m wide x 6.5m deep x 4m height to grid

Gordon Aikman Theatre

500 seats

Stage: 8.5m wide x 8m deep x 3.5m height to grid

The Box

74 seats

Stage: 3.8m wide x 3m deep x 2m height to grid

The Crate

74 seats

Stage: 3.8m wide x 3m deep x 2m height to grid

Assembly George Square Studios

50 George Square, EH8 9JU

Just across from George Square Gardens lies the entrance to the Studios, with six performance spaces, Studios bar and our exclusive Club Bar for artists and industry

Studio One

288 seats

Stage: 7.2m wide x 6m deep x 4m height to grid

Studio Two

195 seats

Stage: 4.8m wide x 6m deep x 4m height to grid

Studio Three

250 seats

7m wide x 4.8 deep x 4m height to grid (at widest point - wedge shaped stage)

Studio Four

60 seats

Stage: 5m wide x 2m deep x 2m height to grid

Studio Five

87 seats

Stage: 5m wide x 3m deep x 2m height to grid

Underground

120 Seats (dependent on layout - can be rows, cabaret tables or standing)

Stage: 4.8m wide x 2.4m deep x 2.2m height to grid

Assembly Roxy

2 Roxburgh Place, EH8 9SU

Housed in former church, our year-round home expands during the Fringe as we add more venue spaces and a vibrant Festival Garden in front of the building, complete with bar and box office

Central

250 seats

Stage: 8m wide x 7.5 deep x 5.5m height to grid

Upstairs

168 seats

Stage: 8m wide x 4.5m deep x 5.3m height to grid

Downstairs

60 seats

Stage: 5m wide x 3m deep x 4.4m height to grid

Snug

50 seats

Stage: 4m wide x 2m deep x 2m height to grid

Roxy Boxy

74 seats

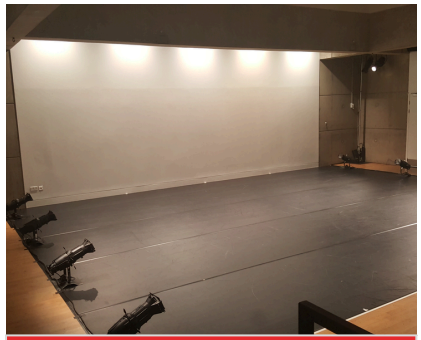
Stage: 3.8m wide x 3m deep x 2m height to grid

Assembly @ Dance Base

14-16 Grassmarket, EH1 2JU

Since 2023, Dance Base has been partnering with Assembly to deliver a programme of dance and movement- based work on the Fringe. The programme is co-curated by Dance Base and delivered by Assembly – artists will be subject to Assembly's financial deal and will be ticketed by Assembly and listed as part of the Assembly programme, as well as by Dance Base

DB 1
72 seats
Stage: 9m wide x 6.6m deep x 5m height to grid



DB 3
92 Seats
Stage: 9m wide x 6.6m deep x 5m height to grid

Image: Oscar at the Crown 2023

Additional Resources

- The Fringe Society's Guide to putting on a show at the Fringe
- Fringe Society's Services Directory
- Assembly Venue Access Pack for Presenters
- Assembly General Technical Information Pack
- Assembly 2026 Application Form

If you have any further questions about performing with us, please email programming@assemblyfestival.com

Our address: Assembly Festival, 2 Roxburgh Place, Edinburgh, EH8 9SU
* Please note our team relocates to George Square for the summer festival period.