



Lane Farm, Crooklands, Milnthorpe, Cumbria LA7 7NH

Telephone 015395 67804 Fax 015395 67011

Web: www.westmorlandshow.co.uk

Email: manager@westmorland.org.uk

Country Fest

A Feast For All Senses

Following a highly successful inaugural event, the Westmorland County Agricultural Society, organisers of the Westmorland County Show, will again stage Country Fest, to be held at the County Showfield, Crooklands on Saturday 29 and Sunday 30 May, 2010.

Incorporating the former Westmorland Food Lovers Festival, Country Fest gives a real taste of the countryside, celebrating the quality and diversity of the superb independent food and drink producers and suppliers that abound in Cumbria and the North West.

Alongside a full programme of talks and demonstrations, visitors can also learn where their food comes from in the "Why Farming Matters" Zone, which will include a wide range of farm animals. An Eco Zone, Wedding Fayre, wide variety of trade stands along with a packed Demonstration Arena, wide ranging childrens' activities and entertainment and lots of good music ensure a great day out for the whole family. Including:

- Food Festival
- Food Theatre – wide variety of cookery demonstrations throughout the event
- Music & Dance – wide variety of live music and dancing displays
- Beer Festival
- Grow Your Own – variety of stands & information
- Why Farming Matters – livestock, sheep shearing demonstrations & "Meet the Farmer"
- Pet's Corner – handle and feed the animals, even milk a cow
- Children's activities – circus workshop; Predator Experience; adrenaline zone; water activities
- Wedding Fayre
- Arena Demonstrations – including sheepdog handling, terrier racing, mountain bike displays etc
- Farrier Demonstrations
- Eco Zone
- Companion Dog Show
- Terrier Racing
- and lots more besides

If you would like to be considered for space in one of the designated areas, please complete one of the attached application forms along with the risk assessment forms and return to the above address. Please do not send money with your application. An invoice will be issued to successful applicants, which will be way of acknowledgement of your booking and reserves exhibition space at Country Fest.

Should you have any queries please do not hesitate to contact us on 015395 67804.

Sponsored by:

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Advertising Opportunities

Country Fest Programme

A programme will be produced including full details of the event, including layout map and timetable of events for each day along with profiles of demonstrators etc. and will be on sale at the event for a small fee.

All exhibitors will be listed in the programme along with contact details etc. and it is hoped to distribute 4,000 copies. If you would like to see a copy of the 2009 Programme, please let us know and we will forward a copy.

The programme will be portrait A5 in size with full colour cover – further colour pages may be included, dependent on interest.

Advertising space is available at the following rates:

Full colour back cover	=	£90
Full colour inside back cover	=	£70
Full colour page	=	£45
Full colour half page	=	£30
Mono page	=	£35
Mono half page	=	£20
Mono quarter page	=	£15

Please note: **all** copy must be supplied by 30 April 2010

Banners / A Boards

Limited opportunities exist for banners and A Boards around the Showground. Please contact the office for further information.



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Zone Classification and Trade Stand Rates

Food Zone

The Food Zone is for the sale/promotion of food and drink for consumption, primarily, off the Showground. The sale of food for direct consumption is not permitted inside the Food Zone Marquees, however, traders are encouraged to make samples available.

The Food Zone will consist of a range of marquees and wherever possible, traders' areas will be separated using a shell scheme. All stands must conform to EHO rules and regulations. Intoxicating liquor may not be offered without prior permission. Country Fest will be responsible for obtaining such Temporary Events Notices as are required. A Food Creche will be provided. Patrolling overnight security will be provided Friday 28 and Saturday 29 May.

The cost includes stand space for both days, listing on Westmorland Agricultural Society website, entry in Country Fest Programme, 3 exhibitor passes per day (additional passes available at £4.00) and 2 vehicle passes for dedicated exhibitor vehicle parking area. Electricity (no generators permitted) available at additional cost of £30 per 13amp connection.

Size: In bays of 8' – 10' frontage x 7' deep (limited double spaces available)

Type: Housed in traditional marquees with grass surface.

