



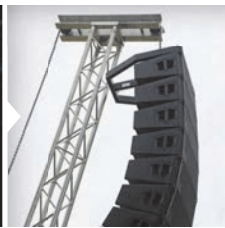
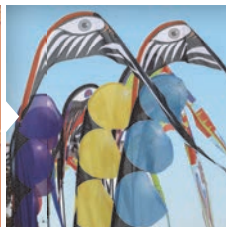
Newbury  
Showground  
Berkshire  
RG18 9QZ



# The Showman's Show 2018

The outdoor event services exhibition

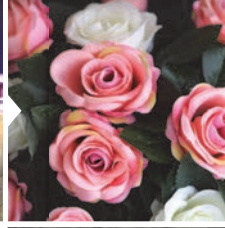
17 & 18  
October



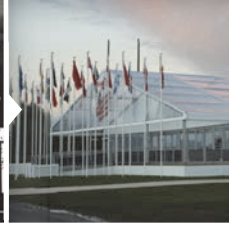
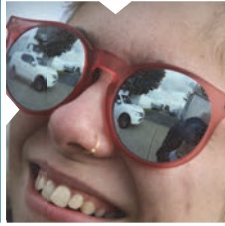
1 Great Show  
2 Action-packed days  
350 Exhibitors  
4500 Visitors



Thousands of ideas, innovations, products & services



The UK's original and most comprehensive exhibition for the outdoor event industry



Exhibitor information & booking form



# THE SHOWMAN'S SHOW 2018

**OPENING HOURS** **Wednesday** 17 October 9.30am - 5.00pm **Thursday** 18 October 9.30am - 4.30pm

## SPACE AVAILABLE

**Open space** on grass at depths of 6, 12, 18 & 24 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.

**Covered space** covered sites, with or without a floor, in units of 3m x 3m or 3m x 6m, including night sheets and signwritten fascia.

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

## RENTAL CHARGES

Open space 6m depth .....	<b>£165.00</b> per metre frontage
Open space 12m depth .....	<b>£195.00</b> per metre frontage
Open space 18m depth .....	<b>£220.00</b> per metre frontage
Open space 24m depth .....	<b>£245.00</b> per metre frontage

Exhibition Hall 3m x 2m unit .....	<b>£1320.00</b> each
Exhibition Hall 3m x 3m unit .....	<b>£1595.00</b> each

Covered space 3m x 3m with floor....	<b>£965.00</b> each
Covered space 3m x 3m .....	<b>£810.00</b> each
Covered space 3m x 6m with floor..	<b>£1230.00</b> each
Covered space 3m x 6m .....	<b>£920.00</b> 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	<b>£395.00</b> extra
12m in depth	<b>£525.00</b> extra
18m in depth	<b>£665.00</b> extra
24m in depth	<b>£805.00</b> extra

## ACTS & ATTRACTIONS

**£385** per table.

## WEB BANNER ADVERTISING

Leaderboard 728px x 90px : **£350** (+VAT) per month  
Large Rectangle 336px x 280px: **£250** (+VAT) per month

## EXHIBITION PROGRAMME

**Display Advertising Space** at the following rates:

**Mono**  
FULL **£675.00**      HALF **£465.00**      QUARTER **£290.00**

**Full colour**  
FULL **£985.00**      HALF **£790.00**      QUARTER **£615.00**

**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**

Email your high resolution artwork as PDF with embedded fonts. (Text ONLY acceptable in Microsoft Word).

## POWER SUPPLIES

These are available at the following charges:

13 amp rated @ 3KW .....	<b>£270.00</b>
13 amp rated @ 6KW .....	<b>£395.00</b>
16 amp cform .....	<b>£270.00</b>
32 amp single phase .....	<b>£395.00</b>
32 amp three phase .....	<b>£455.00</b>
63 amp single phase .....	<b>£510.00</b>
63 amp three phase .....	<b>£580.00</b>
125 amp three phase .....	<b>£700.00</b>
Additional 13/16 amp .....	<b>£110.00</b>
Distribution boards .....	<b>£60.00</b>

**NB** Exhibitors are welcome to bring their own generators on the condition that they are Hybrid, Solar, Biodiesel or silent Diesel. No petrol generator will be allowed. Lance Show & Publications reserve the right to disallow exhibitors from using their own generators if they are seen to be unsafe or causing a nuisance to other exhibitors.

