

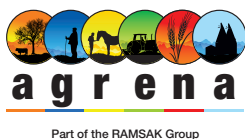
# Agri-Expo<sub>(SE)</sub>



**THE SHOWCASE EVENT FOR AGRICULTURE,  
PLANT, LANDSCAPE AND AMENITY**

**1 MARCH 2017**

**TO BE HELD AT: KENT SHOWGROUND,  
DETLING, MAIDSTONE, KENT ME14 3JF**



# Agri-Expo<sub>(SE)</sub>



## IMPORTANT NOTICE TO TRADE EXHIBITORS & ADVERTISERS

If you have not already reserved your trade stand plot,  
you'll need to as soon as possible to avoid disappointment.

Please complete the enclosed forms and return by email, fax or post.

Absolute deadline for Trade Stand bookings is the 9th February  
(after this date your details will not be included in the show guide or map).

### DEADLINE FOR ADVERTISING IN THE SHOW GUIDE & PREVIEW 20TH JANUARY

To be involved in the show preview appearing in  
South East Farmer Magazine (February edition) or within our official  
show guide please contact Jamie McGroarty on **01303 233883** or  
email **[jamie@southeastfarmer.net](mailto:jamie@southeastfarmer.net)**

## AGRI MACHINERY NEWS

Industry insight & information for the trade

[www.agrimachinerynews.com](http://www.agrimachinerynews.com)

Agricultural Machinery Trade Sponsor: Agri Expo 2017

# EXHIBITORS DETAILS

Please complete using BLOCK CAPITALS

Company Name	
Contact Name	
On site Contact	
Address	
Post Code	
Telephone Number	
Mobile Number	
Email Address	
Website Address	

**SHARED STAND** ..... ☐ If you are sharing a stand please supply their details below

Company Name	
Contact Name	
Address	
Post Code	
Telephone Number	
Mobile Number	
Email Address	
Website Address	

We have read and understood the organisers' Conditions of Acceptance and Rules for Health & Safety and agree to abide by them unconditionally. We also understand that failure to do so may result in us being asked to remove ourselves from the Showground with immediate effect.

Signed: \_\_\_\_\_ Name in capitals: \_\_\_\_\_

For and on behalf of: \_\_\_\_\_

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

Would you like to reserve the same position for your trade stand space as you had for 2016?\*

yes ☐ no ☐

\*Subject to site layout changes and availability

# STAND REQUIREMENTS FORM

Please complete using BLOCK CAPITALS

Tick relevant box ☐

## INDOOR EXHIBITION SPACE

2 metres x 2 metres..... £100.00 ☐

4 metres x 2 metres..... £170.00 ☐

6 metres x 2 metres..... £210.00 ☐

8 metres x 2 metres..... £250.00 ☐

4 metres x 4 metres..... £250.00 ☐

6 metres x 4 metres..... £290.00 ☐

8 metres x 4 metres..... £320.00 ☐

10 metres x 4 metres..... £360.00 ☐

Additional metre ..... £15.00 ☐

(Depth is fixed)



## OUTSIDE AREA

10 x 10 metres ..... £265.00 ☐

20 x 10 metres ..... £345.00 ☐

Quantity \_\_\_\_\_

Quantity \_\_\_\_\_

**SHARED STAND** ..... £80.00 ☐

Any company wishing to book larger areas must book multiples of the above options

If one inside and one outside stand is booked then deduct 25% from the price of the outside stand

Please detail the type of machinery/equipment you will have on your stand

Electricity supply required yes ☐ no ☐ (to be quoted for as a separate booking cost)

Banners will not be permitted on the entrance to the showground, but may be erected on the showground itself free of charge.