Cost: £160 + vat (single stand)

Food Courts

The Food Courts are for the sale of food and drink for direct consumption on the Showground. Individual stands will be grouped as appropriate to offer as wide a range of food as possible for the consumer. Seating, including covered areas, will be available throughout the Showground. All stands must conform to EHO rules and regulations. Intoxicating liquor may not be offered without prior permission. Exhibitors are responsible for their own cover. Patrolling overnight security will be provided Friday 28 and Saturday 29 May.

The cost includes stand space for both days, listing on Westmorland Agricultural Society website, entry in Country Fest Programme, 3 exhibitor passes per day (additional passes available at £4.00) and 2 vehicle passes for dedicated exhibitor vehicle parking area. Electricity (no generators permitted) available at additional cost of £50 per 13amp connection.

Size: Basic plot 6m frontage x 7.5m depth. Additional bays available per 1.5m frontage.

Type: Open ground with grass surface. Exhibitors to supply own cover.

Cost: £260 + vat basic plot. £35 per additional 1.5m frontage.

Open Ground

For any trader not eligible for dedicated marquee space. Exhibitors responsible for supplying own cover. Patrolling overnight security will be provided Friday 28 and Saturday 29 May.

The cost includes stand space for both days, listing on Westmorland Agricultural Society website, entry in Country Fest Programme, 3 exhibitor passes per day (additional passes available at £4.00) and 2 vehicle passes for dedicated exhibitor vehicle parking area. Electricity (no generators permitted) available at additional cost of £50 per 13amp connection.

Size: Any frontage as requested (minimum 4.5m), various depths available (minimum 7.5m).

Type: Open ground with grass surface. Exhibitors to supply own cover.

Cost: Minimum stand 4.5m x 7.5m £150 + vat. Cost for additional space variable as agreed.

For further information please contact Christine Knipe or Pat Bell
Westmorland County Agricultural Society 015395 67804.

Zone Classification and Trade Stand Rates

Grow Your Own

For Societies and other organisations wishing to display promotional material and information etc. Patrolling overnight security will be provided Friday 28 and Saturday 29 May.

The cost includes stand space for both days, listing on Westmorland Agricultural Society website, entry in Country Fest Programme, 2 exhibitor passes per day (additional passes available at £4.00) and 2 vehicle passes for dedicated exhibitor vehicle parking area. Electricity (no generators permitted) available at additional cost of £30 per 13amp connection.

Size: 3m frontage x 3m depth

Type: Marquee.

Cost: For further information please contact Christine Knipe or Pat Bell
Westmorland County Agricultural Society 015395 67804.

Eco Zone

For companies and individuals wishing to sell/promote any "green" product, service or initiative. It is a dedicated area designed to help people discover the products and services, the advice and the inspiration to change their buying and living behaviour. The Eco Zone will include both covered space in a marquee, along with open ground plots. Please mark on application form whether covered or open space is required. Patrolling overnight security will be provided Friday 28 and Saturday 29 May.

The cost includes stand space for both days, inclusion in Westmorland Gazette Feature and website, listing on Westmorland Agricultural Society website, entry in Country Fest Programme, 2 exhibitor passes per day (additional passes available at £4.00) and 2 vehicle passes for dedicated exhibitor vehicle parking area. Electricity (no generators permitted) available at additional cost of £30 (marquee) or £50 (outside) per 13amp connection.

Size: Marquee – 3m frontage x 3m depth. Additional bays available per 1m frontage.

Outside - Basic plot 6m frontage x 7.5m depth. Additional bays available per 1.5m frontage.

Type: Marquee or Open ground with grass surface (Exhibitors to supply own cover)

Cost: Marquee - £75 + vat basic plot. £10 per additional 1m frontage.

Outside - £100 + vat basic plot. £15 per additional 1.5m frontage.

Craft Space

For individuals and companies wishing to sell craft products. This area will either be in a large marquee or in individual pop-up marquees. Patrolling overnight security will be provided Friday 28 and Saturday 29 May.

The cost includes stand space for both days, listing on Westmorland Agricultural Society website, entry in Country Fest Programme, 3 exhibitor passes per day (additional passes available at £4.00) and 2 vehicle passes for dedicated exhibitor vehicle parking area. Electricity (no generators permitted) available at additional cost of £30 per 13amp connection.

