

Rules, Procedures and Information for 2024 Trade Exhibitors



Ashby Agricultural Society has been established since 1916. In a typical year the event attracts around 12,000 people from around Leicestershire and further afield.

As expected, there is a good mix of families, working farmers, equestrian enthusiasts, and older adults. We have over 200 varied trade stands from agricultural equipment to home-made brownies.

We get an excess of 1500 exhibitors from cattle and sheep to horses and show jumping. We are grateful to our hard-working volunteers who devote their time and effort to the popular one day agricultural show.

ASHBY AGRICULTURAL SHOW Sunday 14th July 2024 A traditional agricultural show in the heart of national forest in Leicestershire.

Ashby Show is organised by:

Ashby-de-la-Zouch & District Agricultural Society Limited (Company Number 08432435) which is a registered charity, (Charity No.1152908)

Registered office is at Office 11, 1st Floor Measham Business Centre, 56 High Street, Measham, Swadlincote, Derbyshire, DE12 7HZ ("The Society").

Showground Address: Cattows Farm, Normanton Lane, Heather, LE67 2TD ("The Showground")

Tel 07563 389294

Website, www.ashbyshow.com

Emails, for general enquiries: info@ashbyshow.com, for all trade stand enquiries: catherine@ashbyshow.com

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1 Guidance Notes

1.1 Booking

The Showground has been divided into avenues for trade stands. The Society will do its very best to allocate you with the correct pitch, if you would like the same pitch as the 2023 Show please notify us on your application form. Although this cannot be guaranteed the trade stand team will do what they can.

Full payment for your stand and extras, as included on the booking form should be made as soon as possible to secure your pitch, the Society does reserve the right to cancel your application once accepted.

ALL ALLOCATION WILL BE ON A FIRST COME FIRST SERVED BASIS.

1.2 Turf & Grass mowing

Exhibitors will not be allowed to remove turf or dig up ground in any part of the Show area, without the permission of a Society Officer. All holes must be filled in after use and turf replaced in a satisfactory manner. The Society allows traders to mow their allocated pitch but all cuttings must be removed off site.

1.3 Electricity

Can be purchased from the show, however there is limited pitches where electricity can be provided. Electricity will be allocated to select trade avenues and will be allocated out on a first come first served basis. We provide 13 amps which is a UK domestic 3 pin plug or 32 amps depending on your requirement.

1.4 LOCAL AMENITIES,

Listed below are local amenities to the show ground, none of which are endorsed by Ashby Show:

Petrol/Diesel

BP fuel station Ashby Road Ibstock LE67 6HA open 24 hours

Hardware store

Robins DIY 26 High St Measham DE12 7HR open Monday to Friday 9-5pm Saturday 8.30-3pm closed Sundays

Chemist

Brennans Pharmacy 31-33 High St Ibstock LE67 6LG

Supermarket

Central CO-OP food Ibstock, Ashby Rd Ibstock LE67 6HA not 24 hour

Livestock feed and equipment

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SLB supplies, Wood Rd Ellistown LE67 1GE not 24 hour

2 Trade Stand Prices – Ashby Show 2024

All spaces are measured in meters. All trade stand prices will be listed on our online booking system. Free Wi-Fi is being provided to all trade stands this year, to remove issues with signal for card machines.

3 Shopping, Craft and British Farm Produce (BFP)

These pitches come furnished and positioned within covered marquees. Your space will be allocated only upon receiving payment, electricity will be available at extra cost - see online application form. All pitches will have free Wi-Fi included.

4 General conditions

Governing the acceptance of entries for TRADE SPACE

4.1 Applications

All applications for ground space for Trade Exhibits must be made via the Entry Master online booking system, and payments will be taken through this system.

Applications will be closed early if trade space is filled.

All applications accepted will be acknowledged by a confirmation email. The contract is between the exhibitor and the Society. Contact information from exhibitors will be stored on our show database and information about the company/service will be published in the catalogue and sometimes elsewhere for the purposes of show sales.

A full postal address for correspondence must be provided by every exhibitor; If you wish a different address to be published in the catalogue, please insert this in the appropriate box on the Booking Form.

