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TRADE EXHIBITOR INFORMATION PACK 2024







WHY EXHIBIT AT THE WINTER FAIR

Welcome to the 2024 Winter Fair trade exhibitor pack.

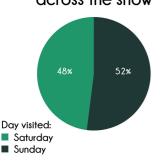
This booklet contains all the information you will need to know about exhibiting at the Winter Fair.

Why exhibit at the Winter Fair?

- Circa 14,000 visitors over two days
- · Suburban and rural visitors from major towns and cities Including London, Brighton, Guildford, Maidstone and Crawley
- High quality, high spending visitors Average spend over £50
- Free dedicated exhibitor Wi-Fi network & 4G coverage across the showground
- · Easy online booking and stand management system reduces the need for paperwork.
- 82% of exhibitors rebook.



Split number of visitors across the show





48% of visitors travel over 16 miles to attend



IMPORTANT DATES

26 July 2024 - Deadline for applications and 50% deposit for existing Exhibitors wishing to retain their 2023 site.

Mid August 2024- Sites will be offered to existing Exhibitors, requesting a change of site location.

Late August 2024-Sites offered to new Exhibitors.

1st October 2024 - Outstanding 50% of stand costs due.

An information email will be sent out two weeks prior to the show. Packs will be available for collection on the



51% of visitors

spend over £50



APPLYING FOR A STAND

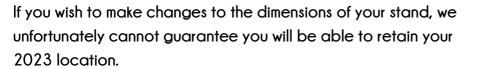
2023 Exhibitors

If you exhibited at the 2023 show, you get priority to retain your stand site from the 2023 show, please complete the application form and return, with 50% deposit by the deadline of the 26th July 2024. Sites are not guaranteed for applications received after the deadline.



Stand Location

If you wish to request a change of location, these will be offered before new exhibitors, as long as stand application is received before the deadline. Space will be offered in date of application order. Please indicate on your application your preferred location. We do try to accommodate as many as possible in their preferred locations, although please understand this is not always possible.



There may be a few layout changes for the 2024 show, if these affect you we will try and let you know as soon as possible and offer you sites close to your previous location as possible.

PLEASE NOTE: You may lose your space if deposits and final payments are not received by the deadlines, of the 26th July & the 1st October 2024.









APPLYING FOR A STAND

New Exhibitors

If you would like to apply to exhibit at the show for the first time, please complete and return the application forms, with 50% payment of stand costs. Accompanied by a full description of your products/services, any photos you may have of your stand as well as website or social media details.

Stand Location

New applications will be reviewed in date of receipt order and suitable available sites will be offered from late July. The remaining 50% will be due by the 1st October 2024.

Once a stand has been confirmed the cancellation policy applies as outlined on page 9.

Applications received after the 1st October 2024 must be accompanied by full payment.

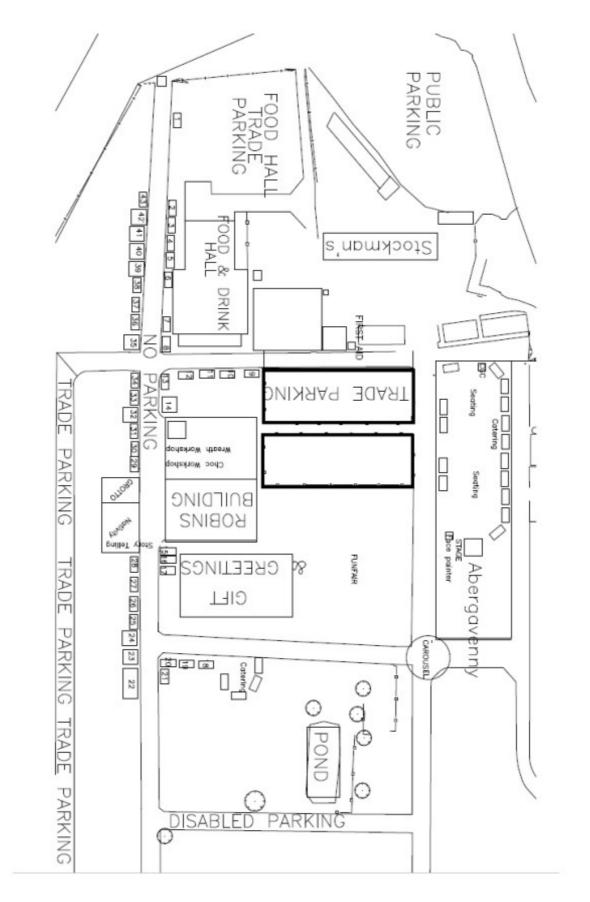
Please indicate on your application your preferred location. We do try to accommodate as many as possible in their preferred locations, although please understand this is not always possible

