

HICKSTEAD TRADE STAND BROCHURE

INCORPORATING
THE CHARLES OWEN SHOPPING VILLAGE

The Al Shira'aa Hickstead Derby Meeting
(21st) 22nd – 25th June 2017

The Longines Royal International Horse Show
(25th) 26th – 30th July 2017

The All England Jumping Championships
31st August – 3rd September 2017



www.hickstead.co.uk

All Engand Jumping Course, Hickstead, West Sussex RH17 5NU
Tel: 01273 834315 email: trade@hickstead.co.uk



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THE ALL ENGLAND JUMPING COURSE

The All England Jumping Course is one of the UK's premier sporting venues, and is located in the heart of Sussex, between Gatwick Airport and Brighton. Our summer season runs from June until September and comprises of The Al Shira'aa Hickstead Derby Meeting, The Longines Royal International Horse Show, The All England Jumping Championships and The Hurstpierpoint College National Schools and Pony Club Championships.



GENERAL INFORMATION

- We see 95,000 plus visitors come through our gates over the course of the two international shows, including over 1000 VIPs
- In excess of £3 million is spent shopping at Hickstead year on year
- We have over 200 retail sites with regulated sectors from equine to lifestyle, fashion and food
- Every show day sees uninterrupted shopping hours between 9am and 6pm
- In excess of 5,000 competitors attend
- We provide advertising opportunities using Hickstead Online or within the official show programmes and a dedicated, passionate, experienced trade team offering bespoke trade platforms and benefits for individual businesses



- Free website and official show programme listing
- Complimentary ticket allocation each show for clients, friends or family
- Trade voucher initiative to reach customers
- Onsite banking facility including Bureau de Change
- 24-hour security onsite

EXHIBITOR INFORMATION

Site Information

Competitor Sites – Horsebox & Transport Area

- Site references AA to HH (Site numbers 185 to 200).
- Area reserved for horseboxes, trailers & vehicles for 2017
- Competitor sites are aptly named as they run parallel to the direct route leading up to rings 2,3,4,5, 6 & 7 meaning that all competitors, grooms, owners, friends & family walk right past your stand every day. The cost includes open space only, however marquees are available for hire at an extra cost on request.
- Traders exhibiting on competitor sites benefit from additional days trading at both shows, (Wednesday 21nd June & Tuesday 25th July) which they are required to open for.

Please note: The horse walk now runs along the back of the Bunn Leisure Arena but Competitors' Row will still be the route for pedestrians to take from the Stablefield to the outer rings.

The Charles Owen Shopping Village

- Site reference A to H (Site numbers 90 to 122 & 129 to 171).
- Prices include open space only, however marquees are available for hire at an extra cost on request.
- Main retail area, including catering court, picnic area and fun fair.

Retail Sites

- Site reference AA to HH (Site numbers 12 to 61 & 75 to 79).
- Prices include open space only, however marquees are available for hire at an extra cost on request.
- Retail sites are predominantly positioned on roadside locations, mainly the International Arena perimeter road, therefore exhibitors benefit from a high volume of footfall.

Shedding Sites

- Site References SS to WW (and also site refs II) (Site numbers 4 to 9, 40 to 49, 60 to 68, 125 to 126, 172 to 181 & 220 to 231).
- All shedding sites are predominantly positioned in prime retail areas, mainly covering the International Arena perimeter road.
- Price includes marquee (6m deep) with wooden floor, banner rail and a Hickstead fascia name board. For an additional cost, exhibitors can add lining, carpet and/or matting.

Only sites on Competitors' Row are required to be open on the first day of each show (Wednesday 21st for the Derby & Tuesday 25th for RIHS). These are national jumping competition days only, and there are no classes in the International Arena. For the majority of exhibitors, this day is generally used as a set up day and you are **not required to be open**.

SITE PRICES

The Al Shira'aa Hickstead Derby Meeting (21st) 22nd – 25th June 2017

Size <i>Frontage x Depth</i>	Retail Site		Prime Retail Site		Prime Shedding	
	<i>Ref</i>	<i>Price (£)</i>	<i>Ref</i>	<i>Price (£)</i>	<i>Ref</i>	<i>Price (£)</i>
<i>3m x 6m</i>	<i>A</i>	<i>550</i>	<i>AA</i>	<i>670</i>	<i>SS</i>	<i>1230</i>
<i>4.5m x 6m</i>	<i>B</i>	<i>680</i>	<i>BB</i>	<i>810</i>		
<i>6m x 6m</i>	<i>C</i>	<i>860</i>	<i>CC</i>	<i>990</i>	<i>TT</i>	<i>2070</i>
<i>7.5m x 6m</i>	<i>D</i>	<i>1030</i>	<i>DD</i>	<i>1170</i>		
<i>9m x 6m</i>	<i>E</i>	<i>1200</i>	<i>EE</i>	<i>1340</i>	<i>UU</i>	<i>2680</i>
<i>10.5m x 6m</i>	<i>F</i>	<i>1360</i>	<i>FF</i>	<i>1490</i>		
<i>12m x 6m</i>	<i>G</i>	<i>1510</i>	<i>GG</i>	<i>1650</i>	<i>VV</i>	<i>3440</i>
<i>13.5m x 6m</i>	<i>H</i>	<i>1830</i>	<i>HH</i>	<i>1970</i>	<i>WW</i>	<i>4130</i>

3x3m shedding sites include marquee, wooden floor, carpet, banner rail and name board.

