



**25<sup>th</sup> & 26<sup>th</sup> June 2016**

# **EXHIBITORS' GUIDE**

incorporating the

## **Rules & Regulations**

Raising funds for local organisations

**[www.axevalefestival.org.uk](http://www.axevalefestival.org.uk)**

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## Section 1 – FESTIVAL ORGANISATION

### 1. Access for Exhibitors and their Vehicles

At the beginning of June, providing full payment has been received, a letter is sent to all Exhibitors enclosing a Car Pass. This Pass, which applies for both days of the Show, **MUST** be clearly displayed on your windscreen to gain entry to the showground via the Exhibitor's Entrance or through Car Park 'B'. If it is absolutely necessary to have another vehicle enter via the same entrance on Show days, please contact your Organiser whose name appears on your Application Form for a further pass.

You will also be sent wristbands - 2 for those in marquees (for yourself and a member of your team) - an appropriate number for outside Exhibitors. These are to be worn at all times during the Show and if needed will give you access from the Public Car Parks on both Saturday and Sunday. Any further Assistants should park in the Public Car Parks and gain direct access to the Showground – **THEY WILL NEED TICKETS** (1 per day), which can be purchased at a preferential rate using the Application Form. These will also be available for sale at the Showground on the Friday prior to the Show. On arrival on site, you will also be issued with Exhibitors' Badges. These should also be worn at all times. They **DO NOT** provide access. On the Saturday and Sunday of the Show the only means of access for Exhibitors will be by wristband.

There is no parking on the Showground while the Show is open to the public, except by special permission..

### 2. Setting Up

The Showground will be open for setting-up / replenishing as follows:

Thursday 9.00 am to 7.00 pm

Friday 6.30 am to 10.00 pm

Saturday 6.30 am to **9.00 am** } **VEHICLES WILL NOT BE**

Sunday 8.00 am to **9.00 am** } **ADMITTED TO THE SHOW-  
GROUND AFTER THIS TIME**

Arrangements can be made for Exhibitors wishing to set up prior to these days.

The Exhibitor's Entrance will be locked at 10.15 pm on the Friday evening. In the event of your arrival being delayed, please contact your Organiser.

All exhibits must be set up and vehicles moved to the Exhibitors' Car Park by 9.30am on each day. Exceptionally, Marquee and Trade Stand Organisers may authorise parking on site. The Show opens to the public at 10am each day and closes at 6pm on the Saturday, 5.30pm on the Sunday. No exhibit may close before these times as we have a number of visitors who arrive in the late afternoons and who must be given sight of the whole Show.

**EXHIBITORS WHO DISMANTLE THEIR STANDS BEFORE THESE TIMES WILL FORFEIT THE RIGHT TO ATTEND FUTURE SHOWS.**

**EXHIBITOR'S VEHICLES MUST NOT BE MOVED WHILE THE PUBLIC ARE STILL IN THE SHOWGROUND.**

### **3. Security**

There will be continuous night security patrols from Monday to Sunday inclusive. Exhibitors are advised to make arrangements for the safe keeping of items of equipment or stock in trade which are valuable and need special arrangements for their security.

### **4. Facilities**

**a. Electricity** is available if requested in advance. Please give details of the electrical equipment you intend to use on the Electrical Supply Request Form. **We reserve the right to prohibit use of electrical equipment which has not been declared.** You should include as much information as possible concerning the appliances you will be using, to assist the Show Electrician. Please indicate if you intend to leave perishables on site overnight.

Charges for electricity are as follows:

Less than 5 Amps	£50
6 to 16 Amps	£75
17 to 32 Amps	£140

Our minimum supply at £50 for the two day show is primarily intended for small stallholders to provide lighting, etc, e.g. in the Craft Marquee. This supply is not suitable for standard 2kW domestic kettles. If you require a supply of more than 32 Amps, please contact the Show Electrician before the Show. All appliances must be in good working order and correctly wired. Each user will be

provided with a fused outlet in order to prevent overloads affecting other users, but other defects can cause faults which can disrupt whole sections of the supply. For example, some surge protection devices can cause excessive earth leakage. **Stallholders are warned that in the event of defects in their equipment causing disruption to services, they will be liable for losses incurred by the Show, other stallholders and the general public.** Stallholders wishing to use a computer powered from the electricity supply should seek authorisation through the Show Electrician - Mike Beviss on Tel. No.07836 738535.

**THE USE OF PRIVATE GENERATORS IS NOT PERMITTED.**

**b. Mains Water** is available on site via standpipes. Caterers requiring a mains supply should state their requirements on their Application Form.

**c. Snacks** will be available for sale on site from Friday afternoon onwards.

**d.** All **grass** will be cut prior to the showground being laid out. Any further cutting must be undertaken by the Exhibitors or Stand holder.