Charity Stands

The number of stands allocated to charities will be limited to two per area. Those charities selling products e.g. Christmas cards will be prioritised.









1 - OUTSIDE SPACE STANDS

Outside Space stands are located on grass and face tarmac walkways. Exhibitors need to make their own arrangements for appropriate cover of their stand space.

Please be aware that if booking outside space in November that the weather can be changeable and the grass maybe wet. Please make sure you bring your own provisions to deal with the wet ground. (Only a small supply of woodchips from the Society will be available)



To make things easier for our exhibitors this year we have introduced set stand sizes, meaning you don't have to do any calculations, just select the size stand you require.

OPEN SPACE PRICING 2024	SIZE	COST PER M2
General Trade	6 x 3 m	£13.89
General Trade	6 x 6 m	£9.72
General Trade	9 x 6 m	£9.26







2 - COVERED SPACE STANDS

We offer 3 covered options for exhibitors who require a smaller space and prefer to have cover provided.

- Exhibitors will need to provide their own furniture
- Covered stands do not come with guaranteed space behind for storage/parking
 - Access to and from the back of your stand will be included in stand size.

Gifts & Greetings Marquee - Space within our heated marquee. All stands are 2 metres depth, perfect for smaller and more delicate items that prefer to be indoors.

Robins Barn - Open fronted barn, stands are within the barn and are 3 metres depth, perfect for those who require larger covered space. (Please note that in some adverse weather conditions the stands at the front of the barn maybe effected by these conditions)

Christmas Chalet - Our Christmas Chalets are located facing our main walk ways. Perfect for those who want to be in the hustle and bustle of the show and are able to hand out samples.

COVERED SPACE PRICING 2024	UNIT SIZE	PRICE PER BAY (+ VAT)	ADDITIONAL METRE FRONTAGE + VAT (if required)
GIFTS & GREETINGS MARQUEE	2 x 2 m	£268.65	£100.00
ROBINS FESTIVE BARN	3 X 3 m	£338.00	£100.00
CHRISTMAS CHALET	2.4 X 1.9 m	£322.00	N/A







3 - FOOD & DRINK

FOOD HALL

Located in our Queen's Jubilee Hall, along from the Green Gate entrance, our Food Hall is one of the most popular areas of the Show. Sold in units 3 x 3m, with additional frontage available to purchase. They are all open space, with concrete flooring.

- Exhibitors will need to provide their own furniture
- Exhibitors will need to provide their own screening materials
- Covered stands do not come with guaranteed space behind for storage/parking
 - Access to and from the back of your stand will be included in stand size.

Due to the star cloth on the ceiling this can limit the amount of light in some areas.

OPTION	UNIT SIZE	PRICE PER UNIT (+ VAT)	ADDITIONAL METRE FRONTAGE + VAT (if required)
FOOD & DRINK HALL	3 x 3 m	£405.90	£110.00











4 - STAND PAYMENT

2023 EXHIBITORS

All 2023 exhibitors are to make a payment of 50% deposit of their stand costs at time of booking. With the remaining balance due by the 1st October 2024.

