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Contact Details	
Pembrokeshire Agricultural Society Show Office County Showground Withybush Haverfordwest Pembrokeshire SA62 4BW Tel: 01437 764331 www.pembsshow.org	Barbara Green, Show Organiser Email: barbara@pembsshow.org Amanda Blythen, Show Administrator Email: amanda@pembsshow.org
Pembrokeshire Agricultural Society Charity No: 1160533 Registered Company No: 09124313	

February 2017

Dear Trade Exhibitor

Welcome to the Pembrokeshire County Show Trade Stand Brochure, we are delighted to advise that prices have been held at 2016 rates.

The brochure provides all the information necessary to complete your 2017 trade stand application.

Please take note of deadlines and use the Checklist to assist with the completion of application forms which should be returned to us as soon as possible.

All prices published in the brochure are inclusive of VAT

Please contact Amanda Blythen on 01437 764331 if you have any queries.

Yours sincerely

A handwritten signature in black ink, appearing to read 'B A Green'.

Show Organiser
Pembrokeshire Agricultural Society

2017 DEADLINE DATES to REMEMBER

February 2017	Trade stand booking open to all exhibitors. All new applications will be put on waiting list until 3rd April for allocation.
31 st March 2017	Closing date for returning exhibitors to retain their 2016 location space. (Location subject to showground layout changes). <i>Space will not be held after this date and may be allocated to others.</i>
3 rd April 2017	New applications will be allocated space and confirmed.
14 th July 2017	Closing date for ALL trade stand applications including payment at published rates. <i>All applications received after 14th July will be subject to a 20% frontage surcharge.</i>
1 st August 2017	Final closing date for trade stand applications and additional services (water & electric). The E-ticket service for additional tickets will be available up to and including the Show period.

CHECKLIST

Please use the checklist to ensure that all forms are fully completed with **ALL** relevant information.
Please **DO NOT** return the Checklist with your application

TRADE STAND EXHIBITORS	TICK
Application Form (<i>including water & electricity requirements</i>). Please check the deadlines as <i>applications received after 14th July will be subject to a 20% frontage surcharge.</i>	
Risk Assessment	
Copy of Public Liability & Employers Liability (where applicable) insurance certificates	
Appointed Stand Contractors Information Form i.e. stand contractor, marquee hire company	
Change of location information e.g. written requirements and/or highlighted map	
Advertising Booking Form (catalogue or programme)	
Wifi satellite broadband Internet connection & PDQ booking form (return direct to Dragon WiFi)	
IMPORTANT - NEW EXHIBITORS	
Please supply supporting evidence of business including information on shows previously attended, photographs of trade stand and products or services offered. <i>PLEASE NOTE: New applications will not be accepted without this information.</i>	
IMPORTANT - FULL PAYMENT	
PLEASE NOTE THE FOLLOWING:- <ul style="list-style-type: none"> No charge will be made for DEBIT CARD payments A 3% charge will be added for CREDIT CARD payments Cheques should be made payable to P.A.S. Ltd 	
Have you correctly signed all the documents (and cheque where applicable)?	
Cancellation Policy: <u>ALL</u> cancellations must be made in writing. A full refund less a £50.00 administration charge will apply to stands cancelled prior to 14th July. <u>AFTER THIS DATE NO REFUND WILL BE GIVEN.</u>	

TRADE STAND APPLICATION GUIDE

All exhibitors must read and abide by the full Show Rules and Regulations

Applications for Space and Allocation of Trade Stands

All applications to exhibit at the show must be submitted on the appropriate forms and received by the closing date.

Trade Stand Location & Sizes

1. **OUTDOOR SPACE (Zones, A, B, C & D, Tenth Avenue & Countryside Park)**

- Outdoor stands are available on grass and/or hard standing and are calculated in multiples of 3m frontage. **N.B. Some areas have trade stand spaces which will have both grass and hard standing.**
- The depths of the stands vary from a minimum of 7m to a maximum of 15m depending on location.
- The space booked **MUST** allow for the full size of any structure or vehicle including guy ropes, pegs, stays and tow hitches etc.
- Marquees erected on hard standing in Zones C & D and some areas of Zone B **MUST NOT** be secured using pegs or other anchors which damage the tarmac surface. Any such damage will result in a direct charge by the local authority and the exhibitor will be banned from the show. Weights are **NOT** supplied by the Show. Exhibitors causing damage to hardstanding in Zone A and some areas of Zone B will be charged by the Society for any remedial works required.
- Wind turbines, masts or other similar high level equipment require special permission from the Show Office prior to booking a trade stand.