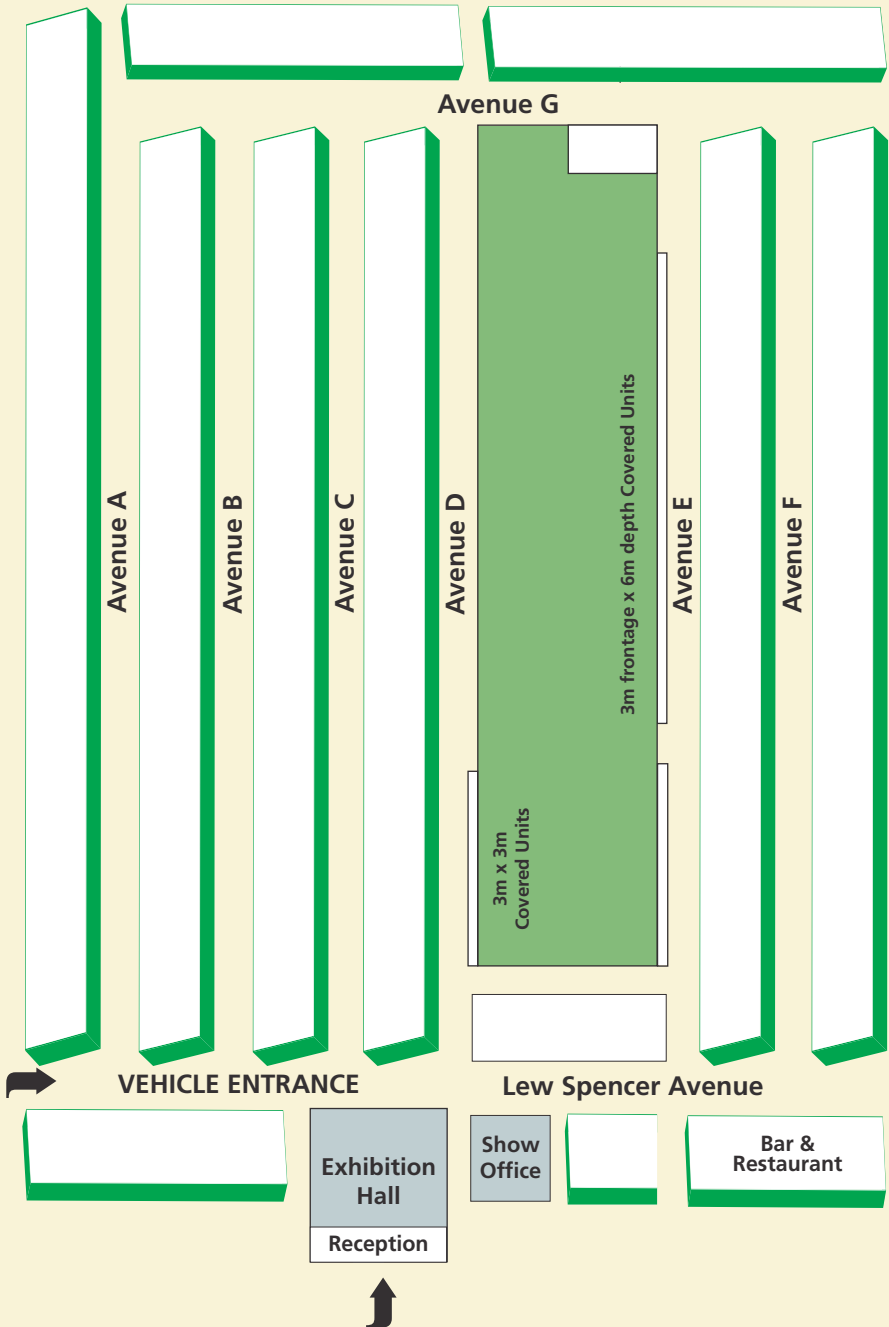
## WATER

Connections supplied at **£260.00**

## CARAVANS

A park for caravans where showers and toilet facilities are available - **FREE OF CHARGE.**