## PLEASE DESCRIBE YOUR COMPANY IN 30 WORDS OR LESS

This will be used for insertion in the official Show Guide and Trade Listings on the show website

No. of Exhibitors passes required \_\_\_\_\_

No. of Car Park passes required \_\_\_\_\_

Previous show day access required?

yes ☐ no ☐

List of local accommodation required?

yes ☐ no ☐

Total £ \_\_\_\_\_ VAT @ 20% £ \_\_\_\_\_

Total Remittance enclosed £ \_\_\_\_\_ (cheques made payable to Pitchfork Events Ltd)



# CONDITIONS OF ACCEPTANCE & RULES FOR HEALTH & SAFETY

## PLEASE READ CAREFULLY

The organisers are mindful of their obligations covering health, safety and welfare of their staff, members of the public and exhibitors. To enable the organisers to comply with its moral and legal obligations all exhibitors are requested to work in conformity with the Health and Safety at Work Act.

Working demonstrations must provide the organisers with all the relevant information covering the precautions to be taken to safeguard the public and these must be available prior to the show. It is also imperative that all persons bringing a generator into the show ground must provide the necessary fire fighting equipment for it. It is the responsibility of exhibitors to comply with the organisers' health and safety policy. A copy of this may be obtained from the secretary and it is on display in the show office on show day.

In addition to this trade stand form, there is a risk assessment form, please make sure that this is fully completed and returned to us. Please ensure that you have signed the Trade Stand form agreeing to all the regulations laid out above and retain this letter for your information. Please be aware that should your form be returned to us without a signature, it will be returned to you for completion and your application will not be processed.

Reasonable security will be provided but the organisers will not accept any responsibility for any damage or loss. All items brought to the showground are entirely at the exhibitor's own risk. The Showground will be open the day before and the day after the show date for exhibitors to erect and dismantle their stands. Should exhibitors require additional dates then they must request permission from the organisers at least four weeks in advance. There are other events before and following Agri-Expo (S.E.) 2017 and we request your co-operation in not interfering with the arrangements of those events.

The sub-letting of all or part of a stand by an exhibitor is expressly forbidden unless authorised by the organisers in writing prior to the event.

Exhibitors are expected to be adequately covered for public liability. You must enclose a copy of your Public Liability Insurance with your application, a copy should also be available for inspection on your stand.

Exhibitors are responsible for the cleanliness of their stands and all rubbish must be removed to the appropriate bins on site.

No refunds will be made should the event be cancelled due to reasons beyond the control of the organisers. Should this occur, then monies paid will be held by the organisers and will be taken as bookings fees for subsequent events. Any cancellation of space made by an exhibitor shall be made in writing not less than 4 weeks prior to the event, and refund will be at the organisers' discretion. Cancellations made less than 4 weeks prior to the event will not be eligible for a refund.

At all times when entering and leaving the showground, exhibitors will ensure that all vehicles, machinery and equipment is in a condition that is safe for all persons who may reasonably and foreseeably come into contact with or be affected by it. You and your agents must conform to all statutory and local conditions, directions and advice. All goods sold at the show must conform to current trading standards legislation.

All vehicles must be parked in the official trade stand holders car-park unless they form an integral part of the exhibit.

The event organisers retain the right to cancel, refuse or re-site an exhibitor at their own discretion.

**Due to the nature of the event and the time of year we respectfully request all outdoor stand holders to exercise as much care as they can when placing machinery etc on their stands so as not to cause excessive or unnecessary damage to the ground. Please do not drive over your neighbour's plots, cut corners when turning and exceed the allocated area (ie 10 metre depth) or allow lorries to pull onto the grass areas when unloading. A designated area for unloading machinery that is self-propelled will be provided.**

**IMPORTANT – Excessive damage to the ground which the organisers deem as unnecessary will incur a charge after the event to cover re-instatement costs to the value of the trade stand booked. This charge will be paid in full by return. Failure to do so will result in exclusion from further events at The Kent Showground organised by Pitchfork Events Ltd.**

# RISK ASSESSMENT FORM

Please complete using BLOCK CAPITALS

Company name:	
Address:	
Name, telephone and email contact	
Description of products on display/ demonstrated. Include procedure of build-up and breakdown after the event	

Hazard	Consequences	Who is at risk	Risk level (H/M/L)	Control measures to minimise risk

Date completed..... Signature of Assessor.....

