



The Showman's Show
2011
19 & 20 OCTOBER
Newbury Showground
Berkshire UK
The Outdoor Event Services Exhibition



EXHIBITOR INFORMATION

The Showman's Show 2011

19 & 20
OCTOBER
Newbury
Showground
Berkshire

OPENING HOURS **Wednesday** 19 October 9.30am - 5.00pm **Thursday** 20 October 9.30am - 4.30pm

SPACE AVAILABLE

Open space on grass at depths of 6, 12 and 18 metres. Any amount of frontage may be booked in multiples of 1 metre from a **MINIMUM 6 metres**. Exhibitors are responsible for arrangements to cover their sites.

Open fronted covered sites, with or without a floor, in units of 3m x 3m or 3m x 6m, including night sheets and signwritten facia.

Exhibition Hall - Shell scheme stands in units of 3m x 2m and 3m x 3m to include carpeting, facia board, one fluorescent light and a twin 13 amp power point. Additional electrical requirements can be ordered through the organisers.

RENTAL CHARGES

Open space 6m depth	£142.50	per metre frontage
Open space 12m depth	£165.00	per metre frontage
Open space 18m depth	£190.00	per metre frontage
Open space 24m depth	£205.00	per metre frontage
Exhibition Hall 3m x 2m unit	£1150.00	each
Exhibition Hall 3m x 3m unit	£1385.00	each

Covered space 3m x 3m with floor	£840.00	each
Covered space 3m x 3m	£705.00	each
Covered space 3m x 6m with floor	£1066.00	each
Covered space 3m x 6m	£805.00	each

CORNER SITES

The frontage of a corner site **MUST** be equal to or greater than its depth. The premium must be paid on application and in the event of an exhibitor not being allocated a corner this will be refunded. Stands 6m in depth **£370.00** extra; 12m in depth **£490.00** extra; 18m in depth **£620.00** extra; 24m in depth **£760.00** extra

USED UNIT MART

An area for used units eg. hospitality units, toilets, generators, exhibition trailers, towing vehicles or mobile catering units. **Showman's Show For Sale stickers @ £250 +VAT** each may be purchased by exhibitors who have an official stand at the Show.

EXHIBITION PROGRAMME

Display Advertising Space at the following rates:

Mono

FULL £655.00 HALF **£450.00** QUARTER **£280.00**

Full colour

FULL £950.00 HALF **£765.00** QUARTER **£595.00**

Full Page: 155mm deep x 90mm wide.

Half Page: 77mm deep x 90mm wide.

Quarter Page: 38mm deep x 90mm wide.

Full colour cover adverts at the following rates:

Inside front cover: **£1430.00**

Inside back cover: **£1210.00**

Outside back cover: **£1430.00**

Artwork preparation may be charged at cost or email your high resolution artwork as PDF/EPS/TIF/JPEG preferred, with embedded fonts. (Text ONLY acceptable in Microsoft Word).

POWER SUPPLIES

These are available at the following charges:

13 amp twin socket	£245.00
additional 13 amp twin socket	£ 94.00
16 amp cform	£245.00
additional 16 amp cform	£94.00
32 amp single phase	£365.00
32 amp three phase	£425.00
63 amp single phase	£470.00
63 amp three phase	£540.00
125 amp three phase	£655.00