NEW EXHIBITORS

New exhibitors (didn't exhibit in 2023) are required to pay 50% of the stand costs on application. Sites will not be offered without this payment. Once a site has been agreed, the remaining balance is due by the 1st October 2024.

Applications received after the 1st October 2024 are required to pay in full when applying.

PAYMENT OPTIONS

CHEQUES made payable to SEAS ONLINE/BANK TRANSFER to Lloyds, a/c: 01265561 sort: 30-18-30 (please use your company name as a reference) CARD PAYMENTS can be taken over the phone, please call 01444 892700 Ext 206 with your card details

CANCELLATIONS

Once a stand site has been agreed it is considered confirmed. So our terms and condition policy applies. After this point if you need to cancel your stand for any reason, please notify us in writing as soon as possible. Charges/Refunds will apply as follows:

Before 1st October 2024 = 50% of stand costs plus VAT After 1st October 2024 = 100% of stand costs plus VAT

Invoices for any outstanding amounts will be raised and due for payment immediately.







EXHIBITOR VEHICLE & ADDITIONAL PASSES

NO VEHICLES WILL BE ADMITTED TO THE SHOWGROUND WITHOUT THE CORRECT PASS

TRADE EXHIBITOR PARKING PASS

Access is via Princes' gate on all three days. Please ensure your vehicle pass is clearly displayed at all times, with your company name clearly written in the area provided. Access on show days is only allowed up until 8.30am, all vehicles must then be parked in the designated exhibitor parking areas. Which are Queen's Street, the sand schools, adjacent to the Stockman's Building and behind the Queen's lubilee building.

We have limited parking behind the Queen's Jubilee building at the moment, if there is not sufficient space for you please park adjacent to the Stockman's building, but please make sure you leave an access road for the showground vehicles.

Arrivals after 8.30am will be through blue gate, and parking will be in the visitor parking areas.

PLEASE NOTE: No vehicles are allowed inside the Queen's Jubilee Hall at any time.

ADDITIONAL ADMISSION TICKETS

Exhibitor Wristband (2 day) - £12.00 each (inc VAT



UTILITIES

Exhibitors requiring either electricity or water should book this when applying online.

WIFI

Free dedicated exhibitor network available. Details will be provided in the exhibitors packs.

ELECTRICITY

This is provided through Mains Distribution Services (MDS), please see the booking options on application form. If your requirements are not listed on the electricity form or you want to discuss them in more detail, please call MDS on 07973 386377. THE USE OF GENERATORS. INCLUDING INTEGRAL TYPES IS STRICTLY FORBIDDEN.

4G

4G coverage across the Showground

WATER

This is available in several areas on the Showground, however a private supply can be provided direct to your trade stand, please complete and return the appropriate part of application form. Sump emptying is also available.



THE HEALTH & SAFETY AT WORK ACT

MANAGEMENT OF HEALTH & SAFETY AT WORK REGULATION 1992

We, the Board of Trustees of the South of England Agricultural Society, South of England Centre, Ardingly, Haywards Heath, West Sussex, RH17 6TL (hereinafter called the Society) in order to comply with the above named Regulations are required to carry out an assessment as to the risk to health and safety of our employees while at work, and any other person who may be affected by our work activity. This assessment is necessary so that the risks can be identified and preventative and protective action taken to ensure compliance with the law.

The Society acknowledges and accepts these responsibilities in respect of staff who are in their direct employment, and those who are self-employed on contract, when working where other teams of workers or self-employed persons are engaged, and where each other's activities could present a potential hazard to the health, safety and welfare of all parties.

Regulation 9 of the above named Statute identifies the need for co-operation and coordination to ensure that a high standard of health, safety and welfare is maintained on a shared workplace at all times. This will include:

a. Co-operation with other employers b. Taking reasonable steps to co-ordinate the measures taken to comply with relevant statutory provisions c. Taking all reasonable steps to inform other employers of the risk to their employees' health and safety

We recognise that in order for the above action to be effective, it will be necessary for an assessment to be made in order that foreseeable events likely to cause risks or hazards can be identified and a decision made between the site occupants as to what action will be taken.

