



Rules, Procedures and Information

For 2022

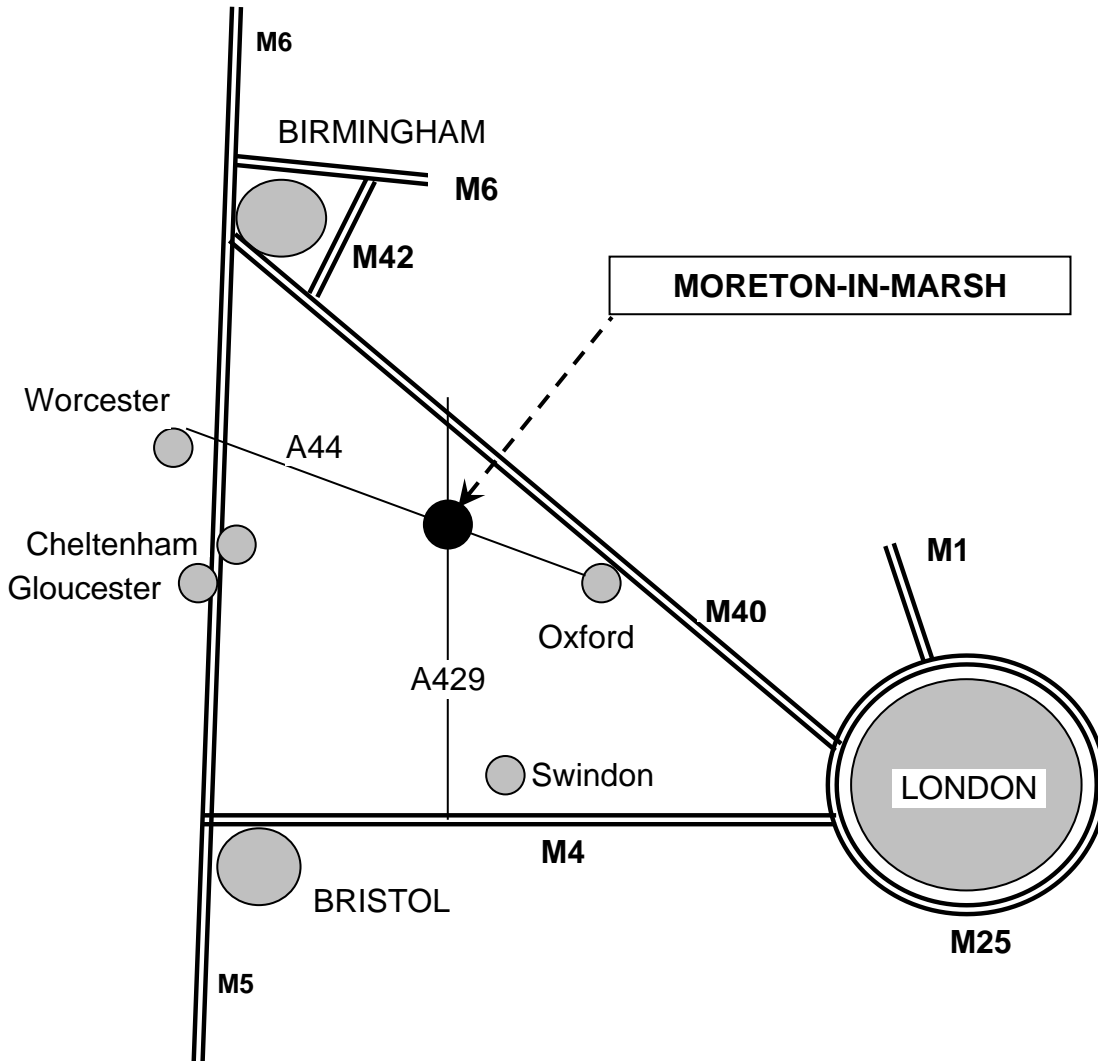
Trade Exhibitors

Moreton in Marsh Show has been established since 1949. In a typical year the event attracts around 25,000 people from the Cotswolds and further afield into the shires. As is to be expected, there is a good mix of families, working farmers, equestrian enthusiasts and older adults. There are over 350 trade stands, 3000 exhibitors (Horse, Livestock and Home and Garden) 100 sponsors and more than 200 volunteers who devote their time to help deliver this popular one day agricultural show.

