





HICKSTEAD TRADE STAND BROCHURE 2020

incorporating the Charles Owen
Shopping Village

**The Al Shira'aa Hickstead
Derby Meeting**

(24) 25 - 28 June 2020

**The Longines FEI Jumping
Nations Cup™ of Great Britain**
at the Longines Royal International Horse Show
(20/21) 22 - 26 July 2020



**CHARLES
OWEN**
ESTABLISHED 1911

USEFUL DATES

Set-up & Show Dates 2020

The Al Shira'aa Hickstead Derby Meeting

Set-up day: Wednesday 24th June
Show dates: Thursday 25th – Sunday 28th June

The Longines FEI Jumping Nations Cup™ of Great Britain (RIHS)

Set-up days: Monday 20th and Tuesday 21st July
Show dates: Wednesday 22nd – Sunday 26th July

Cut-off dates:

31st January: 10% discount applied for booking and paying for **both** shows in full

1st April: Final applications and full payment for the Al Shira'aa Hickstead Derby Meeting

1st May: Final applications and full payment for the Longines FEI Jumping Nations Cup™ of Great Britain (RIHS)

1st June: Pass applications and extra wristband orders due as passes are sent out for the Al Shira'aa Hickstead Derby Meeting

1st July: Pass applications and extra wristband orders due as passes are sent out for the Longines FEI Jumping Nations Cup™ of Great Britain (RIHS)

Prices are on pages 13 & 14 of this brochure



INDEX

GENERAL INFORMATION	5
EXHIBITOR INFORMATION	
Competitor sites	6
Retail sites	6
Shedding sites	6
Parking	7
All England Jumping Championships	8
Your trade listing	8
The Trade Voucher Initiative	8
Marquees, trailer units and screening	8
Deliveries	9
Electricity	9
Food market and catering	10
Tickets and passes	10
Awards	11
Advertising, marketing and sponsorship	11
Name boards	11
Welcome drinks	11
Internet and wifi	12
PRICES	13-14
RISK ASSESSMENT FORM	16
TRADE STAND SPACE APPLICATION FORM	17
DEBIT/CREDIT CARD PAYMENT FORM	18
EXHIBITOR PASS APPLICATION FORM	19
MARQUEE APPLICATION FORM	20
TELEPHONE, INTERNET, FURNITURE AND CARPET APPLICATION FORM	21
TRADE VOUCHER APPLICATION FORM	22



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 FEI Jumping Nations Cup™ of Great Britain (RIHS), and The Science Supplements All England Jumping Championships (AEJC).



GENERAL INFORMATION

- 95,000-plus visitors come through our gates over the course of the two international shows, including over 1,000 VIPs
- In excess of £3 million is spent shopping at Hickstead each year – 43% of attendees spend over £100 on shopping per show according to a 2016 survey

"It is my favourite show to come to and I have been attending since I was a little girl – it's hands-down the least money-grabbing place we visit on the circuit. I never feel ripped-off, and because of that I think we end up spending more when we are there. I use Hickstead to shop for things for my friends, my horse and me – it's the major international show with a friendly, local feel." - A competitor
- We have over 250 retail sites across both shows with regulated sectors from equine to lifestyle, fashion to food
- Every show day sees uninterrupted shopping hours from 9am to 5pm
- More than 5,000 competitors attend, most with around three grooms/friends/family members
- Every exhibitor receives a website and official show programme listing
- Complimentary ticket allocation for clients, friends or family when exhibiting at a show
- Trade voucher initiative, exhibitors can increase footfall to their stand by offering exclusive show discounts. See page 22 for details.
- Onsite banking facility including bureau de change
- 24-hour on-site security
- Exhibitors may upgrade their presence through our regular targeted e-newsletters or advertise in the official show programmes. We also offer special rates for ads on the big LED screen, which sits alongside (and is visible from every side of) the Longines International Arena during the shows. In addition, every exhibitor is able to use our experienced trade team to form bespoke trade platforms and solutions. Please email simon@hickstead.co.uk for more information

EXHIBITOR INFORMATION

Following the successful introduction of a **Shopping Day** at the Al Shira'aa Hickstead Derby Meeting, we will be allowing free general admission to spectators once again on the Thursday of the show. The new Family Zone featuring popular local entertainer Tomfoolery will also be back on the showground in 2020, and funfair rides will be offered at half price on the Thursday and Friday of the Derby. Thursday will be marketed strongly as a day to come and shop with our exhibitors.