4.2 Stall Allocation

- (a) Sites shall be allocated in such positions and order as the Society deems fit.
- (b) Without prejudice to the generality of sub clause (a) above the Society will use reasonable endeavours to ensure that early applicants receive priority of position.
- (c) The Society reserves the right to refuse any application, for reasons that they deem fit

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including but not limited to:

- The health and safety operations of a trade stand/company are not suitable or sufficient for the show's requirements
 - The presence of the trade stand may interfere with the safe delivery of the show
 - The trade stand's business would be a conflict of interest with the ethos of Ashby show
 - The outward business of the trade stand may cause offence, stress or upset to show staff or customers
 - The business of the trade stand may disrupt the timetables of the show day
 - There are too many trade stands of a similar nature already confirmed at the even
- (d) Any dispute between exhibitors or between any exhibitor and the Society as to the extent or position of any site which is allocated shall be determined by the Society's Chair or if they are unavailable the Trade Stand Director for the time being whose decision shall be final.
- (e) Sites will be marked by boundary pegs/rope/spray and your number/name. Once set up exhibitors shall be responsible for the removal of any boundary site pegs/tape that pose a trip hazard.
- (f) The Society does not warrant that any site is suitable or fit for any purpose other than being a space provided to exhibit in a greenfield setting.

4.3 Charges

Payment is due within 14 days of application acceptance and confirmation. Provided that if an application is made less than 30 days before the Show Day payment must be made within 7 days of approval and confirmation and provided further, if an application is made less than 7 days to Show Day, payment must be made within 24 hours of confirmation. If payment is not received within this stated time frame your application could be cancelled.

Stand space is not guaranteed until payment has been received, your selected space will be re-allocated if your payment has not been received.

The trade stand price includes a WIFI connection.

4.4 Electricity

If you require an electrical supply for your stand, please request this on the online application form or notify the Society to add this to your booking. Power pitches are limited

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on the showground to that end not all requests for power will be granted. The society will notify if power cannot be granted via email. If you have been granted power, then a separate invoice will be sent via email.

If you require power connection and have not pre-booked before Show Day, there will be an extra charge for this if power can be supplied. Power is not usually connected to your stand until the Sunday morning of the Show. If electricity cannot be provided by the Society then any pre-payment for a power connection will be refunded.

4.4.1 Connection Prices

13-amp £100

32-amp £160

4.5 Generators

Traders may only bring a generator if requested by the Society to do so.

4.6 PAT Testing and electrical equipment

Only appliances which display a label indicating that the appliance has passed a portable appliance test within the last twelve months preceding the Show may be used at the Show. Use of an appliance will be prohibited if it is found to be without a Test Certificate or if identified by the Show Electrician (whose decision shall be final) as unsafe or unsuitable.

4.7 Gas Bottles (LPG) and other Inflammables

If there is a gas bottle on your stand (whether used or not) or any other inflammables present this must be indicated on your booking form and risk assessment. Any device fuelled by liquid petroleum gas (LPG) must ensure gas connections and pipes have been tested and certificated by a 'Gas Safe' engineer annually. The certification must be available for inspection at the show. Installations must comply with UKLPG Code of Practice CoP24 Part 3.

The cylinders are to be disconnected/connected by competent persons only using the correct tools and leak tested prior to use. No smoking signs must be in place and observed. Unless authorised in writing by your point of contact, no more than two LPG cylinders (totalling 200KG) are permitted per unit. Cylinders must be located only in the open air and must not be used or stored inside marquees, tents or other enclosures. Cylinders must not be changed during the show. LPG cylinders must be stored vertically on firm, level ground at least 1 metre from any structure or heat source, in the open air, with no obstructions in the vicinity to impede ventilation. Cylinders must be restrained in a suitably designed cylinder stand or staked and chained securely. Cages or surrounds made of wood or other combustible material are not acceptable.

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All flexible hose must be labelled with either BS3212 or BSEN1763 and the regulator must be labelled with BS3016 or BSEN12864. Hoses must not exceed 1.5m in length between the regulator and appliance.

All cooking appliances must be located away from flammable materials including marquee walls.