**e. Camping/Accommodation** Please indicate on your Application Form if you intend to bring a caravan or wish to camp. A site within Car Park B (Kilminster side) will be allocated to you. A WC and water supply are provided. Sleeping within the marquees and in display vehicles within the Showground is permitted provided a valid wristband is displayed and Security Staff have been informed. Note that dogs are used to patrol the Showground overnight.

Information on local accommodation is available from the Tourist Information Centre, The Old Courthouse, Church Street, Axminster EX13 5AQ Tel: 01297 34386.

**f. One Way System** To ease congestion on the Showground at the end of the Show on Saturday and Sunday afternoons, a One Way System will operate at the rear of the marquees. This will mean that some Exhibitors will exit via car Park B (Kilminster side).

## Section 2 - APPLICATIONS FOR SITES

### 5. Application Forms

All applications for sites must be made on the appropriate form, which must be signed by the Exhibitor or their representative, such signature being an acceptance of the regulations. **FORMS MUST BE RETURNED TO THE AXE VALE FESTIVAL, THOMAS WHITTY HOUSE, SILVER STREET, AXMINSTER EX13 5AH**, together with a 25% deposit (not Demonstrators). Please pay by BACS - Axe Vale Festival Ltd - HSBC - Sort Code 40-08-38 - Account No. 91291971 - including your Show Reference which is at the top of your Application Form. If you are unable to use BACS, please pay by cheque payable to the AXE VALE FESTIVAL LTD, writing your Show Reference on the rear of the cheque. **The balance must be paid by 2<sup>nd</sup> April 2016**. The Organisers cannot accept entries which are received without remittance. Entries received after 2<sup>nd</sup> April will only be considered if there is space available and full remittance is received.

The Organisers reserve the right to refuse any entry whether received prior to the closing date for entries or not.

Each Exhibitor must submit a description which will be entered in the Show Guide free of charge, giving the name and address of the Exhibitor together with up to 20 words of descriptive matter, which may be edited. Please also list an emergency contact number if different from that already listed for our use in case of cancellation. **Exhibitors should indicate if they do not want their telephone number and/or address included in the Show Guide.**

Any misrepresentation in the Show Guide to gain admittance may result in expulsion from the Showground without compensation.

Health & Safety legislation requires that all Exhibitors, including Charities and Demonstrators, who wish to exhibit at the Show must complete a Risk Assessment. Guidance notes and a form are provided; this must be returned with the Application Form, along with a copy of your Public Liability Insurance.

The Organisers may wish to take photographs of your stand for inclusion in future publicity. Please indicate on your Application Form if you do not wish photographs of your stand to be used for this purpose.

## **6. Trade Limitations**

The Organisers retain the right to refuse any exhibit that it considers unworthy of being shown and also to order the removal of any unsightly or unsuitable stands, receptacles or staging.

## **7. Allocation of Sites**

The allocation of sites and positioning of trade stand space will be entirely at the discretion of the Organisers, although every endeavour will be made to meet any request made by an Exhibitor or Trader regarding the positioning of their stand. No guarantees can be given.

- Exhibitors or Traders booking open space must apply and pay for sufficient space to allow for all stays and/or guy ropes required for any buildings, tents or caravans to be erected on the allocated space, which must be declared on the Application Form.
- Boundaries of sites will be marked and under no circumstances will Exhibitors or Traders be allowed to occupy a larger space than that allocated to them.
- The Organisers will not be held responsible for damage caused to a site by a third party, and will not undertake to make good such damage.
- If an Exhibitor or Trader does not wish to be placed adjoining a particular other Exhibitor or Trader, this must be stated in writing at the time of application.
- Site positions cannot be guaranteed from year to year.

## **8. Sub-letting**

No Exhibitor or Trader shall sub-let or portion off the space allocated to them or move to any other site other than that allocated.

## **9. Cancellations**

Where an Exhibitor withdraws from the Festival or cancels the space reserved for them for any reason or fails to attend, they shall forfeit all fees paid. The Organisers reserve the right to re-let such space.

In the event of the Committee cancelling the Show for any reason beyond their control before first opening to the General Public, each Exhibitor whose Application Form has been accepted shall be entitled to a refund of all sums paid for that year up to the date of cancellation, less £20 for administration costs. Alternatively the full amount paid to date may be used towards a similar stand at next year's show. We will not be liable for any costs incurred by the Exhibitor. Exhibitors whose application has been revoked will not be entitled to any refund. No Exhibitor will have any further claim for loss, damage, interest or compensation.

## **10. Recovery of Fines, Fees and Charges**

**EXHIBITORS WHOSE FEES HAVE NOT BEEN RECEIVED BY THE DUE DATE WILL NOT BE SENT CAR PASSES AND WILL NOT BE ADMITTED TO THE SHOWGROUND UNTIL FULL PAYMENT HAS BEEN RECEIVED IN CASH.**

All fines, fees and charges will be recoverable by the Treasurer and, until payment is made by persons owing them, they will be barred from exhibiting or trading at this and future shows.

