



# Specialist Tradestand Brochure 2020

MAKING MEMORIES SINCE 1923



**KENT**  
**COUNTYSHOW**

EST. 1923

10,11,12 JULY 2020

[www.kentshowground.co.uk](http://www.kentshowground.co.uk)

[rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) | 01622 633051





# Why exhibit at the Kent County Show?

10, 11, 12 July 2020

Dear Exhibitor,

Welcome to the 91<sup>st</sup> annual Kent County Show. Applications for the 2020 Kent County Show are now open, and we would like to invite you to join us.

The three day Show organised by the Kent County Agricultural Society is a showcase event for farming, countryside and rural life in Kent bringing together the very best of what The 'Garden of England' has to offer. With a range of tradestand options we have something to suit every business and budget. Our team are happy to guide you through the booking process and answer any questions you may have. Please do not hesitate to get in contact with us. We have a number of tradestand offers including an early bird price and discounts for agricultural, countryside, canine and equestrian exhibitors.

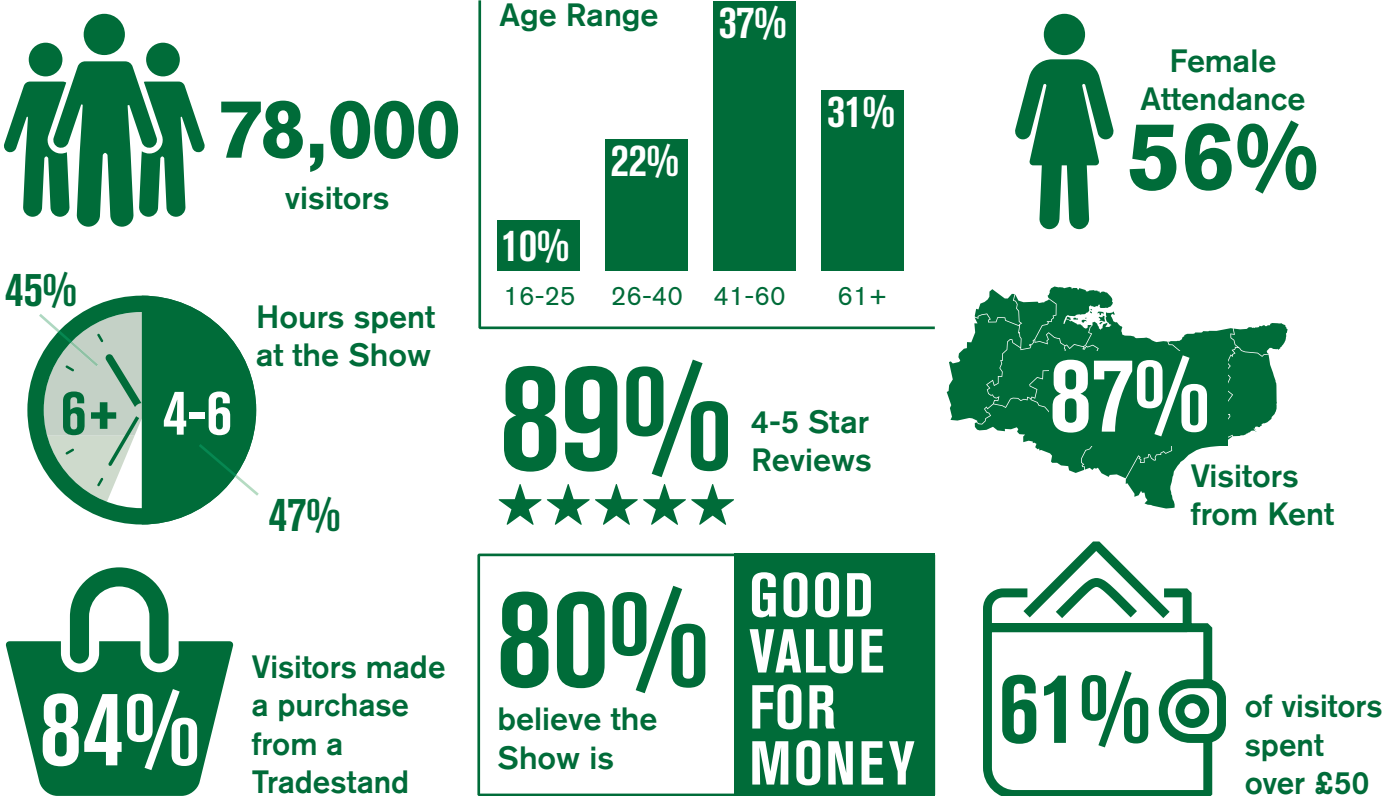
**“Lidl were over the moon to hear that we had won first prize for the activation and were really happy with the overall look and engagement figures that we received over the weekend at the show.”**

– CSM Live

**“Just a quick email to say thank you for giving me the opportunity to attend your superb Show, it was not only very successful but also extremely enjoyable for us.”**

– Reclaimed + Recycled

## Visitors Profile





# Media



94

Press passes issued

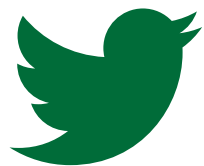
## Print



## Broadcast



## Digital



11.4k

Twitter followers



12.5k

Facebook followers



2k

Instagram followers



413,000

Website views (Annually)

# Important Dates

### 3 February 2020

- Deadline for returning exhibitors to secure same site location and to request change of site.  
\*subject to any layout changes

### 2 March 2020

- All tradestand prices have been frozen this year as long as tradestands are booked by the 2 March 2020.

### 3 March 2020

- Tradestands can still be applied for after the 3 March; however a 3% price increase will be applicable.  
N.B. Please note, the specialist areas are entitled to discount off the price at the time of booking.

### 27 April 2020

- Deadline for all 2020 exhibitors. The office must have received completed application forms and full payment by this date to secure a space within the Show and to guarantee inclusion in printed material.

### 12 June 2020

- Electrical Services and Water Supply Application Form deadline (to be returned to the Show Office).
- Electrical forms will be accepted after this date; however a 25% surcharge will be applicable.
- Animal declaration form deadline (if applicable)
- Alcohol declaration form deadline (if applicable)

### 26 June 2020

- Additional ticket deadline.

Apply online:  
[www.kentshowground.co.uk](http://www.kentshowground.co.uk)



Kent County Agricultural Society  
Registered Charity No. 1001191

Contact the Tradestand Co-ordinator:  
Rosie Gouldsworthy  
[rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk)  
01622 633051





• KEY TO STALLS •

- Prime alu frame stands
- Catering areas
- Woodland pitches
- Prime open space pitches
- Standard open space pitches

**KENT**  
**COUNTYSHOW**

EST. 1923

# DRAFT SHOW MAP

\*Subject to any  
layout changes





# Tradestand Options



Open Space

## Open Space

Outside pitches mainly on grass with limited stands on tarmac. Sizes start at 6m frontage x 3m depth and can only be increased in multiples of 3m.

## Shedding

Aluminium framed structure with PVC fabric roof, back wall, side partitions, night sheet and a banner rail (3m x 0.6m). Available in blocks of 3m x 3m. Multiple bays can be purchased to create larger alu-frame sites.

## Shedding with Canopy Walkway

Covered 3m x 3m area with 3m canopy walkway, no side partitions. Multiple bays can be purchased.



Shedding

## Food Hall

Located within the Clive Emson Exhibition Hall exhibitors in the Food Hall must be selling food or drink for consumption off site only. All sites are undercover and are on a carpet floor. Minimum frontage is 3m (increasing in 1 meter blocks) and all sites are 3m in depth.

## Woodland

All stands within the Woodland must be related to woodland, forestry, conservation or rural life. All stands are on grass and some may have trees within them (you will be informed if this is the case). There are a limited number of Woodland shedding sites, these are in bays of 3m frontage and 6m depth.



Food Hall

## Specialist Trade Areas - Discounts Apply

The application for a specialist area must meet the qualification criteria as set out below and this is entirely at the discretion of the society.

**Agricultural** - Tradestands must solely relate to the agricultural industry and breed societies.

**Country, Game & Canine** - Tradestands must relate to country and gaming pursuits: hunting, shooting, fishing, dog training, accessories, food, supplies, bedding and conservation or rural life.

**Equine** - Tradestands must relate to tack, food, bedding, transport, stabling, equine fencing, equipment and accessories.

Contact the Tradestand Co-ordinator:  
Rosie Gouldsworthy  
rosie@kentshowground.co.uk  
01622 633051



Woodland

# TRADESTAND FEES

When calculating your stand costs please ensure that you have sufficient space to allow for all items which are needed **including ground plates, tent guy ropes and any vehicles**. Please check with your marquee contractor if you are in any doubt before reserving space.

If you wish to secure a corner stand then please make this known at the point of booking to the tradestand co-ordinator, who will accommodate all requests where possible. Please use the longest side of your stand as the frontage. Please note that we cannot guarantee that the longest side of the stand will be road facing.

## Price Freeze:

2019 stand prices will be frozen for all exhibitors until **2 March 2020**. A completed application form with full payment MUST be received in the Show Office before 2 March 2020 to be eligible for the price freeze. After this date, tradestands will be subject to a 3% price increase (rounded to the nearest pound).

## OPEN SPACE – GENERAL TRADE

We offer a number of prime and corner sites which are charged at a 15% premium. These sites are popular as they receive high footfall. Applications for prime sites must be made on the booking form and the correct price should be calculated. Please refer to the enclosed map for further details of locations. All prices are subject to VAT.