Distribution boards

32A 1-phase @ **£25.00**

32A 3-phase @ **£45.00**

63A 1-phase @ **£50.00**

63A 3-phase @ **£50.00**

125A 3-phase @ **£80.00**

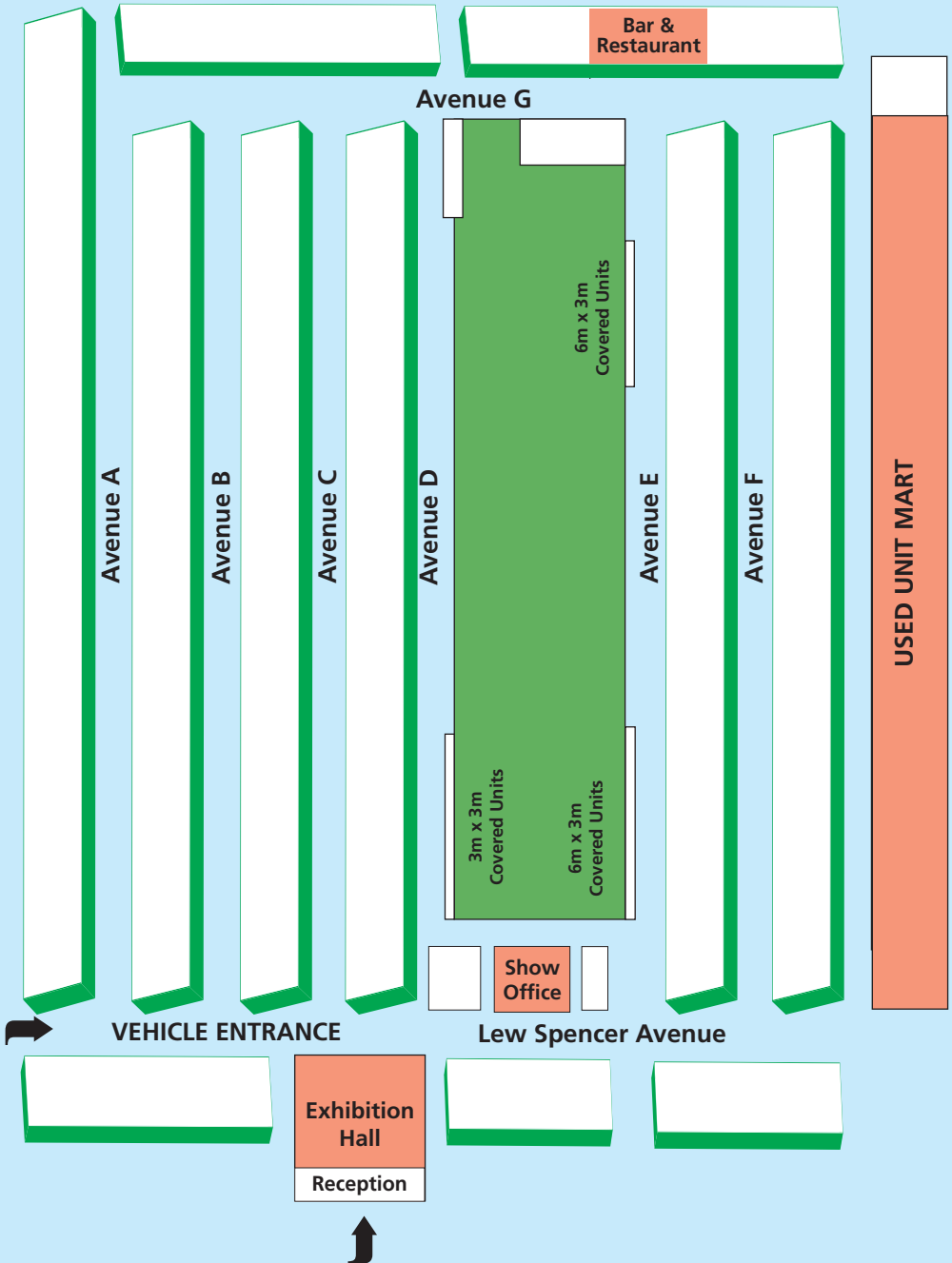
WATER

Connections supplied at **£250.00**

CARAVANS

A park for caravans where showers and chemical toilet emptying facilities are available.

Provisional Layout



APPLICATION FOR SPACE

Please complete and return *before 16 September* to: **Lance Show & Publications Limited, Courtyard Office, The Courtyard, Parsons Pool, Shaftesbury, Dorset SP7 8AP**
Tel: 01747 854099 Fax: 01747 854634 Email: info@showmans-directory.co.uk

I/We make application for space at The Showman's Show which includes adequate allowance for guy ropes and all other external features such as heaters, generators etc.