2. **INDOOR SPACE**

Prendergast Shopping Hall (Permanent building). LOCATED IN ZONE A

- Stand space is available in multiples of 2m frontage up to a total frontage of 8m. 3m depth only. (Floor space only).
- Exhibitors must provide their own display boards, tables and chairs. ***It is advisable to consider stand lighting requirements in this building.***
- There is no restriction on items sold in this building apart from food & drink

Ridgway Arts & Craft (Marquee with flooring). LOCATED IN ZONE D

- Stand space is available in multiples of 2m frontage up to a total frontage of 8m. 2m depth only.
- Exhibitors must provide their own display boards, stand lighting, tables and chairs.
- This marquee is for the sale of gifts, craft and handmade items only.

3. **FOOD HALL (Parkhouse Building) LOCATED IN ZONE A**

- Space is sold within a shell scheme system and available in with a maximum depth of 2m only.
- Exhibitors must provide their own display material, tables, chairs and refrigeration units.
- Space within the food hall is for the sale and promotion of food & drink items only
- All "Fast Food" style exhibitors will be subject to approval and a Fast Food & Beverage rate.

Electrical Requirements

- Electricity supply is available to all indoor stands and those outdoor stands subject to
- The use of **PETROL** generators is strictly prohibited in all areas of the Showground. Generators must not be refuelled whilst the engine is running.
- Unauthorised connection or sharing of electricity supply between stands is strictly prohibited.

Water Requirements

- Water supply is limited on the Showground. Please contact the Show Office if water is required prior to completing the application form.
- Stands that book water will be supplied with a standpipe that will be located at the rear of the stand. ***Exhibitors must supply any connecting pipework into their stand.***

Security and Trade Membership

- **Security and trade membership is a compulsory charge for all trade stand exhibitors.**
- Security services are on site from Tuesday, 8th August until Friday, 18th August 2017. Regular Showground patrols are carried out during the build-up and show period, however, trade stand exhibitors **MUST** ensure that their stands and goods are secure and they are covered by the relevant insurance. They may make independent arrangements, but this must be carried out by the Show's contracted security company. **The Society does not accept any responsibility for any items left unsecured on site and they are left entirely at trade stand exhibitors risk.**
- Exhibitors will receive two Trade Members badges that will allow access into the Members Pavilion (bar & restaurant facilities) during the Show Period. Please note these badges **DO NOT** allow access to the Showground and are for the use of the Members Pavilion only.

Admission Tickets & Vehicle Passes

- Admission tickets will be issued for use by exhibitors, caterers, contractors and show personnel. Under no circumstances will any individual gain entry into the Show without an admission ticket and will be charged at the public rate. No refunds will be given if tickets are lost or forgotten. **NO TICKET – NO ENTRY.**
- All trade stand exhibitors will be allocated admission tickets, pre-show and show period vehicle passes depending on the size and location of their stand (*please see application forms and trade stand rates for details*).
- **Exhibitors must ensure they have the correct number of tickets and vehicle passes required to run their trade stand including all staff and contractors. Additional admission tickets and vehicle passes can be purchased when booking trade stand space or via our E-ticket service www.pembsshow.org**

Types of Passes

Day Tickets

- Admission tickets are valid one day only and allow pedestrian access to the Showground.

Vehicle Passes

These must be clearly displayed and fixed to the windscreen at ALL times.

Pre Show

- These passes are issued for use on setting up days only and must be clearly displayed to gain access to the Showground. **ALL** contractors will be required to produce identification.