Size	Prime Retail site	
Frontage x Depth	Ref	Price (£)
3m x 3m	II	750

The Longines Royal International Horse Show (25th) 26th – 30th July 2016

Size <i>Frontage x Depth</i>	Retail Site		Prime Retail Site		Prime Shedding	
	<i>Ref</i>	<i>Price (£)</i>	<i>Ref</i>	<i>Price (£)</i>	<i>Ref</i>	<i>Price (£)</i>
<i>3m x 6m</i>	<i>A</i>	<i>600</i>	<i>AA</i>	<i>740</i>	<i>SS</i>	<i>1350</i>
<i>4.5m x 6m</i>	<i>B</i>	<i>790</i>	<i>BB</i>	<i>930</i>		
<i>6m x 6m</i>	<i>C</i>	<i>970</i>	<i>CC</i>	<i>1090</i>	<i>TT</i>	<i>2250</i>
<i>7.5m x 6m</i>	<i>D</i>	<i>1150</i>	<i>DD</i>	<i>1290</i>		
<i>9m x 6m</i>	<i>E</i>	<i>1330</i>	<i>EE</i>	<i>1450</i>	<i>UU</i>	<i>2780</i>
<i>10.5m x 6m</i>	<i>F</i>	<i>1510</i>	<i>FF</i>	<i>1640</i>		
<i>12m x 6m</i>	<i>G</i>	<i>1670</i>	<i>GG</i>	<i>1800</i>	<i>VV</i>	<i>3600</i>
<i>13.5m x 6m</i>	<i>H</i>	<i>2010</i>	<i>HH</i>	<i>2170</i>	<i>WW</i>	<i>4330</i>

3x3m shedding sites include with marquee, wooden floor, carpet, banner rail and name board.

Size	Prime Retail site	
Frontage x Depth	Ref	Price (£)
3m x 3m	II	800

All prices are inclusive of VAT.

ALLOCATION OF SITES

For returning exhibitors, 2016 sites will be reserved until 1st January 2017. If by this time sites have not been rebooked **AND** a 25% deposit paid, their position will be made available for other exhibitors to book. If exhibitors do not wish to return for the 2017 season, notification as early as possible would be appreciated.

Allocation of stands will be at the discretion of Hickstead Ltd., however, where possible we will endeavour to meet any requests made by exhibitors.

To ensure a reservation is secured on a site, completed application forms and deposit are required.

Please make sure you check the map carefully for the trade stand & number before sending your application form in. **WITHOUT A COMPLETED APPLICATION FORM AND DEPOSIT, SITES WILL NOT BE RESERVED.**

PAYMENT OF SITES

For applications to be accepted, we will require a minimum of 25% of the site fee to be included within the application.

For those that book and pay for both shows in full before the 1st February 2017, a 10% discount on the site will be offered.

Payment through instalments can be arranged individually by contacting Hannah Borissow on 01273 834315 ext.111 or hannah@hickstead.co.uk

We do **NOT** accept post-dated cheques.

Full payment must be received from the exhibitor no later than **1st May 2017** for The Al Shira'aa Hickstead Derby Meeting and **1st June 2017** for the Longines Royal International Horse Show.



THE ALL ENGLAND JUMPING CHAMPIONSHIPS

Trade stands at the All England Jumping Championships are by invitation only, however, if you are interested in attending please contact Hannah on 01273 834315 ext.111 or hannah@hickstead.co.uk for more information.

TRADE LISTING

Each exhibitor will be entitled to a free listing on both the Hickstead website, and in the official show programme of the corresponding event. These listings provide an alphabetical index of exhibitors; stand number, telephone number, web address and 15-word description of the product or service being exhibited. All exhibitor details will be taken from the application form, so please write clearly.

Exhibitors are only permitted to trade the products implied by the 15-word description.

Please note that late applications may not be guaranteed a listing in the programme due to printing cut off dates.

TRADE VOUCHER INITIATIVE

Our trade voucher initiative is designed to support Hickstead's traders and aid in maximising footfall to your stand through publicising your presence at Hickstead and communicating a discount offer to the spectators and competitors.

To apply, complete form five detailing your offer and return along with a high res copy of your company logo. A voucher will be designed for you and published as part of a PDF document accessible on our website and Facebook page, as well as being marketed as part of Hickstead's eNewsletter.

Fee: £25.00 inc. VAT per show

MARQUEES, GAZEBOS, TRAILER UNITS & SCREENING.

Weakly structured marquees/ gazebos are strictly prohibited on the showground. Any structures brought to the show are required to withstand up to 40mph winds. Marquees must be of good standard, clean and tidy. Marquees are available to hire through Hickstead should you require one. Please see application form on page 13 to book.

If your structure is deemed by Hickstead to be too weak, unsafe or untidy, you will be turned away without refund or required to hire a marquee through Hickstead at full price, if available.

