



2022

28-29 May 2022

**MADE IN
HERTFORDSHIRE
EXHIBITOR
PACK**



Dear Trader

It's that time of year when we start building momentum towards our showpiece event for 2022 - except this year is different, and yet familiar...

I'm thrilled to say that 2022 will see the return of a full Hertfordshire County Show! After 2-years of Covid related measures we are back and better than ever, celebrating everything food, farming, county and countryside in Hertfordshire, for Hertfordshire and beyond!

Set over the weekend of 28th - 29th May 2022, the Show will be a double celebration as we pay tribute to Her Majesty the Queen's Platinum Jubilee with a special side saddle display from the 'Bit on the Side' team.

Our headline attraction for the County Show 2022 will see the return of the Bolddog Lings Freestyle Motocross team who will be putting on a stunt display to remember!

Confirmed attractions include favourites such as The Sheep Show, The Dog and Duck Show the return of the Rock Choir to our Village Green and much, much more!

Our tremendous Food & Farming zone will have a new look and feel and we look forward to seeing a full catalogue of livestock, horses, attractions and being able to welcome visitors, members, friends, supporters and you, our amazing trade exhibitors back once more.

This pack contains everything you need to sign up as a Trader at what promises to be our best show yet - we look forward to welcoming you back!

Sarah Moreland, Executive Director - Hertfordshire Agricultural Society





HERTFORDSHIRE COUNTY SHOW

Saturday 28th & Sunday 29th 2022
'MADE IN HERTFORDSHIRE' MARQUEE TRADE EXHIBITOR



*Company Name: Address:	Contact Name: Tel No: Contact Email: *Email: *Website: * = Will be listed in Show Guide	ID No:
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YOUR BUSINESS - please tick one category that best describes your product							
Accessories/Bags/Footwear		DIY/Home		Furniture		Health/ Beauty	
Clothing		Flowers/Plants		Garden Products		Information	
Crafts		Food/Wine		Giftware		Jewellery	

Show Guide: Please describe your goods/services in the box below, **max 25 words in BLOCK CAPITALS please** See Trade Exhibitor Note 2

NB: Applications must be received before 1st March to appear in the Show Guide

'MADE IN HERTFORDSHIRE' MARQUEE SITES	FRONTAGES (Prices exclude VAT)					<i>Please enter cost in this column</i>
Included in site fee: 4 Exhibitor tickets and 1 vehicle pass	2m	3m	4m	5m	6m	£
The depth of the site is 2.5 metres	£160	£170	£180	£190	£200	

ADDITIONAL REQUIREMENTS/COSTS:

Please read the Trade Exhibitor Booking Notes enclosed with this form before completing the following section.

Additional Exhibitor Entrance Tickets (See Note 5)	No required @ £12.50 each:	£
Additional Trade Vehicle Passes (see Note 6)	No required @ £15 each:	£
Hardwood Flooring (see Note 11)	Metres required @ £4.99 per sq m:	£
Carpet - only laid with wood flooring (see Note 11)	Metres required @ £3.50 per sq m:	£
Trestle Tables Hire (see Note 12)	No required @ £20 (+ £100 deposit per table):	£

Electricity - Please tick box if you require an electricity order form
 To be ordered direct with Energy Generators (See Note 10) ☐

ALCOHOL: THE SALE OF ALCOHOL FOR CONSUMPTION ON THE SHOWGROUND IS STRICTLY PROHIBITED

PLEASE TOTAL ALL COSTS & ENCLOSE FULL PAYMENT Use Exhibitor Payment form for Credit / Debit Card / BACs Cheques payable to HERTFORDSHIRE COUNTY SHOW PLEASE SEE ENCLOSED FOR REGULATIONS, HEALTH & SAFETY AND TRADE EXHIBITOR NOTES	VAT No 875 7652 70 VAT Invoice will be sent with confirmation of booking	Sub Total	£
		Add VAT @ applicable rate	£
		£100 Table Deposit	£
		TOTAL	£

I/we agree to be bound by the Regulations of the Society

Name:(Block Capitals)..... Signed:..... Date:.....