Competitor Sites – Horsebox & Transport Area

- Site references AA to HH
- Area reserved for horseboxes, trailers & vehicles for 2020
- Competitor sites run parallel to the direct route leading up to rings 2, 3, 4, 5, 6 & 7, meaning competitors, grooms, owners, friends & family will walk right past your stand repeatedly every day. The cost includes open space only, marquees are available to hire on request.
- Competitor sites benefit from an additional day of trading at both shows, which they are required to open for. These are on Wednesday 24th June at the Derby and Tuesday 21st July at the RIHS.

Please note: The horse walk runs along the back of the National Warm-Up Arena, Competitors' Row will continue to be the route for pedestrians to take from the stable field to the outer rings

Retail Sites and the Charles Owen Shopping Village

- Site references A to G
- Prices are open space only, marquees are available to hire on request

Prime Retail Sites

- Site references AA to GG – these sites are predominantly on The Longines International Arena perimeter road. Prices are open space only, marquees are available to hire on request.
- Site reference JJ – these sites are on The Longines International Arena perimeter road, next to the new entrance to The Beethoven, which provides access to the Members' Enclosure and VIP boxes. Prices include space, top hat marquee and floor.
- Site references KK, LL, MM, NN – these sites are on The Longines International Arena perimeter road, on the facing the Members Enclosure and VIP Boxes. **Price includes marquee but not name board, which is compulsory for these sites at the following costs. 3m frontage: £60, 6m frontage: £100.**

Shedding Sites

- Site references SS to VV
- All shedding sites are predominantly positioned in prime retail areas, mainly covering the Longines International Arena perimeter road.
- Price includes marquee with wooden floor, banner rail and personalised Henson Franklyn name board. For an additional cost, exhibitors can also add lining, carpet and flooring.

PLEASE NOTE: if you book shedding, your stand will have a name board, you can't use your own.

ALLOCATION OF SITES

Allocation is at the discretion of Hickstead Ltd. However, where possible we will endeavour to meet any exhibitor requests. **To secure a site reservation, 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.**

PLEASE NOTE

Only sites on Competitors' Row are required to be open on the first day of each show (Wednesday 24th June for the Derby & Tuesday 21st July for the RIHS). These are national jumping competition days only, and there are no classes in the Longines International Arena. For the majority of exhibitors, this day is generally used as a set-up day and you are **not required to open**.



PAYMENT OF SITES

Full payment must be received from exhibitors no later than **1st April 2020** for the Al Shira'aa Hickstead Derby Meeting and **1st May 2020** for The Longines FEI Jumping Nations Cup™ of Great Britain (RIHS).

PARKING

We cannot guarantee that your stock vehicle can be parked directly behind your stand. The earlier you arrive the more likely you are to be able to have your stock vehicle at close quarters, but in some areas of the showground this is not possible.

If you intend to build your marquee off your stock vehicle, please discuss in detail with the Trade Stand Manager at time of booking to ensure your site is suitable. Those with a stand in the Charles Owen Shopping Village for either show will have plenty of parking space close to the rear of their marquee, but please note that there will be **no vehicle movement** from this area for the duration of the show. Those who need to leave site each night must park in either the trade stand car park or main car park.

THE SCIENCE SUPPLEMENTS ALL ENGLAND JUMPING CHAMPIONSHIPS (AEJC)

The Science Supplements All England Jumping Championships (AEJC) will take place from 3rd to 6th September 2020. We see around 3,000 competitors over the four days, although the show is not marketed to the general public. We offer between 10 and 20 equestrian-themed trade stands at this show, so if you are interested in attending please contact Alice on 01273 834315 ext.111 or alice@hickstead.co.uk

TRADE LISTING

Each exhibitor is 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.