The Society reserves the right to ask for what they regard as unsuitable or unsafe gas equipment to be removed.

4.8 Water

The water taps on the Showground do not provide drinkable water. No drinkable water is provided by the Society.

4.9 Temporary Structures

All gazebo type structures or lightweight marquees must be properly anchored down. Structures should be capable of withstanding a minimum of a 30mph wind. All self-build structures must be of sound construction, assembled in line with manufacturer's instructions and must be suitably braced and anchored.

Please note that thin straight tent pegs (commonly supplied with the structures) are generally insufficient. You must use suitable ground anchors and ratchet straps to the frame (suggested example: <https://groundbolt.co.uk>), or where using weights, these must be sufficient and strapped to the structure and not simply placed on the fabric as they can dislodge if the structure is moved by wind. (as a minimum we would expect to see 2 x 12.5kg weights or equivalent per leg on gazebos – but this is dependent upon your structure and may require more)

Any flagpoles, banners or any other such structures, above 2 metres must be securely anchored. All stands will be inspected on the day of the Show by the Health & Safety Representative from the Show Committee.

4.10 Admission

Passes for attendees will be issued in accordance with the scale included with the table of costs. Additional passes can be purchased pre-show at a reduced rate via our online booking system

4.11 Liability, safety and security

- (a) The Society, its officers and servants shall not be held responsible for any accident, damage or loss that may occur to any exhibitor or his employee or to any animal or

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article while entering or leaving or during the period it is on the Showground. This clause does not exclude or limit in any way our liability for:

- (i) death or personal injury caused by our negligence; or
 - (ii) fraud or fraudulent misrepresentation; or
 - (iii) any breach of the obligations implied by section 12 of the Sale of Goods Act 1979 or section 2 of the Supply of Goods and Services Act 1982; or
 - (iv) losses for which it is prohibited by section 7 of the Consumer Protection Act 1987 to limit liability.
- (b) Trade exhibitors are required to effect with a reputable Insurance Company, Public and Product Liability Insurance cover commensurate to the nature of their business and will be asked to produce proof of this upon applying online.
- (c) The open nature of the Showground makes complete security impossible. Trade exhibitors are responsible for making any necessary arrangements (including insurance) to safeguard their pitch and its contents while on Showground. The Society accepts no responsibility for security or for any damage to persons or property, however caused – except to the extent required by law. A professional security firm is onsite over night from the Tuesday prior to the show through to the Monday following the show.
- (d) The Society reserves the right to require the immediate removal of any article or structure which, in the opinion of its Trade Stand Secretary or Health and Safety Officer, constitutes a hazard to the safety of any person, including the exhibitor, and may remove the hazard (without liability for any damage caused) should the exhibitor upon request fail to do so within such period of time as is, in the opinion of its Show Secretary or Health and Safety Officer, reasonable
- (e) Smoking is illegal in enclosed public spaces which include tents, exhibition vehicles and similar structures. In the event that the Society is charged with an offence as a result of an exhibitor's failure or alleged failure to prevent smoking in such a place, the exhibitor will fully indemnify the Society, without limit, against the costs of defending itself against the charge(s), irrespective of the eventual outcome.
- (f) The person in charge of any vehicle or container of any kind brought onto the ground by an exhibitor, his contractor, servant or agent will open same for inspection of the contents at the request of the Showground Secretary (and any person authorised by them) or a Police Officer.
- (g) Fire Safety within the space contractually licensed to each trade exhibitor will be the responsibility of that exhibitor whilst they occupy it before, during and after the Show. will appoint a responsible person to ensure that appropriate fire safety information is provided to any employees or contractors and that appropriate fire

precautions are taken. Open fires are not permitted on the showground in any areas.

- (h) The showground is a working farm which is a greenfield site (not hard standing) with no permanent services – every effort will be made to provide exhibitors with a suitable stand space however exhibitors should be prepared for uneven and soft conditions underfoot depending on the preceding weather conditions.