Frontage	Depth	Cost				Any one-day ticket allocation
		Standard Sites		Prime Sites		
		Early Bird Valid until 2nd March 2020	2020 Price Valid from 3rd March 2020	Early Bird Valid until 2nd March 2020	2020 Price Valid from 3rd March 2020	
		3m depth cost per m frontage		3m depth cost per m frontage		
		£50	£52	£58	£60	
6m	3m	£300	£312	£348	£360	9
		6m depth cost per m frontage		6m depth cost per m frontage		
		£99	£102	£113	£117	
6m	6m	£574	£612	£678	£702	9
9m		£891	£918	£1,017	£1,053	9
12m		£1,118	£1,224	£1,356	£1,404	12
		9m depth cost per m frontage		9m depth cost per m frontage		
		£109	£112	£126	£129	
6m	9m	£654	£672	£756	£774	9
9m		£981	£1,008	£1,134	£1,161	12
12m		£1,308	£1,344	£1,512	£1,548	15
		12m depth cost per m frontage		12m depth cost per m frontage		
		£121	£125	£139	£144	
9m	12m	£1,089	£1,125	£1,251	£1,296	15
12m		£1,452	£1,500	£1,668	£1,728	15
15m		£1,815	£1,875	£2,085	£2,160	18
18m		£2,178	£2,250	£2,502	£2,592	21
		15m depth cost per m frontage		15m depth cost per m frontage		
		£131	£135	£150	£155	
12m	15m	£1,572	£1,620	£1,800	£1,860	18
15m		£1,965	£2,025	£2,250	£2,325	21
18m		£2,358	£2,430	£2,700	£2,790	21
21m		£2,751	£2,835	£3,150	£3,255	24
		18m depth cost per m frontage		18m depth cost per m frontage		
		£141	£145	£163	£167	
15m	18m	£2,115	£2,175	£2,445	£2,505	21
18m		£2,538	£2,610	£2,934	£3,006	24
21m		£2,961	£3,045	£3,423	£3,507	27
24m		£3,384	£3,480	£3,912	£4,008	30
		24m depth cost per m frontage		24m depth cost per m frontage		
		£148	£152	£171	£175	
15m	24m	£2,220	£2,280	£2,565	£2,625	27
18m		£2,664	£2,736	£3,078	£3,150	30
21m		£3,108	£3,192	£3,591	£3,675	39
24m		£3,552	£3,648	£4,104	£4,200	39



SHEDDING, FOOD HALL & WOODLAND STAND FEES

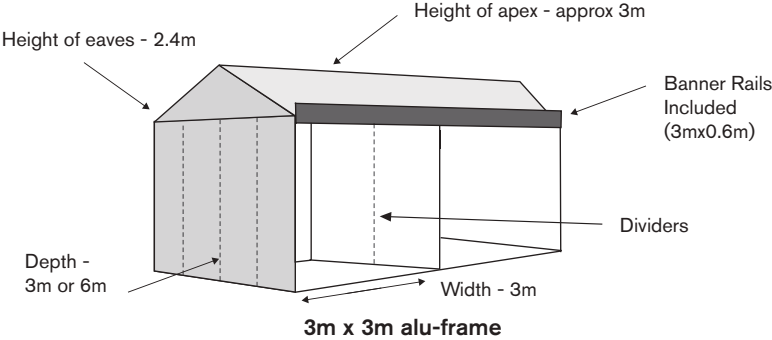
Frontage	Depth	Cost		Ticket Allocation
		Early Bird Price Valid until 2nd March 2020	2020 Price Valid from 3rd March 2020	
Shedding (multiple bays can be purchased)				
3m	3m	£443	£456	9 any one day
3m With 3m canopy walkway	3m	£385	£397	9 any one day
Food Hall - £125 / £129 per m frontage Applications for the Food Hall must be made on the <b>RED</b> Food Hall application form				
3m	3m	£375	£387	3 three day
4m	3m	£500	£516	4 three day
5m	3m	£625	£645	4 three day
Woodland - Open Space - £109/£112 per 3m frontage Applications for the Woodland must be made on the <b>GREEN</b> woodland application form				
3m	6m	£109	£112	9 any one day
6m	6m	£218	£224	9 any one day
9m	6m	£327	£336	9 any one day
Woodland Shedding (multiple bays can be purchased)				
3m	6m	£280	£288	9 any one day

Please refer to the enclosed map for details of site locations for the shedding

ILLUSTRATION OF THE SHEDDING STRUCTURE



3m x 3m with canopy walkway



SPECIALIST TRADE AREAS

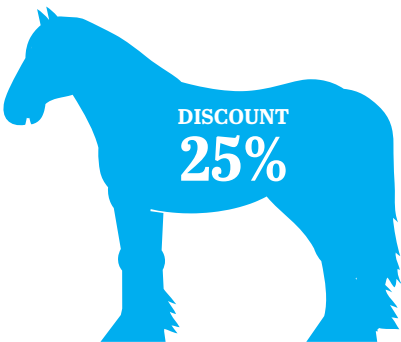
All specialist area trade stands are located in **prime sites** and benefit from good footfall. Please refer to the enclosed map for further details of location. Trade stand fees for specialist areas are as per **prime open space fees** but with the following discounts:



AGRICULTURAL



COUNTRY, GAME AND CANINE



EQUINE



BEST TRADE STAND COMPETITION 2020  
Sponsored by Geerings Print Ltd

Every tradestand will be entered into one of the categories below (the Society holds the right to choose which category a stand will be entered into if more than one category applies).

The competition will be judged on the following criteria:

- 1. Attraction of stand
- 2. Convenience of arrangements for demonstrations
- 3. Originality of design
- 4. Clarity and presentation of message
- 5. Welcome, staff representation and customer service
- 6. Would it entice you to buy / participate? (If appropriate)
- 7. Does it have a wow factor?
- 8. Does it help to educate the public? (If appropriate)

The Categories 2020 are listed below:

- Best Agricultural Tradestand
- Best Specialist Tradestand (Country, Game, Equine, Canine and Woodland)
- Best Large Tradestand (Inclusive of General Trade, Public Sector & Services Stands)
- Best Small Tradestand (Inclusive of General Trade, Public Sector & Services Stands)
- Best Food & Drink Tradestand (Exhibiting in the following areas: Food Hall, Wine Tent & Produced in Kent)
- Best Charity or Voluntary Organisation Stand
- Best Society Award (Best feature area)



# STAND REGULATIONS 2020

## 1. APPLICATION FOR SPACE

All applications must be submitted on the appropriate entry form, which must include a catalogue entry and be signed by the exhibitor or his representative, such signature being an acceptance of the following regulations. All exhibitors' staff, representatives and other persons admitted to the Showground will be subject to the rules, orders and regulations of the Society, whose decision shall be final.

The Society accepts applications for all three days of the Show **only** and stands must be open from 9am-6pm on **all** three days. Single day bookings will not be accepted and early closure may lead to trade disqualification for future years.

### Application deadlines & important dates:

- **3 February 2020:** Deadline for returning exhibitors wishing to secure same location.
- **Deadline 2 March 2020:** Price freeze for all general trade, specialist areas, woodland and food hall applications.
- **From 3 March 2020:** a 3% price increase will apply to all exhibitors.
- **Deadline 27 April 2020:** Official trade deadline (for all new & existing trade).

All application forms must be completed and returned to the Tradestand Department together with the fees in full. The correct VAT must be paid at the time of application, any incorrect applications will be returned.

**THE SOCIETY CANNOT ACCEPT ENTRIES, WHICH ARE RECEIVED WITHOUT A REMITTANCE FOR ALL CHARGES.** The Society is asked to pay £25.00 for any cheque, which is re-presented at the bank.

This charge will be passed on to the exhibitor.

### Description of exhibits in Catalogue:

Each exhibitor must complete the catalogue description section of the application form and select up to four categories in which his products or services fit. Each exhibitor will be allowed free of charge an entry in the catalogue giving the number of the stand and his name, address, website and up to 25 words of descriptive matter. Please note that if a Tradestand application is returned after the deadline of 27 April 2020 the Society cannot guarantee that the exhibitor will be acknowledged in the catalogue due to printing deadlines. The Society will not take responsibility for any spelling or grammatical errors that have been made by the exhibitor on the application form.

### Withdrawal or cancellation of space:

Where an exhibitor withdraws from the Show or cancels the space reserved for him for any reason the following refunds will apply:

1st Feb 2020	75% + VAT REFUND
1st March 2020	50% + VAT REFUND
From 27 April 2020	NO REFUND

### Refusal of Applications:

The Society reserves the right to reject any application for Tradestand space and the Society reserves the right to cancel the Exhibitor's right to use the Tradestand at any time without any reason being given. In the event of refusal or cancellation the Society will not enter into correspondence on the subject.

### Data Protection – GDPR:

All data given upon submitting a successful application (either digital or hard copy versions) may be passed onto organisations directly linked with the running and promotion of the Show. This includes water, electricity, health & safety and press. By submitting an application with the Kent County Agricultural Society you are providing consent for the storage and disclosure of information in this way. View our privacy policy on our website.

## 2. USE OF STAND SPACE

**The sale of jokes and tricks including any article containing or capable of discharging any noxious smell, noise, coloured spray, foam or other product that could be a nuisance or annoyance to any other person within the Showground is not permitted. Any misrepresentation in catalogue entries to gain admittance will result in the exhibitor and their goods being removed from the Showground without compensation or refund of fees, charges and subscriptions and they may not be invited back to future Shows.**

### Collections & Appeals:

Charitable or other institutions wishing to make appeals for contributions to their funds must first obtain written permission from the Tradestand Department.

### Political Activity:

Applications from any Political Party or Organisation cannot be accepted, nor any political activity on the Showground tolerated.

### 'Cheap Jack' Traders and Auctions:

Exhibitors' goods displayed must be in strict accordance with the description given on the entry form.