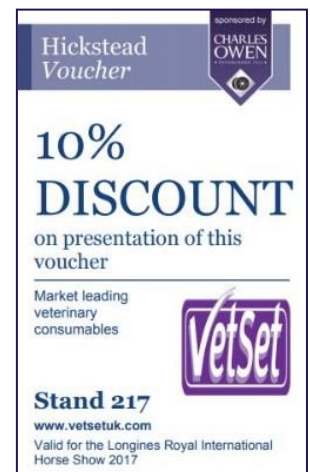
Exhibitors are only permitted to trade the products implied by the 15-word description. Please note that late applications are not guaranteed a listing in the programme due to print deadlines.

TRADE VOUCHER INITIATIVE

Our trade voucher initiative is designed to support Hickstead's traders and help maximise footfall to your stand by publicising your presence and communicating a discount offer to spectators and competitors.

To apply, complete the form on page 22 and return it to us along with a high res copy of your company logo. A voucher will then be designed for you and published as part of a PDF document, which will be accessible on our website and Facebook page, as well as being marketed as part of Hickstead's regular eNewsletter.

Fee: £25 (inc VAT) per show



MARQUEES, TRAILER UNITS AND SCREENING

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

NO GAZEBOS WILL BE PERMITTED IN 2020

(Please see application form on page 20 to book your marquee)

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.

Trailer Units

Any exhibitor wanting to bring a trailer unit to the show must 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, so exhibitors need to be aware that they may be asked to arrive earlier.

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 may 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, in addition to a £50 labour fee.**



DELIVERIES

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

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 incur a charge of £50, and will only be made if and when a member of staff is available.

Hickstead does not accept responsibility for any lost or damaged items. For the Derby, deliveries must arrive no earlier than Wednesday 24th June. For the RIHS, deliveries must arrive no earlier than Tuesday 21st July before the show. Any deliveries that arrive before this time will be turned away.

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 electricity requirement and order the appropriate supply in advance of the event. Prior to connection the onsite electrician will inspect your appliance. During the inspection any exhibitor found to be drawing an excessive supply will be charged accordingly for additional draw over 500w, at a price deemed appropriate by the showground electrician.

Those providing electrical equipment for their own use should, (prior to arrival), arrange for it to be inspected and PAT tested by a registered electrician, a label to be affixed to it, and a certificate to be issued, clearly stating the date of the test and the name of the electrician who performed it. Electricity will not be supplied to the stand until the relevant certificate is produced and the onsite electrician has inspected the appliance concerned. **Adapter connectors will be available to purchase from the official showground electrician at the cost of £10 per connector.**

Please note: the use of kettles, coffee machines and halogen lighting is strictly prohibited

FOOD MARKET AND CATERING

As well as our two food courts, we have a food market and street food area in the Charles Owen Shopping Village. With up to 5,000 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 alice@hickstead.co.uk for more information.

For information and applications for catering units, please contact Simon Gaskin on 01273 837248 or email simon@hickstead.co.uk

TICKETS AND PASSES

Each exhibitor will be allocated a number of wristbands in accordance with the size of their pitch (see page 19 for details).

On arrival, please collect all passes and wristbands from the Trade Stand Office. Please ensure these are correct and distributed to the relevant personnel. Exhibitors will not be permitted to leave passes or wristbands on the gate – this must be done through the Trade Stand Office. Complimentary e-tickets will be issued well in advance of the corresponding show, to be distributed to customers or given away as prizes, in order to increase footfall to your stand. The number distributed will be in accordance with the size of the stand booked.

Exhibitors will not receive any complimentary passes until their stand has been paid for in full.



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

These will be judged according to two criteria:

1. Appearance of Stand: we will be looking for an attractive and well laid-out display, which is both well-organised and inviting.
2. Quality of Service: staff need to be knowledgeable, friendly and helpful, with 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 2021 stand at either the Al Shira'aa Hickstead Derby Meeting or the Longines FEI Jumping Nations Cup™ of Great Britain (RIHS).

