

Exhibitor Information

20/21 October 2027
Newbury Showground

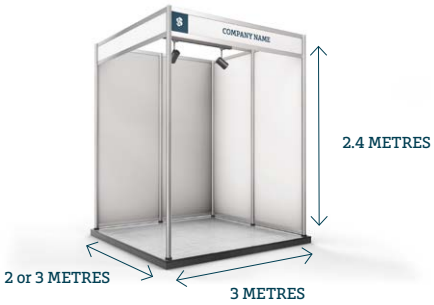
The Showman's Show 2027

Space available

TENTED EXHIBITION HALL

- Shell scheme stand space
- units of 3m x 2m and 3m x 3m
- Multiple units can be booked

Internal stand size less 30mm on all walls



All stands include

- Carpeting
- Shell scheme panels
- name facia board
- one twin spotlight
- a twin 13-amp power point (rated at 500w)

This area offers the buzz, intimacy and convenience of a conventional indoor exhibition.

OUTDOOR OPEN SPACE

- This option gives exhibitors the freedom and flexibility to erect structures, demonstrate equipment and services in the environment in which they are likely to be used, with 9 days to build before The Show opens.
- Grass areas can be booked at price brackets of 6, 12, 18, 24 & 30 metres.
- Any amount of frontage or depth may be booked in multiples of 1 metre to create a fully customised space. Minimum open space of 6m x 6m.
- Exhibitors are responsible for arrangements to cover their sites and lay pedestrian walkway or tracking, which is advisable. The Show is not responsible for adverse weather ground conditions on exhibitor's stands.
- Space booked must fit all your exhibit (including guy ropes, foot plates, external heaters, generators etc).

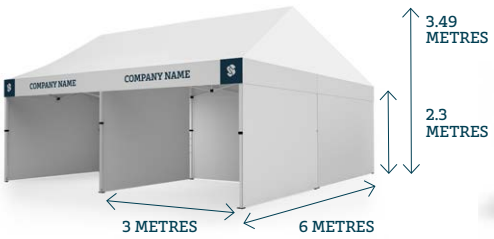
OUTDOOR COVERED UNIT

- Basic tented units with or without a floor.
- Units of 3m x 3m or 3m x 6m depth
- includes night sheets and sign written facia.

SPONSORSHIP

Please contact the Show Organisers for Sponsorship opportunities

This is a cost effective and convenient way to exhibit.





Booking Form

Please complete and return to:
Email: info@showmans-directory.co.uk

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

Name

Company

Address

Post code

Telephone

Mobile

Email

Website

LinkedIn

Facebook

Instagram

Signature

Name
in CAPITALS

Date

All companies on your exhibition stand must complete a separate application form.

Any companies exhibiting without The Event Organiser's knowledge will not be permitted.

By returning this form, I/we agree to the terms and conditions published on this form.

DESCRIPTION OF EXHIBIT

Not to exceed 20 words for FREE inclusion in programme

TO GUARANTEE INCLUSION IN THE SHOW PROGRAMME, BOOKINGS MUST BE RECEIVED BY 21st SEPTEMBER.

OPEN SPACE

Minimum open space frontage bookable - 6 metres.

metres frontage at 6 metres depth @	£220 per metre run of frontage	£
metres frontage at 12 metres depth @	£260 per metre run of frontage	£
metres frontage at 18 metres depth @	£295 per metre run of frontage	£
metres frontage at 24 metres depth @	£325 per metre run of frontage	£
metres frontage at 30 metres depth @	£355 per metre run of frontage	£
metres frontage at 18m double fronted @	£480 per metre run of frontage	£
metres frontage at 24m double fronted @	£520 per metre run of frontage	£

Corner site premium 6m depth £405, 12m £535, 18m £675, 24m £815, 30m £945 £

EXHIBITION HALL

3m x 2m (incl. shell, carpet, 13 amp 500 watt twin socket & light)	£1,900 per unit	£
3m x 3m (incl. shell, carpet, 13 amp 500 watt twin socket & light)	£2,300 per unit	£

COVERED SPACE

unit(s) with floor 3m x 3m @	£1,295 per unit	£
unit(s) without floor 3m x 3m @	£1,060 per unit	£
unit(s) with floor 3m x 6m @	£1,595 per unit	£
unit(s) without floor 3m x 6m @	£1,195 per unit	£