MORETON-IN-MARSH SHOW

Saturday 3rd September 2022

A real grass standing country show from the heart of the Cotswolds



Moreton Show is organised by:

Moreton-in-Marsh and District Agricultural and Horse Show Society which is a Company Limited by Guarantee; Registered in England No. 2397134 & Reg. Charity No. 900122

Moreton Show Society, Show Office, 5 Wychwood Court, Cotswold Business Village, Moreton-in-Marsh, Glos., GL56 0JQ. Tel: (01608) 651908 Email: showground@moretonshow.co.uk

www.moretonshow.co.uk

GUIDANCE NOTES

1. **BOOKING** The Showground has been divided into trading zones. Please refer to the site plan and indicate your preferred choice for stand location. The Society will do its very best to site you in your chosen zone - though this cannot be guaranteed.

Full payment for your stand and extras, as indicated on the booking form, is due by Friday 13th May 2022. Allocations will be made on a first come, first served basis.

2. **GRASS MOWING** The Society can arrange for your stand to be mowed. Charges as per the price list below. **Please note if you arrange for your own cutting your cuttings must be removed off site or placed in the appropriate area for cuttings onsite.** The craft, food and retail avenues will have had their grass mown.

3. **ELECTRICITY** An electric supply can be connected to your stand – please refer to General Condition note 4, and if possible, make your electrical supply booking with your stand application. Late bookings will be surcharged. Typical loadings are:

Spotlights (each)	100 watts	0.42 amps
Floodlights (each)	250 – 500 watts	0.84 – 1.26 amps
Computers (not laser printers)	250 – 500 watts	0.84 – 1.26 amps
Refrigerators	250 – 500 watts	0.84 – 1.26 amps
Kettles / Coffee Machines / Boilers	3000 watts	12.6 amps

A square pin plug has a maximum loading of 13 amps and a round pin external plug either 16 amps or 32 amps, depending on size. **You do not need to bring a converter the electric socket provided will be a standard 3 pin plug.**

4. **LOCAL SUPPLIERS** At the time of writing, local sources of the products listed are shown below, none of which are endorsed by Moreton Show. All addresses are in Moreton-in-Marsh unless otherwise stated. Accommodation can be sourced from <https://www.cotswolds.com/accommodation> or from the Tourist Information Office on 01608 650881.

Bottle Gas

Esso – Marsh Service Station, Stow Road, 01608 651945.

Ingles Farm Supply, Blenheim Farm, Stratford Road, 01608 651874 (opposite road to showground).

Petrol/Diesel

Marsh Service Station, Stow Road, 01608 651945.
NOT 24 HOURS

Paint, Small Ironmongery, Nails, Screws

Ideal Home Supplies, High Street, 01608 650754

Posts, Timber, Fencing Panels, etc.

Batsford Timber, Aston Magna (approach from A429 north of Moreton, turning west) 01608 652828

Chemist

A.D. Byers, High Street 01608 650306

Cut Flowers

Allium, The Old Post Office, Sheep Street, Stow on the Wold 01451 830188

Growing Flowers, Garden Centre.

Fosseway Garden Centre, Stow Road, 01608 651757

Batsford Garden Centre,
(Approach from Bourton-on-the-Hill) 01386 700409

Vehicle Breakdown, including trucks and vans

Cotswold Vehicle Recovery 01993 84593.

Supermarket/cigarettes/stationary/Post Office

The Co-Operative Food, High Street, (opposite road to showground) NOT 24 HOURS
ALDI, Stow Road, NOT 24 HOURS

Livestock feed & equipment, fencing & gates, hardware tools, show clothing.