Secret shoppers will judge the competition throughout both shows, and the winner will be announced at The Longines FEI Jumping Nations Cup™ of Great Britain (RIHS).



ADVERTISING, MARKETING AND 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 of advertising and sponsorship opportunities at the All England Jumping Course, please phone Simon Gaskin on 01273 837248 or email simon@hickstead.co.uk

Handing out flyers during shows is only permitted from your stand. Fly posting is strictly prohibited.

LED Screen Advertising: If you would like to advertise your business and promote your trade stand on the big screen next to the Longines International Arena, please contact Simon Gaskin on 01273 837248 or email simon@hickstead.co.uk

NAME BOARDS

All shedding sites will have a Hickstead-style name board included with their booking fee, the sign will be fitted prior to arrival. Exhibitors wishing to hire a name board may do so when booking their site for £50 + VAT per 3m.

WELCOME DRINKS

There will be a welcome reception for all traders at the Longines FEI Jumping Nations Cup™ of Great Britain (RIHS). Details will be sent out with passes and the exhibitor manual on receipt of full payment.

INTERNET AND WI-FI

We know that during peak trading times the mobile phone voice and data services across all networks are often congested, which causes delays in processing credit card payments. This is beyond our control, but following an assessment and to improve this situation we have three solutions that offer different connection types for a variety of devices.

1. Telephone line: This is a dedicated analogue line connected directly to your stand (normally used for older PDQ machines).
2. Hard-wired internet connection: This is a network cable connected directly to your stand, meaning your PDQ machines are permanently connected to the internet. **(RECOMMENDED)**
3. Wi-Fi: This is for using a Bluetooth Card Reader connected to a mobile phone or other handheld device.



In partnership with 123Hire, we have negotiated a special rate for hiring hardwired PDQ machines (option two). To order one for your stand and for more information about the process, go to www.123send.net/hickstead and complete the form on page 15 of this booklet.

The internet connections are for processing credit card payments and business purposes. They are not available for general internet access or streaming during trading hours.

****Please note: all of the above services (telephone, internet and Wi-Fi), booked before 8th June (Derby), 13th July (RIHS), will benefit from a discounted rate of £156 (inc VAT). Those choosing to book after these dates or onsite will be charged full price of £186 (inc VAT), your connection will be set up when our team have availability. Bookings taken before these dates will take priority****

DESCRIPTIONS AND EXCLUSIVITY RESTRICTIONS

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

Due to exclusivity agreements, Hickstead has 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 2019, we will not be accepting:

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

Timepieces: **The Longines FEI Jumping Nations Cup™ of Great Britain (RIHS) only** - Hickstead forbids any advertisement, promotion and sale of products of manufacturers or distributors of watches, clocks, timepieces and/or other equipment which is directly or indirectly related to timing, watches, clocks, 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.

PRICES

THE AL SHIRA'AA HICKSTEAD DERBY MEETING (24TH) 25TH – 28TH JUNE 2020

PAYMENT OF SITE

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

Those that book and pay **for both shows** in full before 31st January 2020 will receive a 10% site discount.

Payment in instalments can be arranged individually by contacting Alice Cooke on 01273 834315 ext. 111 or alice@hickstead.co.uk Payments must be cleared in full prior to attendance.

We do NOT accept post-dated cheques.

VAT is included on all shedding sites, VAT is not charged on open sites.