Show Period

- These passes must be clearly displayed to gain access to the Showground during the Show Period via RED Gate 1. **Food Hall exhibitors enter the Showground via PINK Gate 3.** Gates open at 6.00am each show day. **ALL support vehicles must be off the Showground by 8.30am each day and parked in the Trade Stand car park unless they are located within the trade stand itself.**

Caravans

- An onsite exhibitor caravan park is available at the Showground and is situated adjacent to RED Gate 1. Portable showers and toilets are available.
- **ALL** caravans located on trade stands will require a Showground caravan pass to be displayed at all times (these are issued **FREE OF CHARGE**). Please complete the booking form where necessary
- **Any caravans not displaying the correct pass will not be allowed access to the Showground.**

Setting Up, Show Period and Breakdown

Exhibitors are permitted to start erecting their stands as set out below and will require the relevant vehicle passes for access. ***If you require earlier access, please contact the show office in the first instance.***

- Outside Space – from Wednesday, 9th August
- Indoor Space – from Saturday, 12th August
- Food Hall – from Friday, 11th August

The Society provides a discretionary tele-handling service for trade stand exhibitors to assist in the unloading and loading of heavy items. ***If you require this assistance, please contact the Show Office prior to your arrival on site and note that this will be carried out once a member of staff is available with the vehicle.***

RED Gate 1 Opening Times	
Day & Date	Times
Wednesday 9 th – Saturday 12 th August	7.00am – 7.00pm
Sunday 13 th & Monday 14 th August	7.00am – 10.00pm
Tuesday, 15 th & Wednesday 16 th August	6.00am – 9.00pm
Thursday 17 th August	6.00am – 10.00pm
Friday 18 th August	Open from 6.00am

All trade stands must be open for trading between the following times.

- Tuesday 15th August 9.00am – 7.00pm
- Wednesday 16th August 9.00am – 7.00pm
- Thursday 17th August 9.00am – 6.00pm

Breakdown of Trade Stands

Trade stands must not be dismantled until after 6.00pm on the final day of the show. Exhibitors who do not comply with this rule may be subject to refusal of future applications.

*****A new Exit Plan will be in force for 2017 and details of this will be included with your show information pack.*****

PLEASE NOTE: If any exhibitor wishes to leave the show prior to the final day, they must seek permission from the Show Office before pulling out. Trade stands that dismantle and leave the show without prior permission will not be permitted to rebook trade stand space the following year.

Advertising

Banner Advertising – advertising space for banners is available around the perimeter of any of the arenas and on the main entrance points and may be booked by exhibitors. Banners must be delivered to the **Show Office** by 1.00pm on Friday, 11th August. Banners will be registered and any unauthorised banners on display will be removed and can be collected on Thursday, 17th August after 4pm. ***The Society will not be responsible for any banners that are not collected from the Show Office within 14 days of the end of the Show.***

Show Catalogue Advertising – advertising space is available in both the programme and the show catalogue. Closing date for submission of adverts is Friday 16th June 2017. For all enquiries, please contact the Show Office on 01437 764331 or complete the advertising booking form in the booklet.

Wifi Broadband & PDQ Card Payment Machines

Dragon WiFi are the official Show suppliers for Wi-Fi and PDQ machines to exhibitors at the show. The application form is included in the back of the brochure **PLEASE NOTE: all enquiries must be directly to Dragon WiFi and NOT to the Show Office.**

Pembrokeshire Agricultural Society Membership

The Society offers very good packages for members and vice presidents. Discounted rates are available for direct debit payments before 31st March 2017. Membership information is available from the website www.pembsshow.org

CANCELLATION POLICY

A full refund less a £50.00 administration charge will apply to stands cancelled prior to 14th July. AFTER THIS DATE NO REFUND WILL BE GIVEN.

TRADE STAND RATES, ADMISSION TICKETS AND VEHICLE PASSES

OUTDOOR SPACE Zones A, B, C, D & Tenth Avenue				
FRONTAGE (M)	ZONE A & B PREMIUM £ (incl.VAT)	ZONES B, C, D & Tenth Avenue £ (incl.VAT)	One Day Admission Tickets	Show Period Vehicle Passes
3M	316.80	290.40	3 per day	1 per stand
6M	417.60	382.80	3 per day	1 per stand
9M	518.40	475.20	3 per day	1 per stand
12M	597.60	548.40	4 per day	1 per stand
15M	691.20	633.60	4 per day	2 per stand
18M	777.60	712.80	5 per day	2 per stand
21M	871.20	799.20	5 per day	2 per stand
24M	950.40	871.20	6 per day	2 per stand
27M	1058.40	970.80	6 per day	2 per stand
30M	1166.40	1069.20	7 per day	2 per stand

Zone A & B Premium areas are marked on the Showground map.

