

January, 2010

Dear Sir/Madam

96th ASHBY SHOW

The 2010 Ashby Show will be held on Sunday, 11th July, at Measham Lodge Farm (same as in 2009). A wide range of entertainment and displays is being arranged, and this, with an ever-increasing number of livestock classes, will draw a large crowd. Brief show statistics are detailed overleaf.

A trade stand is an effective way of bringing your goods and services to the attention of the farming and general public. To book a stand, please return the enclosed application form, with your remittance, as soon as possible and note that a surcharge of 20% will apply to bookings received after 30th June 2010. Please note that the Society requires a copy of a risk assessment policy.

Due to the demand of Trade Stands, last years' position cannot be guaranteed if the form and payment has not been received by March 31st.

If you have any special requirements, or prefer a particular area of the showground, we will try to comply with your wishes.

Your attention is particularly drawn to Rule 5 (parking of vehicles), 9 (selling of goods by auction, etc), 10 (sale of food and drinks) and 12 (safety), and also to the Society's Safety Policy, a copy of which is available on request to the Secretary.

This traditional agricultural Show is going from strength to strength, so do come and join us next July.

Yours faithfully

Mrs L Ensor
Secretary

P.S. If you would prefer to exhibit in a Shopping or Craft Marquee, please contact me.

ASHBY-DE-LA-ZOUCH & DISTRICT AGRICULTURAL SOCIETY

96th ASHBY SHOW - SUNDAY 11th JULY 2010

Measham Lodge Farm, Measham, Swadlincote, Derbys

**REGULATIONS AND CONDITIONS COVERING TRADE STANDS,
EXHIBITS AND EXHIBITORS**

1. Trade Stands may exhibit on receipt of payment of the following fees:-

Stands	10ft deep	£5.00 per foot of frontage
Stands	20ft deep	£6.00 per foot of frontage
Stands	30ft deep	£7.00 per foot of frontage

Please note that a surcharge of 20% will be applied to all bookings received after 30 June 2010. Special rates may be negotiated for areas in excess of 1,000 sq. ft.
2. All persons and companies wishing to exhibit machinery or miscellaneous goods must complete the enclosed application form; and this, together with the total fee, should be returned to the Secretary. Early application is advised as sites are limited, and will be allocated on a first come first served basis. Receipted invoices will be issued on receipt of payment. Please note that the fees do not now include VAT, as the Society has become de-registered for VAT purposes.
3. The completed application form must clearly state the size of the stand required, both width and depth. Where tents are to be erected, sufficient space must be booked to include tent guy ropes, as these cannot be allowed to project outside the area booked. Allowance must be made for vehicles and trailers which are part of the exhibit, and also trailer drawbars. Please note sites are in the open, on grass.
4. Although security staff will be on the Showground overnight Saturday, 10 July, exhibitors are solely responsible for the safe custody of their property, and the Society and its Officers and Staff disclaims any responsibility and all liability in respect of loss (including damage, theft, fire, accident, etc). The Society strongly recommends that all Trade Exhibitors arrange adequate insurance to cover any loss.
5. The Show area will be open for the reception of trade exhibits, etc, on Wednesday, 7 July 2010, and the following days. Exhibitors wishing to bring exhibits to their stands on the morning of the Show may do so, but not later than 9.00 am, by which time all trade stands should be completed. **ALL VEHICLES MUST BE REMOVED FROM THE SHOW AREA AND AVENUES BY 9.00 AM, AND BE TAKEN TO THE EXHIBITORS CAR PARK.** All Car Parks are on the Showground, and are accessible during the Show without passouts. A Trade Exhibitors pass does not allow the vehicle to remain in the Show area or avenues after 9.00 am, except when the vehicle is part of a display on a trade stand site. **NO PARKING WILL BE ALLOWED IN THE SHOW AREA OR AVENUES DURING THE SHOW,** and, in the interests of safety, the Ground Stewards will strictly enforce this Rule. Exhibitors should inform their staff and contractors of these Rules. The Showground must be cleared by dusk on Monday, 12 July, 2010. All exhibitors are strongly encouraged to display their name on their stands.
6. Exhibitors must not commence dismantling any part of their trade stand exhibit before 6.00 pm, without the permission of a Society Officer.
7. Exhibitors will not be allowed to remove turf or dig up ground in any part of the Show area without the permission of a Society Officer. All holes must be filled in after use and turf replaced in a satisfactory manner. All rubbish must be placed in receptacles provided for the purpose.

