

East of England Showground Services Ltd, company registered in England and Wales. Company number 990044 (SGS)

**EVENT: EQUIFEST**  
**29th August - 1st September 2019**  
 East of England Arena & Events Centre  
 Peterborough Showground  
 PE2 6XE



## Trade stand application form

To secure your space, a Deposit of **£100** is due at the time of booking

The Balance is then due no later than: **19th July 2019**. Bookings after this date are subject to availability

Please give a full description of named trade entity as well as any trade/business names
Contact name
Trader name
Address
Post code
Tel
Mobile
Email

Please give a full description of your stand and any goods/ services to be displayed or sold
This section must be completed (see regulation 7)
Website:

### Trade space

	Total frontage	Total depth	Total Sq. metres	Rate per sq.m (exc. VAT)	Total £
<b>Outdoor</b> Min: 6m x 6m				£9.45	
<b>Indoor: Atrium</b> Min: 3m x 3m				£45.00	
<b>Indoor: Main hall</b> Min: 3m x 3m				£45.00	

Electricity	Quantity	Rate (excl. VAT)	Total £
13 amp single socket		£82.50	
13 amp double socket		£95.70	
16 amp blue socket		£115.50	

Furniture hire	Quantity	Rate (excl. VAT)	Total £
Trestle table (6' x 2')		£6.60	
Chair		£4.40	

Extra Admission Ticket (2 vehicle passes FOC with booking)	Quantity	Rate (excl. VAT)	Total £
Extra vehicle pass		£5.00	

## ADDITIONAL ADVERTISING AND MARKETING OPPORTUNITIES

**Maximise the footfall to your stand  
All art work to be supplied by client**

All advertising and marketing costs are due to be paid with the deposit

Description	Size	Quantity	Rate (excl. VAT)	Total £
<b>Official show schedule</b>	Full page colour OBC	[ ]	£510.00	
A5 3,000 copies	Full page colour IFC, IBC	[ ]	£357.00	
	Full Page B&W	[ ]	£255.00	
<b>Deadline for material: 5 March</b>	1/2 page B&W	[ ]	£142.80	
<b>Official show catalogue</b>	Full page colour	[ ]	£341.70	
A4 1,000 copies	1/2 page colour	[ ]	£219.30	
<b>Deadline for material: 1 July</b>				
<b>Branded banner placement</b>	Outside Grand Stand	[ ]	£200.00	
6m x 1m	Main Entrance Avenue for All Vehicle & Pedestrians	[ ]	£250.00	
<b>To be supplied by client</b>				

**Sub total:**

**VAT 20%**

**Grand total**

£

**Amount payable with your application includes the Deposit and any advertising and marketing costs. Your balance is then due no later than 19th July 2019**

### PAYMENT DETAILS

- Cheque    Cheque no: \_\_\_\_\_
- BACS        BACS Ref: \_\_\_\_\_
- Card        Please complete attached form

Please make cheques payable to East of England Showground Services Ltd

Please use your trade stand name wherever possible  
Account number: 10337064    Sort code: 20-67-37

We do not accept american express

**I understand that this Application is made in accordance with the Terms described in the East of England Showground Services Ltd Trade Stand Terms and Conditions (1st edition). A copy of which I have read and understood.**

The information on this form will be kept by East of England Showground Services Ltd and only be used for legitimate business purposes and will not be transferred to a 3<sup>rd</sup> party.

**THIS APPLICATION MUST BE SIGNED BY THE TRADER**

Signature: \_\_\_\_\_

Position: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

**OFFICE USE ONLY**

Notes:

Date rec:

Authorised:

Liability ins:   

Risk Assessment   

Acceptance sent   

Inv ref:

Deposit:

**SIN**

CC / Cheque/ BACS

## **EAST OF ENGLAND SHOWGROUND SERVICES LIMITED TRADE STAND TERMS AND CONDITIONS (1<sup>ST</sup> Edition)**

### **DEFINITIONS**

<b>Acceptance</b>	Notice from SGS to the Trader confirming the Application has been accepted
<b>Application</b>	An application made by a Trader to SGS for a Trade Stand at an Event in the form prescribed from time to time by SGS
<b>Balance</b>	The balance of the Fee as set out on the Application
<b>Deposit</b>	The amount to be paid by the Trader to SGS on submitting an Application in respect of deposit and advertising/marketing as set out on the Application
<b>Event</b>	The event to be held at the Showground as described in an Application
<b>Fee</b>	The sum(s) due from the Trader to SGS in accordance with an Application and which include the Deposit, the Balance and any marketing/advertising fee together with any applicable interest
<b>Notice</b>	A notice from one party to another
<b>Pass(es)</b>	A pass or passes issued by SGS to a Trader for the Trader and its nominee(s) to have access to the Showground for an Event
<b>Payment Date(s)</b>	The dates for payment of each element of the Fee as set out on the application
<b>Regulations</b>	The regulations published by SGS from time to time on the Website
<b>SGS</b>	East of England Showground Services Limited a company registered in England and Wales with number 990944 whose registered office is at The Showground, Alwalton, Peterborough, PE2 6XE
<b>Showground</b>	The East of England Showground Alwalton Peterborough PE2 6XE
<b>Terms</b>	These terms and conditions, the contents of an accepted Application and the Regulations
<b>Trader</b>	Person or entity submitting an Application and named on that Application
<b>Trade stand</b>	A trade stand installed at an Event pursuant to an Application
<b>Website</b>	The SGS website (or relevant section) which relates to the Event which is the subject of an Application and which is described on an Application

### **PROVISIONS INCORPORATED IN THE TERMS:**

1. All Applications are made on the basis that the Terms apply
2. There shall be no contract for a Trade Stand between a Trader and SGS until SGS has given Acceptance and SGS will either:
  - 2.1 Give Acceptance within 21 days of receipt of a valid Application or
  - 2.2 Confirm that no Acceptance is given and in which event any Deposit paid by cleared funds will be repaid to the payer
3. For an Application to be valid it **MUST** be accompanied by a **Deposit and sums due in respect of marketing/advertising options chosen** by the Trader on an Application and payment must be made in one of the ways set out on the Application. **Deposits are not repayable in any circumstances.**

4. The Fee and every element of it MUST be paid on the Payment Date(s) by one of the ways set out on the Application and time shall be of the essence.
5. Interest shall be added to any Fee or element of the Fee not paid on the correct Payment Date(s) at a rate of 4% per annum above the base rate of Barclays Bank plc from the due date until paid
6. If any part of the Fee has not been paid by the relevant Payment Date then the Trader will NOT be allowed to attend the Event which is the subject of the Application unless expressly given permission by Notice given by SGS BEFORE the date of the Event. Such attendance in those circumstances will be in the absolute discretion of SGS and on such terms as it shall decide. If the Trader attends following such a Notice then it will be deemed to have incorporated any terms of such a Notice into the Terms
7. Admission to an Event of the Trader and any Trader's vehicles is strictly by Pass(es). The number of Passes shall be for two vehicles unless otherwise provided on an Application. SGS agrees to issue the Passes in advance of the Event but ONLY if all Fees have been paid on the Payment Date(s).
8. A Trader may cancel an Application by Notice given not later than the deadline date for the Event to which the Application relates (Just Dogs Live, 17<sup>th</sup> May 2019 OR Equifest, 19<sup>th</sup> July 2019). In the absence of such a cancellation the full Fee shall remain due on the Payment Date(s). Paragraph 3 applies to the Deposit in any event
9. Trade Stands shall occupy such pitch as is allocated by SGS and shall not be moved or relocated without express authority or direction of SGS
10. The use of a Trade Stand and any allocated pitch is personal to the Trader named in the Application
11. The Trader must maintain its Trade Stand open for business or enquiry at an Event until the time declared by SGS as being the end of the Event
12. All chattels brought onto the Showground by the Trader are at the risk of the Trader who shall make appropriate arrangements for their security and insurance.
13. The Trader shall undertake an appropriate risk assessment and be prepared to produce this to SGS at any time after the Acceptance to the conclusion of the Event
14. The Trader shall have public liability insurance with a minimum liability limit of £2,000,000 and shall produce evidence of that upon request made by SGS
15. SGS shall be entitled to assume that the signatory to the Application had authority to bind the Trader and if there is any successful challenge to that authority, the person or entity purporting to sign on behalf of the Trader accepts personal responsibility for performing the obligations of the Trader as set out on that Application.
16. Any Notice to be given by a Trader to SGS shall only be valid if given by email to [phil@eastofenglandarena.com](mailto:phil@eastofenglandarena.com). Any Notice to be given by SGS to the Trader shall only be valid if given by email to the e mail address given on the Application or if there is no such address then given by letter to the correspondence address set out on the Application or otherwise given to SGS by the Trader
17. There shall be no variation to the Terms unless agreed in writing signed by the Trader and SGS
18. The Contracts (Rights of Third Parties) Act 1999 is excluded in relation to the Terms
19. Specific trade stand Regulations can be found at the following websites for each event:  
Equifest: [www.equifest.co.uk](http://www.equifest.co.uk), <http://www.equifest.org.uk/wp-content/uploads/2015/01/Arena-trade-stand-regulations-2011-1.pdf>  
Just Dogs Live: [www.justdogslive.co.uk](http://www.justdogslive.co.uk), <http://www.justdogslive.co.uk/wp-content/uploads/2014/04/Arena-trade-stand-regulations-2011.pdf>