COUNTRYSIDE PARK (CP) <i>(Please use the Outdoor Space application form)</i>			
FRONTAGE METRES	ZONE CP £ (incl.VAT)	One Day Admission Tickets	Show Period Vehicle Passes
3M	264	3 per day	1 per stand
6M	348	3 per day	1 per stand
9M	432	3 per day	1 per stand
12M	498	4 per day	1 per stand

INDOOR SPACE				
FRONTAGE METRES	PRENDERGAST SHOPPING HALL £ (incl.VAT) 3m depth only	RIDGEWAY ARTS & CRAFT £ (incl.VAT) 2m depth only	One Day Admission Tickets	Show Period Vehicle Passes
2M	348	231.60	3 per day	1 per stand
4M	456	324	3 per day	1 per stand
6M	564	422.40	3 per day	1 per stand
8M	738	N/A	4 per day	1 per stand
FOOD HALL				
FRONTAGE METRES	FOOD HALL £ (incl.VAT) 2m depth only	FAST FOOD & BEVERAGES £ (incl.VAT)	One Day Admission Tickets	Show Period Vehicle Passes
3M	352.80	564.48	3 per day	1 per stand
6M	541.80	866.78	3 per day	1 per stand
9M	737.10	1179.36	4 per day	2 per stand

PLEASE NOTE: A limited number of Food Hall spaces are available to exhibitors for “Fast Food” stands, these will be allocated at the discretion of the Society. This will include the sale of hot food, hot & cold beverages, sandwiches, crepes, filled rolls & baguettes, pizza’s, pasties & pies, ice cream & sorbets. These stands will be charged at the Fast Food & Beverage rate listed above. ***The sale of alcohol is limited to “OFF” sales only.***

Food & Drink Tasters/Samples

Samples or tasters must be limited to small “bite size” portions of the products available from the stand and beverages limited a maximum of 30ml/3cl

ELECTRICAL REQUIREMENTS			
TRADE STAND LOCATION	CODE	DESCRIPTION	£ (incl.VAT)
OUTDOOR	(EL.1)	16 AMP Single Phase with Twin 13 AMP Socket Mobile Unit	177.60
	(EL.2)	26 AMP Single Phase with Twin 13 AMP Socket Mobile Unit	204.00
	(EL.3)	32 AMP Single Phase with Twin 13 AMP Socket Mobile Unit	250.80
	(EL.4)	63 AMP Single Phase with Twin 13 AMP Socket Mobile Unit	343.20
	(EL.5)	3 Phase - limited availability	420.00
INDOOR	(EL.6)	16 AMP Single Phase with Twin 13 AMP Socket Mobile Unit	68.40
FOOD HALL	(EL.7)	16 AMP Single Phase with Twin 13 AMP Socket Mobile Unit @ £88 + VAT	105.60
	(EL.8)	32 AMP Single Phase with Multi outlet	132.00
	(EL.9)	16 AMP Refrigerated vehicle hook up (3 days)	177.60
	(EL.10)	3 Phase – Indoor supply	270.00

The use of PETROL generators is strictly prohibited in all areas of the Showground. Generators must not be refuelled whilst the engine is running. Unauthorised connection or sharing of electricity supply between stands is strictly prohibited.

WATER REQUIREMENTS
Water supply is available within the water supply zone marked on the showground map at a rate of £48 (incl. VAT) per connection. Please contact the Show Office before completing the booking form.

