



# Westmorland County Agricultural Show 2010

Thursday 9 September, 2010

## TRADE STAND INFORMATION

Westmorland County Show  
Lane Farm  
Crooklands  
Milnthorpe  
Cumbria  
LA7 7NH

Tel: 015395 67804 Fax: 015395 67011  
Email: [manager@westmorland.org.uk](mailto:manager@westmorland.org.uk)  
Web: [www.westmorlandshow.co.uk](http://www.westmorlandshow.co.uk)



# Westmorland County Agricultural Society Ltd

Chief Executive: Christine Knipe

Lane Farm, Crooklands, Milnthorpe, Cumbria LA7 7NH

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## *Trade Stand Competition*

Prizes to be awarded in the following categories:

- Large Agricultural Stand
- Small Agricultural Stand
- Large Non-Agricultural Stand
- Small Non-Agricultural Stand

Judging is to be carried out by independent judges and is based on the following criteria:

1. Attraction of stand
2. Originality of design
3. Clarity and presentation of message
4. Welcome, staff representation and customer service

All trade stands will automatically be entered for these special awards

### Congratulations to the 2009 Trade Stand Winners

Best Large Agricultural – Townson Tractors Ltd

Best Small Agricultural – Massey Bros Ltd

Best Large Non-Agricultural – Russel Holiday Homes Ltd

Best Small Non-Agricultural – Lakestone Limited

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## Westmorland County Show – Thursday 9 September 2010

### Fees & Charges – Trade Exhibition Stands

- 1 **TRADE EXHIBITION STANDS** are available in 7.5metre, 9metre, 12metre & 15metre depths and are charged at 1.5metre intervals for frontages (minimum 4.5metres) see site plan for details. For depths in excess of 15metre please contact the office. **All prices are exclusive of VAT.**
- (A) **7.5 metre deep stands**  
First 4.5 metres = £120.00  
Extra 1.5 metres or part thereof £15.50  
Price to include 3 Entry Tickets and 2 Vehicle Passes
- (B) **9 metre deep stands**  
First 4.5 metres = £138.00  
Extra 1.5 metres or part thereof £18.80  
Price to include 4 Entry Tickets and 2 Vehicle Passes
- (C) **12 metre deep stands**  
First 4.5 metres = £162.00  
Extra 1.5 metres or part thereof £22.00  
Price to include for 5 Entry Tickets and 3 Vehicle Passes
- (D) **15 metre deep stands**  
First 4.5 metres = £187.00  
Extra 1.5 metres or part thereof £24.50  
Price to include for 7 Entry Tickets and 5 Vehicle Passes
- (E) **Extra Entry Tickets** = (see rule 4 for details of normal allocation) @ £6.81 each (+ VAT)
- 2 **ELECTRICITY** – Per 13 amp socket, including consumption, £79.00 (+ VAT). Any request for variations of electrical demand must be made on application and will be brought to the attention of the Society's electrician. Costs will be advised separately.
- 3 **WATER** – Mains water is available on site. No charge is made for reasonable consumption from the standpipes. If, however, a direct connection is required to a particular stand, prior notification is needed so that the Society's authorised plumber can advise on costs for connection.
- 4 **SHOW CATALOGUE** – 3,500 copies, 160 pages, with full colour cover.
- |                               |   |         |
|-------------------------------|---|---------|
| Full colour back cover        | = | £255.00 |
| Full colour inside front/back | = | £205.00 |
| Full colour inside            | = | £154.00 |
| Full page black/white         | = | £123.00 |
| Half page black/white         | = | £ 92.00 |
| Quarter page black/white      | = | £ 61.00 |
- Please note: **all** copy to be supplied no later than 1 August 2010
- 5 **BANNER ADVERTISING** – Opportunities are available for banners to be displayed around the Main Ring, at a cost of £55.00 + VAT per banner (maximum size 3' deep x 10' length). Availability is limited. Banner positions will be allocated entirely at the discretion of the Society and will be erected by the Showfield Director. Any unauthorised banners will be removed and destroyed. Additional opportunities are available in all livestock and equine rings; please contact the Society for further information.
- 6 **WESTMORLAND GAZETTE** – The Westmorland Gazette are planning to publish a Show Supplement prior to the Show. Visitor surveys indicate that the Gazette was one of the best sources of advertising. If you would be interested in receiving further information about this supplement, please tick the box on your booking form.