Size: 8' frontage x 8' depth.

Type: Housed in traditional marquees / individual pop-up marquee with grass surface.

Cost: £90 + vat basic plot. Additional charges apply for larger plots.

Country Fest

RULES & REGULATIONS – TRADE STANDS, EXHIBITORS ETC

1. APPLICATION FOR SPACE

All applications shall be submitted on the appropriate form and entries submitted in any other way will not be acceptable. The application form and the Risk and Fire Risk Assessment Forms, must be signed by the Exhibitor, or his/her representative, and the signature on the forms shall be deemed to be the acceptance by the Exhibitor of these rules and regulations and his/her agreement to be bound thereby. In applying for space the Exhibitor is expected to attend for the duration of Country Fest ie Saturday 10.00am - 5.00pm and Sunday 10.00am - 4.00pm.

2. OBSERVANCE OF REGULATIONS

All Exhibitors, their contractors and employees, while on the Showground, shall be subject to the rules and regulations of the Society, as interpreted by the Society, and the stewards and officials appointed by them.

3. VEHICLE REGULATIONS

- (a) Vehicle passes will be issued to enable vehicles to enter the Showground on Country Fest Days up to 9.30am. All vehicles should be clear of the public areas by 9.45am.
- (b) Any vehicles remaining on the Showground after 9.45am must form an integral part of an exhibit.
- (c) Vehicles will not be permitted to move until the Showground is closed to the public (Saturday 5pm; Sunday 4pm) and or until permission is given by the Chief Steward.
- (d) The Society will accept no liability or responsibility for any damage caused to exhibitors vehicles.**

4. TRADING STANDARDS

The stewards and officials shall have power to remove from the Showground, any Exhibitor or itinerant vendor whose articles are not in accordance with the description given on the application form or the standards that shall be determined by the stewards and officials.

5. WITHDRAWAL OR CANCELLATION OF SPACE RESERVED

Where an exhibitor withdraws from the event or cancels the space reserved for any reason, all fees due shall be forfeited and the Society reserves the right to re-let the space.

6. ALLOCATION OF SITES

The allocation of sites and positioning of trade stand space will be entirely at the discretion of the Society, although every endeavour will be made to meet any request made by an Exhibitor regarding the position of his/her stand.

- (a) Exhibitors booking open space must apply and pay for sufficient space for all stays and guy ropes required for any building, tent or caravan and any vehicle necessarily forming part of the site or needed in connection therewith to be erected on the space.
- (b) Boundaries of sites will be marked and in no circumstances will Exhibitors be allowed to occupy a larger space than that allocated to them. All activity must be contained within the limits of his own stand. Unless previously arranged, the use of A Boards and banners is restricted to within an Exhibitors allocated area.
- (c) The Exhibitor will be allocated a site by the Society and it will be a condition of the Society's acceptance of Exhibitor application for a site that the Exhibitor will take and accept the site allocated irrespective of its condition.
- (d) The Exhibitor will be responsible for all damage to the site by him/her, his/her servants or agents, and hereby undertakes to make good any such damage.

7. ELECTRICAL CONNECTIONS

- (a) All applications for electricity must be made in advance and any late requests cannot be guaranteed.
- (b) Exhibitors who have paid for electrical connections, will be contacted on arrival at the Showfield by the Society's qualified electrician.
- (c) Unless alternative arrangements have been made, the power to the stand will be 13amps controlled by a 30mA RCCB. Any variation to this supply will be charged at cost.
- (d) All connections to the exhibitor's stand will be checked and controlled via a RCCB circuit breaker rated at 30mA, in accordance with current Health and Safety guidelines. It is the responsibility of the Exhibitor to ensure that his/her equipment complies with all current electrical regulations and will work on a RCCB circuit breaker prior to attendance at the event.
- (e) Power to the stand will be available from 4pm Friday to 5pm Sunday.

Please note: *no generators will be allowed on site.*

8. TIMES OF OPENING

All trade stands must be open and manned throughout the time the event is open to the public, i.e. Saturday 10.00am to 5.00pm and Sunday 10.00am to 4.00pm.