# PROVISIONAL LAYOUT



# BOOKING FORM

Please complete and return **by the 14 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 book 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	
Twitter Handle	Facebook Page	
Instagram Profile		
Name of person responsible for exhibit		

**IMPORTANT - CONTACT PERMISSION** Occasionally we'd like to send you the latest information about the Showman's Show by email, post and other electronic means. We'll always treat your personal details with the utmost care. Please specify your contact preferences below:

Yes please, I'd like to hear from Lance Show & Publications Limited from time to time.

No thanks, I don't want to hear from Lance Show & Publications Limited.

Details of our privacy policy available upon request.

Signature	
Name in CAPITALS	Date

**By returning this form, I/we agree to the conditions published on page 8.**

## DESCRIPTION OF EXHIBIT

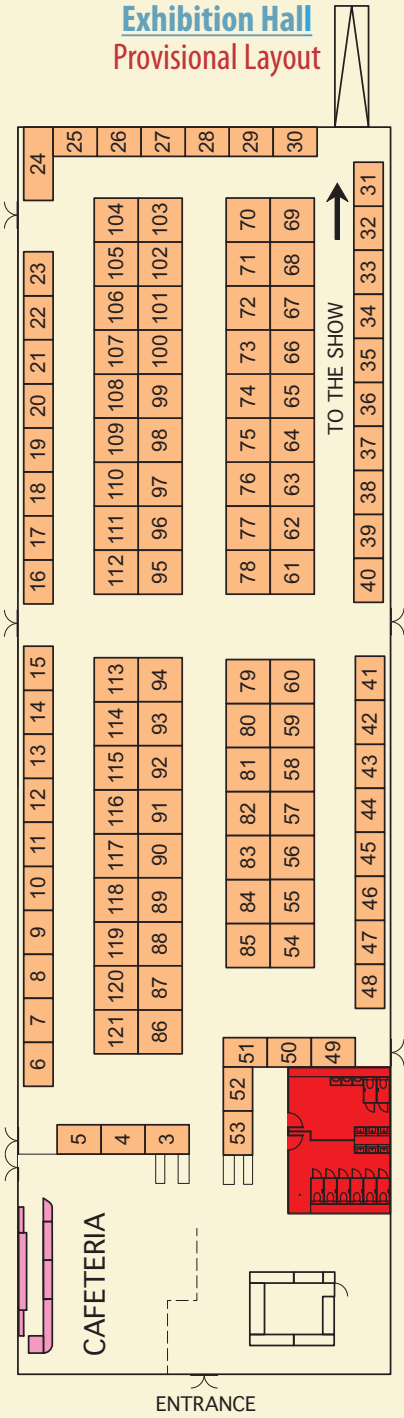
**Not to exceed 20 words for FREE inclusion in programme**

**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**

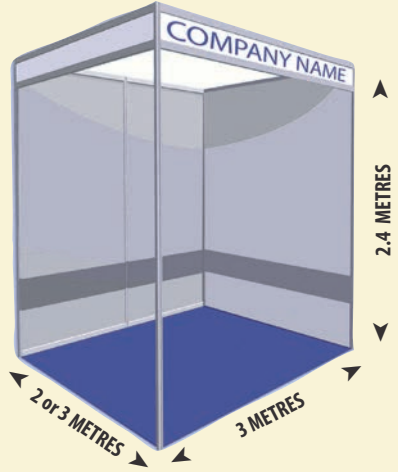
**LATEST DATE FOR BOOKING 14 SEPTEMBER**