This joint plan of action will be written down and exchanged between all parties involved on the site.

NB In situations of serious and/or imminent danger and for dangerous areas, the emergency procedures will clearly set out instructions as to what action is to be taken by all staff irrespective of employment status and will be ACTIONED WITHOUT QUESTION.

CO-OPERATION WITH SITE AGENTS (THE CONTROLLING EMPLOYER AND MULTIOCCUPANCY WORKPLACE). Where the main employer controls the work site, our employees, the staff of other firms at work on the site and selfemployed persons under contract to our Society will at all times assist the controlling employer or his agent in assessing the shared risks and co-ordinate any measures. However, where there is no controlling employer, it is agreed that for such sites there shall be appointed a health and safety co-ordinator who shall be competent to meet the needs of these Regulations and whose responsibilities will extend to bringing together the efforts of individual employers and self-employed on the site. It is recognised that this appointed person may need to seek advice from another competent person (i.e. location of underground power lines, gas and water utilities etc.) in order for the risk assessment to be made and to determine appropriate measures.



THE HEALTH & SAFETY AT WORK ACT

To eliminate these possible risks, the Society will, as far as is reasonably practicable, undertake to provide such financial and material support to establish a safe working environment. All staff are required to follow the safety procedures and practices as laid down at all times.

IMPORTANT

Personnel who are employed by the Society or those who are self-employed are listed in the attached appendix. However, you are reminded that it is your duty to report to the Society details of any dangerous work situations that might represent a serious or imminent risk to yourself or others (e.g. broken or defective guards that would render a component as failing to comply with relevant Regulations).

ERECTION OF TEMPORARY BUILDINGS, TENTS, **AWNINGS AND SIMILAR STRUCTURES**

The Society requires that with any tender and/or application for erection of the above named structures, a risk assessment that relates to health and safety is carried out in accordance with the following:

- 1. Health and Safety (The Management of Health & Safety at Work) Regulation 1992 (Risk Management Assessment).
- 2. A method statement for the activities that would be undertaken in respect of the work to which that tender refers.
- 3. A copy of the tender candidate's current Statement of Safety Policy Health & Safety at Work etc. Act 1974 section 2 (3) refers.
- 4. A copy of the Manual Handling Operations Regulations 1992 assessment in respect of the movement of heavy and/or difficult articles (where relevant).

- 5. Evidence that, following all relevant site inspections (where necessary) due consideration has been given to the protection of the essential services of electricity (both above and below ground), telephone, gas, water and drainage.
- 6. An assurance that at all entrances to such temporary structures, positive steps will be taken to alert the user as to the change of levels so as to provide a safe means of access to and egress from by securely placed ramps etc. Tripping hazards must be clearly identified by demarcation tape or similar. Availability for disabled access should also be considered.
- 7. Confirmation that each exit will be equipped with the current and correct fire/emergency exit signs.
- 8. Where guy ropes etc. are used these will be located so as not to impede the safe and freeegress from these temporary structures in event of an emergency.
- 9. Confirmation of the understanding of and the procedures in place to ensure compliance with the Reporting of Accidents, Disease and Dangerous Occurrences Regulations 1995 and the details to whom such incidents are to be reported on site and to the Society.

PROTECTION OF PEDESTRIANS

The Society accepts that they have a responsibility to ensure that visitors to any event for which they have overall control are not placed at risk.