**Westmorland County Agricultural Show**  
**Trade Stands**  
**2010 Price Guide**  
(minimum frontage 4.5 metres)

**FOR 7.5 METRE DEEP STANDS**

**FOR 9.0 METRE DEEP STANDS**

**FOR 12.0 METRE DEEP STANDS**

**FOR 15.0 METRE DEEP STANDS**

Metres	(Feet)	NET	VAT	Total Cost
4.50	14.76	120.00	21.00	£141.00
6.00	19.68	135.50	23.71	£159.21
7.50	24.60	151.00	26.43	£177.43
9.00	29.52	166.50	29.14	£195.64
10.50	34.44	182.00	31.85	£213.85
12.00	39.36	197.50	34.56	£232.06
13.50	44.28	213.00	37.28	£250.28
15.00	49.20	228.50	39.99	£268.49
16.50	54.12	244.00	42.70	£286.70
18.00	59.04	259.50	45.41	£304.91
19.50	63.96	275.00	48.13	£323.13
21.00	68.88	290.50	50.84	£341.34
22.50	73.80	306.00	53.55	£359.55
24.00	78.72	321.50	56.26	£377.76
25.50	83.64	337.00	58.98	£395.98
27.00	88.56	352.50	61.69	£414.19
28.50	93.48	368.00	64.40	£432.40
30.00	98.40	383.50	67.11	£450.61
31.50	103.32	399.00	69.83	£468.83
33.00	108.24	414.50	72.54	£487.04
34.50	113.16	430.00	75.25	£505.25
36.00	118.08	445.50	77.96	£523.46
37.50	123.00	461.00	80.68	£541.68
39.00	127.92	476.50	83.39	£559.89
40.50	132.84	492.00	86.10	£578.10
42.00	137.76	507.50	88.81	£596.31
43.50	142.68	523.00	91.53	£614.53
45.00	147.60	538.50	94.24	£632.74

Metres	(Feet)	NET	VAT	Total Cost
4.50	14.76	138.00	24.15	£ 162.15
6.00	19.68	156.80	27.44	£ 184.24
7.50	24.60	175.60	30.73	£ 206.33
9.00	29.52	194.40	34.02	£ 228.42
10.50	34.44	213.20	37.31	£ 250.51
12.00	39.36	232.00	40.60	£ 272.60
13.50	44.28	250.80	43.89	£ 294.69
15.00	49.20	269.60	47.18	£ 316.78
16.50	54.12	288.40	50.47	£ 338.87
18.00	59.04	307.20	53.76	£ 360.96
19.50	63.96	326.00	57.05	£ 383.05
21.00	68.88	344.80	60.34	£ 405.14
22.50	73.80	363.60	63.63	£ 427.23
24.00	78.72	382.40	66.92	£ 449.32
25.50	83.64	401.20	70.21	£ 471.41
27.00	88.56	420.00	73.50	£ 493.50
28.50	93.48	438.80	76.79	£ 515.59
30.00	98.40	457.60	80.08	£ 537.68
31.50	103.32	476.40	83.37	£ 559.77
33.00	108.24	495.20	86.66	£ 581.86
34.50	113.16	514.00	89.95	£ 603.95
36.00	118.08	532.80	93.24	£ 626.04
37.50	123.00	551.60	96.53	£ 648.13
39.00	127.92	570.40	99.82	£ 670.22
40.50	132.84	589.20	103.11	£ 692.31
42.00	137.76	608.00	106.40	£ 714.40
43.50	142.68	626.80	109.69	£ 736.49
45.00	147.60	645.60	112.98	£ 758.58

Metres	(Feet)	NET	VAT	Total Cost
4.50	14.76	162.00	28.35	£ 190.35
6.00	19.68	184.00	32.20	£ 216.20
7.50	24.60	206.00	36.05	£ 242.05
9.00	29.52	228.00	39.90	£ 267.90
10.50	34.44	250.00	43.75	£ 293.75
12.00	39.36	272.00	47.60	£ 319.60
13.50	44.28	294.00	51.45	£ 345.45
15.00	49.20	316.00	55.30	£ 371.30
16.50	54.12	338.00	59.15	£ 397.15
18.00	59.04	360.00	63.00	£ 423.00
19.50	63.96	382.00	66.85	£ 448.85
21.00	68.88	404.00	70.70	£ 474.70
22.50	73.80	426.00	74.55	£ 500.55
24.00	78.72	448.00	78.40	£ 526.40
25.50	83.64	470.00	82.25	£ 552.25
27.00	88.56	492.00	86.10	£ 578.10
28.50	93.48	514.00	89.95	£ 603.95
30.00	98.40	536.00	93.80	£ 629.80
31.50	103.32	558.00	97.65	£ 655.65
33.00	108.24	580.00	101.50	£ 681.50
34.50	113.16	602.00	105.35	£ 707.35
36.00	118.08	624.00	109.20	£ 733.20
37.50	123.00	646.00	113.05	£ 759.05
39.00	127.92	668.00	116.90	£ 784.90
40.50	132.84	690.00	120.75	£ 810.75
42.00	137.76	712.00	124.60	£ 836.60
43.50	142.68	734.00	128.45	£ 862.45
45.00	147.60	756.00	132.30	£ 888.30