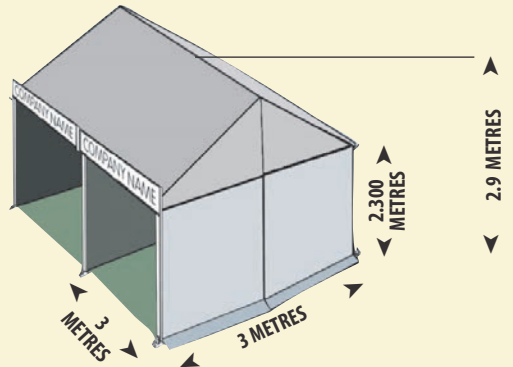
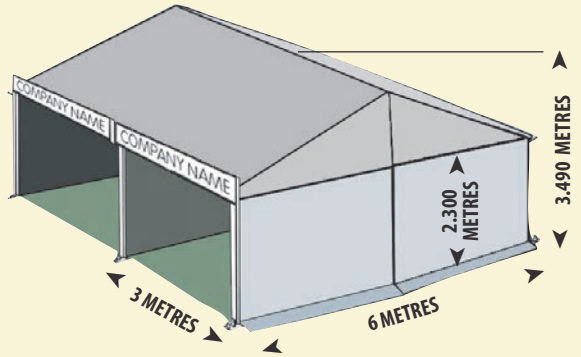
# Exhibition Hall Provisional Layout



# 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 Michelle Tayton of Eventive Communications – michelle.tayton@eventivecommunications.co.uk, 024 7699 2011 has been engaged. If exhibitors wish to advertise direct to clients, visitor invitations are available in email or leaflet format – see page 4.

### A small selection of who exhibit

[Air Conditioning – Heaters](#)  
 Archoterm  
 Hough Portable Events Ltd  
 Thermobile  
[Associations](#)  
 Event Hire Association  
 MUTA – Made Up Textiles Association  
 NOEA – National Outdoor Events Association  
[Attractions, Entertainment & Agencies](#)  
 Eventive Funtime  
 Extreme Mountain Bike Show  
 Ferret World  
 Horses Impossible  
 InHouse Entertainments  
 Jez Avery Stunt Show  
 Odin Events  
 Peter Johnson Entertainment  
 Premier Rides  
 MTFX – Special FX  
 The Sheep Show  
 Tropical Roadshow  
[Catering](#)  
 Best of British Catering Company  
 Carbonis  
 Coffee Cart Company  
 Creative  
 Premier Event Bars  
 The Street Dinner  
[Communications](#)  
 DCRS  
 National Radio Bank  
 NSR Communication  
 Smye-Rumsby Ltd  
 Zycomm Communications Group  
[Fencing, Roadway & Seating](#)  
 Arena  
 Entertee Hire Services Ltd  
 eps UK  
 GT Trax Ltd  
 Live Trakway  
 Mitchell Bridges  
 Star Events  
 Temporary Fencing Ltd  
 Terrafirma Roadways  
 Trackway Solutions  
[Furniture, Flooring & Catering](#)  
[Hire](#)  
 Band International  
 Event Furniture Limited  
 Olympus Flooring Ltd  
 Paul & Co Ltd  
 Reeds Carpeting Contractors  
 Rosetone Hire Services  
 Thorns Group  
[Insurance & Medical Services](#)  
 Arc International Event Insurance Specialist  
 Arthur J Gallagher  
 British Red Cross  
 CoverMarque Ltd

Paramedic Ltd  
 The Event Medicine Company Ltd  
[Marquees, Tents & Temporary Structures](#)  
 Barkers Marquees  
 City B Group  
 Custom Covers  
 GL Events Ltd  
 Hoecker Structures (UK) Ltd  
 Inflate  
 Instant Marquees Ltd  
 Liri Tents Technology Co Ltd (China)  
 Mar-Key Group  
 RHI Stretch Tents  
 RÖDER HTS HÖCKER GmbH  
 The Tipi Company  
[Marquee Fabric & Accessories](#)  
 Essential Supplies  
 Lows of Dundee  
 Verseidag  
[Mobile Toilets & Showers](#)  
 Exclusive  
 Flexloo  
 Gigloo  
 Just Loos.com Ltd  
 Peagreen Manufacturing  
 Shaw Services  
 Site Event  
[Mobile Units: hire, sale & manufacture](#)  
 AJC Trailers  
 Boss Cabins  
 Bunkabin  
 Chalet Events  
 Genquip Groundhog  
 IFOR Williams Trailers  
 Suitehuts  
[Wessington Cabins Ltd](#)  
[Printing & Promotion](#)  
 Kites Up  
 Stand Out Magazine  
 Sunbaba  
[Security & Crowd Control](#)  
 Definitive Security  
 Richard Events Services  
 Showforce  
 Vespasian Security Ltd  
[Staging](#)  
 Impact Production Services  
 StagesForHire  
 Star Events  
 Trailer Stage Services Ltd  
[Temporary Services](#)  
 A.C.T National  
 Bradshaw Event Vehicles  
 CTM  
 Otherlive  
 Oasis Event Doors  
 Pontoon & Dock Company  
 PopUp Arena  
 Sagum Events  
 Water Direct

