

# THE ALL ENGLAND JUMPING COURSE



HICKSTEAD

SUSSEX RH17 5NU

Tel: 01273 834315

Fax: 01273 834452

e-mail: [trade@hickstead.co.uk](mailto:trade@hickstead.co.uk)

Website: [www.hickstead.co.uk](http://www.hickstead.co.uk)

2009

Dear Exhibitor,

**The British Jumping Derby Meeting**

**24 – 27 June 2010**

**The Longines Royal International Horse Show**

**27 July - 1 August 2010**

I have pleasure in enclosing a booking form for exhibition space in the Hickstead Food Hall at the above meetings.

Hickstead is recognised as one of the world's finest equestrian venues, attracting 85000 visitors to its two premier international show jumping meetings each year. Since its inception in 1960, demand for exhibition space has increased dramatically and now includes a wide range of products to meet the visitors' retail needs.

I would like to take this opportunity to invite your company to exhibit at either one or both of the above mentioned shows.

The Hickstead Food Hall will be open to companies who wish to promote their products by way of allowing visitors to sample, place an order, or purchase on the day for take home consumption. There will be space for approximately twenty stands, showing a varied range with little or no repetition of products.

Some facts:

- *The marquee will be in a **prime** roadside position.*
- *Company contact details are listed in the show programme.*
- *Complimentary tickets for customers.*
- *Ample on-site parking at the rear of the marquee.*
- *Free camping for exhibitors.*
- *Hickstead visitors have very healthy appetites!*

Please find enclosed herewith details of associated costings, proposed marquee layout, showground plan, booking form and Hickstead Limited's 'Terms and Conditions'.

Should you wish to discuss any aspect of the show or reserve a site please do not hesitate to contact me.

Yours Faithfully,

Emma Cook  
**Hickstead Ltd.**

HICKSTEAD



The All England Jumping Course

Hickstead, West Sussex, RH17 5NU

# 2010 FIXTURES

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## **The British Jumping Derby Meeting**

24 - 27 June 2010

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## **The Longines Royal International Horse Show**

27 July - 1 August 2010

# Food Hall

**Hickstead Ltd.**

All England Jumping Course, Hickstead, West Sussex, RH17 5NU  
Tel: 01273 834315 Fax: 01273 834452 email: [trade@hickstead.co.uk](mailto:trade@hickstead.co.uk)

**FORM  
1**

# Food Hall Application Form Hickstead 2010



PLEASE COMPLETE IN BLOCK CAPITALS

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

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

Address: \_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_ Email: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_

Description of product: \_\_\_\_\_  
\_\_\_\_\_

Stand number (see enclosed layout): \_\_\_\_\_ Website: \_\_\_\_\_

Show	Stand Size	Stand Cost	Electric £50 per 500w	Total
British Jumping Derby Meeting 24 - 27 June 2010				
Royal International Horse Show 27 July - 1 August 2010				
			VAT	
			Grand Total	

*Please note in order to secure stand, full and current payment must be received with this form.  
For preferential sites, early booking is essential.*

Visa/Mastercard Credit Card No: \_\_\_\_\_

Name on the Card: \_\_\_\_\_ Security Code (Last 3 digits on reverse): \_\_\_\_\_

Valid From: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ Issue No (Maestro only): \_\_\_\_\_

Cardholder's Address (if different from above): \_\_\_\_\_  
\_\_\_\_\_

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

**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 we have read your terms & conditions and will comply with them in full.**

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

**Cheques to be made payable to HICKSTEAD LTD  
and sent to:**

**Hickstead Ltd.**  
Trade Stands, All England Jumping Course,  
Hickstead, West Sussex, RH17 5NU  
Tel: 01273 834315 Fax: 01273 834452 Email: [trade@hickstead.co.uk](mailto:trade@hickstead.co.uk)

Office use only	DERBY	R.I.H.S.
Stand No.		
Receipt No.		