ADDITIONAL TICKETS, VEHICLE & CARAVAN PASSES		
TYPE OF TICKET OR PASS	£ (incl.VAT)	NOTES
VEHICLE PASS – PRE SHOW	N/C	2 per stand allocated with booking
ONE DAY ADMISSION TICKETS	17	Valid for one day admission ONLY
TRADE STAND SERVICE VEHICLE PASS – SHOW PERIOD	45	Valid for three days
TRADE STAND EXHIBITOR “ ON STAND ” CARAVAN PASS	N/C	Valid for caravans located on trade stands only
TRADE STAND EXHIBITOR CARAVAN PARK PASS	45	No electrical hook up currently available

OFFICIAL CONTRACTORS 2017

<p>Marquees:</p> <p>Dingle Marquee Hire Ltd The Dingle Jesse Road Narberth Pembrokeshire SA67 7DP Tel: 01834 860482</p>	<p>Electrical Services:</p> <p>Ivor Rees & Sons Ltd The Mill Maenclochog Clynderwen Pembrokeshire SA66 7JY Tel: 01437 532326</p>	<p>Security:</p> <p>Streamline Leisure Ltd 4/5 King Street Carmarthen Carmarthenshire SA31 1BD Tel: 01267 232986</p>
<p>Marquees:</p> <p>Burgoynes Marquees Ltd Lyonshall Kington Herefordshire HR5 3JR Tel: 01544 340283</p>	<p>First Aid & Medical Services</p> <p>British Red Cross 44 Moorfields London EC2 9AL</p>	<p>Fire Extinguishers:</p> <p>Pembrokeshire Fire & Safety Ltd Unit 7 Havens Head Business Park Milford Haven Pembrokeshire SA73 3LD Tel: 01646 699349</p>
<p>Security Fencing:</p> <p>David Rees Fencing & Agricultural Services The Grove Yard Clarboston Road Pembrokeshire SA63 4SP Tel: 01437 731308</p>	<p>PA Equipment Hire:</p> <p>Magnum Sound Hafan Deg Hodgeston Pembroke Pembrokeshire SA71 5JU Tel: 0800 169 2219</p>	<p>Waste Management:</p> <p>Morris Holdings (UK) Ltd 17 Mile Oak Industrial Estate Maesbury Road Oswestry Shropshire SY10 8GA Tel: 01691 680373</p>
<p>Furniture Hire:</p> <p>Jongor Limited Unit G Kingsland Trading Estate St Phillips Road Bristol BS2 0JZ Tel: 0117 955 6739</p>	<p>Wifi & Broadband:</p> <p>Dragon WiFi Willow Cottage Nolton Haven Haverfordwest Pembrokeshire SA62 3NN Tel: 01437 763333</p>	<p>Cleaning Services:</p> <p>Apple Blossom Cleaning Services Unit 12 Rushacre Enterprise Park Redstone Road Narberth Pembrokeshire SA67 7ET Tel: 01834 862626</p>
<p>Catalogue, Programme & Banner Advertising</p> <p>Please direct all enquiries to the Show Office Tel: 01437 764331 or complete the booking form in the brochure.</p>	<p>Cash Services (ATM's)</p> <p>Cash on the Move P O Box COTM London WC1N 3XX Tel: 020 7794 3664</p>	<p>Prize Money Cash Service</p> <p>Streamline Leisure Ltd 4/5 King Street Carmarthen Carmarthenshire SA31 1BD</p>
<p>Caterers (Members' Pavilion)</p> <p>Cegin Gwenog Ltd Abernant Llanwenog Llanybydder Ceredigion SA40 9UR</p>	<p>Catering (Stockmen's' Café)</p> <p>Streamline Leisure Ltd 4/5 King Street Carmarthen Carmarthenshire SA31 1BD</p>	

Pembrokeshire County Show

15-17 August 2017



ADVERTISING BOOKING FORM

Company Name			
Contact Name		Position	
Address			
		Postcode	
Tel Number		Mobile Number	
Email		Website	

I/We would like to take the following advertisement in the following publications (please circle) (£ +VAT)							
Publication	Back Page	Inside Front Cover	Inside Back Cover	Full Page (colour)	Half Page (colour)	Full Page (mono)	Half Page (mono)
Programme	N/A	350	350	200	150	N/A	N/A
Catalogue	N/A	300	300	175	125	140	100

I/We wish to pay by cheque and enclose a cheque in the sum of £..... (payable to **PAS Ltd**)

I/We wish to pay by Credit/Debit card with the following payment details

Cardholders Name.....Card No:/...../...../.....