### and who attend

3AM Events  
 A New Day Festival  
 A Space Cabins  
 Abbey Hill Steam Rally  
 Abingdon-on-Thames town Council  
 Action for Charity  
 Active Leisure Entertainment  
 Adam Hall Group  
 Adventure Wonderland  
 Aggrolo  
 AH4 Events Ltd  
 Aintree Racecourse  
 Alive Activation  
 All About Tourism Ltd  
 All England Jumping Course  
 Alstheikh Country House  
 Amplified Sound  
 Arcantange Festival  
 Arena Group  
 Art Services North  
 Ascot Racecourse  
 Asda  
 Atomic Productions  
 Audiologic  
 BAE Systems PLC  
 Balfour Beatty UK  
 Basingstoke and Deane Borough Council  
 BBC  
 Beacon Events Ltd.  
 Beauville Enterprises Limited  
 Berkshire Events Limited  
 Berkshire Motor Show  
 Berkshire Show  
 Betteshanger Country Park  
 Big Kahuna Huts  
 Biggin Hill Airport Ltd  
 Billy Darters Lunfair  
 Birdford Cable & Harness Ltd  
 BS Concert  
 Blackbuck Festival of Flight  
 Blenheim Palace International Horse Trials  
 Blue Owl Events Ltd.  
 Blue Sky Events Management Ltd  
 Boomtown Festival  
 Bosham Sailing Club  
 Bournemouth '75 Festival  
 Bournemouth University  
 BPM LIVE  
 Brand Events  
 Brandon Thatchers Film Services Ltd  
 Bristol Wollfset  
 Bristol Events  
 Britannia Events  
 British Athletics  
 British Marine Boat Shows  
 British Racing Drivers' Club  
 Brochham Hames Club  
 BUNKFEST  
 Butlins Parks  
 Cabinet Office  
 Cambridge Beer Festival  
 Cambridge Folk Festival  
 Cambridge Live  
 Camp Kerala  
 Campaignlight  
 CAMRA Reading Beer Fest  
 Cancer Research UK  
 Capita  
 Caravan & Motorhome Club  
 Caravatt Events  
 Cardiff Council  
 Cardiff Magistrates  
 Cardiff Met University  
 Carfest  
 Castle Combe Steam Rally  
 Central Parcs Events  
 Central Event Productions Ltd  
 Centre for Ecology & Hydrology  
 Centre Media & Events  
 Chaffont Show  
 Chalfont St Giles Show