## **Section 3 - Responsibilities**

### **11. Observation of Regulations**

While in the showground, all Exhibitors and Traders, their contractors and employees, shall be subject to the rules and regulations of the Axe Vale Festival. The Organisers and their Stewards have the power to order the removal of any article from the showground or to close the stand of any Exhibitor or Trader who does not conform to the regulations of the Organisation or the direction of the Stewards and if necessary to expel such Exhibitor or Trader or their representative from the showground.



## **12. Disclaimer of Liabilities**

The Organisers will not be responsible for the death, injury, disease or loss caused to any Exhibitor or Trader or their servants or representatives, or to any animal, plant or stock in trade, or any item of whatever nature, however such damage, loss or injury shall be caused.

**THE ORGANISERS WILL NOT BE HELD RESPONSIBLE IN ANY WAY FOR ANY ARTICLE, PLANT, MACHINE OR OBJECT OF ANY KIND EXHIBITED OR OFFERED FOR SALE IN THE SHOWGROUND.**

## **13. Responsibilities of Exhibitors and Traders / Insurance**

Exhibitors and Traders will assume full responsibility and liability for all claims arising out of the exhibition, handling or housing of exhibits and the conduct of their stand generally. The Exhibitor or Trader shall indemnify the Organisers against such claims, damages or expenses whatsoever, in any way, arising out of the Exhibitor or his exhibits, or the Trader and their stock in trade, in the showground. Acceptance of the foregoing conditions shall be a condition of entry.

Exhibitors and Traders must ensure that they have adequate insurance cover with regard to their own property and also against Third Party Claims - especially Public Liability indemnity and against claims arising from the conduct of their stands and from fire. Larger Exhibitors should ensure that their insurance cover is adequate for carrying on business away from their usual premises and small Exhibitors are advised to check that their Home Insurance policy has adequate cover for attending shows under "Working from Home".

Exhibitors must submit proof of Public Liability Insurance cover when submitting their Application Forms.

Exhibitors with inflatables such as slides, bouncy castles, etc. must send a copy of their Insurance Certificate to the Show Secretary prior to the event.

## **14. Major Incident**

In the event of a Major Incident on the Show Ground, move swiftly but safely to either car park and await instructions from Festival Staff and/or members of the Emergency Services.

## 15. Fire & Safety Regulations

No heating or cooking appliances are permitted to be installed within a marquee or stand which is not specifically laid out for the purpose. Exhibitors and Traders must have these appliances installed in a non-combustible heat-insulating base and surround on fireproof cement sheets or insulating board. This shield of non-combustible material should be at least 2ft away from combustible fabrics or other materials and care must be taken to ensure that no combustible material can be blown against the heaters. Heating appliances, gas piping and gas cylinders must be kept out of the reach of the general public and stocks of inflammable liquids and spare gas cylinders must be kept in a safe position outside the marquee or stand, and care taken to avoid leaking or spillage.

The Organisers reserve the right of inspection of all marquees and stands by one of its officials or a representative of the Devon & Somerset Fire & Rescue Service and the said official shall have full authority to order that the use of any appliance or equipment be discontinued immediately if in their opinion it constitutes a danger. All stands using bottled gas are required to have the installation checked by a qualified fitter to ensure that the apparatus is safely installed. The decision of the Organisers in this matter must be accepted as final.

### **ALL EXHIBITORS AND TRADERS USING BOTTLED GAS ARE REQUIRED TO SUPPLY A SUITABLE FIRE EXTINGUISHER OR EXTINGUISHERS IN THE INTEREST OF FIRE SAFETY**

Exhibitors and Traders must realise that these precautions are necessary to protect both themselves and the general public.

Exhibitors, Traders & Demonstrators must comply with all appropriate safety precautions for operating engines and machinery. Persons operating such machinery will be held solely responsible for the safe running of such machinery, which is to be guarded securely from the public.

**Accidents:** Any accident shall be reported to the Control Point prior to the Show opening, or to the Information Marquee during the Show itself, so that appropriate action can be taken and logged.

## **16. Children's Entertainment**

Children's entertainment must comply with the "Code of Practice at Fairs". They must be run by qualified adults, be provided with suitable safety fences and operate within the designated areas. Further guidelines are available from Local Authorities.

Operators of Inflatable Devices are requested to contact the Show Secretary on Tel: 01297 33709 prior to the Show.