Vendors of 'cheap jack' articles or itinerant vendors who may have gained admission to the ground may be evicted. The selling of goods by auction, shouting or behaviour that causes a nuisance to visitors or exhibitors is strictly forbidden. The definition 'cheap jack' and 'nuisance' shall rest with the Society's stewards and officials who shall have power to remove offending exhibitors and their goods from the Showground. All goods sold must be clearly exhibited to the public before sale.

### Trading Standards:

Exhibitors must comply with all relevant Trading Standards legislation; this involves safety, fair trading and quality. There could be representatives from the local Trading Standards department on site during the Show. Please contact your local council if you require more information. The Show organiser will encourage the consumer to forward any complaints to the Trading Standards Office.

## 3. ALLOCATION OF SITES

- The allocation of sites and positioning of tradestand 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 stand.
- No refunds will be given if an exhibitor is not satisfied with the location of their stand on arrival at the Show.
- Last year's exhibitors will receive first refusal on the stand that they occupied at the previous year's Show providing the area has not changed and the completed application form and full payment is received by the appropriate deadline. It will be the exhibitors' responsibility to make this known to the Tradestand Co-ordinator at point of booking.
- New exhibitors will be informed whether they have been successful in the spring, providing the completed application form and full payment for the requested site is received by the appropriate deadline.
- **Exhibitors booking open space must apply and pay for sufficient space for all ground plates, tow-bars, stays or guy-ropes required for any structure, building, tent or caravan and any vehicle necessarily forming part of the site or needed in connection therewith to be erected on the space.**



- If an exhibitor is placed on a corner site both open frontages **must** be used as part of the stand. If it is not possible to use both frontages please inform the Tradestand Department as a different site will have to be allocated.
- Shedding sites will be available from 9.00 am on Wednesday 8 July 2020.
- Boundaries of sites will be marked with white pegs at the front of the stand and red pegs at the back of the stand. 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.
- If the Exhibitor uses any part of the Showground outside the boundary he will incur an on-the-spot fine of £100 + VAT and must pay for the additional space used as the Society sees fit.
- The Society will not be held responsible for damage caused to sites, exhibits or goods by a third party during the Show period, and will not undertake to make good such damage.

**Sub-letting: No exhibitor shall sub-let any portion of space allotted to him or move to any site other than that allocated to him.**

## 4. HEALTH & SAFETY AND LEGAL REQUIREMENTS

### Health and Safety:

Anyone exhibiting at the Kent County Show should be aware of their duties under the Health & Safety at Work etc. Act 1974. In particular attention is drawn to the requirement under the Management of Health & Safety at Work Regulations 1999 is required to provide, at the time of booking, a completed risk assessment addressing all the risks associated with attendance at the Show including COSHH assessment, if applicable. A template for such an assessment can be found within this booklet. The Society requires you as an Exhibitor to assess the risks to the health and safety of anyone that may be affected by your activities – yourself, workers and members of the public.

### Public Liability Insurance:

All exhibitors must carry Public Liability insurance with the minimum limit of indemnity required for your business. This insures the exhibitor's liability for damage to third party property and/or injury to third parties arising from the exhibitor's use of their stand. The Show Office must be sent a copy of your public liability insurance prior to the Show and a copy must be available on your stand throughout the Show.

### Employers Liability Insurance:

Exhibitors should also hold the relevant Employers Liability Insurance where it is required by statute. This insures the exhibitor's legal liability for injury to employees. 'Employees' can be deemed to include volunteers, casual/ temporary workers and even 'self-employed' persons.

### Product Liability Insurance:

It is essential that any exhibitor supplying goods or services should maintain this insurance under an annual policy. This liability for damage to third party property and/or injury to third parties arising from goods sold supplied. The consumer Protection Act 1998 makes the retailer of a defective product strictly liable to any persons injured by it.

### Loss, Theft or Damage:

The Society will not be held responsible for the loss, theft or damage of any vehicles, goods or marquees etc. on site in the build-up, Show days or breakdown. All exhibitors are fully responsible for the security of their stand and stock and all claims arising from the conduct of the stand. Vehicles left in the society car parks are left at the owner's risk.

### Construction (Design and Management) Regulations 2015

It is the exhibitors responsibility to ensure that any marquee erected or the construction of any other structure that is placed within the allocated tradestand site complies with the regulations as stated in the 2015 Construction (Design and Management) Regulations.

### Food and Drink Regulations:

The Food Hygiene (England) Regulations 2006 EC852 (2004) and associated legislation make it an offence for **anyone** to sell, process food for sale or offer food which is harmful to health. They also place an obligation on businesses/organisations to ensure that their activities are carried out in a hygienic way.

If your stand will be selling alcohol at the Show you need to fill in an alcohol declaration form and send this along with a copy of your personal license to the Tradestand Department by Friday 12 June 2020.

If your stand will be selling food or soft drink at the Show you need to send your food handling certificate, food safety management documentation, gas certificate (if applicable) and electrical certificate to the Tradestand Department by Friday 12 June 2020.

Please contact the Tradestand Department on 01622 633051 or email [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) if you have any questions regarding forms.

**If the food or drink is for consumption on-site at the Show, then please contact the Catering Department on 01622 633058 or email [becky@kentshowground.co.uk](mailto:becky@kentshowground.co.uk) for more information about catering concessions.**

### Electricity:

All electrical equipment should be PAT tested before being used at the Kent County Show and we advise you seek surge protection.

### Cancellation of the Show:

In the event of the Show having to be cancelled for whatever reason, no refunds of monies already received will be given and we advise you seek cancellation insurance. The monies received are both non-refundable and non-transferable.

### Fire and Safety Precautions:

#### IN EVENT OF FIRE DIAL 999 AND INFORM THE CONTROL ROOM.

Any queries regarding safety should be made to the Society's Safety Officer who may be contacted through the Show Office (Alan Day House: located at the centre of Showground) or alternatively contact the Shows Fire Services who will be on-site during the Show.

Each exhibitor must conform to precautions against fire and provide a fire risk assessment for any space allocated to them and in any stand, exhibit, tent, marquee or any other temporary or moveable structure erected or installed within such allotted space.

The Society reserves the right of inspection by one of its officials or a representative of the Kent Fire & Rescue Service of all tents or stands and the officials shall have full authority to order that the use of any appliances or equipment be discontinued immediately, if in their opinion they constitute a danger. All stands using bottled gas are required to have a Gas Safe Check. We advise the gas connection to have crimps fitted rather than jubilee clips. The decision of the Society in this matter must be accepted as final.

**All exhibitors who produce heat or are considered high fire risk are required to supply a suitable fire extinguisher on their stand. A CFOA form must be completed - this form can be obtained from the Show office.**

- Exhibitors are advised to insure against fire as regards their own property.
- Exhibitors will realise that these precautions are necessary to comply with the Fire Safety Order 2005.
- Exhibitors must protect their staff and the general public from contact with moving components of machinery.
- All Liquid Petroleum Gas (LPG) appliances must have a current safety certificate and comply with HSE Guidance note CS6.



## 5. SHOW REGULATIONS

### Generators:

**FOR HEALTH & SAFETY REASONS, THE USE OF GENERATORS IS STRICTLY FORBIDDEN AT ALL TIMES DURING 10, 11, 12, JULY 2020.**

All electricity required must be ordered via the application form and passed to the show office. Any generator use during the 10, 11, 12, July 2020 will result in an on-the-spot fine of £100 + VAT and may result in disqualification from future Shows.

### Knives & Catapults:

The sale of knives and catapults is restricted to persons over the age of 18 years. Please note at no time should knives be left unattended on tradestands.

### Firearms (including pellet guns of any description):

The sale of any firearm, shotgun, air pistol, catapults is strictly controlled on the Showground (this includes any item that fires an object whether or not it is classed as a toy). Permission must be obtained from the Show Office prior to the Show and a copy of the appropriate Fire-arms Dealers License must be sent to the Show Office. Handling of guns by the general public must be under the strict supervision of the exhibitor. All sales must be held on the stand for collection by customer upon exit. These regulations are part of the Tradestand regulations and are supplementary to any Police and Firearms licence requirements.

### Receipts:

All items sold, with the exception of food, over the value of £15 should be accompanied with a receipt bearing the Exhibitor's trading address and trading phone number.

### Goods ordered at the Show:

All orders taken at the Show must be despatched promptly. Where the delivery time is more than three months after the closing date of the Show, customers must be made aware of this at the time of ordering. Failure to abide by this regulation may result in stands not being invited back in future years.

### Excavations:

Exhibitors may not make any excavations on their stands without prior permission from the Show Office.

### Static Machinery:

All static machinery should be secure and no part of a raised machine should rely solely on hydraulic pressure to keep it in the raised position. All sharp points and extended parts, particularly those at head height for all visitors, should be masked to protect the visitor from injury. Any moving exhibit should have a barrier restricting access to visitors. Signs and promotional material should be secure to prevent falling onto visitors.

### Premises Licence:

The Showground holds a Premises Licence so exhibitors do not need to apply for a temporary alcohol licence. The Society requires each stand selling alcohol to complete a Licensing Declaration form and have a Personal Licence Holder on site. The Society will need the Personal Licence Holder to present their Personal Licence Holder Card to the Show Office by Friday 12 June 2020.

### Hospitality:

If Exhibitors are providing any hospitality on their stand, they must inform the Tradestand Department as soon as possible and be prepared to complete the necessary paperwork.

### Litter:

Exhibitors must have their stands and immediate adjoining avenues cleaned up at the close of the Show each day. Any litter and refuse should be placed in the bins provided ready for collection by the Society's contractors. Recycling will however be collected by the Show contractor if placed on the road edge each evening.

### Livestock / Animals:

If any animal is going to be kept on a stand as part of the exhibit during Show days a Animal Declaration form must be completed and returned by the Friday 12 June 2020 at the latest. Please contact the Show Office to obtain the appropriate form. All exhibitors must conform to current legislation if they wish to keep animals on their stand. The Society reserves the right to request valid documentation if required.