# RISK ASSESSMENT FORMS

## NOTES FOR COMPLETION

### RISK ASSESSMENT FORM

This form must be completed by all exhibitors applying for trade stand space or demonstration plots, unless you have a prepared Risk Assessment.

Please note that 'Risks' shown below are examples and should be amended as required, specifically the 'Control measures' section to comply and suit your company procedures.

IT IS YOUR RESPONSIBILITY TO ENSURE THAT SUITABLE AND SUFFICIENT RISK ASSESSMENTS ARE CARRIED OUT FOR YOUR UNDERTAKING (OPERATIONS). THE MEASURES NOTED ARE FOR GUIDANCE ONLY.

It is recommended that this form is completed by a trained/competent Health & Safety person and that it is completed in BLOCK CAPITALS.

The complete Risk Assessment should cover all risks associated with the build-up, breakdown and general running of your stand/demonstration. You must endeavour to remove or reduce these risks to protect people from harm.

Hazard	Consequences	Who is at risk	Risk level (H/M/L)	Control measures to minimise risk
<i>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:</i>	<i>State what would happen from the hazard listed, eg:</i>	<i>There is no need to list individuals by name – just think about groups of people doing similar work or who may be affected, eg:</i>	<i>H = certain or near certain to occur M = reasonably likely to occur L = Unlikely to occur</i>	<i>Examples such as:</i>
Significant hazards	Risk of being trapped	General public, staff		Trip hazards removed or highlighted with fluorescent tape
Chemicals (eg battery acid)	Fire	Maintenance personnel		All electrical equipment has been PAT tested by a qualified person
Moving parts of machinery (eg blades)	Electrocution	Contractors		
	Risk of being run over	Staff		Appropriate equipment used
Work at height	Risk of falling	Operators		All temporary structures will be erected according to manufacturer's guidelines
Pressure systems	Personal injury	Cleaners		Providing appropriate training to staff
Vehicle movement				
Electrical items (eg generators, kettle, lighting)		Pay particular attention to:		Staff trained to operate machinery
High winds		Staff with disabilities		
Fumes (eg vehicle engines)		Visitors		
Noise		Inexperienced staff		
Moving machinery during build		Lone workers – they may be more vulnerable		
Moving machinery during show				
Static machinery during show				
Raised hydraulics				

The completed form should cover all the fire risks associated with the build-up, break-down and general running of your stand. You must endeavour to remove or reduce these risks and protect people from fire.

# ELECTRICITY SUPPLY ORDER FORM

FOR OFFICE USE ONLY	Stand Number	Grid Ref.	Acknowledged
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Trade Stand Title (As will appear in Show programme)	
Contact Name	
Invoice Address	
Post Code	
Telephone Number	
Email Address	
Onsite contact	
Stand Number	

**Power will be available from 15.00hrs on Tuesday 28th February to 18.00hrs on Wednesday 1st March.**

ELECTRICITY CONNECTION AND CHARGE	RATE (EX VAT)	QTY	TOTAL
Single 13 amp socket outlet – (3KW – 13 amps Max)	£62.00		
Twin 13 amp socket outlet – (6KW – 20 amps Max)	£83.50		
Direct Cee form connection – 16 amp – 1 Phase (Blue Plug)	£62.00		
Direct Cee form connection – 32 amp – 1 Phase	£88.50		
Direct Cee form connection – 63 amp – 1 Phase	£142.00		
Direct Cee form connection – 32 amp – 3 Phase (Red Plug)	£186.00		
Direct Cee form connection – 63 amp – 3 Phase	£279.00		
<b>Total Cost</b>			
<b>VAT @ 20%</b>			
<b>Total Balance Due</b>			

Please return form and payment to:  
Pitchfork Events Ltd, Weald Granary, Seven Mile Lane, Mereworth, Maidstone, Kent, ME18 5PZ.  
Tel: 01622 815356. Email: Karen@ramsak.co.uk.  
All forms must be returned with full payment to the above address no later than 9th February 2017.