Minimum open space frontage bookable — 6 metres.

Name		
Company		
Address		
		Post code
Telephone	Fax	Mobile
email	website	
Name of person responsible for exhibit		

I/we agree to the conditions published on page 8.

Signature	
Name in CAPITALS	Date

SHOW PROMOTION

Registration Forms are available for distribution to those clients and colleagues you wish to invite. No. required

DESCRIPTION OF EXHIBIT

Not to exceed 20 words for FREE inclusion in programme

Please let us know of any other companies represented on your exhibition stand and ensure that they complete an application form for their details to appear in the Show Programme

LATEST DATE FOR APPLICATION 16 SEPTEMBER

OPEN SPACE

_____ metres frontage at 6 metres depth @ £142.50 per metre run of frontage	<input type="text"/>
_____ metres frontage at 12 metres depth @ £165.00 per metre run of frontage	<input type="text"/>
_____ metres frontage at 18 metres depth @ £190.00 per metre run of frontage	<input type="text"/>
_____ metres frontage at 24 metres depth @ £205.00 per metre run of frontage	<input type="text"/>
_____ used unit FOR SALE stickers @ £250.00 per unit	<input type="text"/>
Corner site premium 6m depth £370.00 ; 12m £490.00 ; 18m £620.00 ; 24m £760.00	<input type="text"/>

COVERED SPACE

_____ unit(s) with floor 3m x 3m @	£840.00 per unit	<input type="text"/>
_____ unit(s) 3m x 3m @	£705.00 per unit	<input type="text"/>
_____ unit(s) with floor 3m x 6m @.....	£1066.00 per unit	<input type="text"/>
_____ unit(s) 3m x 6m @	£805.00 per unit	<input type="text"/>

ELECTRICITY SUPPLIES

13 amp twin socket	£245.00	<input type="checkbox"/>	16 amp cform	£245.00	<input type="checkbox"/>	<input type="text"/>
2 amp single phase	£365.00	<input type="checkbox"/>	32 amp three phase	£425.00	<input type="checkbox"/>	<input type="text"/>
63 amp single phase	£470.00	<input type="checkbox"/>	63 amp three phase	£540.00	<input type="checkbox"/>	<input type="text"/>
125 amp three phase	£655.00	<input type="checkbox"/>				<input type="text"/>
Additional 13 amp twin socket	£94.00					<input type="text"/>
Additional 16 amp cform	£94.00					<input type="text"/>

Distribution boards:

32A 1-phase	£25.00	<input type="checkbox"/>	32A 3-phase	£45.00	<input type="checkbox"/>	<input type="text"/>
63A 1-phase	£50.00	<input type="checkbox"/>	63A 3-phase	£50.00	<input type="checkbox"/>	<input type="text"/>
125A 3-phase	£80.00	<input type="checkbox"/>				<input type="text"/>

WATER SUPPLY: **£250.00**

EXHIBITION HALL

_____ 3m x 2m (incl. shell, carpet, twin power socket & light)	£1150.00 per unit	<input type="text"/>
_____ 3m x 3m (incl. shell, carpet, twin power socket & light)	£1385.00 per unit	<input type="text"/>

EXHIBITION PROGRAMME

Please reserve _____ page (copy required by 16 September)

Colour: FULL **£950.00** HALF **£765.00** QUARTER **£595.00** **Mono:** FULL **£655.00** HALF **£450.00** QUARTER **£280.00**

Cover positions: **Inside front:** **£1430.00** **Inside back:** **£1210.00** **Outside back:** **£1430.00**