(they have a trade stand in Livestock)

StowAg | 01451 830 400 | 7.30am-5pm | Mon-Fri
Longborough, Moreton-in-Marsh, GL56 0QJ

Catering Supplies

R&R Catering Hire. Cheltenham. 01242 820100.
www.rrhire.co.uk/

Brewery/Beverage Supplies

Hook Norton Brewery, <https://www.hooky.co.uk/>;
01608 730384. Quote Moreton Show Beer for details.

Trade Stand Prices Moreton Show 2022

All space is in meters and costs are excluding VAT

All stands have WIFI provision included in the cost

OPEN SPACE STANDS

FRONTAGE x M	DEPTH x M	COST £	MOWING COST £	TRADE PARK ALLOCATION	NUMBER OF ADULT SHOW ENTRY TICKETS INCLUSIVE
6	6	220.09	48.71	1	3
9	6	277.05	52.27	1	3
12	6	334.02	55.83	1	4
6	9	277.05	52.27	1	3
9	9	362.50	57.61	1	4
12	9	447.94	62.94	2	6
15	9	533.39	68.28	2	7
18	9	618.83	73.61	3	9
21	9	704.27	78.95	3	10
24	9	793.68	84.28	4	12
27	9	886.24	89.62	4	14
30	9	978.81	94.95	5	15
6	12	334.02	55.83	1	4
9	12	447.94	62.94	2	6
12	12	561.87	70.05	3	8
15	12	675.79	77.17	3	10
18	12	793.68	84.28	4	12
21	12	917.10	91.40	5	14

RETAIL AND CRAFT AVENUES

Marquees have been replaced with the Retail and Craft Avenue. Tentage will be provided for you when you book these areas.

The areas will be mowed for you and there is limited parking behind these for a stall holder vehicle.

FRONTAGE x M	DEPTH x M	COST £	NUMBER OF ADULT SHOW ENTRY TICKETS INCLUSIVE
3	3	182.00	3
6	3	327.60	4

FOOD AVENUE

Marquees have been replaced with a Food Avenue. Tentage will be provided for you when you book this area. The area will be mowed for you and there is limited parking **for refrigerated vehicles ONLY**. Please note a 20% reduction on the stand cost is available for food avenue stands from within a 20-mile radius to Moreton Show please contact showground@moretonshow.co.uk to activate this on your booking.

FRONTAGE x M	DEPTH x M	COST £	TRADE PARK ALLOCATION	NUMBER OF ADULT SHOW ENTRY TICKETS INCLUSIVE
3	3	270.40	1	3
6	3	494.00	1	4

GENERAL CONDITIONS

Governing the acceptance of entries for TRADE SPACE

1. APPLICATIONS

All applications for ground space for Trade Exhibits must be made via the online booking system and sent with payment, to the show office. **Applications close on Friday 13th May 2022, or earlier if space is filled.** There will be a surcharge of 20% + VAT on late applications. All applications accepted will be acknowledged by a confirmation email. The contract is between the exhibitor and the society. Contact information from exhibitors will be stored on our show database and information about the company/service will be published in the catalogue and sometimes elsewhere for the purposes of show sales. Submission of an application is irrevocable consent for this. A full postal address for correspondence and a website must be provided by every exhibitor; If you wish a different address to be published in the catalogue, please insert this in the appropriate box on the Booking Form.

2. SITING AND ACCEPTANCE

- (a) Sites shall be allocated in such positions and order as the Society deems fit.
- (b) Without prejudice to the generality of sub clause (a) above the Society will ensure that early applicants receive priority of position.
- (d) The Society reserves the right to refuse any application, for reasons that they deem fit including but not limited to:
- The health and safety operations of a trade stand/company are not suitable or sufficient for the show's requirements
 - The presence of the trade stand may interfere with the safe delivery of the show
 - The trade stand's business would be a conflict of interest with the ethos of Moreton show
 - The outward business of the trade stand may cause offence, stress or upset to show staff or customers
 - The business of the trade stand may disrupt the timetables of the show day
 - There are too many trade stands of a similar nature already confirmed at the event
- (e) Any dispute between exhibitors or between any exhibitor and the Society as to the extent or position of any site which is allocated shall be determined by the Society's Chairman or Trade Stand Secretary for the time being whose decision shall be final.
- (f) Sites will be marked by boundary pegs/rope/spray and your number/name. Once set up exhibitors shall be responsible for the removal of any boundary site pegs/tape that pose a trip hazard.
- (g) The Society does not warrant that any site is suitable or fit for any purpose other than being a space provided to exhibit in a greenfield setting. If you have a lumpy floor please contact the organiser as we may be able to help fill in with sand/gravel etc.