Retail Site (open space)

You will need to supply or hire a marquee

Site Ref A	3 x 6m	£575
Site Ref B	4.5 x 6m	£715
Site Ref C	6 x 6m	£905
Site Ref D	7.5 x 6m	£1,080
Site Ref E	9 x 6m	£1,255
Site Ref F	10.5 x 6m	£1,420
Site Ref G	12 x 6m	£1,580

Shedding Site (includes marquee, wooden flooring, banner rail and name board)

Site Ref II	3 x 3m	£685
Site Ref SS	3 x 6m	£1,285
Site Ref TT	6 x 6m	£2,170
Site Ref UU	9 x 6m	£2,805
Site Ref VV	12 x 6m	£3,595

Prime Retail (open space)

You will need to supply or hire a marquee

Site Ref AA	3 x 6m	£705
Site Ref BB	4.5 x 6m	£845
Site Ref CC	6 x 6m	£1,035
Site Ref DD	7.5 x 6m	£1,225
Site Ref EE	9 x 6m	£1,400
Site Ref FF	10.5 x 6m	£1,560
Site Ref GG	12 x 6m	£1,735

New for 2020:

Prime Retail Top Hat Site

(space, floor, name board, top hat marquee)

Site Ref JJ	3 x 3m	£785
-------------	--------	------

Longines International Arena Ringside Site

(includes space and marquee, not name board)

Site Ref KK	3 x 6m	£700
Site Ref LL	6 x 6m	£1,000
Site Ref MM	9 x 6m	£1,350
Site Ref NN	12 x 6m	£1,700

**Limited spaces, book early so you don't miss out
Hickstead name boards compulsory**



PRICES

THE LONGINES FEI JUMPING NATIONS CUP™ OF GREAT BRITAIN (RIHS) (21ST) 22ND – 26TH JULY 2020

PAYMENT OF SITE

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

Those that book and pay **for both shows** in full before 31st January 2020 will receive a 10% site discount.

Payment in instalments can be arranged individually by contacting Alice Cooke on 01273 834315 ext. 111 or alice@hickstead.co.uk Payments must be cleared in full prior to attendance.

We do NOT accept post-dated cheques.

VAT is included on all shedding sites, VAT is not charged on open sites.

Retail Site (open space)

You will need to supply or hire a marquee

Site Ref A	3 x 6m	£665
Site Ref B	4.5 x 6m	£870
Site Ref C	6 x 6m	£1,055
Site Ref D	7.5 x 6m	£1,260
Site Ref E	9 x 6m	£1,460
Site Ref F	10.5 x 6m	£1,660
Site Ref G	12 x 6m	£1,830

Shedding Site (includes marquee, wooden flooring, banner rail and name board)

Site Ref II	3 x 3m	£735
Site Ref SS	3 x 6m	£1,490
Site Ref TT	6 x 6m	£2,470
Site Ref UU	9 x 6m	£3,055
Site Ref VV	12 x 6m	£3,955

Prime retail (open space)

You will need to supply or hire a marquee

Site Ref AA	3 x 6m	£805
Site Ref BB	4.5 x 6m	£1,020
Site Ref CC	6 x 6m	£1,195
Site Ref DD	7.5 x 6m	£1,415
Site Ref EE	9 x 6m	£1,590
Site Ref FF	10.5 x 6m	£1,800
Site Ref GG	12 x 6m	£1,980

New for 2020:

Prime Retail Top Hat Site

(space, floor, name board, top hat marquee)

Site Ref JJ	3 x 3m	£835
-------------	--------	------

Longines International Arena

Ringside Site (includes space and marquee)

Site Ref KK	3 x 6m	£800
Site Ref LL	6 x 6m	£1,100
Site Ref MM	9 x 6m	£1,500
Site Ref NN	12 x 6m	£1,900

Limited spaces, book early so you don't miss out

Hickstead name boards compulsory



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, as well as 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 includes 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 two, 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 or 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 only intended as guidance.

Further advice may be obtained from the Health and Safety Executive at www.hse.gov.uk

RISK ASSESSMENT FORM 2020

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 2020

PLEASE COMPLETE IN **FULL** (incomplete applications will be returned)

Trading Name:

Contact Name:

Address:

PLEASE NOTE – YOUR COMPANY NAME, PHONE NUMBER, WEBSITE AND EMAIL WILL APPEAR IN THE OFFICIAL PROGRAMME – THE MOBILE NUMBER IS FOR OFFICE USE ONLY