Date Received	Payment Method: Cash / Cheque / Debit Card / Credit Card/ BACs	Banked	H & S sent	Entered
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PROUD TO PROMOTE HERTFORDSHIRE

Voucher offer to Vice presidents and Members of The Hertfordshire Agricultural Society.

A great opportunity to promote what you do, FREE voucher in our Proud to Promote Hertfordshire exclusive offer chequebook to Vice Presidents and Members including your logo. This will increase footfall to your trade stand as well as creating brand awareness for you.

You can offer a % reduction, or 'buy one get one free' or anything up to you, to choose what you would like to offer. (Could be as little as 50p off, free bag for life with every purchase, spend £10 on our stall and receive something free!) Great opportunity not to be missed.

Offer suggestion (please circle)	10% off	20% off	25% off
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Buy one get one free
(please state details)

Marketing Opportunities – Please tick if you would like us to contact you regarding these:

☐

Show Guide Advertising

☐

Big Screen Advertising

☐

Sponsorship

☐

Membership Packages

Make sure to keep in touch! Provide all your social media information below to ensure you get retweeted, liked and shared all year!



Facebook.com/.....



Twitter.com/.....



Instagram.com/.....

#Hertsshow

TRADE EXHIBITOR COMPETITIONS

- ♦ All stands will be judged on Saturday morning starting at 9am and will be judged on the basis of attractiveness, interest and efficiency of layout.
- ♦ The winning stand in the Made in Hertfordshire Marquee to receive a Prize Card and £40, the second placed stand will receive a Prize Card and £20.

NB: An official Hertfordshire County Show Stewards will take a photograph of your stand during Saturday for our records

PLEASE SEE THE TRADE EXHIBITOR PAYMENT FORM FOR BACS AND CARD PAYMENTS

PLEASE SEND YOUR COMPLETED FORM WITH FULL PAYMENT TO:

TRADE SECRETARY
HERTFORDSHIRE COUNTY SHOW
THE SHOWGROUND
DUNSTABLE ROAD
REDBOURN
HERTS AL3 7PT

Any queries please contact Trade Department

Tel: 01582 792626 Ext 1 email: trade@hertsshow.com

Please sign this application form overleaf once you have read the Trade Exhibitor Rules and Regulations plus the Trade Exhibitor Notes.