3. CHARGES

Charges for trade stands are set out above. Payment is due with applications and no later than Friday 13th May 2022. **Stand space is not guaranteed until payment is received, and your selected space will be re-allocated if you have not submitted your payment within 5 working days of being reminded.**
The trade stand price includes a WIFI connection.

4. ELECTRICITY

If you require an electrical supply for your stand, please select this when undertaking on-line booking or notify the office to add this to your booking. Any orders received 2 weeks prior to the show will be payable onsite subject to an additional 20% charge. Power is not usually connected to your stand until the Friday afternoon prior to the show.

PRICES: Open Space Trade Stands:

Single phase supply to the stand:

£160 + VAT for a 3kW

£210 + VAT for a 6kW

Retail, Craft and Food Avenues

A single-phase supply at £55 + VAT for 1kW or £160 + VAT for 3kW.

- The supplies will be limited by sealed circuit breakers to the capacity booked.
- Should the exhibitor break the seal, the supply will be cut off.
- Leads passing to other stands are not permitted.
- Any further work required will entail further charges in respect thereof.
- Insufficient capacity is available to permit heating or heavy machinery.
- It may not be possible to accommodate applications received two weeks prior to the show.

- The Society may require any metal structure on a stand where electricity is in use to be electrically earthed and will carry out the work considered necessary free of charge. Submission of an application for a trade exhibit will constitute consent for this work to be done.
- No person except the Society's official electrician (or a person authorised by him or by the Showground Secretary) may alter any part of the Society's installation or switch on any part of it or start any generator connected with it.

5. GENERATORS

Stall holder generators are no longer permitted at Moreton Show – we are striving to make changes to our carbon footprint and as such we would ask for stand holders support in making sure that you use our show suppliers if you require power to your stand.

6. PORTABLE APPLIANCE TESTING

Only appliances which bear a label indicating that the article has passed a portable appliance test in the twelve months preceding the Show may be used at the Show. Inspections will be made on Friday and Saturday and any appliance without a Test Certificate on revisit will be rendered unusable.

7. GAS BOTTLES (LPG) and OTHER INFLAMMABLES

If your stand houses a gas bottle (whether used or not) or other inflammables - this must be indicated on your booking form. Gas cylinders must not be STORED OR USED within an enclosed space. All gas bottles in use must be fixed, caged or staked and chained securely. Please make sure that you bring your Gas Safety certificate with you to the show.

8. FIRE EXTINGUISHERS

Every stand must carry fire extinguishers of a number and type appropriate to the risks as shown on their Risk Assessment, subject to a minimum of one small extinguisher.

9. WATER

Water supplies cannot be provided to individual stands on Show day. There are 3 drinking water points on the showground indicated on the map. No person except the Society's official plumber (or a person authorised by him or by the Showground Secretary/Showground Manager) may alter any part of the Society's installation or turn on or off any part of it. Spa Baths, Jacuzzis, etc may be filled following a discussion with the Showground Secretary as to how the water will be obtained and discarded.

10. PROFESSIONAL TENTAGE and FURNITURE

Professional tentage and furniture may be booked direct through Crockers Marquee and Furniture Hire on 01332 700699 or 701171. Exhibitors may also use the services of any contractor who is a member of the Performance Textiles Association (formerly MUTA) but for safety reasons may not use others without the consent of the Showground Secretary.

11. ADMISSION

Passes for attendees will be issued on the scale included with the table of costs. Additional passes can be purchased pre-show at a reduced rate via [the website](#).