Any exhibitor wanting to bring a trailer unit to the show is required to inform the trade stand office that they wish to do so. Where possible we endeavour to get all trailer units sited prior to other exhibitors entering the showground, exhibitors need to be aware that they may be required to bring their unit onto the showground the day before official set up commences.

Screening

Exhibitors bringing trailer units or setting up stands without a marquee (including horseboxes) will be required to notify the trade stand manager when booking. These stands will require screening behind them at an extra cost of £10 per 3m frontage. **Those who have not notified us before show set-up will be required to pay this cost at the show along with a £50 labour fee.**



DELIVERIES

Any letters or packages delivered to the showground must be addressed as below:

Stand Name & Number
C/O Trade Stand Office
The All England Jumping Course
Hickstead
West Sussex RH17 5NU

Any deliveries made during opening hours will remain with security at the gate until the show is closed. Any deliveries made that require a forklift will accompany a charge of £50, and will only be made if and when a member of staff is available.

Hickstead does not accept responsibility for lost or damaged items.

ELECTRICITY

Each electrical socket provides a supply of 500w and is live from when the show opens to the end of the last day of the show. Exhibitors are asked to carefully consider their requirement of electricity and order the appropriate supply in advance of the event. During the inspection of exhibitions by the showground electrician, any exhibitor drawing an excessive supply will be charged accordingly for additional connections, at a price deemed appropriate by the showground electrician.

Those providing electrical equipment for their own use should, prior to it being connected to a supply, arrange for it to be inspected and P.A.T. tested by a competent electrician and a label affixed to it and a certificate issued clearly stating the date of the test and the name of the electrician performing the test. Electricity will not be supplied to the stand until the relevant certificate or the appliance concerned has been inspected by the Electrician.

THE USE OF KETTLES, COFFEE MACHINES AND HALOGEN LIGHTING IS STRICTLY PROHIBITED.

Connectors will be available for purchase from the official showground electrician at the cost of £10.00 per connector.



FOOD MARKET & CATERING

As well as our two food courts, we have a food market and street food area in a prime position just off the main ring road. With up to 5000 competitors over both shows staying onsite it is a great opportunity for those wishing to sell food and drink to both competitors and the general public to take away.

Please contact hannah@hickstead.co.uk for more information.

For information and applications for catering units, please contact Simon Gaskin on 01273 834315 ext 108 or simon@hickstead.co.uk



TICKETS & PASSES

Each exhibitor will be allocated a number of wristbands in accordance with the size of their pitch (See Page 11 for details).

Please ensure exhibitor wristbands are correct and distributed to the relevant personnel prior to entering the showground. Access to exhibitors will not be permitted unless the relevant passes are held, to include build days. Exhibitors entering the showground without the relevant pass will be charged the public admission price and no refunds will be offered.

Exhibitors will not receive any passes until their stand has been paid for in full. Access into the showground for set up will be denied without passes.

AWARDS

All traders exhibiting at Hickstead will automatically be entered into the following competitions:

The All England Best Equestrian Stand

The All England Best Non-Equestrian Stand

Both awards will be judged in 2 sections:

Appearance of Stand: we will be looking for an attractive and well laid out display, which is nicely organised and inviting to the public.

Quality of Service: staff need to be knowledgeable, friendly and helpful, providing a high level of overall service.

The winners will be awarded a prize card and rosette to display on their stand as well as a £200 voucher for a 2018 stand at either The Al Shira'aa Hickstead Derby Meeting or the Longines Royal International Horse Show.

'Secret shoppers' throughout both shows will judge the competition, and the winner will be announced at the Longines Royal International Horse Show.

ADVERTISING, MARKETING & SPONSORSHIP

We offer a range of bespoke sponsorship opportunities across the Hickstead platform to promote your company to the thousands of spectators and competitors who attend the shows.

For details on advertising and sponsorship opportunities at the All England Jumping Course, please contact Simon Gaskin on 01273 834315 ext.108 or simon@hickstead.co.uk

Handing out flyers during shows is only permitted from your stand.

Screen Advertising

If you would like to advertise your business and promote your trade stand on the big screen in the International arena please contact Simon Gaskin on 01273 834315 ext.108 or simon@hickstead.co.uk

WELCOME DRINKS

There will be a welcome reception for all traders at the Longines Royal International Horse Show. Details will be sent out once the trade space has been booked, along with the exhibitor manual and passes.

INTERNET, WIFI & GPRS

We are aware that, for reasons beyond our control, signal for credit card terminals during peak times at the shows is not always strong enough to process transactions. Whilst we are looking into a solution, there is difficulty in finding one that will work for all the different types of terminals that the exhibitors own. In order to give you as much guarantee as possible that your terminal will work we have put together three options to accommodate the different terminals you already own. We are offering telephone lines, Internet connections and Wi-Fi direct to your stand. In partnership with 123Hire, we can also arrange the hire of a terminal for use during the show using one of the connection types as listed above. To order a credit card terminal (PDQ) for your stand and for more information on the order process, please visit <http://www.123send.net/hickstead/> Please complete the form on Page 14.



DESCRIPTIONS & EXCLUSIVITY RESTRICTIONS

Please state your description on your application form for inclusion in the programme (we cannot promise that late applications will be included) and the Hickstead official website.