## NO PAYMENT NO POWER

Only orders received with full payment and VAT will be accepted. VAT receipts will be sent by return. Should you wish to pay by credit card please either phone or email your card details through, we will require your completed application form to process your order.

No refunds will be issued after 21 days before the event for any reason. By completing this form you are agreeing to our terms and conditions.



## CONDITIONS FOR SUPPLY & MAINTENANCE OF ELECTRICITY

1. It is the Exhibitor's responsibility to ensure that all fittings are delivered, completed and collected at the close of the Show on Wednesday 1st March 2017.
2. All Exhibitors fittings and wiring must comply with the current I.E.E. Regulations, Local Authority conditions and Health & Safety Executive Directives.
3. Electrical work by persons other than the official Electrical Contractor is prohibited. No other person / electrical contractor may alter or interfere with the installation.
4. The prices on the electrical supply form include the hire of all wiring, fittings and electricity consumed. Any specific breakages or damage to the installation (including faults caused by Exhibitor's wiring or appliances) will be charged to the Exhibitor.
5. If socket outlets are required in a specific position on the stand, a plan must be sent to Agrena by 22nd February 2017. If no plan is provided, the engineer will use his discretion as to their position. Any fittings that have to be altered or moved will be at extra cost to the Exhibitor.
6. This form must be returned to Agrena by the closing date shown, together with full payment.
7. Power will be available from 15:00hrs on Tuesday 28th February 2017 until 18:00hrs on Wednesday 1st March 2017.
8. Power may also be available during build-up however this is not guaranteed and may be disrupted at any time until the opening day. Temporary power is not generally available for the purpose of stand construction etc. Any queries in the build-up period or over the Show should be directed to the onsite electrician's office.
9. Any exhibitor who requires power after 18:00hrs on close of Show must make prior arrangements with the KCAS Electrical Contractor, where you could incur an extra charge.
10. No refunds will be made for cancelled supplies.
11. The KCAS Electrical Contractor cannot be held responsible for failure to install an electricity supply, fittings, or other items ordered if the Stand area is inaccessible or work by other contractors has not been completed. Consequently the exhibitor will be liable for payment in full for such items installed, even if late.
12. All installations and connections will be at the discretion of the electrical contractor in charge.
13. It may be necessary to disrupt the supply at any time for maintenance or safety reasons. This includes adverse weather or similar conditions not directly under the Electrical Contractor's control.
14. As part of a temporary installation, residual current devices protect all circuits. These devices may trip occasionally due to the build-up of residual earth currents. Exhibitors are warned to take extra precautions to prevent loss of computer data etc.
15. Due to the design and layout of the installation, it may be necessary to position mains panels etc. onto Exhibitor's Stands. Any such positioning will be kept as discreet and as safely as possible.
16. Sharing of power between Exhibitors is strictly prohibited.
17. No claim for loss or expense (actual or expected) will be accepted as a result of the Electrical Contractor's failure to perform.
18. By completing an order form you are agreeing to our terms and conditions.

**Failure to comply with these conditions may result in electricity supply being withheld or disconnected. Please note that these terms and conditions are subject to change.**



# CHECK LIST FOR EXHIBITORS

Please ensure that you enclose ALL of the following with your application

Signed Application Form for trade stand and advertising space  
Completed and signed Risk Assessment form  
Copy of your Public Liability Insurance  
Correct remittance made payable to Pitchfork Events Ltd

☐  
☐  
☐  
☐

It is recommended that you retain a copy of your application for your records

Please return the above to:

Mrs K Wheeler

**RAMSAK Ltd**

The Weald Granary, Seven Mile Lane, Mereworth, Maidstone, Kent, ME18 5PZ

Tel: 01622 815356 | Fax: 01622 816786 | Email: [karen@ramsak.co.uk](mailto:karen@ramsak.co.uk) | Website: [www.ramsak.co.uk](http://www.ramsak.co.uk)





# Agri-Expo<sub>(SE)</sub>



## SHOW GUIDE

South East Farmer magazine is the official media sponsor for the Agri-Expo event on 1 March 2017.