## **17. Catering**

Catering for the public is only permitted in the Food Hall, at the Mobile Food Stands and other stands which have been granted permission before the show. Such Exhibitors or Traders catering on their stands are reminded that they must conform to the requirements of the Food Hygiene Regulation 1997 and relevant amendments. The use of cooking appliances at other stands is not permitted. The **FOOD HANDLING & STORAGE - FOOD SAFETY ACT 1990** embraces all forms of catering - from large-scale food outlets to food offered by way of hospitality or even given as prizes. Important aspects are storage at the correct temperature and the fitness of the food offered to the public and customers. Several Regulations and Codes of Practice have been produced. Anyone who needs more information - especially legal interpretation - should seek advice from the Chief Health & Housing Officer, Knowle, Sidmouth (Tel: 01395 516551).

## **18. Responsibilities towards Other Exhibitors / Public**

### **a. Signs**

Exhibitors and Traders must provide and display a clear sign bearing the name of the firm or organisation as entered in the Show Guide. All stands and/or sites allotted to Exhibitors and Traders will be clearly numbered by the Organisers. Trade stands must be erected in such a way that they do not overshadow a neighbouring stand. Exhibits or trade goods must be so placed that they do not obscure the name of adjacent stands. Flagpoles and other high structures may only be erected more than 10ft from any electricity or telegraph pole and more than 6ft from any electricity or telephone cables. Signs must be so fixed that there is no risk that they may cause damage to the canvasses of marquees.

#### **b. Painting / Varnishing**

Any paint or varnish used in the decoration of stands must be completely dry by 9am on the opening day of the show.

#### **c. Advertisements**

No Exhibitor, Trader or any other person shall be allowed to affix any placard or advertisement to any part of the Organisers' plant or premises unless permission to do so has been obtained from the Show Secretary. Nor will any person be allowed to distribute handbills or display advertisements anywhere in the showground, except on their own stand, unless permission has been given in writing. Aerial advertising over or around the showground is not allowed. The practice of putting handbills on vehicles in car parks is NOT permitted. Anyone found fly-posting will be liable for the cost of litter removal and will forfeit the right to attend future shows.

#### **d. Litter and Waste Disposal**

Exhibitors and Traders must keep their stand and adjacent areas clear of litter. At the end of each day any litter or refuse should be placed in the skips provided. Cardboard should be flattened and placed in the skips allocated. Caterers, Exhibitors and Traders who have food waste must provide their own bins.

#### **e. Nuisance**

Exhibitors and Traders must not use any public address equipment, noisy or smoky equipment or any offensive practices likely to cause annoyance to other Exhibitors.

#### **f. Dogs**

We permit dogs in the showground, but **THEY MUST BE KEPT ON A SHORT LEAD AT ALL TIMES**. We ask owners to operate a strict poop-scoop system. Fresh water is available at a number of stations around the showground. Dogs are not permitted in the Food Marquee or Covered Seating Area.

#### **g. Collections, Appeals and Raffles**

Lotteries, raffles and voluntary collections may only be held with the prior permission of the Organisers. They must be contained within the Exhibitor's site. Lotteries and raffles must comply with relevant legislation - all tickets sold must cost the same and have the same chance of winning. Aggressive sales techniques will not be tolerated.

#### **h. Reinstatement of Ground**

Anyone wishing to break the soil must seek the permission of the Organisers. All Exhibitors or Traders who break the soil in the showground for the purpose of fixing their exhibits or stands, must restore the same prior to leaving the site at the end of the Show, by which time the site of the stand must be cleared of all materials, rubbish, etc. Failing this the Organisers will undertake the work and the cost of the clearance and/or reinstatement will be charged to the Exhibitor or Trader.

## Section 4 - Awards

(Figures in brackets indicate the value of each award.)

**Floral Marquee** Judging for awards in the Floral marquee will take place at 8am on the Saturday. Awards include:

Best in Show (Cup)  
Large Gold (£350)  
Gold (£300)  
Silver Gilt (£250)  
Silver (£200)  
Bronze (£100)

**Chairman's Cup** awarded to the best outside Nursery Stand  
First Prize (£100) Highly Commended (£50)

**Craft Cup** awarded to the best presented stand in the Craft Marquee  
First Prize (£100) Highly Commended (£50)

**David Swarbrick Rosebowl** awarded to the best presented Trade Exhibitor's Stand  
First Prize (£100) Highly Commended (£50)

**Keith Berry Plate** awarded to the best presented Food Hall Exhibitor's Stand  
First Prize (£100) Highly Commended (£50)

**McKinlay's Trophy** awarded to the best presented Outside Demonstrator's Stand  
First Prize (£100) Highly Commended (£50)

**Vintage Retro & Antiques Awards** awarded for the Most Desirable Table (£100) and the Quirkiest Item of Past History (£50)

**Axe Skips Trophy** awarded to the best presented Charities Stand  
First Prize (£100) Highly Commended (£50)



**Office:**

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**Axe Vale Festival Ltd is a Registered Charity (No. 1130829)  
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Registered Office – Thomas Westcott, Timberly, South Street, Axminster EX13 5AD**