Charmwood 2019 – Leicestershire Scouts  
 Chelmsford City Council  
 Chertsey Agricultural Association  
 Chiddest  
 Chiltern Shakespeare Company  
 Chippenham Folk Festival  
 Chiswick Park Estate  
 Circus Wonderland  
 Citroen  
 City of London Corporation  
 CLA  
 Classic Festivals and Events  
 Clayshooting Events  
 Clutton Flower Show  
 Colourfest  
 Combury Festival  
 Corporate Entertainment Professionals  
 Costwold Show  
 Costwold Airport  
 Costwold Event Production  
 County of Salop Steam Engine Society Ltd  
 Coventry City Council  
 Cowdray Park Polo Club  
 Cranborne House Ltd  
 Crawley Borough Council  
 CSM Live  
 Cuffe & Taylor  
 Dacorum Borough Council  
 Dartford Borough Council  
 Dorset County Show  
 Eat Festivals  
 Egham Royal Show  
 Eisteddfod Genediaethol Cymru  
 Electromagnetic Field Ltd  
 England Hockey  
 European Tour Productions  
 Event Buddha Ltd  
 Event Industry News  
 Fab Weddings & Events  
 Fake Festivals Limited  
 Fast Track Music  
 Fest D O O  
 Festival Republic  
 Festival Vision  
 Fingle Glen Golf Course  
 Food In The Park  
 Formula One Management Limited  
 Foxrot Tango Events  
 Frizee Events  
 From The Fields  
 Game Fair Ltd  
 Gap Festival  
 Garsington Opera  
 Glasshouse Music  
 Glastonbury Festival Events Ltd  
 Global Events  
 Glastrop Fest og Serviceudlejning  
 Gofestivals  
 Goodwood Motor Circuit  
 Goodwood Road Racing Co Ltd  
 Goose Live Events  
 Great Dorset Steam Fair  
 Great Event Company  
 Great River Race  
 Green Gathering  
 Green Man Festival Ltd  
 Greenbelt Festival  
 Greenwell Leisure Ltd  
 Grounded Events  
 H2 Productions  
 Harley-Davidson  
 Hay Festival  
 Henley Show  
 Hertfordshire County Show  
 Hertfordshire Students Union  
 HG Event Production  
 Historic Royal Palaces  
 Hockley Women's World Cup 2018  
 Honda (UK)  
 Horsham District Council

Huntingdonshire District Council  
 IMG Arts & Entertainment  
 Immortal Sport Ltd  
 Impresario Festivals  
 IRONMAN UK  
 Jockey Club  
 John Lewis Partnership  
 Joules  
 Judgejudy  
 Julie's Bicycle  
 Kambe Events Ltd.  
 Kent County Council  
 Kimbolton Country Fayre  
 Kingsford Events  
 Lambeth Country Show  
 Larmer Tree Festival  
 Laura's Show  
 Lawn Tennis Association  
 Leeds City Council  
 Leigh Food Fair  
 Limerlight Sports  
 Lionheart Events  
 Little n Large Events  
 Littlewick Show  
 Live Nation  
 Living Crafts Ltd  
 London Valley Kite Flyers  
 Lodonshire Festivals and Dagenham  
 London Marathon Events Ltd  
 London's New Year's Day Parade  
 Loudsound  
 Magic of Thailand  
 Manor By The Lake  
 Marlow Town Regatta & Festival  
 Marvellous Festivals Ltd  
 Melksham Society Festival Ltd  
 Melplash Society Ltd  
 Meraki Festival  
 Merlin Entertainments  
 Metropolitan Police  
 Mid Somerset Show  
 Military World  
 Mobile Bike Events  
 Monster Energy  
 Moor Hall Venue & Events Limited  
 Motor Sport Vision  
 Muddy Productions  
 National Game Fair Ltd  
 Nationwide Scout Communications Team  
 NCASS  
 New Forest & Hampshire County Show  
 New Forest Folk Festival  
 New Milton Christmas Festival  
 New Wine Trust Ltd  
 Newbury & District Agricultural Society  
 Newbury Racecourse plc  
 Newbury Rotary Club  
 NFU Nation  
 Ngf GOLF Consultancy  
 NMTF LTD  
 Nonlonsense Group Ltd  
 North Devon Show  
 Oakleigh Event Management Ltd  
 Orsett Show  
 Pembrokehire Agricultural Society  
 Phoenix Festival  
 Phoenix Sports  
 PlantWox  
 Poole Council  
 Port Eliot Festival  
 Pridewatch Events Ltd  
 Prosecco Festival  
 Proud Events  
 Puck Fair  
 Pulse Roadshow  
 RAF Cosford Air Show  
 Reading Borough Council  
 Retro Festival  
 RHS Chelsea  
 Richmond Event Management Ltd