Due to several exclusivity contracts, Hickstead will have the right to remove your exhibition site from the showground if your description is untruthful or misleading in any way. No refund or expenses will be given. For 2017, we will not be accepting any exhibition sites who fall within the following:

Equestrian Clearance

Hickstead will not accept any trade exhibitor wishing to exhibit/trade using the title/wording Equestrian Clearance, or, any such abbreviation suggesting equestrian clearance, within their trading title throughout any of the Hickstead horse shows.

Arena Surfaces

Due to exclusivity agreements, Hickstead will decline any trade applications relating to all-weather riding surfaces and arena construction.

Jewellery and Timepieces

The Longines Royal International Horse Show Only - Hickstead forbid any advertisement, promotion and sale of products of manufacturers or distributors of watches, clocks, jewellery, timepieces and/or other equipment which is directly or indirectly related to timing, watches, clocks, jewellery, timepieces, timing devices, sports timekeeping, countdowns, or scoreboards, as well as jewellery brands associated with watches where the majority of the watches are in a comparable price segment as Longines watches. Please find a full list under our terms and conditions.

Any exhibitor found to be exhibiting any products relating to the above restrictions will be asked to cease trading/remove the product from their stand. Exhibitors will not receive any compensation from the organiser for any losses/costs incurred.

Please contact Hannah on 01273 834315 ext. 111 or hannah@hickstead.co.uk if you are unsure on whether you may fall into any of these categories.



RISK ASSESSMENT

For health and safety reasons, all exhibitors are required to carry out a risk assessment for their stand, a copy of which **MUST** be completed and returned with the trade stand application form. This must include the build-up and break-down periods, and must fully assess any risks to exhibitors, contractors, organisers or staff working or visiting the Showground during this period. It must also include any risks to the public during the open period.

Undertaking your risk assessments:

It is a legal requirement that each exhibitor undertakes their own risk assessments prior to the event, listing the tasks and identifying the hazards present on site – then devising ways to minimise and control those hazards. Exhibitors may otherwise be liable to heavy fines and prosecutions. Please take into account the work practices and exhibits.

How do I go about undertaking a risk assessment? By Law, it must be suitable and sufficient – but it must also be simple to both understand and implement.

Look for the task/hazard:

What equipment, materials and chemicals will be used? How much noise and dust will there be? What are the ground conditions? What vehicle movements and lifting operations have to be considered? Schedule a “late working rota” to avoid tiredness and mistakes. Any electrical installations? What hazardous exhibits do you have? How are you disposing of packaging and waste?

Decide who could be harmed and how: Who will be affected by your work and who is most at risk? Think of employees, contractors or exhibitors on or near your stand, through to the visitors and passers-by. Safe working depends on co-operation between all the firms on site. Take this into account and consider necessary precautions on every aspect of the work being carried out, which include training and the provision of information to all the different parties who are at risk.

Evaluate the risks: Once you have done this adequately, you can then decide on the appropriate action. Ask yourself:

- a) Can the hazard or risk be removed completely or done in a different way?
- b) If the risk cannot be eliminated, can it be isolated, controlled or reduced?
- c) Can protective measures be taken that will protect the entire workforce on site? Protective clothing should only be the last step to take, and is often not the only solution.

Record the findings: Write down the findings of your risk assessment. Pass on information about significant risks to those people identified in step 2, and record what measures you have taken to control those risks for future reference.

Review your findings: This allows you to learn by experience and take account of any unusual conditions of change that occurred on site. In all stand building cases (especially steelwork erection and lifting), the foreman and/or Principal Contractor should draw up a specific method statement and go through it with your contractors in advance of the show.

Please note that this information is intended as guidance only. Further advice may be obtained from the Health and Safety Executive at www.hse.gov.uk.

COMPANY NAME:

DATE OF RISK ASSESSMENT:

Potential Hazard	Who might be harmed and how?	Existing controls	Further actions required	Action by whom	Action by when

Risk assessment PREPARED BY: (PRINT)

SIGNATURE:



TRADE STAND SPACE APPLICATION FORM 2017

PLEASE COMPLETE IN FULL (incomplete applications will be returned)

Trading Name:

Contact Name:

Address:

.....

Website: Email:

Company Telephone No: Mobile No:

Brief description of product or services for inclusion in show programme (max. 15 words):

.....

.....

****New Exhibitors are required to submit colour photographs of their exhibition and a product brochure****

SHOW	SITE REFERENCE <i>(refer to map)</i>		SIZE OF SITE	PRICE	ELECTRIC £110.00 inc. VAT	TOTAL
	OPEN SPACE	SHEDDING				
The Al Shira'aa Hickstead Derby Meeting						
The Longines Royal International Horse Show						

Please tick to confirm that you have read and understood the exclusivity restrictions (Page 11)

Visa / Mastercard Credit Card No:

Valid From: Expiry Date: Issue No (Maestro only): Security Code:

Cardholder's Name and Address:

.....

Postcode: Signature:



Completion of this application form does not represent a binding contract between us and represents your offer to us. No contract will be regarded as concluded until the organiser has notified acceptance to you. I/We also agree to indemnify Hickstead Ltd and its sponsors against any claim or loss of expense as a result of my/our attendance of the event. I/We confirm that I/We hold public liability insurance with a minimum indemnity of £5,000,000. I/We confirm that we have read your terms & conditions and will comply with them in full.