Cheques payable to **LS & P Limited**

VAT Registration no. 347 3455 4

total

VAT @ 20%

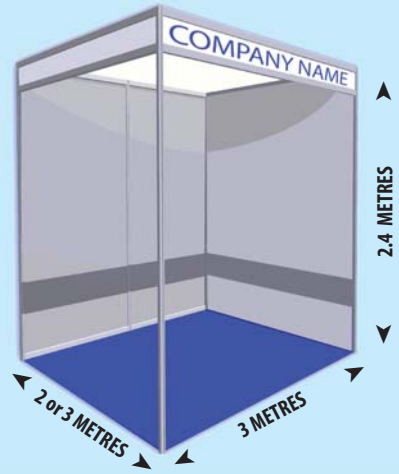
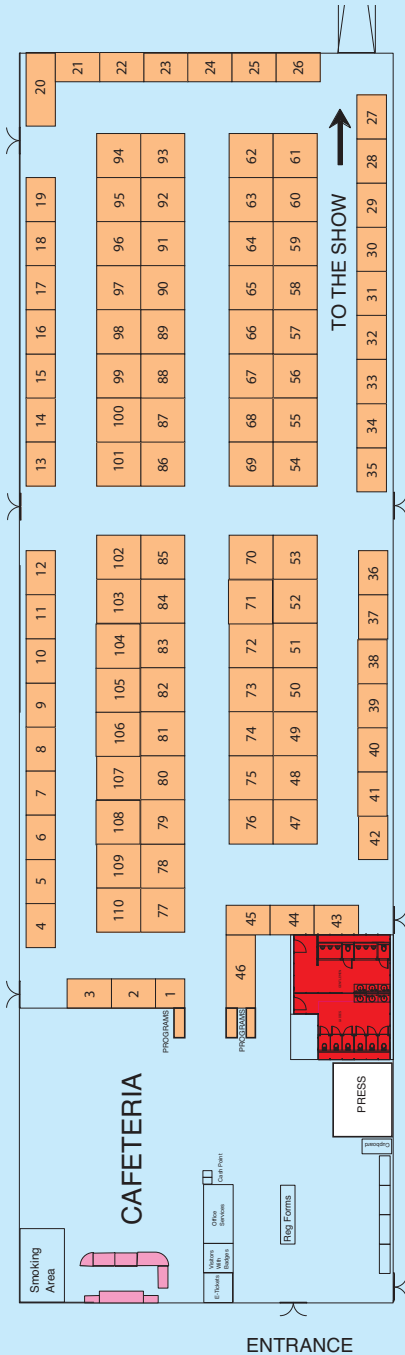
Total

debit my Visa/Mastercard/Delta/Maestro account by the total amount

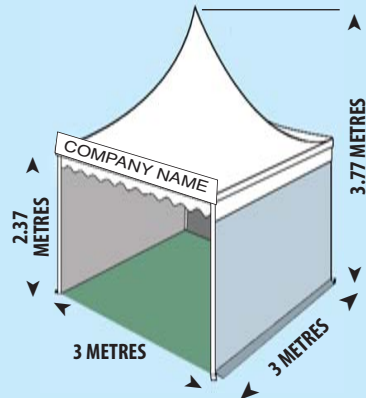
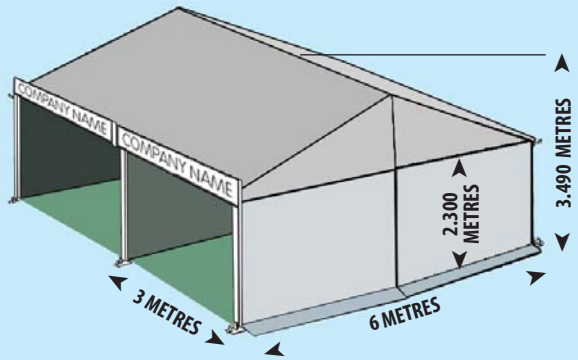
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MAESTRO ONLY	ISSUE NO		VALID FROM			EXPIRY DATE			SECURITY NO.						
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Exhibition Hall Provisional Layout

Exhibition Hall Shell Scheme



Covered Space Units



SHOW PROMOTION

Every endeavour will be made by the organisers to promote the event and to this end Alice Moore of Saunders & Moore Ltd. (tel: 01935 83930 email: alice@saunders-moore.co.uk) has again been engaged. If exhibitors wish to advertise direct to clients, visitor invitations are available – see page 4.