With regard to the duties imposed by Regulation 9 of the Health & Safety (The Management of Health and Safety at work) Regulations 1992 (Risk Management) the Society requires that the organisations, firms and their staff will co-operate in order to maintain the following requirements:



THE HEALTH & SAFETY AT WORK ACT

VEHICLE MOVEMENT

Suppliers to trade stands must ensure that they vacate the site before public admission to the event. The only exception to this rule will be:

- 1. The movement of emergency vehicles (Fire, Police, Ambulance) these vehicles will be identified by blue colour flashina beacons.
- 2.Doctors on duty their vehicles will display a green colour flashing beacon.
- 3. The transportation of Honoured Guests of the Society, during visits to and from events, stands or other official business, these vehicles will use an orange colour flashing beacon where fitted or use hazard warning lights and display dipped headlights.
- 4. The movement of the Society's own service/supply vehicles or those authorised by the Society i.e. contractors, caterers service vehicles etc. These vehicles will use an orange coloured flashing beacon and display dipped headlights when fitted. 5. The Society requires that all contractors' vehicles travel on the Showground at a safe speed and be aware of the risks to others. Failure to observe this requirement could jeopardise current and future

SERVICE PROVIDERS

contractual agreements.

In order that the Society can satisfy itself that all due attention has been given to the matter of Health & Safety by firms engaged to provide a service at events for which the Society has overall control, it will be necessary to submit the following documents:

- Statement of Safety Policy
- Risk Management Assessment (including regulation
- Details of staff training in respect of procedures in an emergency

SOCIETY PERSONNEL

Show Director: Mrs Corrie Ince

Health & Safety Advisor: Mr Steve Tomlin

Working Foreman: Mr James Botting



All exhibitors, their contractors and employees, while on the Showground, shall be subject to the rules and regulations of the

Society, as interpreted by the Council, and the Stewards and Officials appointed by them.

1. APPLICATION FOR SPACE

- a. All applications must be submitted on the appropriate application form, which must be signed by the exhibitor or their representatives, such signature being an acceptance of the regulations.
- b. A remittance for all charges must accompany the Application Form.
- c. Entries for the leaflet will be taken from the "Description of Exhibit" provided on the Application Form. Exhibitors' goods displayed must be in accordance with the description on the Application Form. Should you wish to be omitted please indicate in the space provided at the bottom of the application form.
- d. A personalised Risk Assessment must be returned in order to proceed with any site.
- e. The show will be run under secure Covid measures, so all exhibitors must follow the latest government guidelines and those of the Society at all times, in order to exhibit at the show

2. ALLOCATION OF SITES

- a. The allocation of sites and positioning of trade stand space will be entirely at the discretion of the Society, although every endeavour will be made to meet any request made by an exhibitor regarding the position of their stand.
- b. If an exhibitor does not wish to be placed adjoining any other particular exhibitor, this must be clearly stated in writing at the time of making the application
- c. Site boundaries will be marked & in no circumstances will exhibitors be allowed to occupy a larger space than that allocated.

- d. No exhibitors may carry on any activity outside the limits of their own stand.
- e. No exhibitor shall sublet any portion of space allotted to them or move to any site other than that allocated to them.

3. CANCELLATIONS BY THE SOCIETY OR WITHDRAWAL OF SPACE RESERVED

The Society reserves the right to postpone or cancel the Show or particular event or events if such cancellations or postponement arises out of strikes, lockouts, trade disputes or labour troubles or any other cause beyond the Society's control including, but without limitation, act of God, Government act, regulation or request, fire, accident, disease, war, riot, inability to obtain adequate labour or materials, or inability to obtain a sufficient number of entries. Full refunds of Trade Stand and associated fees will be made, however the Society reserves the right to levy an Administration fee of 5% of all such Trade Stand and associated fees. Once a stand location has been agreed, the booking is considered confirmed, after this should any exhibitor withdraw from the Show or cancel the space reserved for them for any reason, the following rates of forfeit shall apply. Written confirmation received up to 30 days prior to the date of the Show - 50% refund, after this time NO REFUND. Any outstanding balance at point of cancellation will be due for payment immediately.

4. REFUSAL OF ENTRY

The Society reserves the right to refuse any entry whatsoever, whether received prior to the closing date for entries or not, and also reserves the right to cancel any entry which may have been accepted, without any reasons being given.



5. SERVICES

ELECTRICITY - Please indicate your requirements on your Application Form. The use of generators is strictly forbidden.