ELECTRICITY SUPPLIES

Power supplies must be booked by 8th October to guarantee a supply

13 amp rated @ 3KW	£345	32 amp three phase	£660	
13 amp rated @ 6KW	£555	63 amp three phase	£695	
16 amp cform	£345	125 amp three phase	£870	
32 amp single phase	£555	Additional 13/16 amp	£200	
63 amp single phase	£610	Distribution boards	£105	£

WATER SUPPLY

£345 £

VIDEO & PHOTOGRAPHY

Video Interview £350 £

Stand Photography £50 £

WEB & EMAIL

Leaderboard £400 per month £

Eshot £500 £

Email Banner £350 per edition £

Digital Marketing Bundle £1,000 £

(Video interview, email banner, Eshot & Leaderboard web banner)

EXHIBITION PROGRAMME

Please reserve page (copy required by 17th September)

Colour: FULL £1,040 HALF £845 QUARTER £650 £

Cover positions: Inside front: £1,500 Inside back: £1,500 Outside back: £1,500 £

total £

VAT @ 20% £

Total £

Payment Terms

50% within 30 days of booking to secure a stand space. Further 25% by 16th July 2027. Final 25% by 20th September 2027
The organisers reserve the right to release space if the payment terms are not met.

Terms & Conditions

In these Terms & Conditions the term "Exhibitor" means any person or company who has made an application for and has been granted space at the Show. The term "Show" means the event detailed on the Booking Form. The term "Organiser" means Lance Show & Publications Ltd or its lawful assigns.

1. 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.

2. ARRIVAL AND DEPARTURE -The showground will be open for the reception of outdoor exhibits on or after the 11th October 2027 and 18th October 2027 for Exhibition Hall and Covered Unit exhibits. Exhibitors can arrive to build their stands from 7am and need to be off site by 6pm. Any deliveries to site outside these hours must be communicated to the Organisers. Exhibitors must have their stands arranged in proper order by 9 am on 20th October 2027 and may not dismantle before 4.30 pm on 21st October 2027.

3. PAYMENT TERMS - A minimum fee of 50% of the total stand fee is to be paid on booking, or within 30 days of invoice, to secure A stand space. A further 25% of stand fee is to be paid by 16th July 2027. Any remaining stand fees are to be paid in full by the 20th September 2027. All bookings after the 20th September 2027 are to be paid in full on invoice. If these payment terms are not met, we reserve to right to re-let the space booked. All amounts payable by the Exhibitor are exclusive of VAT. If the Exhibitor fails to make a payment due to the Organiser under these Terms and Conditions by the due date, then, without limiting the Organiser's other remedies, the Exhibitor shall pay interest on the overdue sum from the due date until payment of the overdue sum, whether before or after judgment. Interest will accrue each day at 4% a year above the Bank of England's base rate from time to time, but at 4% a year for any period when that base rate is below 0%. No stand will be allowed to set up unless the rental fee has been paid in full.

4. CANCELLATION OF EXHIBITION – Subject to clause 9 below, if for any reason the event is cancelled, including but not limited to, death of the monarch, fire, storm, tempest, lightning, national emergency, government imposed lock down (including as a result of any pandemic, epidemic or outbreak), war, terrorism, labour dispute, strike or lock-out, civil disturbance, explosion, accident, force majeure, or any cause not within the control of the Organiser, whether foreseeable or not, any payments made by an Exhibitor for space and onsite services supplied by the Organiser will be refunded in accordance with the table below.

5. Date of Cancellation	**Amount of refund**	**Amount of retained fee carried over to following year**
Over 6 months prior to 20th October 2027	100%	nil
Between 6 months and 3 months prior to 20th October 2027	75%	nil
Between 3 months and 1 month prior to 20th October 2027	50%	nil
Between 1 month and 2 weeks prior to 20th October 2027	25%	25%
Within 2 weeks of 20th October 2027	None	nil

6. CANCELLATION OF SPACE BOOKED - Where an Exhibitor cancels their booked stand space for whatever reason all fees **paid** will be forfeited and the Organiser will reserve the right to re-let the space. Cancellation Liability on booked but **unpaid** stand space up to 8 weeks before the event will be 50%. Cancellation Liability on booked but **unpaid** stand space after 20th September 2027 will be 100%.