### Balloons:

**THE SALE, DISPLAY AND HANDING OUT OF BALLOONS OF ANY KIND IS STRICTLY PROHIBITED (in the interest of animal safety).**

### Dogs:

All dogs **must** be kept on leads at all times and are not allowed in livestock areas. Please ensure you clear up any mess made by your dog on the Showground, bins will be provided around site. There is an on-site dog crèche, kindly run by the Dogs Trust. Please refer to a map for details of location.

### Prevention of ill health to visitors presented by E-coli and other Micro-organisms:

Trade exhibitors with animals of any type on their stands should be aware that they must provide both soap and running water or a map directing the public to the nearest hand washing facilities. Trade exhibitors with animals should be aware that they also have a duty to advise the public, especially parents with small children, to wash their hands immediately after touching animals and before eating or drinking. The public should not be permitted to eat or drink in areas of animal contact.

### Sale of Birds and any other Animal:

The sale of all birds and all other animals is strictly forbidden. Orders may be taken but no bird can be exchanged during the Show period.

### No Smoking Signs:

Exhibitors are required by law to display a 'no smoking' sign at the entrance to their tradestand.

### Exclusivity:

The Society **does not** grant exclusivity to any company or organisation for the marketing or selling of goods at the Show.

### Hot tub lids

Please ensure that all lids are securely on hot tubs at the end of the Show each night. This is for safety reasons.



## 6. SIGNS & ADVERTISING

### Signs:

- All exhibitors where possible must provide a clear sign bearing the name of the firm or organisation as listed in the catalogue. Failure to comply may result in removal of tradestand from site.
- Banner rails will be included on all standard shedding sites (size: 3m x 0.6m\*). Exhibitors are responsible for the erection of the signage onto the banner rail. \*Please note the canopy shedding's do not have banner rails.
- Tradestand signs must not be erected in such a way that they overshadow a neighbouring stand.
- Where possible flagpoles should be freestanding with a base-plate and secured with marquee pegs. Due to an underground electric network, any stand wishing to put flagpoles into the ground more than 900mm, must gain consent from the Showground. The ground must be reinstated thereafter. Any flagpoles erected must fit within the allocated stand space.
- Flags are not permitted around the display rings, only sail banners will be permitted with prior written permission from the Show Office.

### Advertisements:

Advertising is available in both the Show Guide and Catalogue. Prices start from £126 + VAT offering a very cost effective way to promote your company's products and services. Contact Jim Skwarek at Geerings Print Ltd on 01233 658611 or email [jim.skwarek@geeringsprint.co.uk](mailto:jim.skwarek@geeringsprint.co.uk) for more information.

#### No exhibitor or other person shall be allowed to:

- Affix any placard or advertisement to any part of the Showground unless prior written permission has been obtained from the Show Office.
- Distribute handbills/leaflets or display advertisements on the Society's property except on his own stand.
- Roam into the avenues or around the Showground to encourage visitors onto the stand, to offer free hand outs, leaflets or to make charitable collections etc. Any infringement of this rule may result in the stand being closed down by the organiser and the exhibitor not invited back in future years.
- No kites will be allowed in the Showground and no exhibitor will be permitted to advertise by means of aircraft, loudspeakers or trailing banners.
- Any exhibitor wishing to have a blimp above his stand must first obtain written permission from the Show Office.
- The practice of placing leaflets/handbills on vehicles in car parks is **NOT** permitted and will result in a £100 + VAT on-the-spot-fine.

### Sponsorship:

The Society offers various advertising and sponsorship packages to increase exposure, starting from £150 + VAT. Please contact Rosie Gouldsworthy for more details: **Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) Tel: 01622 633051**

### Press Office:

The Press Office welcomes press packs and media information which will be displayed in the Press Office throughout the Show. If you plan to hold a media event it would be helpful if you could email the relevant information to [becky@kentshowground.co.uk](mailto:becky@kentshowground.co.uk) or phone 01622 633058, including details of stand name/number, timings, potential invitees and general details of the event.

### Social Media:

Please feel free to mention us in your social media activity and where possible we can help promote you. We post regular updates in the weeks leading up to the show via our social media platforms.

**Facebook: [www.facebook.com/kentcountyshow](https://www.facebook.com/kentcountyshow) Twitter: [@kentcountyshow](https://twitter.com/kentcountyshow) Instagram: [@kentcountyshow](https://www.instagram.com/kentcountyshow)**

### Banners:

- Banner sites are available from £150 + VAT (3m x 1m) in the specialist rings or £250 + VAT in the main Astor Ring. **Please note: any unauthorised banners in the Showground or along the perimeter fencing of the A249 will be removed and destroyed and an on-the-spot fine of £100 + VAT.**

## 7. NOISE

Exhibitors must not use any public address equipment (PA system). No exhibitor shall call attention to his goods or allow sound to emanate from his stand in such a way to cause annoyance to other exhibitors or the public. The demonstration or use of small tools, chain saws, machines, musical instruments etc. will be permitted only in a manner approved by the stewards.

**The steward is authorised by the Show Manager to stop any activity, which by reason of smoke, noise, smell or other nuisance is offensive to neighbouring exhibitors or the public.**

### Use of Recorded Music:

Recorded music may not be used on a stand unless written permission has been obtained from the Show Office prior to the Show. The exhibitor is responsible for obtaining a licence and payment of fees as levied by PPL PRS.

### Two-way Radio Equipment:

Exhibitors wishing to use two-way radio equipment must have the appropriate licence. The Society requests that the Tradestand Department receives lists of frequencies which are to be used at the Show at least one month prior to the event.

### Radio Microphones:

Exhibitors, demonstrators or display acts wishing to use radio microphones during the Show are required to inform the Society or the Society's contractor of the frequencies they are intending to use, at least one month prior to the event.

In regard to Two-way radios and Radio Microphones, the Society reserves the right to limit the number of frequencies and power should they interfere with the Society's own equipment or that of the main contractors. Any organisation using the same frequency would be asked to change frequencies or to cease using the equipment.

## 8. SERVICES

### Electricity:

If you require electricity on your stand, please complete the electrical supply form and return to [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) by 12 June 2020. Electricity will be switched off at 8.00 pm on the final Show day.

**Please note it is strictly prohibited to share electricity supplies and connections, including plugging equipment into feeder pillars and caravan hook-ups. Any exhibitors found sharing electrical supply will be charged an on-the-spot fine of £100 +VAT and will not be invited to future Shows.**



## Water:

Standpipes are available at many points on the Showground. Water connections may be made to individual stands in certain areas only. Please complete the application form within this booklet and return it to [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) by 12 June 2020 (please note we cannot guarantee that water connections will be available for all stands). A charge will be levied for stands requiring water for filling spas, swimming pools, ponds etc.

**Please note it is strictly prohibited to share water connections and stand pipes. Any exhibitors found sharing water will be charged an on-the-spot fine of £100 + VAT and will not be invited to future Shows.**

## Furniture Hire:

The Society does not hire furniture to tradestands. Exhibitors should organise their own furniture, tables, chairs etc. Please see full list of contractors on our contractors' page within this booklet.

## Security:

The Society's security contractor will be on site from Sunday 5 July to Wednesday 15 July 2020. If you feel additional security is required on your stand please contact the Show Office for further details.

## Grass Cutting:

The Society will keep all grass on the Showground mown up to **two weeks prior to the Show** (weather permitting). Fine cutting thereafter will be the exhibitors' responsibility.

## Caravan Parking:

There is a designated trade caravan park just outside Entrance 4 of the Showground. This will be available from 8.00 am on Monday 6 July 2020 to midday on Monday 13 July 2020. Running water and shower blocks are situated on the Showground. Please note there are no electric hook-ups in this area but quiet generators are permitted to be used but **must** be turned off between 10pm and 6am. The cost for this area is £50 + VAT (please complete the relevant section on the tradestand form to apply for a site in this area).

## First Aid:

First Aid points will be situated at various points throughout the Show.

# 9. STAND PREPARATION, PLACING AND REMOVAL OF EXHIBITS

## Before the Show

- Exhibitors may commence work on their stands from Monday 6 July or earlier by arrangement with the Show Office. The Showground is normally open between 8.00 am to 5.00 pm. Security will be on site from Sunday 5 July 2020. Entrance 1 (main gate) and entrance 6 (back gate) will remain open 24 hours a day until closure on Wednesday 15 July at 6.00 pm; however please inform the Show Office if you plan to arrive overnight (between 10.00 pm and 6.00 am) on any day during this period.
- All sites allotted to exhibitors will be clearly numbered by the Society. Marking pegs must **not** be removed, disturbed or obscured by exhibitors. Exhibitors who mow their own sites, or employ contractors to do so, must see that the marking pegs are replaced in the correct positions.
- Exhibitors with large mobile units should arrange to have these in position by Monday 6 July. This is especially important when it is necessary to encroach on adjoining stand space to manoeuvre the unit into position.

- No fork lift will be available to help unload goods before, during or after the Show. It is the exhibitors responsibility to arrange a forklift if required.
- Goods and packages will not be accepted by the Society on behalf of an exhibitor and should not be sent to the Showground unless there is a representative on the stand to receive them. It is the exhibitors' responsibility to properly brief delivery drivers, with packages for specific stands, as to their stand number and the name of the person responsible. The Show Office cannot sign and accept deliveries on behalf of stand holders.
- All sites must be fully stocked and ready for business **by 6.30 pm on the day before the Show**, after this time there may be no staff to help with potential problems. Failure to comply with this regulation may result in the exhibitor losing the site allocated to him.
- Please note that the local Council and HSE Inspectors will be on site, before, during and after the Show checking satisfactory siting, access and exits from marquees etc. This duty is authorised by the Kent County Agricultural Society.

