



# SUNDAY 8<sup>th</sup> OCTOBER 2017

East of England Showground Services  
East of England Showground, Peterborough, PE2 6XE

**Enquiries to:**

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

## APPLICATION FORM

**FOR TRADE STAND SPACE, ADDITIONAL MARKETING AND ADVERTISING  
APPLICATIONS TO BE RETURNED WITH FEES NO LATER THAN MONDAY 11<sup>th</sup> SEPTEMBER 2017**  
*To secure your space a £100 deposit is payable at the time of booking*

**All correspondence will be sent to the following address:**

Contact name:

Company name:

Address:

Postcode:

Telephone:

Fax:

Email:

Website:

**Please give a brief description of your stand and any goods or services to be displayed or sold.**

This section must be completed (see regulation 7)

### Trade Space

	Total frontage	Total depth	Total sq. metres	Rate per sq. m. (exc. VAT)	<b>Total</b>
<b>Outdoor space</b> Minimum size 6m x 6m				<b>£6.50</b>	
<b>Indoor</b> ~ Main Hall Minimum size 3m x 3m Includes shell scheme				<b>£25.00</b>	
<b>Indoor</b> ~ The Atrium Minimum size 3m x 3m Includes shell scheme				<b>£25.00</b>	

### Electricity Supply

(Please tick as appropriate)

Electricity supplies include connection and energy charges

	Quantity	Rate (exc. VAT)	<b>Total</b>
<input type="checkbox"/> <b>13 Amp single socket</b>		<b>£82.50</b>	
<input type="checkbox"/> <b>13 Amp double socket</b>		<b>£95.70</b>	
<input type="checkbox"/> <b>16 Amp blue socket</b>		<b>£115.50</b>	

# Furniture Hire

(Please tick as appropriate)	Quantity	Rate (exc. VAT)	Total
<input type="checkbox"/> <b>Trestle tables (6'x2')</b>		<b>£6.00</b>	
<input type="checkbox"/> <b>Chair</b>		<b>£4.00</b>	

# Extra Admission Tickets

(Please tick as appropriate)	Quantity	Rate (exc. VAT)	Total
<input type="checkbox"/> <b>Extra exhibitor tickets</b>		<b>£3.85</b>	
<input type="checkbox"/> <b>Extra vehicle passes</b>		<b>£4.95</b>	

## ADDITIONAL ADVERTISING *And* MARKETING OPPORTUNITIES

*Maximise on footfall to your stand!*  
(discounted rates for all exhibitors, all artwork to be supplied by client)

	Size	Rate	Sub-total
<b>Official show guide and map</b> A5 6,000 copies (Deadline: 12 <sup>th</sup> September 2016)	<b>Full page</b> OBC Full colour	<b>£150.00</b>	
	<b>½ page</b>	<b>£85.00</b>	
<b>Autumn Show website banner advertising</b> 1 year schedule. All activity must be paid in advance	Rolling banner	<b>£260.00 pa</b>	
<b>Branded banner placement</b> (To be supplied by client)	Outdoor show rings and display areas: 6m x 1m	<b>£180.00</b>	
	Food & drink area: 6m x 1m	<b>£250.00</b>	
	Entrance avenue for all vehicles and pedestrians: 6m x 1m	<b>£150.00</b>	
<b>Flag placement</b> 1 year schedule All activity must be paid in advance	✿ Indoor arena	Priced on request and availability	
	✿ Shopping lanes		
	✿ Display rings arena		
	✿ Main entrance and avenue		
		<b>Total</b>	

All forms and payment to be returned to the East of England Showground, Peterborough, PE2 6XE  
**Cheques should be made payable to "East of England Showground Services" with this application**  
 East of England Showground Services,  
 Code: 20-67-37 Account No: 10337064

Sub-total \_\_\_\_\_  
 VAT @ 20.0% \_\_\_\_\_  
**Grand Total** \_\_\_\_\_

**I/We understand than non-attendance for whatever reason does not release me from this contract.**  
 I/We understand that I/We are responsible for the safety for my/our own stand and risks it may pose to other persons within its allocated space or immediate surrounding areas.  
 I/We agree to abide by the rules, regulations and conditions of the East of England Agricultural Society (Showground Owner) and as published by the East of England Showground Services, (**see trade stand regulations on [www.peterborougharena.com](http://www.peterborougharena.com)**).  
 I/we confirm that we hold public liability insurance and that I/we are covered to a minimum liability of £2,000,000.

**THIS APPLICATION FORM MUST BE SIGNED BY THE EXHIBITOR**

**Signature** .....

**Date** .....