A small selection of who exhibits

[Air Conditioning – Heaters](#)

Arcotherm
Bullfinch (Gas Equipment) Ltd
Cooling & Heating Solutions Ltd
Thermobile

[Associations](#)

Event Hire Association
MUTA – Made Up Textiles Association
NCASS – National Caterers Association
TESA – The Event Services Association

[Attractions, Entertainment & Agencies](#)

Ben Long Falconry
Circus Whiz
Joseph's Amazing Camels
Laser Hire
Peter Johnson Entertainments Ltd
Premier Rides
Wall of Death
[Catering of every variety](#)

All Events Services
Coffee Cart Company
Coffee Nation
Creative Bars
Express Indian Cuisine
John Teaves Catering

Stephen P Bord & Associates
[Communications](#)
2CL Communications
Big TV (UK) Ltd

Lightmedia Displays Ltd
National Radio Bank
Piccadilly AV
[Fencing, Roadway & Seating](#)
Eve Trakway
Eventserv UK
GT Trax Ltd

[Fencing, Roadway & Seating](#)

Mitchell Bridges
LION Trackhire
TPA Portable Roadways Ltd
Woodhouse Show & Event Services
[Furniture, Flooring & Catering Hire](#)
Alloyfold New Zealand
Ashcroft Event Furniture
Band International
Olympus Flooring Ltd
Paul & Co Ltd
Reeds Carpeting Contractors

[Insurance & Medical Services](#)

Arc International Event Insurance Specialist
British Red Cross
CoverMarque Ltd
[Marquees, Tents & Temporary Structures](#)

John Attwooll & Co
Barkers Marquees
City B Group
Custom Covers
Eureka Marquees
Hoecker Structures (UK) Ltd
Instant Marquees Ltd
Neptunus
Roder (UK)
Tentnology Co (Canada)
Tensioned Fabric Structure
Zhu Hai Liri Tents Technology Co Ltd
[Marquee Fabric & Accessories](#)
Bond Fabrications Ltd
Essential Supplies
Lows of Dundee
Verseidag
Mobile Toilets & Showers
Andyloos Ltd
Cabin Centre
Elliott
IGLOOS Ltd
Peagreen Manufacturing
Shaw Services
[Mobile Units: hire, sale & manufacture](#)
Bunkabin
Chalet Events
Mobile Promotions Ltd
Speedy
Wessington Cabins Ltd
[Printing & Promotion](#)
Geerings of Ashford Ltd
Total Teamwear Embroidery
Sunbaba
[Security & Crowd Control](#)
Definitive Security Services
ESS Management Ltd
Right Guard Security Ltd
[Staging](#)
Alistage
Daytona
Soundstage One
Star Events Group Ltd
[Temporary Services](#)
Brightlights
Sagum Events
Water Direct

and who attends

Abbey Hill Steam Rally
Addington Manor Equestrian Centre
Association of Event Organisers
Alderney Week
Alice Springs Golf Club
Alton Town Council
Angel Canal Festival
Arun District Council
Ascot Racecourse
Association of Festival Organisers
Axe Environment
Aylesbury Town Council
Badminton Horse Trials
Bakewell Show
Balham and Tooting Show
Balmoral Show
Basingstoke & Deane BC
Battlesbridge Shows
British Broadcasting Corp
Berkshire 4 x 4 Show
Best of Dorset Festival
Big Bucks Music Festival
Binfield Heath Flower Show
Blakesley Agricultural Show
Blenheim Palace Int Horse Trials
Boconnoc
Bournemouth Tourism
Bramham Park Estate
Bridgford County Show
Bristol City Council
British Airways Clubs
British Eventing
Bromyard Gala Society Ltd
Burwarton Agricultural Society
Calne Town Council
Camra Reading Beer Festival
Cancer Research UK
Cardiff County Council
Caterham Festival
Chale Show
Chalfont St Giles Country Show
Chardstock Street Fayre
Cheltenham Festivals
Chepstow Agricultural Society
Christchurch Borough Council
Cirque du Soleil
CLA Game Fair
Corsley Show
Cotswold Air Show
Cotswold Farm Park Ltd
Country Fair Office Ltd
Dacorum Borough Council
Dalston Snow
Dawlish Carnival
Domestic Fowl Trust
East Hants District Council
East Of England Agricultural
ECWS Roundhead Association
Edenbridge & Oxted Show
Eisteddfod Genedlaethol Cymru
Emley Agricultural Show Society
Eye Show
Eynsham Carnival
FarmFestival Ltd
Farnborough International Ltd
Ffos Las Racecourse