9. **FIRE PROTECTION**

- (a) It will be the responsibility of each Exhibitor to ensure that adequate fire precautions are provided, particularly in the case where any heating or other similar appliance is used.
- (b) The Society reserves the right to make further rules and regulations in respect of fire precautions, if and when necessary.
- (c) The Fire Risk Assessment Form provided with the application for entry to Country Fest **MUST** be completed and signed by the exhibitor.

10. **COLLECTIONS AND APPEALS**

Charitable or other institutions wishing to make appeals for contributions to their funds must first obtain permission from the Secretary of the Society.

11. **NOISE**

Exhibitors must not use any loudspeaker apparatus, noisy engines or any other offensive practices to cause annoyance to adjoining exhibitors. Prior permission is required should it be intended that increased sound of any sort is to be included as part of your display. Spitting is expressly forbidden.

12. **RESPONSIBILITY OF EXHIBITORS**

The Exhibitor will indemnify the Society in respect of all actions causes claims losses proceedings or costs incurred claimed or arising out of the use by the Exhibitor of the Showground or by his/her agents contractors employees licensees or other persons being present at his/her request or with his/her concurrence for the purposes of the Show and the Exhibitor shall similarly be liable for all plant equipment vehicles stands articles animals livestock goods or other things of whatever kind or nature brought on to the Showground for whatever purposes and the Exhibitor shall be liable similarly for any matter arising out of the exhibition handling or housing of such exhibits and the conduct of the exhibitor's stand generally. Acceptance of this foregoing provision and the foregoing provisions generally shall be a condition precedent of entry.

13. **NON-COMPLIANCE WITH REGULATIONS**

The stewards and/or officials shall have power (whether exercised unreasonably or not) to order the removal forthwith of any plant machinery vehicle equipment goods or any other thing of whatever kind or nature either static or vehicular exhibited or brought on to the Showground for whatever purposes or to order the stand of any Exhibitor to be closed forthwith if such Exhibitor does not or has not complied with any of these rules or regulations or the direction of the stewards and/or officials or any other requirement properly to be observed by any Exhibitor his/her employees contractors licensees or other persons being present at his/her request or with his/her concurrence for the purposes of the event such requirements to include those of the General Law the Byelaws or any other requirements and the stewards and/or officials shall have in any circumstances the right to expel forthwith any exhibitor or any other persons associated with him/her who has in any way infringed the rules and regulations including the immediately foregoing provisions.

16. **H S E REGULATIONS**

Exhibitors are reminded to ensure they are fully conversant with and comply with all current Health and Safety regulations, particularly with respect to equipment and public safety. The Risk Assessment Form provided with the application for entry to Country Fest **MUST** be completed and signed by the exhibitor.

17. **CANCELLATION OF EVENT**

The Society reserves the right to cancel at any time and for any reason Country Fest, subject to the Society's Secretary giving at least 24 hours notice of cancellation to the Exhibitor or Trade Stand Holder except in the case of the cancellation being due to fire, flooding, civil commotion, Act of God or riot, in which case notice given verbally or otherwise, by the Society's Secretary shall be deemed sufficient. If the Society decides to cancel the Event, the Exhibitor or Trade Stand Holder will be repaid his/her entry fee, less a small handling charge, and the Society will not be responsible for any financial, trading or other loss of whatever kind incurred by the Exhibitor or Trade Stand Holder.

18. **VACATING SHOWFIELD**

Exhibitors must clear their sites by 4pm on the day following Country Fest. The Society will not be held responsible for any damage caused to items moved after this time.

EXHIBITORS WILL BE HELD RESPONSIBLE FOR ALL FIRE AND ACCIDENTAL DAMAGE CAUSED BY THEM, THEIR SERVANTS OR AGENTS, AND THEREFORE EXHIBITORS SHOULD INSURE NOT ONLY AS REGARDS THEIR OWN PROPERTY, BUT ALSO AGAINST THIRD PARTY CLAIMS, FOR BOTH FIRE AND ACCIDENTAL DAMAGE.