12. CATALOGUE

The name, email, website, business telephone number of each trade exhibitor and a brief description of the exhibit, goods and/or service will be included free of charge in the catalogue. The description must not exceed 300 words. A brief description of the exhibitor's goods or services must also be given on the application form to aid with the siting of your stand. Applications received after Friday 13th May 2022 may not feature in any printed material for the show.

13. LIABILITY, SAFETY AND SECURITY

(a) The Society, its Officers and Servants shall not be held responsible for any accident, damage or loss that may occur to any exhibitor or his employee or to any animal or article while entering or leaving or during the period it is on the Showground. This clause does not exclude or limit in any way our liability for: (i) death or personal injury caused by our negligence; or (ii) fraud or fraudulent misrepresentation; or (iii) any breach of the obligations implied by section 12 of the Sale of Goods Act 1979 or section 2 of the Supply of Goods and Services Act 1982; or (iv) losses for which it is prohibited by section 7 of the Consumer Protection Act 1987 to limit liability.

(b) Trade exhibitors are required to effect with a reputable Insurance Company, Public and Product Liability Insurance cover commensurate to the nature of their business and will be asked to produce proof of this.

(c) The open nature of the Showground makes complete security impossible. Trade exhibitors are responsible for making any necessary arrangements (including insurance) to safeguard their pitch and its contents while on Showground. The Society accepts no responsibility for security or for any damage to persons or property, however

caused – except to the extent required by law. A professional security firm is onsite over night from the Tuesday prior to the show through to the Monday following the show.

(d) Overhead Electricity Cables at very high voltages cross the ground and special care must be taken to keep well clear of them as, apart from direct contact, electricity may 'flash' over several yards. Cranes, lifting or tipping equipment may not be used within 10 metres measured laterally of all overhead lines. No structure or any other object (especially metal flagpoles) shall infringe a 10-metre radial clearance from the conductors.

(e) Exhibitors are responsible for compliance with the requirements of the Health and Safety at Work Act 1974 and supporting legislation and for ensuring safe working practices are followed by themselves, their employees, agents and contractors. A **General & Fire Risk Assessment** must be provided for each stand. A template for simple stands or a form for more complex stands is provided for this purpose, however any similar format will be accepted. Forms can be submitted electronically or as hard copies. Acceptance of your risk assessment by the Society does not imply approval of the content. No booking is confirmed until all completed documentation is received by the Show Office. **Stand space is not guaranteed until a Risk Assessment is received, and your selected space will be re-allocated if you have not submitted your Risk Assessment within 5 working days of being reminded.**

(f) The Society reserves the right to require the immediate removal of any article or structure which, in the opinion of its Trade Stand Secretary or Health and Safety Officer, constitutes a hazard to the safety of any person, including the exhibitor, and may remove the hazard (without liability for any damage caused) should the exhibitor upon request fail to do so within such period of time as is, in the opinion of its Show Secretary or Health & Safety Officer, reasonable

(g) Smoking is illegal in enclosed public spaces which include tents, exhibition vehicles and similar structures. In the event that the Society is charged with an offence as a result of an exhibitor's failure or alleged failure to prevent smoking in such a place, the exhibitor will fully indemnify the Society, without limit, against the costs of defending itself against the charge(s), irrespective of the eventual outcome.

(h) The person in charge of any vehicle or container of any kind brought onto the ground by an exhibitor, his contractor, servant or agent will open same for inspection of the contents at the request of the Showground Secretary (and any person authorised by them) or a Police Officer.

(i) Fire Safety within the space contractually licensed to each trade exhibitor will be the responsibility of that exhibitor whilst he/she occupies it before, during and after the Show. He/she will appoint a responsible person to ensure that appropriate fire safety information is provided to any employees or contractors and that appropriate fire precautions are taken. Open fires are not permitted on the showground in any areas.

(j) The showground is a working farm which is a greenfield site (not hard standing) with no permanent services – every effort will be made to provide exhibitors with a suitable stand space however exhibitors should be prepared for uneven and soft conditions underfoot depending on the preceding weather conditions.