4.12 Cancellations

Cancellations must be made in writing to info@ashbysshow.com. If a cancellation is made within 4 months of the Show Day the Society will refund the charges paid, less an administration fee of £30, providing that the space is re-sold to another trader. If a cancellation is made between 1 and 4 months of the Show Day a refund of 50% of the charges paid less an administration fee of £30 will be reimbursed providing the stand is re-sold. No refund will be made if a cancellation is made within 1 month of the Show Date.

4.13 Build up to the Show

The Showground will be open for traders to start setting up their stands from 12.00 noon on Thursday 11th July. Site security will be in place from then. The Society advises that all stands be set up by Saturday 13th July.

Food and Drink vendors- access for setting up will be available from 8am Saturday 13th July. All food and drink vendors pitches will be individually marked up by the Show Team. Please contact the Show Office on arrival.

On Show Day ALL vehicle movement is to CEASE by 8:30am sharp. All vehicles must be parked in the trader's car park. Any exhibitor or caterer arriving after this time will not be allowed access in a vehicle but on foot only.

4.13.1 Livestock on Stands:

The Society must be notified in writing of any livestock brought into the Showground for exhibition on a stand. All livestock subject to movement control or disease-free certification must be accompanied by appropriate documentation from the relevant authorities and it is the responsibility of the Exhibitor to obtain such documentation. The same guidelines, regulations and health schemes apply to animals housed on trade stands as to all other livestock at the Show. Where livestock are exhibited, stand holders will be responsible for providing hand-washing facilities or approved wipes or gels and should advise the public to wash their hands after touching livestock. Livestock must not be left unattended at any time.

4.13.2 Machinery in Motion:

Regulations applicable to machinery in motion, engines etc. a) only smokeless fuel will be permitted. b) All exhibits containing moving parts must be fitted with guards to comply with Standard Safety Regulations governing the particular exhibit. c) All shafting, belts, gearing or

anything, which might be dangerous to the public, must be fitted with adequate guards. All tractors or power units fitted with implements or attachments, if working, must be effectively protected. d) While the Society reserves to itself the right of excluding any petroleum or spirit it may deem unsafe it in no way relieves the Exhibitor from responsibility in the event of an accident or fire. Exhibitors must conform to the Regulations relating to the transport of petroleum and the precautions to be taken against fire. e) Exhibitors of chainsaws may only give working demonstrations if special permission in writing is given by the Secretary. Such demonstrations must have adequate barriers to keep the public at a safe distance (at least 2 metres). To comply with regulations, a Health & Safety Risk Assessment form must be completed, signed and returned with this booking form.

4.13.3 Stop & Search

The Society reserves the right to stop and search all vehicles entering or leaving the Showground.

4.14 Dismantling of stands

No vehicles will be admitted to the Showground between 8.30am and 5.00pm on Show Day. Trade stands must not be dismantled before 5pm on the day of the Show and not before the Society deems that the area is sufficiently clear of members of the public. Vehicles will not be admitted off or onto site before this time.

The Trade entrance will be closed from 10pm on show day and will reopen from 6 am the following day to ensure that site is secure overnight. All exhibitors and traders are responsible for the removal of their rubbish or placing it in a provided bin, there may be a charge that will accrue if this is not followed.

No vehicle either delivering or collecting goods on the Showground shall be driven at speeds in excess of 10mph.

4.15 Sub-contractors

Any trader employing the services of a sub-contractor for example for tentage and/or catering. The trader shall require that all sub-contractors meet the requirements of these conditions. Insurance details, risk assessments and food hygiene documents (if applicable) from sub-contractors should be available on request and should be held by the trader. It is important that the Society is notified about subcontractors' involvement by the trader. Failure to do this could result in the sub-contractor being refused access to the Showground.

4.16 Vehicles

When making your application please allow for extra room if you require a vehicle on your trade stand as we do not provide space to the back or sides of pitches. If you have ordered suitable space, one vehicle (caravan/motorhome

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/van/car) may be sited within your trade space as part of your stand or alternatively you may park it in the Trade Car Park. Trade stand vehicle parking area will be provided – this will be clearly marked on the site plan provided. Even if they hold your stock, they are still subject to the no vehicle movement restriction on Showground during open times. Please note we do not provide campsite facilities and the only toilets open during set up will be portaloos without running water.