7. ORGANISER'S LIABILITY - The Organiser will be under no liability to the Exhibitor whatsoever in respect of any losses, costs, expenses, damage suffered or incurred by the Exhibitor as a result of cancellation, postponement, abandonment, curtailment, relocation, suspension and/or limitation of the Exhibition for whatever reason, restriction on the use of the venue or any part thereof, poor attendance or any cause outside of the Organiser's control, save insofar as required by law. The Organiser's total liability to the Exhibitor shall under no circumstances exceed the amount actually paid by the Exhibitor under these Terms and Conditions. The Organiser's total liabilities includes liability in contract, tort (including negligence), breach of statutory duty, or otherwise, arising under or in connection with the Contract. The Organiser will provide a refund in accordance with clause 4 above, or otherwise as provided within these terms and conditions.

Neither the Organiser, Venue owner nor any of their employees shall be responsible for the safety of any exhibit or property of any Exhibitor or any other person, or for the loss of damage to the same by theft, fire or any cause whatsoever, or for any and all loss or damage incurred or sustained by the Exhibitor by reason of any defect in a venue building or structure caused by fire, storm, tempest, lightning, national emergency, government imposed lock down (including as a result of any pandemic, epidemic or outbreak), war, terrorism, labour dispute, strike or lock-out, civil disturbance, explosion, accident, force majeure, or any cause not within the control of the Organiser, whether foreseeable or not, nor for any consequential or financial loss or damage caused by reason of any such event happening or the building becomes wholly or partially unavailable for the Exhibition.

8. EXHIBITOR'S LIABILITY – The Exhibitor accepts total liability for all acts or omissions of himself, his business, directors, employees, servants, contractors, agents and his visitors, and undertakes to indemnify the Organiser against any and all losses, costs, expenses, damage suffered or incurred by the Organiser in respect thereof and against any and all actions, legal suits, proceedings, claims, demands, costs and expenses whatsoever, which may be taken or made against the Organiser or incurred or become payable, which arise therefrom or in respect thereof. This includes any and all claims arising from damage made to any fixtures, fittings, buildings or outside areas of the Show Venue, and any and all claims arising from the death or personal injury of any person including but not limited to relating to the supply by the Exhibitor of merchandise or samples of any kind (whether sold or complimentary), plus any and all legal costs, compensations, disbursements and expenses should these be paid by the Organiser to compromise or settle any such claims.

9. EXHIBITOR OBLIGATIONS – The Exhibitor shall comply with all rules and regulations concerning the Show and the venue set out by the Organiser and all other terms set out in these Terms and Conditions.

10. TERMINATION - Without affecting any other right or remedy available to it, the Organiser may terminate the contract with the Exhibitor with immediate effect by giving written notice to the Exhibitor if:

a. the Exhibitor fails to pay any amount due on the due date for payment
b. the other party commits a material breach of any term of these Terms and Conditions or
c. The Exhibitor becomes insolvent or bankrupt or otherwise ceases to carry out its business, including upon death.

Terms & Conditions

Termination of the contract shall not affect any rights, remedies, obligations or liabilities of the parties that have accrued up to the date of termination, including the right to claim damages in respect of any breach of the contract which existed at or before the date of termination.

11. FORCE MAJEURE - Neither party shall be in breach of these Terms and Conditions nor liable for delay in performing, or failure to perform, any of its obligations under the Contract if such delay or failure result from events, circumstances or causes beyond its reasonable control.

12. DELIVERY TO STANDS - Delivery to stands on 20th and 21st October 2027 must be made before 8.30 am. No vehicle will be allowed within the exhibition area after this time, except in emergencies.

13. EQUALITY ACT 2010 - Exhibitors are reminded that this legislation is in force. The Organiser is satisfied that it has made adequate provision to comply with its requirements in areas for which it is responsible. Exhibitors should give consideration to the requirements in respect of their own areas.

14. ELECTRICITY SUPPLY - All power supplies must be booked through the Organiser by the date specified. The Organiser has the right to refuse the use of any unauthorised power sources. Furthermore, the Organiser has the right to terminate any installed power supply following inspection and where deemed unsafe or unsuitable for use. All late or additional supply bookings will be subject to availability and cost.