Signature: Date:

Print Name:

Position:

Cheques to be made payable to HICKSTEAD LTD and submitted to:

Trade Stands, All England Jumping Course,
Hickstead, West Sussex RH17 5NU

Tel: 01273 834315 Fax: 01273 834452

trade@hickstead.co.uk www.hickstead.co.uk

For Office Use Only		
	Derby	RIHS
Stand No.		
Receipt No.		



EXHIBITOR PASS APPLICATION FORM 2017

Exhibitor passes will be allocated according to the frontage of the exhibition space that has been booked. Both exhibitor and vehicle passes will be distributed by post to the address provided on the exhibition space application form prior to the event.

The allocation of wristbands may comprise a combination of weekly and daily passes as required. Should no preference be stated, exhibitors will automatically receive their entitlement comprised of weekly passes only. Additional passes may be purchased through the exhibitions office in advance of the event.

The parking of trade vehicles to the immediate rear of exhibition space cannot be assured, and where accessible, will be limited to 10ft per stand. Additional car passes will be issued enabling exhibition staff access to park within the public car park, as in accordance with the frontage of the exhibition space. The parking of vehicles within the vicinity of the outer rings is strictly prohibited.

Please complete and return with your exhibition space application form.

Wristbands and passes will not be sent out if this is not filled in.

Company Name:

FRONTAGE	PASS ALLOCATION	NUMBER OF WEEKLY*	NUMBER OF DAILY SETS*
3m	3 W + 1 TV + 1 CP		
4.5m	4 W + 1 TV + 1 CP		
6m	5 W + 1 TV + 1 CP		
7.5m	5 W + 1 TV + 1 CP		
9m	6 W + 1 TV + 1 CP		
10.5m	6 W + 1 TV + 1 CP		
12m	7 W + 1 TV + 2 CP		
13.5m	8 W + 1 TV + 3 CP		

W = Wristbands

TV = Trade Vehicle – Allows vehicles containing stock/ accommodation vehicles onto the showground

CP = Car Pass – To park in the public car park

* Please indicate preferred distribution of weekly and daily exhibitor passes and ensure that the requested distribution does not exceed the overall exhibitor pass entitlement.

YOUR PASSES WILL NOT BE SENT OUT UNTIL YOUR STAND HAS BEEN PAID IN FULL, WITHOUT PASSES YOU WILL BE DENIED ACCESS TO THE SHOWGROUND UNTIL YOUR STAND HAS BEEN PAID FOR.

Exhibitor passes must be distributed to exhibition staff prior to their arrival at the showground, otherwise they will be charged upon entry (non-refundable). Passes may not be left at the main entrance except in extremely exceptional circumstances and only by prior arrangement with the trade stand office.

Cheques to be made payable to HICKSTEAD LTD and submitted to:

Trade Stands, All England Jumping Course,
Hickstead, West Sussex, RH17 5NU
Tel: 01273 834315 Fax: 01273 834452
trade@hickstead.co.uk www.hickstead.co.uk

For Office Use Only		
	Derby	RIHS
Stand No.		
Receipt No.		

MARQUEE APPLICATION FORM 2017

Trading Name:

Contact Name:


Address:

Website: Email:

Company Telephone No: Mobile No:

SITE	DESCRIPTION	PRICE	DERBY	RIHS	AEJC	TOTAL
A	3m x 3m (approx 10' x 10') marquee	£225.00				
A	3m x 3m (10' x 10') matting	£115.00				
A	3m x 3m (10' x 10') wooden flooring	£205.00				
A	3m x 3m (10' x 10') lining	£175.00				
A	3m x 6m (approx 10' x 20') marquee	£285.00				
A	3m x 6m (10' x 20') matting	£130.00				
A	3m x 6m (10' x 20') wooden flooring	£250.00				
A	3m x 6m (10' x 20') lining	£190.00				
C	6m x 6m (approx 20' x 20') marquee	£435.00				
C	6m x 6m (20' x 20') matting	£155.00				
C	6m x 6m (20' x 20') wooden flooring	£330.00				
C	6m x 6m (20' x 20') lining	£250.00				
E	9m x 3m (approx 30' x 10') marquee	£465.00				
E	9m x 3m (30' x 10') matting	£140.00				
E	9m x 3m (30' x 10') wooden flooring	£300.00				
E	9m x 3m (30' x 10') lining	£270.00				
E	9m x 6m (approx 30' x 20') marquee	£495.00				
E	9m x 6m (30' x 20') matting	£205.00				
E	9m x 6m (30' x 20') wooden flooring	£350.00				
E	9m x 6m (30' x 20') lining	£320.00				
	Banner Frame per 3 metres	£40.00				
	Hickstead Facia Name Board (3m)	£180.00				
All prices are inclusive of VAT at the current rate						Total

Visa / Mastercard Credit Card No:
 Valid From: Expiry Date: Issue No (Maestro only): Security Code:
 Cardholder's Name and Address:
 Postcode: Signature:



Completion of this application form does not represent a binding contract between us and represents your offer to us. No contract will be regarded as concluded until the organiser has notified acceptance to you. I/We also agree to indemnify Hickstead Ltd and its sponsors against any claim or loss of expense as a result of my/our attendance of the event. I/We confirm that I/We hold public liability insurance with a minimum indemnity of £5,000,000. I/We confirm that we have read your terms & conditions and will comply with them in full.