Fingal County Council
Formula One Management
Fyldre Borough Council
Game & Wildlife Conservation Trust
Garsington Opera
Gillingham & Shaftesbury Agricultural
Glastonbury Festivals
Goring & Streatley Regatta
Government Olympic Executive
Great Dorset Steam Fair Ltd
Green Man Festival
Guards Polo Club
Guilfest
Gwynedd Council
Hay Festival
Haynes International Motor Museum
Heathfield Agricultural Show
Henley & District Agric. Assn
Henley Festival
Int Forest Machinery Exhibition
IOG Saltex
Ipswich Borough Council
Isle of Man Bay Festival
Inland Waterways
Jelling Musikfestival
Jockey Club Racecourses
Kent County Agricultural Society
Kilbeggan Racecourse
Kilimanjaro Live
Kimbolton Country Fayre
Leeds Castle
Leeds City Council
Leisure In London
Lincolnshire County Council
Littlehampton Town Council
London Borough of Waltham Forest
Luminaire Extraordinaire
Luton Culture
MAMA Festivals
Manchester Int Festival
Marks & Spencer
Marlow Regatta.
Melksham Town Council
Metropolitan Police
Millennium Stadium
Mirfield Agricultural Show
Moreton-in-Marsh Show
Music on the Meadow Mayfield
Nantwich Agricultural Society
National Eisteddfod of Wales
New Forest Agricultural Show
New Wine Trust
Newark & Sherwood DC
Newbury Racecourse Plc
NGL Golf Consultancy Ltd
North Down Borough Council
North Tyneside Council
Novel Wine Trust
O2 UK
Oasis Eco Parks
Offset Festival Limited
Olympic Delivery Authority
Orsett Hort and Agric Society
Oxfordshire County & Thames

Show
Paignton Bike Festival
Pizza in the Park
Players in the Park
Plymouth Volksfest
Pontardulais Show
Powerboat P1 Management Ltd.
Poynton Show
RAF Waddington Int Air Show
RAF Show Ltd.
Reading Beer Festival
Redfest
Ringmer Steam Country Show
Rose of Tralee International Festival
Royal Air Force Charitable Trust
Royal Borough of Kensington & Chelsea
Royal Dublin Showground
Royal Horticultural Society
Royal Norfolk Agricultural Association
Royal Ulster Agricultural Society
Royal Windsor Horse Show
Royal Yachting Association
Rugby Football Union
Santa Pod Raceway
Shakespeare Rally Promotions
Sharnbala Festival
Sherborne Castle Country Fair
Shrewsbury Flower Show
Shropshire County Show
Soul Survivor
St Patrick's Festival
Staffordshire Police
Stamford Riverside Festival
Summer Breeze Festival
Surrey County Show
Swanage Regatta and Carnival
Thames Festival
Thames Valley Park Regatta
Threshold Sports
TopGolf Surrey
Towersey Village Festival
Town & Country Hotels
Trafalgar Wharf
Trailblazers UK Ltd
Trentham Estate
Trowbridge Town Council
U K Centre For Carnival Arts
Upton Festival
Vanfest Ltd
Village Pump Festivals
Wallingford Carnival
Warwick Folk Festival
Warwickshire Police
Watford Borough Council
West Berkshire Council
Weyfest Ltd
Wickerman Festival Limited
Windsor Int Wings Of Gold
WOMAD Festival
Woodley Carnival
World Festival Network
World Polo Ltd
Wychwood Vintage Show
Wyllys Estate
Zoological Society of London

Visit www.showmans-directory.co.uk for a full list of last year's exhibitors

VERY IMPORTANT CONDITIONS

No stand will be allowed to set up unless the rental fee has been paid in full.