## **SPECIFIC TRADE STAND REGULATIONS EQUIFEST**

### **GENERAL CONDITIONS**

No space will be reserved until the completed Trade Stand application form, photograph of the Trade Stand, deposit, risk assessment and a copy of your public liability insurance have been received. Equifest reserves the right to refuse any application, and is not obliged to give any reason for such refusal. Equifest also reserves the right to cancel any application which may have been previously accepted without any reason being given for such cancellation, in which any fees will be refunded to the Exhibitor but no other compensation, damages or penalty will be payable to the Exhibitor. In the event of total cancellation of the event, any fees paid will be refunded to the Exhibitor but no other compensation, damages or penalty will be payable to the Exhibitor.

### **EQUIFEST CANCELLATION POLICY**

Equifest reserves the right to cancel the show, or the Exhibitor's use of the Trade Stand space for any reason (including, without limitation, by reason of a Force Majeure). Equifest shall notify the Exhibitor of the cancellation as soon as possible. The parties agree that the Equifest shall not be in breach of these Terms and Conditions by virtue of that cancellation or abandonment, provided the Exhibitor is provided a refund by Equifest of up to 100% of the amount already paid by the Exhibitor for the trade stand space (to be amended where the Exhibitor has had some benefit of the space). Alternatively, the Exhibitor may have the opportunity to use another space at the same show (subject to availability) or another Show organized by Showground Services Ltd (again subject to availability).

### **RESTRICTED GOODS**

The sale of jokes and tricks including any article containing or capable of discharging any noxious smell, noise coloured spray, foam or other produce that could be a nuisance or annoyance to any horse or person within the venue is not permitted. The sale of knives, catapults, or any other type of weapon is not permitted. Exhibitors may not sell or donate either inflated or deflated balloons on the venue for reasons of animal safety.

### **CATERING, FOOD AND DRINK**

Exhibitors are expressly forbidden by the Venue Proprietors to supply complimentary refreshments.

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## Card payment application

The **deposit & advertising costs** will be taken immediately

Balance of trade stand to be taken at the trade stand deadline date  
automatically



**Card Name:** \_\_\_\_\_

**Card Type:** \_\_\_\_\_

*We cannot accept American Express*

**Card Number:**    \_ \_ \_ \_ /    \_ \_ \_ \_ /    \_ \_ \_ \_ /    \_ \_ \_ \_

**Expiry date:**    \_ \_ /    \_ \_

**Security code (last 3):**    \_ \_ \_

Once the final balance has been taken, your card details will be destroyed