Signature: Date:

Print Name: Position:

For Office Use Only		
	Derby	RIHS
Stand No.		
Receipt No.		



TELEPHONE, INTERNET, FURNITURE & CARPET APPLICATION FORM 2017

Trading Name:

Contact Name:

Address:

.....

Website: Email:

Company Telephone No: Mobile No:

No.	PRODUCT	DERBY	RIHS	AEJC	TOTAL
	Carpet				
	10ft x 20ft @ £87.00				
	20ft x 20ft @ £173.00				
	30ft x 20ft @ £260.00				
	40ft x 20ft @ £345.00				
	Furniture				
	6ft trestle table @ £18.00				
	Plastic chairs @ £4.00				
	Patio Sets: 1 table & 4 chairs @ £28.00				
	Telephone / Internet				
	Internet Line @ £138.00				
	WiFi @ £138.00				
	Telephone Line @ £138.00				
				TOTAL	

All prices are inclusive of VAT at the current rate

Visa / Mastercard Credit Card No:

Valid From: Expiry Date: Issue No (Maestro only):..... Security Code:

Cardholder's Name and Address:

.....

Postcode:Signature:.....



Signature:.....

Cheques to be made payable to **HICKSTEAD LTD.**

For Office Use Only		
	Derby	RIHS
Stand No.		
Receipt No.		



BIG SCREEN ADVERTISING APPLICATION FORM 2017

Trading Name:

Contact Name:

Address:

.....

Website: Email:

Company Telephone No: Mobile No:.....

Show	Price (inc. VAT)	Please Tick
The Al Shira'aa Hickstead Derby Meeting	£500	
The Longines Royal International Horse Show	£500	
Both Shows with discount	£800	

If you need your still slides to be put together to form a 20 second clip, this can be done at an additional charge by contacting hannah@hickstead.co.uk

Visa / Mastercard Credit Card No:

Valid From: Expiry Date: Issue No (Maestro only):..... Security Code:

Cardholder's Name and Address:

.....

Postcode:Signature:.....



Signature: Date:

Print Name..... Position:

Cheques to be made payable to HICKSTEAD LTD and submitted to:

Trade Stands, All England Jumping Course,
Hickstead, West Sussex, RH17 5NU
Tel: 01273 834315 Fax: 01273 834452
trade@hickstead.co.uk www.hickstead.co.uk

For Office Use Only		
	Derby	RIHS
Stand No.		
Receipt No.		



TRADE VOUCHER APPLICATION FORM 2017

PLEASE COMPLETE IN BLOCK CAPITALS

Trading Name:

Contact Name:

Address:

.....

Website:Email:

Company Telephone: Mobile No:

Details of offer for inclusion on the voucher (max. 15 words):

.....
.....

Please indicate the show (s) you wish to apply the voucher to.

The Al Shira'aa Hickstead Derby Meeting	
The Longines Royal International Horse Show	

Visa / Mastercard Credit Card No:

Valid From: Expiry Date:..... Issue No (Maestro only) :..... Security Code:

Cardholder's Name and Address:.....
.....

Postcode: Signature:



£25.00 per voucher entry. Cheques to be made payable to Hickstead Ltd.

Signature:..... Date:

Print Name: Position:

Cheques to be made payable to HICKSTEAD LTD and submitted to:

Trade Stands, All England Jumping Course,
Hickstead, West Sussex, RH17 5NU

Tel: 01273 834315 Fax: 01273 834452
trade@hickstead.co.uk www.hickstead.co.uk

For Office Use Only		
	Derby	RIHS
Stand No.		
Receipt No.		