15. FIRE PRECAUTIONS - It is a condition of entry to the Show that every Exhibitor, sub-contractor or supplier comply with The Regulatory Reform (Fire Safety) Order 2005 and all associated legislation and guidance whilst on site. All Exhibitors must undertake a suitable stand specific fire risk assessment, which identifies all foreseeable fire hazards, risks, control measures, likelihood and severity. A copy of the written fire safety risk assessments must be available on-site and provided on request to the Organiser's safety advisor. All Fire precautions on the exhibition stands, including the supply and placing of suitable number and type of fire extinguishers, fire exits and fire safety signage, are the responsibility of the Exhibitor. Any Exhibitor who is going to use and store gas cylinders, generators and fuel must notify the Organiser no later than 14 days before the Show of all details of intended use and storage. Exhibitors must receive written approval from the Organiser, or their nominated safety advisor, before any of the aforementioned items are brought on to site. It is the responsibility for the Exhibitor to manage fire safety on their exhibition stands.

16. HEALTH & SAFETY - It is a condition of entry to the Show that every individual, Exhibitor, sub-contractor or supplier comply with the Health and Safety at Work etc Act 1974, The Management of Health and Safety Regulations 1999, and all associated legislation whilst on site. All Exhibitors must undertake a suitable stand specific health and safety risk assessment which identifies all foreseeable health and safety hazards, risks, control measures, likelihood and severity. A copy of the written health and safety risk assessments must be available on-site and provided on request to the Show safety advisor. All structures and equipment must comply with all current legislation, guidance and best practice. Where appropriate the stand holder must have a signed off certificate for structures which must be made available to the Show safety advisor on request for inspection. It is the responsibility of the Exhibitor to manage health and safety on their exhibition stands.

17. SECURITY - The safe keeping of any article exhibited or brought into the showground is the responsibility of the Exhibitor. The stand holder must assess any and all security requirements for their stand and provide suitable numbers and type of security person(s). It is required that all security personnel guarding the stand should be in compliance with all SIA and any other security legislation, guidance and best practice. The Organiser cannot accept responsibility for any theft or damage to property. There will be 24 hour security onsite to manage access and public safety on show days, installation and dismantle and to protect the Organiser's assets. All persons and vehicles entering the site must comply with all instructions and information provided by security and/or traffic management operatives.

18. INSURANCE - It is the responsibility of each Exhibitor to take out its own insurance with a reputable insurance company for its own assets, and public and third party liability insurance to a minimum value of £1,000,000. The Exhibitor is also advised to insure against cancellation, abandonment, postponement, the full replacement value of the contents of their stand space, all associated ancillary equipment and materials, and all other contingencies including those detailed in these Terms & Conditions. The Exhibitor shall provide the Organiser with a copy of their insurance upon request.

19. 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 Exhibition Hall Stands and Covered Units must be cleared by the morning of the 22nd October 2027 and all outdoor stands must be cleared by 12 pm on the 26th October 2027. Any equipment left on site after this time will incur a £1,000 per day charge. The Organiser and Venue reserve the right to remove any equipment left onsite after the 26th October 2027.

20. STAND CLEANING - It will be the responsibility of the Exhibitor to keep their stand tidy.

21. SUB-LETTING & SHARING - Exhibitors are not permitted to sub-let any part of the space allocated to them. However, genuine sharing of space for example, a tentage contractor and a caterer will be permitted to share, however, the Organiser must be informed of the arrangements, each Exhibitor must complete a seperate booking form and appear in the programme as an individual Exhibitor. The Organiser reserves the right to remove any unauthorised exhibiting company from the Site.

22. GDPR – the Exhibitor and the Organiser will comply with all applicable requirements of all applicable data protection and privacy legislation in force in the UK including the General Data Protection Regulation, the Data Protection Act 2018; the Privacy and Electronic Communications Directive 2002/58/EC (as updated by Directive 2009/136/EC) and the Privacy and Electronic Communications Regulations 2003 (SI 2003/2426) as amended and all other Legislation and Regulatory requirements in force which apply to a party relating to the use of personal data (Data Protection Legislation).