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FOR OFFICE USE ONLY	
Received (date)
Invoice Number
Size of stand	Single / Double
Electricity Required	Yes / No
Tickets	Allocation
	Extra
Advert Size: Colour / B&W
Furniture
STAND NUMBER

FOOD ZONE

**Application for Exhibition Space
 Country Fest – 29 & 30 May 2010**

Company Name:

Contact:

Address:

Postcode: Telephone Number:

Description / Content of Stand: Please state **exact** nature of business or exhibition:

.....

NOTE – Unless otherwise instructed, the name, address and telephone number of the exhibitor and the description of the stand may be used in the Society's programme for use by the general public.

Trade Stand –

Single: Double: £

Electricity – Per 13 amp socket £

Extra Tickets – @ £3.48 (+ vat) each £

Country Fest Programme

Please reserve £
 (Size and type of advert)

Trestle Tables Quantity (6') (@ £3.00) £

TOTAL: £

I am interested in demonstrating in the Food Theatre (please tick)

I/we apply for trade stand space in the Food Zone as detailed above in accordance with the Society's Conditions, which I/we have seen and accept. I/we understand that, should the application be successful, an invoice for same will be sent shortly which must be paid in full at least 21 days prior to Country Fest. **I also enclose the completed Risk Assessment forms.**

Signed: Date:

Please note that applications will not be considered unless accompanied by the completed - RISK ASSESSMENT FORMS



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FOR OFFICE USE ONLY	
Received (date)
Invoice Number
Size of stand: Front
Depth
Electricity Required	Yes / No
Tickets Allocation
Extra
Advert Size: Colour / B&W
Furniture
STAND NUMBER

Application for Exhibition Space

Country Fest – 29 & 30 May 2010

**FOOD COURT / OPEN GROUND / ECO ZONE /
 GROW YOUR OWN / CRAFT**** ** (please delete)

Company Name:

Contact:

Address:

Postcode: Telephone Number:

Description / Content of Stand: Please state **exact** nature of business or exhibition:

.....

NOTE – Unless otherwise instructed, the name, address and telephone number of the exhibitor and the description of the stand may be used in the Society's programme for use by the general public.

Trade Stand –

Frontage: Depth: £

Electricity – Per 13 amp socket £

Extra Tickets – @ £3.48 (+ vat) each £

Country Fest Programme

Please reserve £
 (Size and type of advert)

Trestle Tables Quantity (6') (@ £3.00) £

TOTAL: £

I/we apply for trade stand space at Country Fest as detailed above in accordance with the Society's Conditions, which I/we have seen and accept. I/we understand that, should the application be successful, an invoice for same will be sent shortly which must be paid in full at least 21 days prior to Country Fest. **I also enclose the completed Risk Assessment forms.**

Signed:

Date:

Please note that applications will not be considered unless accompanied by the completed - RISK ASSESSMENT FORMS

Country Fest 2010



Fire Risk Assessment Form

Name of Organisation

Operational Activity (please indicate which description most reflects the activities of your stand)

Retail Outlet		Static Display		Demonstrations		Catering Outlet	
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Hazards associated with above activity:
 please tick the following if the hazards will form part of your stand during the Westmorland County Show

LPG		Dry Combustibles		Hot Surfaces		Food Prep.		Heat & Ignition Sources	
Highly Flammable		Electrical Equipment		Machinery		Dangerous Overcrowding			

Signature of responsible person (must be authorised company signatory)

Responsibilities: Who will be responsible for Fire Safety Management within your exhibit?

Name:	Telephone No.
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Fire Plan/Raising the Alarm – do you have an Emergency Evacuation Procedure with an appropriate means of raising the alarm, i.e. shouting, claxon.

Yes		No	
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Are all staff aware of this procedure and how to raise the alarm?

Yes		No	
-----	--	----	--

Fire Extinguishers – are there sufficient extinguishers of the right type available and identified with a sign stating 'Fire Point'? Are all staff aware of the types of extinguishers available and their operating instructions?

Yes		No	
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Signage – is the "No Smoking" sign in a prominent position within your exhibit?