Thank you for booking a Trade Stand at the Hertfordshire County Show



HERTFORDSHIRE COUNTY SHOW

SATURDAY 28th and SUNDAY 29th May 2022

'MADE IN HERTFORDSHIRE' MARQUEE TRADE EXHIBITOR NOTES



1. The 'Made in Hertfordshire' Marquee is solely for companies based in Hertfordshire, or very near borders (about a 5 mile radius), who make their own produce in the County.
2. **Website Listing:** Your Company, contact details and product description under your chosen category with a photograph will be added to our website.
3. **Show Guide:** Your Company Names, email address and website details will feature in our show guide along with a brief description. Deadline: 1st March.
4. **Site Booking:** Although every effort is made to meet the site requests of exhibitors, allocation of a previous year's site cannot be guaranteed. Where possible we try to separate similar products offered for sale, but reserve the right to give the public variety and choice.
5. **Food and Drink:** sold must be for consumption **OFF** the Showground
6. **Ticket Allocation:** Every person entering the Showground on each Show day, including drivers of trade vehicles must have a valid entrance wristband or pay the full price of admission at the gate (i.e. £24 incl VAT). No pre Show tickets or vehicle passes are issued.
 - An entrance wristband is required to gain entry on Show weekend, and valid for both days.
 - 'Made in Herts' Marquee Traders will receive 4 exhibitor entrance wristbands.
 - Additional entrance tickets can be ordered on the Application Form and will be available from the Show Office until 30th April 2022 at a special discounted price of £12.50 + VAT these are one day tickets and valid for one day.
7. **Vehicle Passes:** 1 vehicle pass is allocated to each stand which permits entry to the main Showground on both Show days. Extra passes can be bought at £15 + VAT each for vehicles needing access to either the showground or the trade car park on Show days.
8. **Parking:** There is no parking by the Hertfordshire Marquee; your vehicle pass permits you to drive to the marquee to unload but please park in the Trade Car Park through Gate 14. Staff cars and other vehicles can use the public car park free of charge. Parking behind the main Food Hall is for its exhibitors **only**.
9. **Camping:** Traders wishing to camp overnight please set up in the reserved area inside Gate 14 - limited capacity. If you are camping please make us aware.
10. **Pre Show Set Up:** Thursday 9am - 6pm. Friday 9am - 9pm. Saturday 6am - 8.30am. **This includes contractors employed by trade stand holders unless previously agreed with the Trade Stand Secretary.** Please ensure all equipment **does not extend outside the total area of the site you have booked.**
11. **Electricity must be ordered in advance** with our electrical contractors. An application form will be sent to those traders who have ticked the box on their application form; it can also be downloaded from our website. **The use of personal generators is strictly prohibited.** Traders who have booked an electrical supply should report to the Trade Stand Office on arrival at the Showground, their staff will be available to arrange connection within a few hours and to take any electrical enquires. Electricity will be switched on from midday Friday 22nd May.
12. **Hardwood flooring is not included in the stand fee** but can be ordered on the application form. Carpets can be ordered but cannot be laid directly onto grass so hardwood flooring must also be ordered.
13. **Table Hire:** Tables are not included in the stand fee but can be ordered on the Trade Exhibitor Application form or by calling the office **by 31st March latest**, a deposit cheque of £100 per table is required. Please collect tables from the Trade Information Office and return there at the end of the Show when a refund cheque will be issued.
14. **Website:** Trade & electrical booking forms together with the Showground plan and general information on the Show can be found on our website www.hertsshow.com



HERTFORDSHIRE COUNTY SHOW

Saturday 28th & Sunday 29th May 2022



TRADE EXHIBITOR RULES & REGULATIONS

1. The Society retains 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.
2. No application will be accepted unless accompanied by the correct remittance. Exhibitors are not 'booked in' until full payment has been processed and written confirmation has been sent from the Show office.
3. **No exhibitor may sub-let any part of the site allocated. Single day bookings are not accepted.**
4. No exhibitor may move to an alternative site or designated trade stand area on the Showground without the express permission of the Senior Trade Stand Steward or the Trade Secretary.
5. Amplification equipment may be used providing it is at a reasonable level and not intrusive to other traders or members of the public. In the event of a dispute, the Senior Show Steward will determine what is deemed to be 'reasonable'.
6. No exhibitor shall be allowed to call attention to goods or services or use any equipment or machinery so as to cause annoyance to other traders or members of the public.
7. Promoting your business or charity by distributing leaflets or other marketing material fly posting away from the confines of the site or selling of goods by auction are all prohibited.
8. Live animals, birds, fish etc. are not to be sold or offered as prizes and must not be handled by the public at any time unless previously authorised by the society and signed off by the showground veterinary team prior to the start of the show.
9. Organisations wishing to make appeals for contributions or to run competitions must obtain written permission from the Secretary.
10. Exhibitors must display their name and address at all times in a size and style that can be easily seen by the public.
11. **Well behaved dogs are welcome but they must be kept on a lead at all times and are not allowed in the Livestock Marquees, Food Hall, Entrepreneurs or Made in Hertfordshire Marquee.**
12. Where possible we try to separate traders who are likely to offer similar products for sale, by placing them in different locations. However, the layout of the Showground and of the Trade Stands means there will be occasions where it is unavoidable that traders are in close proximity to their competitors. Traders who exhibit at the show must accept that this may occur.
13. **Prohibited Items that may NOT be used either on your stand or offered for sale within the Showground include, but are not restricted to, the following: Kites, Silly String, Air Horns, Stink Bombs, Drones, Two-way Radios, Weapons, Replica Weapons, Balloons, Fireworks, Generators.**
14. **The Society reserves the right to terminate a booking for any reason at any time before the date of the Show by written notice. ("Termination Notice")**
15. **Force majeure** - If an event defined hereafter as Force Majeure occurs the Hertfordshire Agricultural Society (HAS) will not be responsible for the financial consequences or any losses or any actions claims or demands caused to or made by an exhibitor or their servants or agents caused by the failure of the Hertfordshire County Show to be held on one or more of the days but for the event of Force Majeure on which it would otherwise to be held. Force Majeure means for the purposes of this clause exceptionally inclement weather; flooding of the whole or any part of the Hertfordshire County Showground or the whole or any part of the car parks associated with it ; an act of God including but not limited to fire, flood, earthquake, windstorm or other natural disaster; act of any sovereign including but not limited to war, invasion, act of foreign enemies, hostilities (whether war be declared or not), civil war, rebellion, revolution, insurrection, military or usurped power or confiscation, nationalisation, requisition, destruction or damage to property by or under the order of any government or public or local authority or imposition of government sanction embargo or similar action; law, judgment, order, decree, embargo, blockade, labour dispute including but not limited to strike, lockout or boycott; interruption or failure of utility service including but not limited to electric power, gas, water or telephone service; failure of the transportation of any personnel equipment, machinery supply or material required by HAS to run the Hertfordshire County Show; breach of contract by any essential personnel; any other matter or cause beyond the control of HAS