All electrical appliances must carry a current and valid Portable Appliance Test certificate (PAT).

No Halogen lights allowed.

GAS – It is the responsibility of the exhibitor that any item of gas equipment forming part of a trade stand has a current

CORGI tested certificate, which should be available for inspection by the Society's Safety Officer at any time, who is

empowered to carry out spot checks on all gas appliances and certificates and if in default arrange for the item to be taken out of service. In the unlikely event of disruption or loss of all or any of the electricity, howsoever, arising, the Society will not be held responsible.

6. RESPONSIBILITY OF EXHIBITORS

THE SOCIETY WILL NOT BE RESPONSIBLE IN ANY WAY FOR ANY ARTICLE, MACHINERY OR OBJECT OF ANY KIND EXHIBITED ON THE SHOWGROUND. The exhibitor shall assume full responsibility therefore including liability for all claims arising out of the exhibition, handling or housing of such exhibits and the conduct of the Stand generally. The exhibitor shall indemnify the Society against all claims, damages or expenses whatsoever in a way arising out of the presence of the exhibitor or their exhibits on the Showground. Acceptance of the foregoing provisions shall be a condition of entry. EXHIBITORS ARE ADVISED TO INSURE AGAINST FIRE, NOT ONLY AS REGARDS THEIR OWN PROPERTY, BUT ALSO AGAINST THIRD PARTY CLAIMS.

7. DISCLAIMER OF LIABILITY

a. The Society will not be responsible for the death, injury, disease, or loss caused to any exhibitor or to their agent or servant.

b. Under the requirements of the Reporting of Accident, Disease and Dangerous Occurrences Regulation 1995 (RIDDOR) all accidents that are classified as major under these Regulations must be reported to the Society and also to the appropriate statutory authority.

All injuries that occur to exhibitors, their staff or members of the public who visit stands, displays or any other facility, no matter how minor they may appear to be.

8. CATERING

No exhibitor may sell any foodstuffs or beverages for consumption at the show on their stand.

9. EXHIBITORS' VEHICLE PASSES AND ADMISSION **WRISTBANDS**

Each exhibitor will be allocated two wristbands, each wristband will admit one person each day of the show. Vehicle passes must be completed with the requested information and clearly displayed, to gain admittance to the showground, including set up days.

10. ADMISSION OF VEHICLES, STAND PREPARATION AND REMOVAL OF EXHIBITS

- a. Set-up times will be from Friday 22nd November from 8.00 am until 7.00 pm. On Saturday from 7.00 am. The Food Pavilion will be locked at 7.00 pm on the Saturday and 8.00 pm on the Sunday.
- b. All wet or greasy goods are to be put on polythene sheets.
- c. No adhesive tape is to be used on floor surfaces, and if food spillages are likely please ensure that the floor is adequately protected.



- d. All paint and varnish used must be dry by 8.30am on the first day of the Show.
- e. All stands are to be open and ready for business by
- 8.45 am until 5.00 pm on Saturday 23rd November &
- 8.45 am until 4.00 pm on Sunday 24th November.
- f. No part of a stand may be closed or dismantled until after 4.00 pm on the last day of the Show, failure to comply with this regulation may exclude you from exhibiting at future shows.
- g. Vehicles to be used for the removal of stands will not be allowed to move on the Showground whilst the public are still in attendance, or such later time as circumstances may require.
- h. All stands and goods are to be removed no later than 8.00pm on Sunday 24th November 2024.

11. LITTER

Exhibitors must have their sites and immediate area cleaned up at the close of the Show daily.

12. RADIO MICROPHONES

No exhibitor shall be permitted to use radio microphones

.13. "CHEAP JACK" TRADERS AND AUCTIONS / JOKES AND TRICKS / KNIVES

Exhibitors' goods displayed must be in accordance with the description on the Application Form. Vendors of "Cheap lack" articles or itinerant vendors who may have gained admission to the ground will be removed. The selling of goods by auction, shouting or behaviour that causes a nuisance to visitors or exhibitors is strictly forbidden. The definition of "Cheap lack" shall rest with the Society's Stewards and Officials who have the power to remove offending exhibitors and their goods from the Showground. All goods sold must clearly be displayed to the public before sale. The sale of knives is restricted to persons over the age of 18 years.