The following points will be being checked before, during and after the Show:

- Erection and dismantling of marquees.
- Transportation of goods.
- Electrical supply and connections.
- Working at height including safe use of the appropriate ladders and other equipment.
- Migrant workers.

Exhibitors, stallholders etc. are requested to co-operate with the inspectors and are advised to comply with current legislation. The Kent County Agricultural Society requests that any reasonable requests made by inspectors are carried out in the interest of public safety.

## During the Show

- No exhibitor will be allowed to place his exhibits, boards or placards of any description, so that any part obscures unduly the signs or exhibits on an adjacent stand, and the Society's officers are empowered to remove from the Showground any articles placed in contravention of this rule.
- There will be three trade car parks close to Entrances 1, 3/4 and 6 specifically for tradestands. Access to this car park is free and you must request with your application the number of passes required. Any additional exhibitors requiring parking will have to park in the general public car parks which are free but space near an entrance cannot be guaranteed.
- All tradestands must be opened and manned from 9.00 am to 6.00 pm daily.

## After the Show

- No part of the stand may be dismantled until **6.00 pm** on the last day of the Show. Vehicles for the removal of stands will not be allowed to enter the Showground until 6.30 pm on the last evening, or such later time as circumstances may require. Any stand dismantling any part of their stand before 6.00 pm on any day may not be invited back to future Shows.
- Shedding Exhibitors must remove their goods at the close of the Show (after 6.00 pm), as dismantling may commence that evening by the marquee contractors.
- Any damage caused to marquees hired by the Society will be charged to the stand holder.
- Any stand or exhibit or part remaining on site after the 3 days will be removed and disposed of by the Society. Any cost involved will be chargeable to the Exhibitor.

**STANDS AND EXHIBITS MUST BE CLEARED FROM THE SHOWGROUND WITHIN 3 DAYS OF THE CLOSE OF THE SHOW.**



## 10. EXHIBITORS' ADMISSION

**NO PASSES WILL BE SENT UNTIL FULL PAYMENT, A COMPLETED RISK ASSESSMENT FORM AND A COPY OF THE EXHIBITOR'S PUBLIC LIABILITY HAS BEEN RECEIVED.**

**Free Passes:** valid for one person for any one day.

**Trade Space (includes Specialist, Woodland areas and Shedding):**

9 m <sup>2</sup> - 71 m <sup>2</sup>	9 passes
72 m <sup>2</sup> - 90 m <sup>2</sup>	12 passes
91 m <sup>2</sup> - 162 m <sup>2</sup>	15 passes
163 m <sup>2</sup> - 198 m <sup>2</sup>	18 passes
199 m <sup>2</sup> - 270 m <sup>2</sup>	21 passes
271 m <sup>2</sup> - 324 m <sup>2</sup>	24 passes
325 m <sup>2</sup> - 396 m <sup>2</sup>	27 passes
397 m <sup>2</sup> - 432 m <sup>2</sup>	30 passes
433 m <sup>2</sup> - 486 m <sup>2</sup>	33 passes
487 m <sup>2</sup> - 504 m <sup>2</sup>	36 passes
505 m <sup>2</sup> - 594 m <sup>2</sup>	39 passes

For any stand which measures larger than 594 m<sup>2</sup> please contact the Show Office – 01622 633051.

**Food Hall Passes:** valid for one person for 3 days

9m <sup>2</sup> - 11 m <sup>2</sup>	3 passes
12m <sup>2</sup> - 15 m <sup>2</sup>	4 passes
16 m <sup>2</sup> - 21 m <sup>2</sup>	5 passes
22 m <sup>2</sup> - 27 m <sup>2</sup>	6 passes

**All passes will be sent out by the 22nd June, please select on the application form whether you would like these emailed or in the post.**

**If you have not received your tickets or pre-show pack by the 29th June please contact the Tradestand department on 01622 633051 or email [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk).**

**Additional Trade Passes - Strictly for Staff Only.**

Additional Trade Exhibitor Any One Day Ticket	£19.20 each (including VAT)
Additional Three x Any One Day Ticket Book	£54.00 each (including VAT)

**Please note that exhibitors are responsible for ensuring that their staff members are in possession of the appropriate admission ticket or badge. Any exhibitors or their staff who do not have the appropriate pass will be charged the ordinary admission charge and this cannot be refunded by the Society. This includes any exhibitor who may have left badges/tickets at premises outside of the Showground or on their stand.**

- **Contractors –** Exhibitors must provide the appropriate information and passes to all contractors to enable them to complete their job. They are contracted by you, the exhibitor and not by the Society.
- Tickets and passes cannot be supplied on a 'sale or return' basis.
- **Any exhibitor and/or their staff found selling passes or abusing the exhibitor pass system in any way will be removed from the Showground or its car parks and banned from future shows.**

**Additional Guest Passes:**

Tickets for guests may be purchased at pre-show rates until Thursday 9th July 2020.  
Please visit our website to purchase.

## Membership:

Exhibitors wishing to support the Society can purchase a Society Membership. The annual subscription for an individual Member is £55.00 each including VAT. Membership privileges include free admission to any society run events at the Showground, use of the Member's Area containing dining room, buffet and bar and use of the Members' Car Park. Full names and addresses should be included for each additional membership ordered.

## Business Membership:

Tradestand holders can purchase a Business Membership which entitles them to one full three day membership and ten additional any one day members' guest passes. The cost for this is £330 inc VAT. For more information please contact the Membership Department 01622 633058.

## 11. SECURITY & VEHICLE ADMISSION

### Security:

The area of the Showground covers over 60 acres and whilst security will be provided, this can only be in general terms. Security will be on Entrance 1 (main gate) and entrance 6 (back gate) 24 hours a day from 8.00 am on Sunday 5 July to 6.00 pm on Wednesday 15 July. Night security patrols will be in operation. Exhibitors are advised not to bring their goods onto the Showground before Wednesday 8 July and to make their own arrangements for the protection of their goods.

In order to improve security no person or vehicle will be admitted to the Showground from Wednesday 8 to Tuesday 14 July without a pass. Exhibitors will be issued with tickets for the Show days which will also be valid on the following setting up and breaking down days: Wednesday 8, Thursday 9, Monday 13 and Tuesday 14 July. Please note you will still require a vehicle pass to get a vehicle on-site pre/post Show.

The Kent County Agricultural Society's Security may carry out random security searches on all vehicles and trailers at any time without notice. Refusal of this request may result in attendance by Kent Police.

Anyone intending to sleep within their tradestand overnight must inform the Show Office and gain permission prior to the Show, stating the stand name and number and the number of persons expected to be on site overnight. Exhibitors who fail to inform the Show Office will be removed from the Showground and banned from future Shows.

### Adverse Weather Conditions:

The Society reserves the right to restrict vehicle movement in adverse weather conditions. In the event of poor ground conditions, the organiser may be in a position to offer assistance to move vehicles and trailers on and off the site.

The organiser accepts no liability for any damage incurred during the course of towing or otherwise assisting in moving exhibitors' vehicles.

Exhibitors are advised to insure against adverse weather conditions that could affect the running of the Show. The Society and organiser accepts no liability for any loss of trade or footfall due to adverse weather and poor ground conditions.

### Speed Limit:

Please note that there is a maximum speed limit of 10 mph on the whole of the Showground at all times.

### Vehicle Admission - Before and After the Show:

Vehicles will only be admitted via Entrance 1 (main gate) off the A249 or Entrance 6 (back gate) off Scragged Oak Road.



In an attempt to increase security, each tradestand exhibitor will be issued with one Purple Pre/Post Vehicle Identification pass unless otherwise requested. Please note that your request will be taken into consideration with the size of the stand booked.

A Purple Vehicle Identification Pass is to be used prior to and after the Show. Vehicle passes will be marked with red for Entrance 1 (Main Gate) and green for use through Entrance 6 (Back Gate). These should be passed to contractors working on stands. Vehicles without these labels will be subject to delay at the gate.

Any vehicles which are not essential should be left in the car park and exhibitors should walk to their stand.

No vehicle should be parked and left unattended on a neighbouring stand at any time during build-up and Show hours.

### Vehicle Admission - During the Show:

Vehicle movement is strictly forbidden between 8.00 am and 6.30 pm on 10, 11, 12 July and no vehicle will be allowed entry to the Showground.

Vehicles with supplies will be admitted to the Showground between the following hours and must either have applied for the appropriate pass (TS Delivery) or will be subject to a charge of £100 for each admission. This will be refunded provided the vehicle leaves the Showground by 8.00am on the same morning:

**Between 6.30 pm on 09 July & 8.00 am on 10 July.**

**Between 6.30 pm on 10 July & 8.00 am on 11 July.**

**Between 6.30 pm on 11 July & 8.00 am on 12 July.**

Even if you have parked your vehicle on the Showground for a number of years you must inform the society and apply for the appropriate pass. Do not assume we are aware of the location of all vehicles parked in previous years. We will not issue passes without applications.

### Static Vehicle Pass:

This is required for those vehicles that form an essential part of the stand but may be removed each night of the Show. Only one per stand will be issued (more may be granted for motor stands) and this should be applied for on the initial tradestand application form. Please note static vehicle passes are NOT guaranteed and will be issued at the discretion of the Society. The static vehicle pass must be displayed in the vehicle at all times and any vehicles found on site without this pass will be liable to towing.

### TS Delivery Pass:

This is required for those vehicles that wish to enter between 6.30 pm and 8.00 am but do not wish to pay the £100 cash deposit. This pass will cost exhibitors £100 + VAT each and covers the full weekend.