TERMS & CONDITIONS 2017

1. DEFINITIONS – In these terms and conditions the term ‘Exhibitor’ refers to any person, firm or company who has made application for and who has been granted exhibition space at the All England Jumping Course, Hickstead. The term ‘Event’ refers to the event detailed on the Exhibition Space Application Form. The term ‘Organiser’ refers to the organiser identified on the Exhibition Space Application Form or its assigns.
2. EXHIBITOR PASS ALLOCATION – Exhibitor passes will be allocated according to the size (frontage) of the exhibition space granted. Additional passes may be purchased in advance of the event. Vehicle passes, wristbands, complimentary passes and exhibitor manuals will be dispatched to the address provided on the Exhibition Space Application Form once full payment for the stand has been made.
3. CANCELLATION OF EXHIBITION SPACE – Once the Organiser has accepted the Exhibitor’s contract by way of receipt or pro-forma, cancellation means that the Exhibitor will be obliged to settle in full for the exhibition space granted. Notification of such cancellation must be made in writing and posted via recorded delivery. For the avoidance of doubt, the Organiser shall not be obliged to accept the Exhibitor’s notice of cancellation. The date of cancellation shall be the date upon which the Organiser notifies the Exhibitor it accepts the Exhibitor’s notice. Upon cancellation made in writing 60 days prior to the event, a 50% refund will be repayable on the total amount due.
4. EXHIBITION SPACE AND EXHIBITS – The Exhibitor must occupy the exhibition space allocated to him by the time of the show opening on the first day of the event. Should the Exhibitor fail to do so, he shall be deemed to have cancelled his exhibition space booking and the Organiser shall be entitled to offer for sale or reallocate such exhibition space, and the provisions of exhibition cancellation apply.
5. TRADE VEHICLES ARE STRICTLY PROHIBITED FROM THE TRADE STAND AREA AND THE ROADWAYS BETWEEN THE HOURS OF 8.00AM AND 6.00PM. DURING SUCH TIME ALL TRADE VEHICLES MUST REMAIN PARKED IN THE AREAS ALLOCATED.
6. ELECTRICITY – Orders for the supply of electricity must be made in advance, and a maximum supply of 500 watts per connection applies. The responsibility to ensure that all 240v circuits are protected by Residual Current Devices (RCDs) of 30mA sensitivity remains with the Trade Exhibitor. Those providing electrical equipment for their own use should, prior to it being connected to a supply, arrange for it to be inspected and tested by a competent electrician and a label affixed to it and a certificate issued clearly stating the date of the test and the name of the electrician performing the test. Electricity will not be supplied to the exhibition until the relevant certificate or the appliance concerned has been inspected by the Event Electrician. THE USE OF GENERATORS IS STRICTLY PROHIBITED. The supply of electricity provided to exhibitions may not be utilised for the purpose of kettles or coffee machines.
7. BUILD UP – Trade Exhibitors may obtain access to the showground to begin the build of their exhibition two days prior to the commencement of the event. Exhibits are to be ready and presentable by 9.00am on the first day of the show. Trade Exhibitors wishing to gain access to the showground prior to this must notify the organisers in advance to obtain authorisation to do so.
8. OPENING TIMES – Exhibitions must remain open for trading between the hours of 9.00am and 30 minutes following the completion of the last class in the International Arena. The Trade Stand Manager will decide when the movement of vehicles, within the showground is allowed. Those caught driving in and out of the showground outside of these times will be fined.
9. SUB-LETTING – The sub-letting of exhibition space is strictly prohibited, non-compliance will result in the exhibit being removed from the showground, and no refund will be given.
10. CANCELLATION OR CHANGE OF LOCATION OR DATE OF EVENT
 - a) In the event that by reason of any event outside the Organiser’s reasonable control (including without limitation, any strike or other industrial action involving the Organiser’s own work force) the Event or any part thereof is prevented from being held in a particular location or on a particular date, the Organiser shall be entitled in its absolute discretion to cancel, relocate or change the date of all or any part of the Event or reduce the planned period for preparation, display or dismantling of the Exhibition and in such event any refund of payments to the Exhibitor shall be at the absolute discretion of the Organiser. Such a refund, if given, shall be such proportionate share of the balance of the

aggregate exhibit fees received by the Organiser in relation to the Event as the Organiser thinks fit after deducting expenses incurred by and reasonable compensation for the Organiser but in no case shall the amount of any refund to the Exhibitor exceed the amount paid by the Exhibitor nor shall the Exhibitor be entitled to review or audit any of the Organiser's financial records.

- b) The Exhibitor hereby acknowledges that should any of the circumstances referred to in Paragraph 10a occur, he shall have no right to any refunds, damages or expenses.
- c) Should the Event (or part thereof) be cancelled by the Organiser for commercial reasons, including without limitation, lack of support, then all payments made by the Exhibitor to the Organiser will be refunded, but the Exhibitor hereby agrees that in such circumstances they will have no further claim (whether for damages or otherwise) against the Organiser.
- d) RELOCATION OF EXHIBITIONS – The Executive reserves the right to relocate any exhibition should they feel it necessary to do so and without giving a reason.

11. INSURANCE – The responsibility to provide insurance for the exhibition remains with the Trade Exhibitor (in addition to a minimum cover of £5,000 000 public liability).

12. BREAKDOWN – The movement of any trade vehicle is prohibited until at least 30 minutes following the completion of the last class in the International Arena. ALL EXHIBITIONS MUST BE REMOVED FROM THE SHOWGROUND WITHIN 2 DAYS OF THE EVENT FINISHING UNLESS PRIOR AGREEMENT IS MADE WITH THE ORGANISERS.

13. DAMAGE – Trade Exhibitors remain responsible for any damage caused by themselves or employees to the ground, trees, fixtures, fittings, or any buildings on the showground. In turn, Trade Exhibitors will be charged by the Organiser for any repairs that have to be made as a result of such damage.

14. SALE OF GOODS – The quantity and quality of goods sold from premises including temporary premises at the event will fall within the responsibility of the local Trading Standards Officers.

15. SECURITY - The Organisers accept no responsibility for the security of trade stands or exhibits and Exhibitors are advised to provide the necessary security. Security personnel are available to order by contacting WH Management Group on +44 (0)1889 500 164 +44 / (0)7407 000999/ info@whmg.co.uk.