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 £130 inc. VAT (Halogen lighting prohibited)	TOTAL
	OPEN SPACE	SHEDDING				
The Al Shira'aa Hickstead Derby Meeting						
The Longines FEI Jumping Nations Cup™ of Great Britain (RIHS)						

Please tick if you are bringing your own marquee ☐ or trailer unit ☐

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 within company:

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

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

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



HICKSTEAD LTD

Debit/Credit Card Payment Form

Payment for: Trade Exhibition Site, Hickstead 2020

Cardholder's name as it appears on the card

Card Type: Visa Credit / Visa Debit / MasterCard / Maestro

Card Number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Valid from and to:

From:

--	--

--	--

 To:

--	--

--	--

 Issue number (Maestro only):

--

Credit card billing address (including house name or number):

.....

.....

..... Postcode:

Telephone number (a member of our team will call for your three-digit security code):

.....

Email address:

Cardholder's signature Date:

In line with GDPR, on completion of transaction this form will be securely destroyed. With regard to further payments for the 2019 shows, if you are happy for us to store your details under lock and key until the end of the season, when this form will be securely destroyed,

Please sign here:

EXHIBITOR PASS APPLICATION FORM 2020

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 trade stand 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		

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 PAYMENT IS RECEIVED.

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

trade@hickstead.co.uk

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

MARQUEE APPLICATION FORM 2020

Trading Name:

Contact Name:

Address:

Website: Email:

Company Telephone No: Mobile No:

SITE	DESCRIPTION	PRICE	DERBY	RIHS	AEJC	TOTAL
A	3m x 3m marquee only	£245				
A	3m x 3m wooden flooring	£210				
A	3m x 3m lining	£180				
A	3m x 6m marquee	£310				
A	3m x 6m wooden flooring	£250				
A	3m x 6m lining	£120				
C	6m x 6m marquee	£450				
C	6m x 6m wooden flooring	£350				
C	6m x 6m lining	£250				
E	9m x 6m marquee	£500				
E	9m x 6m wooden flooring	£350				
E	9m x 6m lining	£320				
	Banner Frame (per 3 metres)	£50				
	Hickstead Facia Name Board (per 3 metres)	£60				
All prices are inclusive of VAT at the current rate					Total:	

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:

Print Name: Date:

Position within company:

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

trade@hickstead.co.uk

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

TELEPHONE, INTERNET, FURNITURE AND CARPET APPLICATION FORM 2020

Company Name:

No.	PRODUCT	PRICE	DERBY	RIHS	TOTAL
	Carpet				
	3 x 6m	£100			
	6 x 6m	£200			
	9 x 6m	£280			
	12 x 6m	£375			
	Furniture				
	6ft trestle table	£20			
	Plastic chairs (each)	£5			
	Patio sets (1 table & 4 chairs)	£30			
	Telephone / Internet				
	Hard-wired internet connection	£160			
	Wi-Fi	£160			
	Telephone Line	£160			
				Total:	

All prices are inclusive of VAT at the current rate

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:

Print Name: Date:

Position within company:

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
 trade@hickstead.co.uk

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

TRADE VOUCHER APPLICATION FORM 2020

PLEASE COMPLETE IN **BLOCK CAPITALS**

Trading Name:

Contact Name:

Address:

Website:Email:.....

Company Telephone No: Mobile No:

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

The Al Shira'aa Hickstead Derby Meeting	
The Longines FEI Jumping Nations Cup™ of Great Britain (RIHS)	

Please indicate the discount you would like to offer on presentation of the voucher (i.e. 10% off, 25% off – a free gift when a membership is purchased, etc) **10-15 WORDS MAX:**

Please also include a high-resolution image of your company logo in a jpeg format with your entry

£25 per voucher entry

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:

Print Name: Date:

Position within company:

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
trade@hickstead.co.uk

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

TERMS AND CONDITIONS 2020

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 Longines 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 Longines 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)7989 414 848 / 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 Al Shira'aa Hickstead Derby Meeting and The Longines FEI Nations Cup™ Jumping of Great Britain (RIHS). Such applications must be made together and with full and current payment, and submitted by the 14th January 2019 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 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.**