8. Sites may not be transferred and no Exhibitor shall sublet or exchange or part with the possession of the site or stand allocated to him, without the written authority of the Secretary.
9. The Society and/or its appointed Officers have power to expel from the Showground any Exhibitors or their representatives who shall call attention to their goods in a manner which may cause annoyance. Vendors of cheapjack articles, hawkers, commercial photographers and similar persons are not permitted to exhibit, and the selling of goods by auction, shouting or annoying behaviour is strictly forbidden.
10. Mobile ice cream and fast food vans and stalls will not be allowed on the Showground or Car Parks or any area controlled by this Society on Show day; and the sale of ice cream, food and drinks will be strictly prohibited, unless the Exhibitor has previously been granted a concession in writing by this Society or its contractors.
11. Trade Exhibitors will be allowed to make their own private arrangement for hospitality refreshments on their stands, but such food and drinks must be given away free to their invited guests, and not sold.
12. All displays, exhibits, and particularly moving machinery and electrical equipment, must comply with the appropriate Health & Safety Regulations and any other regulations in force at the time. Your attention is drawn to the Society's Health & Safety Policy, a copy of which is available on request from the Secretary.
13. Please note that there are no Mains Electricity or Public Telephone on the Showground. Water will be available. Tents, chairs and 6ft trestle tables can be supplied on hire, provided that they are booked and paid for in advance.
14. Admission tickets will be issued to Exhibitors as follows:-

Stands under 400 sq. ft	-	2 tickets + 1 trade vehicle pass
Stands 400 sq. ft and over but less than 1,000 sq. ft	-	4 tickets + 2 trade vehicle passes
Stands 1,000 sq. ft and over	-	6 tickets + 3 trade vehicle passes

Additional tickets may be purchased in advance, priced at £10.00 per adult, £5.00 per senior citizen and child. Car parking is free.
15. Exhibitors will receive tickets, instructions, etc, by 1 July, 2010.
16. Exhibitors who have not booked in advance may not be allowed to exhibit.
17. All applications are received subject to the right of the Society to refuse an application on whatsoever grounds it considers necessary, and without entering into correspondence.
18. All exhibitors and their representatives, entering the Showground, will be subject to the Rules and Regulations of the Society, which they are deemed to have accepted, and also to instructions of the Society's Officers and Staff.

SECRETARY:

Mrs L Ensor, Tithe Farm Livery Stables, Ashby Road, Boundary, Swadlincote,
Derbyshire. DE11 7BA.

Tel. No: 01283 229225

Fax: 01283 229226

ASHBY-DE-LA-ZOUCH & DISTRICT AGRICULTURAL SOCIETY

96th ASHBY SHOW – SUNDAY 11th JULY 2010

Measham Lodge Farm, Measham, Swadlincote, Derbys

TRADE STAND APPLICATION

PLEASE PUT TICK IN BOX IF YOU REQUIRE SAME STAND AS LAST YEAR

1. Name of Exhibitor
2. Address
.....
..... Post Code
- Person responsible Tel No
3. Description of goods or services

**IF FORM & PAYMENT HAS NOT BEEN RECEIVED BY MARCH 31 – LAST YEARS' POSITION
CANNOT BE GUARANTEED.**

**PLEASE NOTE THAT ALL TRADE STAND EXHIBITORS ARE REQUIRED TO PROVIDE A COPY OF
THEIR RISK ASSESSMENT POLICY TO BE SENT IN WITH THEIR APPLICATION**

4. Size of Trade Stand required:-
Stands 10' deep cost £5.00 per foot frontage - (£6.00 if booked after 30.6.10)
Stands 20' deep cost £6.00 per foot frontage - (£7.00 if booked after 30.6.10)
Stands 30' deep cost £7.00 per foot frontage - (£8.00 if booked after 30.6.10)
- ft deep x ft frontage @ £
- | | £ | p |
|--|---|---|
| 5. Extra admission tickets (See Rule 14) | | |
| Adult tickets @ £10.00 | | |
| Senior Citizen/Child Tickets @ £5.00 | | |
| 6. Tents (see Rule 13) enquire for details | | |
| 6 ft trestle tables @ £3.00 | | |
| Chairs @ £1.50 | | |

7. Fee enclosed (cheques payable to Ashby Agricultural Society)
8. I/We have read and agreed to abide by the Trade Stand Regulations of the Society, and to notify my/our representatives of them.

Signed Date.....2010

Please return Application Form (with remittance) to Secretary:-Mrs L Ensor, Tithe Fm Livery Stables,
Ashby Rd, Boundary, Swadlincote, Derbys., DE11 7BA. Tel No:01283 229225 Fax: 01283 229226

FOR SOCIETY USE

Form rec'd Tickets Inv No

Fee rec'd Veh Passes Mailed

ASHBY SHOW STATISTICS

	<u>2007</u>	<u>2008</u>	<u>2009</u>
<u>Attendance</u> (estimated)	weather affected	16,000	16,000
<u>Trade Stands</u>			
Agricultural Machinery Dealers		11	15
Agricultural Suppliers		12	10
Breed Societies, Breeding Companies and Education		6	5
Others (excluding caterers)		101	109
	—————	————— 130	————— 139
Craft Marquee		20	21
Shopping Marquee (new in 1997)		18	20
	—————	————— 168	————— 180
<u>Entries</u>			
Show Jumping		200+	200+
Horses and Ponies		456	493
Cattle		196	222
Sheep		242	286

+ = not including entries taken on Show Day