16. LIQUID PETROLEUM GAS (LPG)

- a) Those Trade Exhibitors utilising LPG must comply with HSE guidance notes CS4 "The Keeping of LPG in cylinders and similar containers". Further, LPG must be used in accordance with HSE guidance notes CS6 "The storage and use of LPG on construction sites".
- e) It is the responsibility of the Trade Exhibitor to ensure that no LPG cylinders are stored inside any structure. Indeed, LPG cylinders must be stored in such a way as to allow access to them at all times in case of an emergency. It is the responsibility of the Trade Exhibitor to ensure that all appliances must be connected to the cylinders through approved pipe work.
- f) It is the responsibility of the Trade Exhibitor to ensure that where LPG cylinders are stored the numbers are kept to a minimum.
- g) All gas appliances must be examined and tested by a competent person and labelled or given a certificate indicating the examiner's name and the date of examination. Appliances will not be allowed to be used unless the appropriate examination and testing has been undertaken and the relevant certification obtained.

17. STRUCTURE – It is the responsibility of the Trade Exhibitor to ensure that static exhibits must be erected in such a way as to ensure they do not present a risk to any person prior to, during or following the event. The Organiser reserves the right to refuse any structures onto the showground that they deem unsafe.

18. MERCHANDISE – Trade Exhibitors shall not bring on to their stands or offer for sale any goods or services which bear the words "All England Jumping Course, Hickstead", or "All England Jumping Course", or "Hickstead", or "Dressage at Hickstead" or any other wording or phraseology which express or imply an association with, or the approval of Hickstead, Dressage at Hickstead or the associated sponsors of the event.

19. MACHINERY – It is the responsibility of the Trade Exhibitor to ensure that any plant or machinery used prior to, during, or following the event should be operated by an adult who is fully trained in its safe use. The person responsible for operating the machine must do so in a safe manner.

20. TOMBOLAS/MARKET STALLS – Tombolas and/or Market Stalls are strictly prohibited on the showground.
21. TRANSMITTING EQUIPMENT – The use of transmitting equipment (e.g. Radio – microphones, two-way radios) is strictly prohibited on the showground during the Event unless prior permission is obtained. The Organiser will require at least one month’s notice detailing the frequencies, power and the reasons for using the equipment. The Organiser reserves the right to limit the use of such equipment.
22. LITTER – It is the responsibility of the Trade Exhibitor to ensure that during the event their areas remain clean and free of litter. The Organiser will provide adequate waste bins and will arrange for the disposal of any rubbish. ALL CASES AND WRAPPING SHOULD BE TAKEN AWAY AND DISPOSED OF BY THE TRADE EXHIBITOR. FAILURE TO DO SO WILL RESULT IN A CHARGE OR BANNING FROM FUTURE SHOWS.
23. SIGNS – All exhibitors must display in a prominent position and in a professional manner their trading name, address and telephone number.
24. INDEMNITY – I/We agree to indemnify Hickstead Ltd., the All England Jumping Course and all associated sponsors against any claim or loss of expense as a result of my/our attendance of the event.
25. Any exhibitor whose cheque is not cleared through the banking system will incur a £20 surcharge, payable before the trade exhibition space booking can be accepted.
26. DISCOUNT – A discount of 10% is offered to exhibitors applying to attend both the Equestrian.com Derby Meeting and the Longines Royal International Horse Show. Such applications must be made together and with full and current payment, and submitted by the 1st February 2015 in order to qualify for the discount.
27. SMOKING BAN – The Health Act 2006 makes provision for the prohibition of smoking in all enclosed public places and workplaces. A no smoking policy is operative in all buildings, marquees and tents on the showground, and all enclosed trade stand areas where the public may enter and where more than one employee has access at any time. It is the duty of the Trade Exhibitor to ensure that no-smoking signs are displayed on all premises and at all times.
28. DOGS – All dogs must be kept on leads at all times. The event organisers possess the right to remove any dog from the showground that is considered to be causing a nuisance. Owners shall be held liable for any harm or damage caused by their dog.
29. DRINKING WATER – Only the water that is marked ‘safe to drink’ should be consumed.
30. STAND SIZE – The exhibitor must have purchased adequate space for the amount of stock / staff they bring to the show. Both stock and staff are permitted to stay within the perimeter of their site space and should not protrude out into the isles or walkways.
31. POWER WASHING OF LORRIES – Horsebox companies occupying a space at any show are NOT to have their vehicles power-washed on their stands during the hours of 7.30am – 7.30pm or when there are horses warming up or competing. Please speak to the Trade Stand Manager and a space on the runway can be provided for this.
32. EXCLUSIVITY - We currently have several contracts in place which gives them exclusivity on (1) surfaces and arenas, (2) time-pieces & Jewellery including brands such as Chopard, Montblanc, Movado, Ebel, Fred, Cartier, De Grisogono, Bulgari, Gucci, Chanel, Dior, Dunhill, Hermes, TagHeuer, David Yurman, Maurice Lacroix, Baume & Mercier, Tudor, Raymond Weil, Rolex, Ralph Lauren, Graff.
Hickstead will have the right to decline any application and also to remove your exhibition site if you are promoting surfaces and/or riding arenas, jewellery or time-pieces. Please make sure that your description in your application is accurate.
33. **THE EXECUTIVE MAY IN ANY DISPUTE OR OTHER MATTER WHATSOEVER, ACT OR DECIDE IN ANY MANNER THEY THINK FIT.**