Start Date.....Expiry Date..... Security No (last 3 digits on the signature strip).....

Signed:..... **Date:**.....

Please return application form to the following address:
**Pembrokeshire Agricultural Society, Show Office, County Showground,
 Withybush, Haverfordwest, Pembrokeshire, SA62 4BW**

ADVERTISEMENT SIZE SPECIFICATIONS

Back Page	130mm x 190mm
Inside Front Cover	130mm x 190mm
Inside Back Cover	130mm x 190mm
Full Page (colour)	130mm x 190mm <i>151mm x 216mm full bleed. The text needs to be within 130mm x 190mm as there is a 3mm trim.</i>
Half Page (colour)	130mm x 90mm
Full Page (mono)	130mm x 190mm <i>151mm x 216mm full bleed. The text needs to be within 130mm x 190mm as there is a 3mm trim.</i>
Half Page (colour)	130mm x 90mm

Please email advertisements in a pdf or jpg format to barbara@pembsshow.org

Closing Date for Submission of Artwork

Catalogue & Programme

Friday 16th June 2017

TRADE STAND COMPETITIONS

All trade stands are automatically entered for the trade stand competitions. Judging of the trade stands will take place during the first day of the Show. Please note all trade stand must be open to the public and ready for judging by 9.00am as per the Trade Stand Rules and Regulations.

Presentation of awards will take place on the trade stands later in the day.

Agricultural Section

Class TS1 Best Agricultural Trade Stand under 12m frontage

Class TS2 Best Agricultural Trade Stand 15m frontage and over

Class TS3 Best Agricultural Machinery Trade Stand under 12m frontage

Class TS4 Best Agricultural Machinery Trade Stand 15m and over.

Non-Agricultural Section

Class TS5 Best Trade Stand under 12m frontage

Class TS6 Best Trade Stand 15m frontage and over

Motor Section

Class TS7 Best Motor Trade Stand under 12m frontage

Class TS8 Best Motor Trade Stand 15m frontage and over

Craft Section

Class TS9 Best Indoor Craft Stand

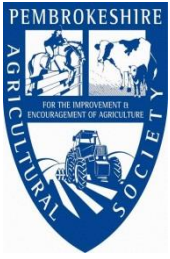
Prizes & Trophies

A trophy will be awarded for the Overall Best Trade Stands in the following categories:-

a. **Simon Llewellyn Trophy** for the Best Agricultural Trade Stand

b. **J E Lawrence Challenge Cup** for the Best Non- Agricultural Trade Stand





PEMBROKESHIRE COUNTY SHOW

15 - 17 AUGUST 2017

APPOINTED STAND CONTRACTORS INFORMATION FORM

If using a stand contractor, marquee hire company or other supplier to work on your stand, please provide the full contact details including an on-site contact name and telephone number.

PLEASE NOTE: Contractors will require the relevant passes to access the showground, please ensure you have taken this into account whilst completing your application form.

Please complete using BLOCK CAPITALS

Exhibitor Company Name			
Contact Name		Position	
Tel Number		Mobile Number	
Email			

Stand Contractor/Other Supplier			
Contact Name		Position	
Address			
		Postcode	
Tel Number		Mobile Number	
Onsite Contact Name		Onsite Mobile Number	

Marquee Supplier			
Contact Name		Position	
Address			
		Postcode	
Tel Number		Mobile Number	
Onsite Contact Name		Onsite Mobile Number	

HEALTH & SAFETY RISK ASSESSMENT FORM

Stand Name:

Hazard	Persons at Risk	Controls in Place	Further Actions
Aim to spot significant hazards which could result in serious harm or affect people working on or visiting the stand.	Identify groups of people who might be at risk e.g. employees, particularly new staff, volunteers, casuals or part-time staff, contractors and members of the public especially children or disabled visitors. Ask yourself who might be harmed and in what way.	After you have identified the hazards, assessed the risks and decided on appropriate control measures you need to record your controls in place. This will also help you to plan any improvements or other actions required.	Identify what more needs to do on the Risk Assessment i.e. remove the risk completely.
Prepared by:	Assessors Name	Signature	Date