ALLOTMENT OF SPACE Every endeavour will be made to meet the general wishes of exhibitors with regard to their position, in so far as it is possible to do so, within the general layout of the ground and without occasioning unfairness to others. The right is reserved to reject any proposed entry, or to cancel any entry that has been made, without being required to state any reason for so doing. In such cases the fees will be refunded.

ARRIVAL AND DEPARTURE The showground will be open for the reception of exhibits on or after 10 October. Exhibitors must have their stands arranged in proper order by 9 am on 19 October and may not dismantle before 4.30 pm on 20 October.

CANCELLATION OF EXHIBITION If for any reason the event is cancelled, any payments made by intending exhibitors for space, services etc will be refunded in full.

CANCELLATION OF SPACE RESERVED Where an exhibitor cancels the space reserved for him for any reason, all fees paid will be forfeited and the right is reserved to re-let the space.

DELIVERY TO STANDS Delivery to stands on 19 and 20 October must be made before 9 am. No vehicle will be allowed within the exhibition area after this time, except in emergencies.

DISABILITY DISCRIMINATION ACT 1995 Exhibitors are reminded that this legislation is now in force. The organisers are satisfied that they have made adequate provision to comply with its requirements in areas for which they are responsible. Exhibitors should give consideration to the requirements in respect of their own areas.

FIRE PRECAUTIONS Fire precautions on stands are the responsibility of the exhibitor. Any exhibitor intending to use gas cylinders (eg Calor, propane, butane, helium etc) on the days of the show is to notify the organisers. The Regulatory Reform (Fire Safety) Order 2005 SI2005/1542 make it a requirement that risk assessments to cover fire precautions are available in writing. Please ensure that any structure you erect or have involvement with at the Showman's Show has sufficient written information to comply with these new requirements. The organisers cannot accept

any responsibility for the preparation or production of such documentation should enforcement officers require it to be produced.

HEALTH & SAFETY It is a condition of entry to the Showman's Show that every individual, exhibitor, sub-contractor or supplier must comply with the Health and Safety at Work etc Act 1974 and all associated legislation whilst on site. This requires all employers, self-employed and employees to assess the risks in connection with their work activities towards workers, members of the public and any others who may be affected directly or indirectly by their undertaking. This risk assessment should include identifying the hazards in any undertaking and the evaluation of the extent of the risks involved and taking into account whatever precautions are already being taken and should be in writing. A copy of the written assessments should be available in advance and on-site should it be required either by the Safety Officer or by any enforcement officers who may request it. All structures and equipment must comply with all current legislation, guidance and good practice.

SECURITY The safe keeping of any article exhibited or brought into the showground is the responsibility of the exhibitor. Twenty-four hour security will be in operation on the 10 to 24 October.

SITE CLEARANCE The exhibitor must replace turf, fill in holes and make good any damage done to the ground occupied by him and clear away any materials, metal, glass, rubbish etc. The right is reserved to charge for reinstatement not carried out by the exhibitor. All exhibits must be cleared by 6 pm on Wednesday 26 October.

STAND CLEANING It will be the responsibility of the exhibitor to keep his stand tidy.

SUB-LETTING & SHARING Exhibitors are not permitted to sub-let any part of the space allocated to them. However, genuine sharing of space eg:- a tentage contractor and a caterer will be permitted, **but the organisers must be informed and every exhibitor must complete an application form and appear in the programme.**

If you wish to discuss this information further, or you have any problems please ring 01747 854099 or fax 01747 854634 or e-mail info@showmans-directory.co.uk