# Food Hall Rental Charges

## The British Jumping Derby Meeting 24 - 27 June 2010

(4 day show, 40,000 visitors)

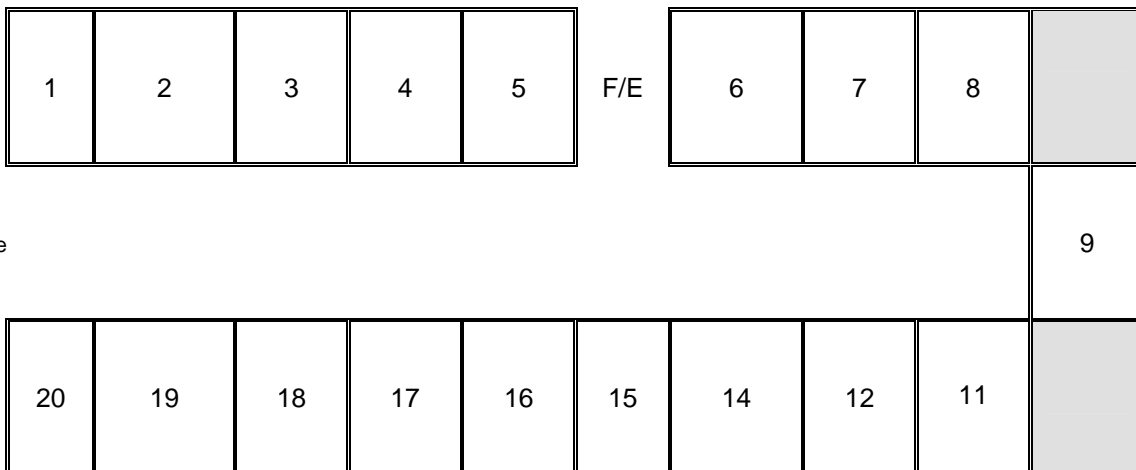
Size of Site	2m x 2m	3m x 2m	4m x 2m	5m x 2m
Price	£200.00	£300.00	£400.00	£500.00

## The Longines Royal International Horse Show 27 July - 1 August 2010

(5 day show, 45,000 visitors)

Size of Site	2m x 2m	3m x 2m	4m x 2m	5m x 2m
Price	£250.00	£350.00	£450.00	£550.00

### Proposed Marquee Layout



**FORM  
1**

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

Address: \_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_ Email: \_\_\_\_\_

Tel: \_\_\_\_\_ Mobile: \_\_\_\_\_

Description of product: \_\_\_\_\_  
\_\_\_\_\_

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Office use only	DERBY	R.I.H.S.
Stand No.		
Receipt No.		