Metres	(Feet)	NET	VAT	Total Cost
4.50	14.76	187.00	32.73	£ 219.73
6.00	19.68	211.50	37.01	£ 248.51
7.50	24.60	236.00	41.30	£ 277.30
9.00	29.52	260.50	45.59	£ 306.09
10.50	34.44	285.00	49.88	£ 334.88
12.00	39.36	309.50	54.16	£ 363.66
13.50	44.28	334.00	58.45	£ 392.45
15.00	49.20	358.50	62.74	£ 421.24
16.50	54.12	383.00	67.03	£ 450.03
18.00	59.04	407.50	71.31	£ 478.81
19.50	63.96	432.00	75.60	£ 507.60
21.00	68.88	456.50	79.89	£ 536.39
22.50	73.80	481.00	84.18	£ 565.18
24.00	78.72	505.50	88.46	£ 593.96
25.50	83.64	530.00	92.75	£ 622.75
27.00	88.56	554.50	97.04	£ 651.54
28.50	93.48	579.00	101.33	£ 680.33
30.00	98.40	603.50	105.61	£ 709.11
31.50	103.32	628.00	109.90	£ 737.90
33.00	108.24	652.50	114.19	£ 766.69
34.50	113.16	677.00	118.48	£ 795.48
36.00	118.08	701.50	122.76	£ 824.26
37.50	123.00	726.00	127.05	£ 853.05
39.00	127.92	750.50	131.34	£ 881.84
40.50	132.84	775.00	135.63	£ 910.63
42.00	137.76	799.50	139.91	£ 939.41
43.50	142.68	824.00	144.20	£ 968.20
45.00	147.60	848.50	148.49	£ 996.99

See Site Plan for Layout of Trade Stand Areas

# WESTMORLAND COUNTY SHOW

## RULES & REGULATIONS – TRADE STANDS, EXHIBITORS ETC

### 1. APPLICATION FOR SPACE

All applications shall be submitted on the appropriate entry 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.

### 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) Exhibitors using large mobile units should arrange to have these in position not later than 10am the day before Show Day.
- (b) Vehicle passes will be issued to enable vehicles to enter the Showfield on Show Day up to 8am. All vehicles should be clear of the public areas by 8.00am.
- (c) Any vehicles remaining on the Showground after 8.00am must form an integral part of an exhibit. **This rule will be strictly enforced and any unauthorised vehicle found on the Showground between 8.00am and 5.30pm is liable to be towed away without further warning. The Society will accept no liability or responsibility for any damage caused.**

### 4. EXHIBITOR'S PASSES

These will be issued on the following scale:

- 7.5 metre deep stands = 3 entry tickets and 2 vehicle passes
- 9.0 metre deep stands = 4 entry tickets and 2 vehicle passes
- 12.0 metre deep stands = 5 entry tickets and 3 vehicle passes
- 15.0 metre deep stands = 7 entry tickets and 5 vehicle passes

Further tickets in addition to those provided, will be charged for at a reduced rate of £8.50 (inc VAT).

### 5. 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.

### 6. WITHDRAWAL OR CANCELLATION OF SPACE RESERVED

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

**Exhibitors are reminded that they MUST pay their site fees at least 8 weeks before the show (i.e. before 15 July, 2010); otherwise this will be regarded as withdrawal/cancellation on their part and the site re-let.**

### 7. 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.
- (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.

### 8. 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 Show.
- (e) Power to the stand will be available from 4pm Wednesday to 6pm Thursday. Any requirement outside of these times must be arranged in advance and may be subject to additional charges.

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

9. **TIMES OF OPENING**

All trade stands **must** be open and manned throughout the time the Show is open to the public, i.e. 8.00am to 5.30pm.

10. **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 the Show **MUST** be completed and signed by the exhibitor.

11. **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.

12. **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.

13. **PHOTOGRAPHS**

It shall be a condition of entry to the Showground and car parks, that no person shall ply for trade as a snapshot photographer or solicit trade with visitors to the Show in any other capacity deemed by the Society's officers to cause annoyance.

14. **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.

15. **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 Show 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 / TEN'S / LICENCES**

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 the Show **MUST** be completed and signed by the exhibitor. Intoxicating liquor may not be sold without prior permission. The Exhibitor shall be responsible for obtaining such licence/temporary events notice as may be needed for the sale or supply of intoxicating liquor, Performing Rights Society or otherwise and for the observance of the same. Copies of all permissions must be lodged with WCAS prior to the Show.

17. **CANCELLATION OF SHOW**

The Society reserves the right to cancel at any time and for any reason the Westmorland County Show held annually by the Society, 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 Show, 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 the Show. 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.**