Ricoch Arena  
 Rockmedia  
 Roskilde Festival Rental  
 Rotary Club of Ashford  
 Rothschild Foundation  
 Royal Highland Show  
 Royal Horticultural Society  
 Royal International Air Tattoo  
 RPM Ltd  
 SALISBURY CITY COUNCIL  
 Santa Pod Raceway  
 Scott Callaghan Art Production  
 Sheb Farm Fest  
 Sherborne Castle Country Fair  
 Shindig Festival  
 Shrewsbury Steam Rally  
 Shropshire Festivals  
 Shropshire Horticultural Society  
 Silverstone Circuits  
 Skybar  
 Soul Survivor  
 South Gloucestershire Show  
 South of England Agricultural Society  
 Spirit of Rock / Ramblin' Man Fair  
 Sports Promotions Ltd  
 Stadium Management Ltd  
 Steelhouse Festival Ltd  
 Strawberry Fieldz  
 Sussex Cricket  
 Swallowfield Show  
 Tangerine Fields  
 The Full Effect Ltd  
 The Glamping Show  
 The Godney Gathering Limited  
 The Great Run Company  
 The Pig  
 The Pop-Up Hotel  
 The Surrey County Agricultural Society  
 The Whitcombe Cider Festival  
 The World Cycling Revival  
 Theatre Tent  
 Thornbury Carnival  
 Three Counties Agricultural Society  
 Thruaxon (BARC) Ltd  
 Toe the Line  
 Tonbridge Farmers Market  
 Total Warrior  
 Tough Mudder  
 Towseley Festival  
 Townlands Carnival  
 TSB  
 Tudor Markets Ltd  
 U-Live (Universal Music)  
 UK Cycling Events  
 Ultimate Survival Camps  
 Union of Brunel Students  
 Usk Show  
 WANFEST LIMITED  
 VIP Nation  
 Virtual Events  
 Wamers group Publications  
 Watcher Live CIC  
 WATERLAND EVENTS LIMITED  
 Wesley House Events Ltd  
 West Green House Opera  
 West-Oven Steam & Vintage Show  
 Westbury Town Council  
 Wickbed Hathersfest  
 Wickham Festivals Ltd  
 PlantWorx  
 Wildchild (UK) Limited  
 Wilde Ones International Events  
 Wiltshire and Swindon Sport  
 Winchester Cathedral  
 WOMAD Festival  
 Wonder Productions Ltd  
 World Cycling Revival  
 Worldwide Events Ltd  
 Wychavon District Council  
 York Racecourse  
 ZIMFEST LIVE  
 Zurich

Visit [www.showmans-directory.co.uk](http://www.showmans-directory.co.uk) for a full list of last year's exhibitors

# TERMS & CONDITIONS

**No stand will be allowed to set up unless the rental fee has been paid in full.  
THERE ARE NO LATE BOOKING DISCOUNTS**

**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 outdoor exhibits on or after the 9 October and 15 October for Exhibition Hall and Covered Unit exhibits. Exhibitors must have their stands arranged in proper order by 9 am on 17 October and may not dismantle before 4.30 pm on 18 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 BOOKED** Where an exhibitor cancels their booked stand space for whatever reason all fees **paid** will be forfeited and the right is reserved 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 14 September will be 100%.

**DELIVERY TO STANDS** Delivery to stands on 17 and 18 October must be made before 8.30 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** It is a condition of entry to the Showman's 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 Showman's Show 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 Lance Show and Publications Limited no later than 14 days before the Show of all

details of intended use and storage. It is the responsibility for the Exhibitor to manage fire safety on their exhibition stands.

**HEALTH & SAFETY** It is a condition of entry to the Showman's Show that every individual, exhibitor, sub-contractor or supplier comply with the Health and Safety at Work etc Act 1974 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 good practice. Where appropriate the stand holder must have a signed off certificate for structures which can be made available to the Showman's Show Safety Advisor on request for inspection. It is the responsibility of the Exhibitor to manage health and safety on their exhibition stands.

**PAYMENT TERMS** 30 days from date of invoice and all payment must be made in full prior to the Show.

**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 recommended that all security personal guarding the stand should be in compliance with all SIA and any other security legislation, guidance and good practice. Lance Show and Publications Limited 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, build and breakdown and to protect the Showman's Show organiser assets. All persons and vehicles entering the site must comply with all instructions and information provided by security.

**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 12 noon on Tuesday 23 October. Any items left on site after this date will be liable to a £100 charge per day.

**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](mailto:info@showmans-directory.co.uk)**