To celebrate this, we are producing a special A5 'Show Guide' book for distribution on the day of the show, as well as producing a show preview in the February edition of South East Farmer.

For advertisers that take a full page advert in the A5 Show Guide, we will also provide them with a free quarter page advert in the Show Preview. For advertisers that take a half page in the Show Guide, then they will receive an eighth page.

### Rates Excluding VAT

#### Agri-Expo Show Guide

<b>FULL page</b>	4 col	<b>£499</b>
(includes quarter page in Show Preview)		

<b>HALF page</b>	4 col	<b>£299</b>
(includes eighth page in Show Preview)		

<b>QUARTER page</b>	4 col	<b>£199</b>
Show guide only		

To book please call Jamie at

SOUTH EAST  
**Farmer**

Spicer House, Lympe Business Park, Hythe CT21 4LR

**Tel:** 01303 233883

**Fax:** 01303 263785

**Email:** [jamie@southeastfarmer.net](mailto:jamie@southeastfarmer.net)

Bookings accepted subject to standard Periodical Publisher's Association conditions



Member of the Audit Bureau of Circulations  
[www.abc.org.uk](http://www.abc.org.uk)

South East Farmer audited circulation:  
Jan 2015 - Dec 2015 12,797 copies

# ARTWORK SPECIFICATIONS

If you are supplying your own artwork,  
two versions of each advert need to be sent.

## South East Farmer

Page details (mm)	height	width
Page trim size:	297 x	210
Page bleed size:	303 x	216
Binding:	Stitched	
Text area:	270 x	190

Advert sizes (mm)	height	width
Half page landscape:	133 x	190
Half page portrait:	270 x	93
Quarter page portrait:	133 x	93
Quarter page landscape:	65	190
Eighth page:	65 x	93

## Show guide

Page details (mm)	height	width
Page trim size:	210 x	148
Page bleed size:	216 x	154
Binding:	Perfect bound	
Text area:	190 x	128

Advert sizes (mm)	height	width
Half page landscape:	93 x	128
Half page portrait:	190 x	62
Quarter page portrait:	93 x	62
Quarter page landscape:	44.5 x	128

## Images

Colour graphics files (eg tiff, jpeg, eps, pdf) should be supplied at **300dpi** resolution.

Note: Internet (72 or 96dpi) pictures are low resolution are therefore **unsuitable**.

All colour graphics must be **CYMK** (not Spot Pantone / Lab / RGB)

## Formats

Our pre-press department operate an Apple Macintosh system and we accept the following formats in order of preference:

1. **PDF** with fonts embedded; CMYK colour space.
2. **EPS** files with Mac preview and fonts outlined or embedded.
3. **Indesign** documents (version CC or below) with all elements included plus the native file, collected/packaged for output.
4. **Illustrator / Photoshop** documents (version CS6 or below) with fonts outlined or embedded; Any imported graphics to be CMYK, non-jpeg, and if not embedded to be included along with the native file.
5. **Tiff / Jpeg** files accepted if no other format is available.

All the above must include the following settings for images:

Colour – resolution 300dpi; Greyscale – resolution 300dpi; Monochrome – 1200dpi.

3mm bleed should be included on all sides where necessary.

6. **Microsoft Word** documents will require re-setting by us.

We do not accept films, Claris or Publisher files.

We are not responsible for artwork incorrectly supplied at the wrong resolution. Artwork supplied out of measure is not our responsibility.

We can prepare and layout your advertisement from your draft if necessary at extra cost (£80 per hour)

## Sending artwork

**Disc** CD, call for others      **Email** adverts@southeastfarmer.net

## Technical queries

Please contact the studio on 01303 233889 or email at jo@southeastfarmer.net