14. CANCELLATIONS

Cancellations must be made in writing to showground@moretonshow.co.uk. Within 6 months of the show day, provided that the space is satisfactorily re-sold to another exhibitor the Society will refund the charges paid, less an administration fee of £50.00 plus VAT. Within 1 – 6 months of the show day a refund of 50% will be reimbursed providing the stand is re-sold. Within 1 month of the show day no refunds will be made.

In the event of cancellation of the booking by the Society (whether or not the Show takes place), a refund of the fees paid will be issued less an administration fee of 15% unless the booking has been cancelled due to any contravenes of these booking conditions upon which the society will not be obliged to make any refunds of fees.

15. BUILD UP

The Showground will be open for the reception of exhibits on **OPEN SPACE STANDS** from 0900 on Tuesday 30th August 2022. Any exhibitor or goods arriving earlier may be turned away. **RETAIL, CRAFT & FOOD AVENUES** will open for the reception of exhibits from 0900 on Friday 2nd September 2022 – Gate 5 will be open until 2200. Goods and equipment consigned to the showground with insufficient information to identify the consignee will be returned to sender. All trade stands must be completely erected, and all vehicles removed from the avenues by **0800** on the Show Day, Gate 5 will open at 0500. **Any exhibitor, caterer or vehicle delivering to an exhibitor's stand arriving after 0800 will not be admitted to the exhibition area other than on foot.**

16. BREAKDOWN

Stands may not be dismantled before 1800 on Show Day and vehicles will not be re-admitted off or on to the exhibition area before this time. Gate 5 will close at 2200 and re-open on Sunday morning at 0700. Exhibitors shall be responsible for clearing the site by 1700 on Wednesday 7th September 2022, including replacing turf, filling post holes, making good any damage to ground, removing gravel, chippings, paving, straw, flowers, etc. Any work that the Society has to carry out to restore the ground will be charged to the exhibitor. Exhibitors failing to remove vehicles and chattels from the site after this date will be charged for storage at a rate of £30 per day plus VAT.

17. CATERING AND ALCOHOL

Exhibitors may use the services of caterers for the convenience of their clients, but no charges must be made for refreshments to visitors except by the Society's official caterers and trade stands. Exhibitors are responsible for complying with all Public Health and Food Hygiene requirements and are reminded that the regulations apply even when the refreshments are offered free of charge. If you are offering food [beyond hot and cold drinks and pre-packed long-life goods such as biscuits and crisps] to customers/guests a properly documented Food Safety Management System, including diary, a copy of your Food Hygiene Certificate and a copy of your last food safety visit report, must be available for inspection on Show Day, by Local Authority Officers and/or the Society's own consultant. Catering wastewater may not be discharged into soil pits or onto the surface of the ground. All food service should follow the FSA guidelines on allergy labelling and cross contamination, making sure that all food containing allergens is clearly labelled.

18. VEHICLES

If you have ordered suitable space, one vehicle (caravan/motorhome/van/car) may be sited within your trade space as part of your stand or in the Trade Car Park. Trade stand vehicle parking area will be provided – this will be clearly marked on the site plan provided. Even if they hold your stock, they are still subject to the no vehicle moment on showground during open times. Please note we do not provide campsite facilities and the only toilets open during set up will be porta loos without running water. Showers will be provided on the day prior to the show, show day and the day after the show for those wishing to camp and these can be found near to the goat marquee in Zone L.

All vehicles must display their trade stand pass with the correct details on. Any vehicle not parked in the appropriate place after 9.00am will be removed. The Society reserves the right to restrict vehicle movement in adverse weather conditions. **There is a maximum speed limit of 5mph on the showground at all times.**

19. GENERAL CONDUCT

No person shall:

- (a) offer for sale any articles, display posters or distribute any pamphlets, other than from the exhibitor's stand
- (b) Canvas in the aisles; accost others or call attention to goods or services in such a manner as to cause annoyance to other exhibitors or to the public
- (c) use radio or other equipment causing interference to the Society's equipment
- (d) sub-let any exhibitor's stand or part thereof without the prior written consent of the Trade Stand Secretary
- (e) make any charge for admission to an exhibitor's stand
- (f) use any fairground equipment
- (g) use any public address system or internal combustion engine or provide recorded or live music audible outside his stand during the hours of 0800 to 1800 on Show Day without the prior written permission of the Showground Secretary. (The Society reserves the right to withdraw such permission should a justifiable complaint be made)
- (h) sell by auction or otherwise behave in an unsuitable manner
- (i) distribute balloons, whether gas or air-filled
- (j) operate as a cheapjack or hawker
- (k) offer for sale any firearm, shotgun, ammunition, BB gun, replica firearm, samurai or other sword or laser pen unless authorised to do so.
- (l) no quad bikes are permitted to be ridden on the showground.

Any person contravening these rules is liable to expulsion from the Showground, without refund of any fees paid.

20. COVID-19

The Society requires that all exhibitors follow the current government guidelines and takes full responsibility for their own COVID measures within their allocated trade area. All measures taken must be detailed in a separate COVID-19 Risk Assessment and are subject to change at any time up to and including during the Show. A sample template is available from our website under 'Important Documents'.

CONDITIONS FOR THE FOOD AVENUE

1. **COOKING** - No cooking process which may result in the emission of smoke may be undertaken in the Food Avenue and any cooking or heating may only take place with the prior written consent of the Showground Secretary - the Society reserves the right to withdraw such permission should a justifiable complaint be made.

2. **ALCOHOL SALES** - Moreton-in-Marsh Show Society will apply for the Temporary Event Notices required in respect of sales of alcohol on the showground – no traders need apply for a TENS license unless you are providing the alcohol tender for bars for the showground.

3. **REFRIGERATED VANS** - A limited number of parking spaces are available near to the Food Avenue with a power supply at a cost of £50 per space + VAT.

4. **LOCAL DISCOUNT** – a 20% reduction on the stand fee is available to local businesses within the food halls which are located within a 20-mile radius of Moreton Show. Please contact showground@moretonshow.co.uk to have this discount applied.

TRADE EXHIBIT COMPETITIONS

For several years Moreton Show has run a successful competition to judge the appearance of the trade stands. All exhibitors within the guide will be entered on a complimentary basis upon application. There is a selection of awards based on trade stands style, layout and public appeal. For example:

- That the maximum use is made of the stand as a whole, with attention paid to the overall dressing of the stand.
- That the stand is tidy and free of any items not directly related to the display such as briefcases, tools, food etc. And that storage areas are concealed.
- That the staff manning the trade stand are appropriately dressed.
- That the design and presentation of the stand clearly reflects the products or services it offers
- That not too much attention is concentrated on selling strategies and not enough attention paid to the quality of the display.
- That business name or trading names are clearly displayed.
- The use and promotion of local resources

Judging will commence at approximately 1030 on the day of the show with winners being notified by 1400. Winners will receive a personal notification from a judge along with a voucher to take to the secretary's tent to collect the trophy.

Categories:

- The "THOMAS WELLS" Challenge Shield for large trade stands - 70 sq. m. and over.
- The "AUSTIN & WASS" Challenge Shield for small trade stands - under 70 sq. m (excluding covered Avenues).
- The "BEIGHTON" Challenge Trophy for exhibits in the covered Avenues
- The "PAUL BAGGOTT" Memorial Salver for exhibits in the Food Avenue
- CERTIFICATES OF MERIT will be awarded for all exhibits of a high standard.

Prizes:

In respect of the large trade stand competition a discount of 50% will be given on a site of similar proportion at the 2023 show, subject to the conditions then in force. The winners of the small stand, covered avenues & the food avenue, will be given 100% discount on similar conditions. Trophies can be kept with the winning organisation until the following year's show date.

ADDITIONAL MARKETING AND SPONSOR OPPORTUNITIES

There are a range of sponsorship opportunities available at Moreton Show to suit several budgets tailored to various parts of the day – please contact Richard Heath on showground@moretonshow.co.uk if you would more information the [2022 leaflet](#) or to discuss enhancing your presence at the event.