4.17 General Conduct

No person shall:

- (a) offer for sale any articles, display posters or distribute any pamphlets, other than from the exhibitor's stand.
- (b) canvas in the aisles; accost others or call attention to goods or services in such a manner as to cause annoyance to other exhibitors or to the public.
- (c) use radio or other equipment causing interference to the Society's equipment.
- (d) sub-let any exhibitor's stand or part thereof without the prior written consent of the Trade Stand Secretary.
- (e) make any charge for admission to an exhibitor's stand.
- (f) use any fairground equipment.
- (g) use any public address system or internal combustion engine or provide recorded or live music audible outside their stand during the hours of 8.00am to 6.00pm on Show Day without the prior written permission of the Showground Secretary. (The Society reserves the right to withdraw such permission should a justifiable complaint be made)
- (h) sell by auction or otherwise behave in an unsuitable manner
- (i) distribute balloons, whether gas or air-filled
- (j) operate as a cheapjack or hawker
- (k) offer for sale any firearm, shotgun, ammunition, BB gun, replica firearm, samurai or other sword or laser pen unless authorised to do so.
- (l) no quad bikes are permitted to be ridden on the showground,

THE ONLY VEHICLE MOVEMENT ALLOWED ON SITE WILL BE SHOW STAFF IN RTVS

Any person contravening these rules is liable to expulsion from the Showground, without refund of any fees paid.

4.18 Alcohol Sales

A Temporary Events Licence will be required by traders who wish to sell alcohol or who are providing, alcohol tender for the bars on the showground.

4.19 Refrigerated Vans

There will be a limited number of spaces for refrigerated van on say near the catering areas

4.20 Food and Catering

No exhibitor other than the Society's appointed caterers and stands in the Marquees are allowed to sell food or drinks for consumption on the Showground or Car Parks or any area controlled by this Society on Show Day. The sale of ice cream, food and drinks will be strictly prohibited, unless this Society or its contractors have previously granted the Exhibitor a concession in writing. Exhibitors are at liberty to make such arrangements regarding hospitality catering on their own stands as they may wish but they must conform to Food Hygiene Regulations. Any food and drinks must be given away free to their invited guests, and not sold.

4.21 Postponement or Abandonment

Exhibitors shall not have any claim against the Society or any member of the Society in respect of any loss or damage whatsoever consequent upon the Show or any part of it failing (for whatever reason) to be held or having to be abandoned.

4.22 Compliance

All Trade Stand exhibitors must be compliant with all current legislation and regulations relating to their business and the exhibiting of their business.

4.23 Rules & Regulations:

All exhibitors and their representatives, entering the Showground, will be subject to the Rules and Regulations of the Society, which they are deemed to have accepted, and also to instructions of the Society's Officers and Staff.

5 Trade Exhibit Competitions

For several years Ashby Show has run a successful competition to judge the appearance of the trade stands. All exhibitors within the guide will be entered on a complimentary basis upon application. There is a selection of awards based on trade stands style, lay out and public appeal. For example:

- That the maximum use is made of the stand as a whole, with attention paid to the overall dressing of the stand.
- That the stand is tidy and free of any items not directly related to the display such as briefcases, tools, food etc. And that storage areas are concealed.
- That the staff manning the trade stand are appropriately dressed.

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- That the design and presentation of the stand clearly reflects the products or services it offers
- That not too much attention is concentrated on selling strategies and not enough attention paid to the quality of the display.
- That business name or trading names are clearly displayed.
- The use and promotion of local resources

Judging will commence at approximately 10:30 on the day of the Show with winners being notified by 14:00. Winners will receive a personal notification from a member of the Show Team and will be asked to meet at the Show Office to be presented with award by the Show President and Chair.

ADDITIONAL MARKETING AND SPONSOR OPPORTUNITIES

There are a range of sponsorship opportunities available at Ashby Show to suit several budgets tailored to various parts of the day – please contact our Show Secretary, Helen at info@ashbyshow.com if you would like more information or to discuss enhancing your presence at the event. Please also see the [2024 leaflet](#).