## HICKSTEAD TRADE STANDS: TERMS AND CONDITIONS

1. **DEFINITIONS** – In these terms and conditions the term ‘Exhibitor’ means any person, firm or company who has made application for and who has been granted space at Hickstead. The term ‘Event’ means the event detailed on the Space Application Form. The term ‘Organiser’ means the organiser identified on the Space Application Form or its assigns.
2. **BADGE ALLOCATION** – Badges will be allocated as per frontage booked. Any extra passes have to be purchased at the going rate. Vehicle passes, badges, complimentary passes and exhibitor packs will be dispatched to your address at least 14 days prior to the event.
3. **CANCELLATION OF STAND 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 stand space booked. Notification of cancellation must be in writing by 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 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. **STAND SPACE AND EXHIBITS** – The Exhibitor must occupy the space allocated to him by show opening time on the first day of the event. In the event the Exhibitor fails to do so, he shall be deemed to have cancelled his stand space booking and the Organiser shall be entitled to sell or reallocate such stand space and the provisions of stand cancellation apply.
5. **ALL TRADERS’ VEHICLES MUST BE KEPT OFF THE TRADE STAND AREA AND THE ROAD BETWEEN 8.00AM AND 6.00PM AND PARKED IN THE AREAS ALLOCATED.**
6. **ELECTRICITY** – All electricity bookings must be made in advance – maximum 500 watts per connection. It is the Trade Stand Holders’ responsibility to ensure that all 240v circuits are protected by Residual Current Devices (RCD’s) of 30mA sensitivity. Anyone who provides electrical equipment for their own use should, before it is 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 giving the date of the test and the name of the person carrying out the test. Electricity will not be supplied to the trade stand until the certificate or the appliance is inspected by the Event Electrician. **THE USE OF GENERATORS ON TRADE STANDS IS STRICTLY PROHIBITED.** No kettles or coffee machines permitted on trade stand connections.
7. **BUILD UP** – Trade Stand Holders may enter the showground and set up two days prior to an event starting. Exhibits to be ready and presentable by 10.00am on the first day of the show. Any Trade Stand Holder who wishes to come onto the ground before that time must notify the organisers beforehand.
8. **OPENING TIMES** – Stands must be open and ready to trade between 10.00am and 30 minutes after the last class in the main ring has finished.
9. **SUB-LETTING** – Sub-letting of stand 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 in the event any of the circumstances referred to in Paragraph 10a occur, he shall have no right to any refunds, damages or expenses.
  - c) In the event the Event (or part thereof) is 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.
11. **INSURANCE** – It is the Trade Stand Holders’ responsibility to provide insurance for their stand (plus a minimum £5,000,000 public liability).
12. **BREAKDOWN** – The movement of any Trade Stand vehicle is prohibited until at least 30 minutes after the last class in the main ring has finished. **ALL STANDS MUST BE REMOVED FROM THE SHOWGROUND WITHIN 2 DAYS OF THE EVENT FINISHING UNLESS PRIOR AGREEMENT IS MADE WITH THE ORGANISERS.**
13. **DAMAGE** – Stand holders will be responsible for any damage caused by themselves or employees to the ground, trees, fixtures, fittings, or any buildings on the showground. The organisers will charge the Trade Stand Holder for any repairs that have to be made.
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 trade stand security. Stand holders are advised to provide necessary security.
16. **LIQUID PETROLEUM GAS (LPG)**
  - a) Any Trade Stand Holders who use LPG must comply with HSE guidance notes CS4 “The Keeping of LPG in cylinders and similar containers”, and use it in accordance with HSE guidance notes CS6 “The storage and use of LPG on construction sites”.
  - b) It is the Trade Stand Holders’ responsibility to ensure that no LPG cylinders are kept inside any structure. They must be kept in such a way as to allow access to them at all times in case of an emergency. It is the Trade Stand Holders’ responsibility to ensure that all appliances must be connected to the cylinders through approved pipe work.
  - c) It is the Trade Stand Holders’ responsibility to ensure that where LPG cylinders are stored the numbers are kept to a minimum.
  - d) 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 this has been done.
17. **STRUCTURE** – It is the Trade Stand Holder’s responsibility to ensure that static exhibits must be erected in a way to ensure they do not present a risk to any person prior to, during or after the event.
18. **MERCHANDISE** – Trade Stand Holders shall not bring onto 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 words which express or imply an association with or the approval of Hickstead, Dressage at Hickstead or the Event’s sponsors.
19. **MACHINERY** – It is the Trade Stand Holders’ responsibility to ensure that plant or machinery used prior to, during, or after an event should be operated by an adult who is fully trained in its safe use. The person operating the machine must do so in a safe manner.
20. **TOMBOLAS/MARKET STALLS** – Tombolas/Market Stalls are prohibited on the showground.
21. **TRANSMITTING EQUIPMENT** – The use of transmitting equipment (e.g.: Radio – microphones, 2 way radios) is prohibited on the showground during the Event unless prior permission is given. The Organiser will require at least one month’s notice detailing the frequencies, the 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 Trade Stand Holders’ responsibility to ensure that during the event their areas are kept clean and free of litter. The Organiser will provide adequate waste bins and will arrange the disposal of any rubbish. **ALL CASES AND WRAPPING SHOULD BE TAKEN AWAY AND DISPOSED OF BY THE TRADE STAND HOLDERS. FAILURE TO DO SO WILL RESULT IN A CHARGE**
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 the 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 trade stand booking can be accepted.
26. **DISCOUNT** – A 10% discount is offered to companies booking both the British Jumping Derby and the Royal International Horse Show. The bookings must be made together, with current payment, and by the 31<sup>st</sup> January to qualify for 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 Stand Holder 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.