**If vehicles with a TS Delivery Pass have not left the Showground before 8.00 am, exhibitors will be fined £150, their vehicles will be liable to towing and will not be invited to future Shows.**

After 8.00 am goods may be left at Entrance 1(main gate) and entrance 6 (back gate) and they will be delivered to stands by the Society's contractors. Any vehicles remaining on the Showground after 8.00 am must form an integral part of an exhibit and have a static vehicle pass on display.

**THIS RULE WILL BE STRICTLY ENFORCED AND ANY UNAUTHORISED VEHICLE FOUND ON THE SHOWGROUND BETWEEN 8.00 am AND 6.30 pm IS LIABLE TO BE TOWED AWAY WITHOUT ANY FURTHER WARNING. THE SOCIETY WILL ACCEPT NO LIABILITY OR RESPONSIBILITY FOR ANY DAMAGE CAUSED.**

### Vehicle Admission – Post Show:

Vehicles entering the Showground for the removal of stands or those who are already within the Showground will not be allowed to enter or leave the Showground until 6.30 pm on the last evening, or such later time as circumstances may require.

## 2. GENERAL

### Disputes:

The Society will not be held responsible for any dispute between an exhibitor and contractor or enter into any dispute, which may arise out of private work undertaken. Any cost incurred before, during or after any dispute will not be the responsibility of the Society.

### Society's Officials:

The Board of Directors delegate power to the Chief Stewards and the Show Manager to enforce all the regulations of the Show. If you have any comments or feedback about the Show, please put this in writing to the Tradestand Co-ordinator by Monday 10 August 2020.

### Tradestand Co-ordinator:

Rosie Gouldsworthy, the tradestand co-ordinator will be available during all three Show days and can be reached in the Show Office (Alan Day House: located at the centre of Showground). Any questions, disputes or issues must be raised with the tradestand stewards first, however if your query cannot be resolved, please ensure Rosie Gouldsworthy is contacted directly and made aware (Telephone: 01622 630975 (Show days) Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk)).

Tradestand Stewards have been appointed for the Show and will contact exhibitors during the event to ascertain that all requirements have been met and generally look after the interests of exhibitors. They would welcome any feedback on the Show.

Any verbal or physical abuse of any kind to staff, volunteer stewards or contractors will NOT be tolerated.

**Please note these terms and conditions are subject to change and any existing bookings will be informed of any changes.**



- Industrial and Retail Signs ● Vehicle Graphics
- Digital Printing ● Traditional Signwriting
- Illuminating Fascias ● Engraving and Routing
- Fret Cut Lettering ● Banners & Pavement Signs

**[www.maidstonesigns.co.uk](http://www.maidstonesigns.co.uk)**

**Tel: 01622 716891**

**[sales@maidstonesigns.co.uk](mailto:sales@maidstonesigns.co.uk)**





# OFFICIAL KENT COUNTY SHOW CONTRACTORS 2020

## MARQUEES

### 2 In Tents

Address: Romaine, Bridge Road, Brabourne,  
Ashford, Kent TN25 6QQ.  
Tel: 01303 812700  
Web: [www.2intents.co.uk](http://www.2intents.co.uk)

### Four Jays Group

Address: Barling Farm, East Sutton,  
Maidstone, Kent ME17 3DX.  
Tel: 01622 843135  
Web: [www.fourjays.co.uk](http://www.fourjays.co.uk)

### John Attwooll & Co (tents) Ltd

Address: Whitminster Lodge, Bristol Road  
Whitminster, Gloucester GL2 7LX.  
Tel: 01452 742233  
Web: [www.attwoolls.co.uk](http://www.attwoolls.co.uk)

### L H Woodhouse & Co Ltd

Address: Wolds Farm, The Fosse,  
Cotgrave, Nottinghamshire NG12 3HG  
Tel: 0115 989 9899  
Web: [www.lhwoodhouse.co.uk](http://www.lhwoodhouse.co.uk)

## SHOW SERVICES

### Telephones / ISDN Lines

BT Events Team  
Tel: 0808 100 3824

### Security

Right Guard Security  
Address: Security House, 3 Simmonds Road,  
Canterbury, Kent CT1 3RA.  
Tel: 01227 464588  
Web: [www.rightguard.co.uk](http://www.rightguard.co.uk)

### Grass Cutting

Steven Waring  
Address: Willington Place Farm,  
Willington Street, Maidstone, Kent ME15 8ES.  
Tel: 01622 752657

## EQUIPMENT HIRE

### Fire Extinguishers

Gallet 1 Fire and Rescue Services  
Tel: 01622 728230  
Web: [www.gallet1fire.co.uk](http://www.gallet1fire.co.uk)

### Furniture

Thorns Group  
Tel: 0208 275 6804  
Email: [jazmine@thorns.co.uk](mailto:jazmine@thorns.co.uk)  
Web: [www.thornsgroup.co.uk](http://www.thornsgroup.co.uk)

### PA Equipment

Ace Communications  
Address: Fenview, Doddington, Cambs PE15 0SN.  
Tel: 01354 741093.

## MEDIA & ADVERTISING

### Catalogue & Programme Advertising

Geerings Print Ltd  
Address: Cobbs Wood House, Chart Road,  
Ashford, Kent TN23 1EP.  
Tel: 01233 633366  
Web: [www.geeringsprint.co.uk](http://www.geeringsprint.co.uk)

### Show Sponsorship, Hospitality & Banner Advertising

Web: [www.kentshowground.co.uk](http://www.kentshowground.co.uk)  
Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk)  
Phone: 01622 633051

### Banners & Print

Maidstone Signs Limited  
Address: Unit 14, Britannia Business Park,  
Quarry Wood, Aylesford, Kent ME20 7NT  
Tel: 01622 716891  
Email: [sales@maidstonesigns.co.uk](mailto:sales@maidstonesigns.co.uk)  
Web: [www.maidstonesigns.co.uk](http://www.maidstonesigns.co.uk)

# Sponsorship Packages 2020

Have you considered sponsorship alongside a tradestand to increase exposure? We have a number of packages available and banner advertising opportunities. Please get in contact to discuss opportunities further.

## BANNERS



PRICES START FROM  
**£150 +VAT**

## AMBER



**£500 +VAT**

## BRONZE



**£1,000 +VAT**

## SILVER



**£1,750 +VAT**

Contact our Sponsorship Co-ordinator to discuss opportunities available at the 2020 Kent County Show  
Rosie Gouldsworthy Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) Telephone: 01622 633051



# KENT COUNTY SHOW 10, 11, 12 JULY 2020

## APPLICATION CHECKLIST

**Please note that all applications should be completed with the VAT rate of 20% and it is the exhibitor's responsibility to calculate any entitled discounts or prime sites at the time of application.**

### EXISTING & NEW EXHIBITORS BY 27 APRIL 2020

- Application Form
- Full Payment
- Full Risk Assessment
- Insurance Documentation (see page 14 for details)
- Catalogue Entry
- On-site Mobile & Email Contact Details
- Tradestand Category Selection

**Existing trade only** - If requesting change of site, enclose highlighted map and written requirements (subject to layout)

**New trade only** - Photographs of previous stands held, images of products and supporting evidence of business is required

### ALL EXHIBITORS BY 12 JUNE 2020

- Electricity Application and Payment to Show Office
- Water Supply Form and Payment to Show Office
- Alcohol Declaration Form and Personal License
- Animal Declaration Form

### ALL EXHIBITORS BY 26 JUNE 2020

- Additional Staff Tickets with payment

**If you do not have the correct application form then please download it from our website [www.kentshowground.co.uk](http://www.kentshowground.co.uk) or contact Rosie Gouldsworthy in the Tradestand Department:**

Kent County Agricultural Society, Kent Showground, Detling, Maidstone, Kent ME14 3JF  
Telephone: 01622 633051 Fax: 01622 630978  
Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) Web: [www.kentshowground.co.uk](http://www.kentshowground.co.uk)



**AGRICULTURAL, EQUINE,  
COUNTRY, GAME & CANINE AREAS  
APPLICATION FORM  
OR APPLY ONLINE**

**KENT COUNTY SHOW  
10, 11, 12 JULY 2020  
WWW.KENTSHOWGROUND.CO.UK**

<b>FOR OFFICE USE ONLY</b>	TRADESTAND NO:	GRID REF:	PAID:	ACCEPTED?	RECEIPT DATE & NO:	<b>DEADLINE: 27 APRIL 2020</b>
Name and address to which all passes, correspondence etc. should be sent to.				Name and address of firm or organisation - for inclusion in Show Catalogue (if different from stand correspondence address)		
Company..... Address..... ..... ..... Post Code..... Tel.No/ Mobile: ..... On-site Mobile: ..... Email..... Website: ..... Contact Name.....				Company..... Address..... ..... ..... Post Code..... Tel.No/Mobile..... Email..... Website: ..... Contact Name.....		

**Tradestand fees for specialist areas are priced as prime stands but with the following discounts. Please refer to the tradestand brochure for details of prime tradestand fees to ensure the correct fee has been calculated before the discounts are applied.**

Specialist Areas		SPACE/TICKETS REQUIRED	COSTS £	VAT £
AGRICULTURAL	PRIME OPEN SPACE / SHEDDING Less 50% Agricultural Area Discount	Frontage x Depth		
EQUINE AREA	PRIME OPEN SPACE / SHEDDING Less 25% Equine Area Discount	Frontage x Depth		
COUNTRY, GAME & CANINE AREA	PRIME OPEN SPACE Less 10% Country, Game & Canine Area Discount	Frontage x Depth		

<b>ADDITIONAL TICKETS &amp; MEMBERSHIPS</b>	<b>Additional Trade Exhibitors Any One Day Passes</b> £19.20 each (inc. VAT) for staff only	No. of Trade Tickets:		
	<b>Additional Trade Exhibitor 3 x Any One Day Ticket Book</b> £54 each (inc. VAT) for staff only	No. of Ticket Books:		
	<b>Society Membership - £55.00 (inc. VAT)</b> Please provide names and addresses of all members	No. of Memberships:		
	<b>Show Membership - £45.00 (inc VAT)</b> 3 day ticket only, with access to members area	No. of Memberships:		
<b>VEHICLE PASS</b>	<b>TS Delivery Pass</b> £100.00 + VAT	No. of TS Delivery Passes:		
<b>CARAVAN PASS</b>	<b>Trade Caravan Park Pass (by Entrance 4)</b> £50.00 + VAT (weekend pass)	Date of Arrival:		

How would you like to receive your entry tickets?