14. DOGS

Dogs will not be allowed. This regulation does not apply to Assistance Dogs.

15. NON COMPLIANCE WITH REGULATIONS

- a. The Society's officials have power to order the removal of any article from the Showground or to close the stand of any exhibitor who does not conform to the Regulations of the Society, or the directions of the Stewards without any refund being made.
- b. The exhibitor shall assume full responsibility, including all claims arising out of the exhibition, handling or housing of such exhibits and the conduct of the stand generally.
- c. The exhibitor shall indemnify the Society against all claims, damages or expenses whatsoever in any way arising out of the presence of the exhibitor or his exhibits at the South of England Centre.

16. EMERGENCY EVACUATION PROCEDURES

All exhibitors must follow the directions of the Stewards and or officials for their area without question.

17. IMPORTANT FIRE PROTECTION NOTICE

a. ALL EXHIBITORS ARE REQUIRED TO PROVIDE A SUITABLE FIRE EXTINGUISHER OR EXTINGUISHERS IN THE INTEREST OF FIRE PRECAUTIONS, COUNTY FIRE OFFICERS MAY VISIT STANDS.



b. It is not permitted to install any heating or cooking appliance inside a stand, which is not specifically laid out for the purpose. Exhibitors wishing to use heating or cooking appliances for serving samples in their stand must have these appliances installed at a safe distance from combustible materials, and heating appliances must be fixed securely on a non combustible heat insulating base and surrounded on three sides by shields of similar material. The shields of non-combustible material should be at least 2 feet / 60cms away from combustible fabrics or other materials and care must be taken to ensure that no combustible materials can be blown against the heaters. Heating appliances, gas piping and gas cylinders must be kept out of reach of the public and stocks of inflammable liquids and spare gas cylinders must be kept in a safe position outside the stand, and care taken to avoid leaking or spilling.

- c. The Society reserves the right of inspection by one of its official representatives of all stands and the official shall have full authority to order that the use of any appliances or equipment be discontinued immediately if in their opinion they constitute a danger. All stands using bottled gas are required to have the installation checked by a qualified fitter to ensure that the apparatus is safely installed. The decision of the Society in this matter must be accepted as final.
- d. Exhibitors will realise that these precautions are essential and non-compliance with them renders the stand liable to closure.
- e. Exhibitors are advised to insure against fire, not only as regards their own property, but also against third party claims.

18. Health & Safety at Work Act 1974 and Food Safety Act 1990

Enforcement officers from the local Authority will be undertaking spot checks for Health & Safety and Food Hygiene and if major contraventions are found, the exhibitor will be asked to close their stand and leave the Showground immediately. PUBLIC LIABILTY INSURANCE All exhibitors are required to have Public Liability Insurance and may be asked to provide a copy upon request.

19. SALE OF ALCOHOL

All sales of alcohol on the Showground will operate under the Society's premises licence, cost per exhibitor is £15.00 + VAT. A copy of the Personal Licence must also be forwarded to the Society at time of application. Alcohol can only be sold or authorised by an individual who holds a personal licence, alcohol being defined as any drink or product with an ABV of over 0.5%. This means that is an individual employed by the trade stand is not a personal licence holder, that person can only sell alcohol on the Showground licensed premises if permission to do so has been given by the trade strand personal licence holder. The Society requires that every individual engaged in the sale of alcohol must be age 18 or over and have received training from the trade stand personal licence holder regarding the four licensing objectives as follows:

The Prevention of Crime and Disorder, Public Safety, The Prevention of Public Nuisance, The Protection of Children from

Harm

20. SMOKING LEGISLATION

In accordance with the Health Act 2006, smoking is prohibited in all buildings and marquees