Yes		No	
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Any temporary structure (i.e. marquee) over 6.5m in length or depth must have an alternative fire exit with the appropriate Fire Exit sign prominently displayed overhead.

Fire Exit Routes – Will all Fire Exit routes be clear of obstruction internally and externally at all times?

Yes		No	
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This is a requirement for compliance with Fire Safety regulations and the nominated member of staff to oversee Fire Safety must ensure Fire Exits ARE kept clear of obstructive items at all times.

Overcrowding – Are you aware of the maximum number of people considered safe in your temporary structure?

Yes		No	
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Combustible Materials/Flammable Substances/Hazardous Materials – Are combustible materials kept to an absolute minimum and where combustible materials are retained are they appropriately stored away from sources of ignition?

Yes		No	
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We wish you a Happy and Safe time at the Westmorland County Show

For your information Mr Ian Taylor, Safety Officer, and Mr Stephen Procter, Showfield Director, are available during the event. They can be contacted via the Country Fest office on 015395 67804.



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All Trade Stand Exhibitors are required to complete the form overleaf. Using the guidelines shown below please consider what risks there are to those building up Trade Stands and to members of the public during the event. Outline the steps you propose to take to minimise those risks in the table overleaf. Please copy this page if more space is required. If in your opinion there are no risks please print **NO RISKS** and return the form.

Hazard	Who Might be harmed	Is more needed to control the risk
Look only for hazards which you could reasonably expect to result in significant harm under the conditions in your workplace. Use the following examples as a guide.	There is no need to list individuals by name – just think about groups of people doing similar work of who may be affected, e.g.	For the hazards listed, do the precautions already taken
Slipping/tripping hazards Chemicals (e.g battery acid) Moving parts of machinery (e.g Blades) Work at height (e.g. from mezzanine floors) Pressure systems Vehicles (e.g. fork-lift trucks) Electricity Dust (e.g. from grinding) Fumes (e.g. from vehicle engines) Manual handling Noise Livestock on stand Lifting operation	Office Staff Maintenance Personnel Contractors People sharing your work place Operators Cleaners Members of the public Pay particular attention to:- Staff with disabilities Visitors Inexperienced staff Lone workers – they may be more vulnerable.	<ul style="list-style-type: none"> * Meet the standards set by a legal requirement? * Comply with a recognised industry standard? * Represent good practice? * Represent risk as far as reasonably practicable? Have you provided: <ul style="list-style-type: none"> * Adequate information, instruction or training? * Adequate systems or procedures? If so, then the risks are adequately controlled, but you need to indicate the precautions you have in place. Where the risk is not adequately controlled, indicate what more you need to do (the 'action list').
Fire hazard e.g. combustible materials (rubbish, flammable substances, LPG etc) and ignition sources (flames, smoking etc)	As above.	<ul style="list-style-type: none"> * Means of escape; fire detection and alarms. Fire fighting equipment and fire evacuation plan.

COUNTRY FEST 2010 RISK ASSESSMENT FORM

Please complete in BLOCK CAPITALS (Please photocopy more sheets if you need to)

Company Name:			
Address:			
Responsible Person:	Print Name:	Authorised Signatory:	
Date Assessment undertaken:			
Location of Stand on Showground:	<small>Stand Number (will be completed when known)</small>		
Products to be exhibited:			

Public Liability Insurance	Insurance Company:	Policy No:
	Sum Insured: £	Expiry Date:

HAZARD	HAZARD SEVERITY RATING*	HAZARD PROBABILITY RATING**	PERSONS AT RISK	CONTROLS TO MINIMISE RISK

***Hazard Severity Rating:** **1 – Negligible** (remote possibility of harm) **2 – Marginal** (slight injury, minor first aid) **3 – Slightly dangerous** (some injury, not too serious) **4 – Dangerous** (serious injury or damage) **5 – Very dangerous** (could cause death or widespread injuries)

****Hazard Probability Rating:** **1 – Improbable** (unlikely to happen) **2 – Remote** (may occur at some time) **3 – Possible** (likely to occur at some time) **4 – Probably** (very likely to occur) **5 – Very probable** (very likely to occur soon)