Email ☐ Post ☐

Please note that all vehicle passes will be posted.

VAT REG NO. 661 9544 13

**TOTALS**

£

£

**BACS DETAILS: Barclays Bank Sort Code: 20-54-11 Account Number: 60547948** ☐

TOTAL BALANCE DUE INC VAT

TOTAL REMITTANCE PAYABLE TO KENT COUNTY AGRICULTURAL SOCIETY TO BE FORWARDED WITH THIS APPLICATION. Only cheques drawn on British banks are acceptable; we encourage payment via BACS.

£

**PAYMENT BY CARD** Please charge £..... to my Mastercard ☐ Visa ☐ (please tick)

Card No: .....

Security No: We will contact you for this

Start Date: ...../...../..... Expiry Date: ...../...../.....

Building no. and postcode of the address where the card is registered to.....



**TRADE CAR PARK.** Please state the number of passes required for the trade car park. Please note there is no charge for this car park and you will be allocated the nearest trade car park to your stand position. **Number of passes:**

**STATIC VEHICLE PASS.** Do you require a vehicle on your stand during the Show?

Yes / No (please circle)

If yes, please explain what this vehicle will be used for, how many vehicles are required and whether the vehicle will be leaving site each night:

.....

.....

.....

*Please note static vehicle passes are not guaranteed and will be issued at the discretion of the society. All vehicles must fit within the space booked.*

**Previous Exhibitors Only:**

Do you wish to be sited in the same/similar area?

YES ☐

NO ☐

If you do not wish to be sited in the same/similar area and have a preferred site then please include location details. Please note we cannot guarantee any specific site.

**OPEN SPACE** - PLEASE STATE TYPE OF STAND (MARQUEE, TRAILER UNIT ETC.): .....

SIZE: ..... APPROXIMATE HEIGHT: .....

**Which marquee company will you be using?** (it is essential for health & safety purposes that you provide this information)

.....

**Have you traded under any other name in the last five years?**

YES ☐

NO ☐

If yes, please give name(s).....

**Have you traded at an Agricultural Show during the last three years?**

YES ☐

NO ☐

If yes please name two for reference:

1: ..... 2: .....

**Will you be demonstrating on your stand?**

YES ☐

NO ☐

If yes, what and how?

.....

**Will you be serving food on your stand (either as hospitality or profit)?**

YES ☐

NO ☐

If you will be serving food on your stand the Food Safety Act 1990 will apply to your stand.

**Have you considered any of the following opportunities to increase your exposure during the Show?**

Show Sponsorship ☐

Banner Advertising ☐

Advertising in the Show Guide ☐

I/WE hereby apply for the above tradestand space and agree to abide by the rules and regulations of Kent County Show 2020 as stated in this tradestand brochure. **I UNDERSTAND THAT FAILURE TO DO SO MAY RESULT IN THE SOCIETY REFUSING THE COMPANY A STAND AT FUTURE SHOWS OR REMOVAL OF MY TRADESTAND.**

Signature..... Print Name:.....

Position in company:..... Date:.....

#### **CATALOGUE ENTRY**

**IMPORTANT:** THIS SECTION MUST BE COMPLETED AT THE TIME OF APPLICATION; WITHOUT THESE DETAILS THE APPLICATION WILL NOT BE CONSIDERED. UP TO A MAXIMUM OF 25 WORDS WILL BE INSERTED FREE OF CHARGE IN THE SHOW CATALOGUE. PLEASE TYPE OR PRINT IN BLOCK CAPITALS. UP TO A MAXIMUM OF 25 WORDS DESCRIBING YOUR EXHIBIT.

.....

.....

.....

.....

.....

Application forms must be completed and returned with full remittance to the Tradestand Department, Kent County Agricultural Society, Kent Showground, Detling, Maidstone, Kent ME14 3JF.

Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) Web: [www.kentshowground.co.uk](http://www.kentshowground.co.uk) Tel: 01622 633051

**ENTRIES CLOSE: 27 APRIL 2020**

**TO BE CONSIDERED FOR THE SHOW, ALL APPLICATIONS MUST INCLUDE A COMPLETED PRODUCT CATEGORY FORM, IMAGES OF THE PRODUCTS TO BE SOLD AND IMAGES THAT DEMONSTRATE THE PROPOSED TRADESTAND SET-UP.**





### Tradestand Category Selection

Please tick up to a maximum of four categories from the below options that best suit your company and the products/services you will be bringing to the Kent County Show:

Company Name: .....

<input type="checkbox"/> Agricultural Machinery	<input type="checkbox"/> Garden – Furniture
<input type="checkbox"/> Agricultural Services	<input type="checkbox"/> Garden – Flowers, plants and garden accessories
<input type="checkbox"/> Artwork	<input type="checkbox"/> Garden – Machinery, mowers and related tools
<input type="checkbox"/> Banking and financial services	<input type="checkbox"/> Gifts, toys and novelties
<input type="checkbox"/> Charity	<input type="checkbox"/> Health and beauty
<input type="checkbox"/> Clothing – Country	<input type="checkbox"/> Home and housewear products
<input type="checkbox"/> Clothing – Ladies Only	<input type="checkbox"/> Home improvements
<input type="checkbox"/> Clothing – Men’s Only	<input type="checkbox"/> Homemade Products
<input type="checkbox"/> Clothing – Unisex	<input type="checkbox"/> Jewellery
<input type="checkbox"/> Country & game related products and services	<input type="checkbox"/> Kitchen and related products
<input type="checkbox"/> Craft	<input type="checkbox"/> Livestock handling, breed societies and feeding equipment
<input type="checkbox"/> Education	<input type="checkbox"/> Motor vehicles and accessories
<input type="checkbox"/> Entertainment	<input type="checkbox"/> Pet supplies and accessories
<input type="checkbox"/> Equestrian – Clothing, tack and accessories	<input type="checkbox"/> Public sector
<input type="checkbox"/> Equestrian – Horse boxes/trailers	<input type="checkbox"/> Publications, magazines and newspapers
<input type="checkbox"/> Equestrian - Stables	<input type="checkbox"/> Renewable energy
<input type="checkbox"/> Fencing and gates	<input type="checkbox"/> Skincare
<input type="checkbox"/> Food and drink	<input type="checkbox"/> Tools
<input type="checkbox"/> Fostercare associates	<input type="checkbox"/> Tourism, holiday, leisure and services
<input type="checkbox"/> Footwear	<input type="checkbox"/> Wildlife
<input type="checkbox"/> Forestry & woodland equipment and services	<input type="checkbox"/> Other, please state.....
<input type="checkbox"/> Forestry & woodland recreation	.....

Please return along with your completed application form to the Tradestand Department, Kent County Agricultural Society, Kent Showground, Detling, Maidstone, Kent, ME143JF.

Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) Tel: 01622 633051

**Deadline: 27 APRIL 2020**



**Please use this page to include any other information to support your application.**

# KENT COUNTY SHOW

## 10 11 12 JULY 2020 (FRI-SUN)

### RISK ASSESSMENT FORM

EXHIBITORS MAY USE THEIR OWN FORM IF PREFERRED

FOR OFFICE USE ONLY	Stand Number	Grid Ref.	Acknowledged
------------------------	--------------	-----------	--------------

Company:.....

Name:.....

Address:.....

.....

Tel No:.....Mobile:.....

Email address:.....

Onsite contact:.....

#### WHO MIGHT BE HARMED?

There is no need to list individuals by name - just think about groups of people doing similar work or who may be affected, e.g:

- Office Staff
- Maintenance Personnel
- Contractors
- People Sharing your Workplace
- Operators
- Cleaners
- Members of the Public

#### PAY PARTICULAR ATTENTION TO:

- Staff with Disabilities
- Visitors
- Inexperienced Staff
- Lone Workers

They may be more vulnerable

**List groups of people who are especially at risk from the significant hazards which you have identified:-**

.....

.....

.....

.....

.....

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.....

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.....

.....



## HAZARD

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:

- Slipping / tripping hazards (e.g. floors / stairs)
- Chemicals (e.g. battery acid)
- Work at Height
- Pressure systems (e.g. steam boilers)
- Electricity
- Poor lighting & low temperature
- Fire (e.g. from flammable materials)
- Moving parts of machinery (e.g. blades)
- Ejection of material (e.g. from plastic moulding)
- Vehicles (e.g. fork lift trucks)
- Dust, fume & noise
- Manual handling

List hazards here:-

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## IS THE RISK ADEQUATELY CONTROLLED?

Have you already taken precautions against the risks from the hazards you have listed? For example, have you provided:

- Adequate information, instruction or training
- Adequate systems or procedures

Do the precautions:

- Meet the standards set by a legal requirement?
- Represent good practice?
- Comply with a recognised industry standard?
- Reduce risk as far as reasonably practicable?

If so, then the risks are adequately controlled, but you need to indicate the precautions you have in place.

**List existing controls here or note where the information may be found  
(for example, procedures, manuals etc.)**

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## WHAT FURTHER ACTION IS NECESSARY TO CONTROL THE RISK?

What more could you reasonably do for those risks which you found were not adequately controlled? You will need to give priority to those risks which affect large numbers of people and/or could result in serious harm.

Apply the principles below when taking further action, preferably in the following order:

1. Remove the risk completely
2. Try a less risky option
3. Prevent access to the hazard
4. Organise work to reduce exposure to hazard
5. Issue personal protective equipment
6. Provide welfare facilities (e.g. first aid)

**List the risks which are not adequately controlled and the action you will need to take, where it is reasonably practicable to do more. You are entitled to take cost into account, unless the risk is high.**

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# ELECTRICAL SUPPLY FORM

KENT COUNTY SHOW

10 11 12 July 2020



FOR OFFICE USE ONLY	Stand Number	Grid Ref.	Acknowledged
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Company Name: .....

Contact Name: .....

Address: .....

..... Postcode: .....

Email ..... Tel / Mobile: .....

Onsite contact:..... Onsite Mobile: .....

**Power will be available from 10:00am on Thursday 9 July until 8:00pm on Sunday 12 July**

Type of electrical supply	QTY	Cost pre 12 June	Cost after 12 June	Total
Single 13 amp socket outlet - 3KW13 amps Max		£150 + VAT	£188 + VAT	
Twin 13 amp socket outlet - 6KW - 20 amps Max		£220 + VAT	£275 + VAT	
Direct Cee form connection 16 amp - 1 Phase Blue Plug		£150 + VAT	£188 + VAT	
Direct Cee form connection 32 amp - 1 Phase		£235 + VAT	£294 + VAT	
Direct Cee form connection 63 amp - 1 Phase		£500 + VAT	£625 + VAT	
Direct Cee form connection 32 amp – 3 Phase Red Plug		£440 + VAT	£550 + VAT	
Direct Cee form connection 63 amp – 3 Phase		£530 + VAT	£663 + VAT	
<b>Total Cost</b>				
<b>VAT</b>				
<b>Total Balance Due</b>				

## PAYMENT

**BACS DETAILS: Barclays Bank Sort Code: 20-54-11 Account Number: 60547948**

Or please charge £..... to my Mastercard ☐ Visa ☐

Card No: .....

Start Date: ...../..... Expiry Date: ...../..... Security Code - We will contact you

Or I enclose a cheque for £..... (Made payable to KCAS)

I agree to all rules and regulations as stated in the Trade Stand Information Booklet and conditions listed overleaf.

Signature: .....Date: .....

**PLEASE RETURN THIS FORM WITH FULL PAYMENT BY FRIDAY 12 JUNE 2020**

To the Tradestand Department, Kent County Agricultural Society, Kent Showground, Detling, Maidstone, Kent ME14 3JF.

[rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk)



**KENT COUNTY AGRICULTURAL SOCIETY**  
**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 Sunday 12 July 2020.
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 KCAS by 3 July 2020. 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 KCAS by the closing date shown, together with full payment. Any orders received after the closing date will be subject to a surcharge of 25%.
7. Power will be available from 10:00am on Thursday 9 July 2020 until 8:00pm on Sunday 12 July 2020.
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 8:00pm on the final Show day 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.**

**NO PAYMENT, NO POWER!**

**If you have any questions please don't hesitate to contact our Tradestand Co-ordinator**

**Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) Tel: 01622 633051**

# WATER SUPPLY FORM

## KENT COUNTY SHOW

10 11 12 July 2020

FOR OFFICE USE ONLY	Stand Number	Grid Ref.	Acknowledged
---------------------	--------------	-----------	--------------

Company: .....

Contact Name: .....

Address: .....

.....Postcode:.....

Tel No / Mobile: .....Email: .....

Onsite Contact.....Telephone Number.....

Type of water connection	Cost	VAT
Standpipe £90.00 + VAT		
Single direct connection to mobile unit, kitchen-sink etc. £99.00 + VAT		
Additional connections within a distance of 5 metres £32.00 + VAT each		
Additional charge for filling spas or hot tubs £46.00 + VAT		
<b>TOTALS</b>		
<b>TOTAL BALANCE DUE</b>		

Please attach a basic drawing, indicating the position of the standpipe or direct connection within the stand.  
**Please note, our contractors will work to your brief to the best of their ability but is not guaranteed due to the location of on-site water facilities.**

### PAYMENT

**BACS DETAILS: Barclays Bank Sort Code: 20-54-11 Account Number: 60547948**

Or please charge £..... to my Mastercard ☐ Visa ☐

Card No: .....

Start Date: ...../...../..... Expiry Date: ...../...../..... Security Code - We will contact you

Or I enclose a cheque for £..... (Made payable to KCAS)

I agree to all rules and regulations as stated in the Trade Stand Information Booklet.

Signature: .....Date: .....

**PLEASE RETURN THIS FORM WITH FULL PAYMENT**

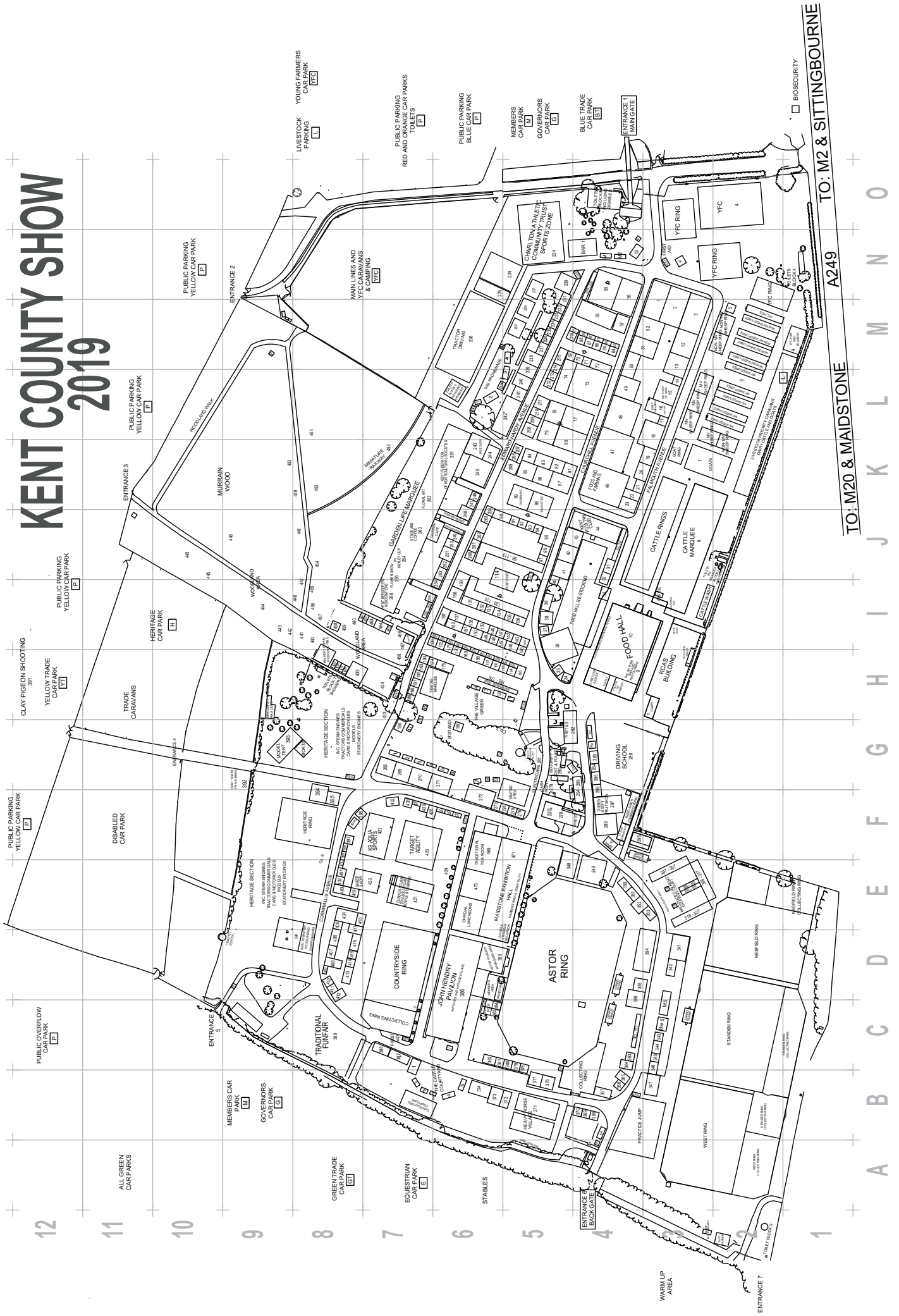
**BY FRIDAY 12 JUNE 2020**

To the Tradestand Department, Kent County Agricultural Society, Kent Showground, Detling, Maidstone, Kent ME14 3JF.  
[rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk)

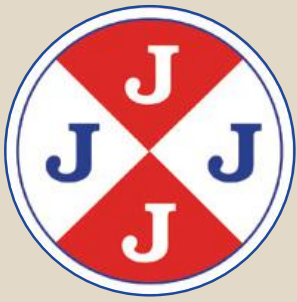


**PLEASE USE THIS AREA TO SUPPLY A DIAGRAM INDICATING THE POSITION OF THE  
STANDPIPE OR DIRECT CONNECTION WITHIN THE STAND**

# KENT COUNTY SHOW 2019







# Four Jays Group

**APPROVED LOCAL CONTRACTOR SUPPLYING  
KENT COUNTY SHOW & TRADE STANDS**



## FOR EVENTS

Marquees, Furniture, Heaters, Generators, Chiller Trailers & Fridges  
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Janet's China Hire: 01622 844646



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Toilets – Self Contained & Mains, Single or Multi Block Toilet & Shower Units  
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**Tel: 01622 843135 Email: [enquiries@fourjays.co.uk](mailto:enquiries@fourjays.co.uk)  
[www.fourjays.co.uk](http://www.fourjays.co.uk)**