HEALTH & SAFETY INFORMATION

1. Our Health and Safety Risk Assessment Forms will be sent to you once you have booked a trade site - these **must** be completed and returned to the Show office as soon as possible.
2. It is the responsibility of the Exhibitor to hold the necessary Public Liability Insurance cover for the Third Party risks and to ensure all their staff and contractors work in accordance with the relevant Health & Safety legislations. **The Exhibitor Public Liability Insurance must also include all and any risks including personal injury that might arise from any sale or distribution of inflatable balloons by the Exhibitor to cover Show visitors, other Exhibitors and Hertfordshire County Show staff with a recommended minimum £2.5 million of insurance cover.**
3. The Society has taken reasonable precautions to ensure the health and safety of everyone present. For these measures to be effective, please take reasonable precautions to avoid and prevent accidents occurring and obey the instructions of the Society's Officials and Stewards. Please clear rubbish and debris regularly and after the Show, fill in holes and make good any damage to the ground.
4. Any exhibitor who brings their own marquee must provide a Health and Safety Risk Assessment together with a suitable serviced fire extinguisher(s) as appropriate. **Smoking is prohibited in all marquees.** If you require any advice please contact David Sendall at The Fire Protection Company, Knebworth on 01438 816693.
5. There will be continuous night security patrols during the Show weekend but it is the responsibility of exhibitors or their agents to safeguard their property. The Society does not accept any responsibility whatsoever for any losses in the build up/take down/during the show.
6. All sites must be staffed, stocked and open to the public continuously from **8.30am to 5.30pm** on both Show days and early departure is not permitted.
Vehicles must be parked in their appropriate parking area by 8.30am on Show days and vehicle movements are not permitted within the Showground until 5.30pm or until the Show Stewards permit their movement, whichever is later.

CANCELLATIONS / REFUNDS

1. The Society reserves the right to cancel all or part of the Show for any reason. To the extent permitted by the Unfair Contract Terms Act 1977 the Society will not be liable for any loss or damage whether caused by the negligence of the Society its servants or agents or in any other way whatsoever. The Society shall in no circumstances be liable to the Trader for any loss of business, profit or production or any similar loss or damage whether direct, indirect or consequential and be under no obligation whatsoever to compensate the trader.
2. Please confirm cancellation of a trade site in writing or via email to trade@hertsshow.com
3. **Any exhibitor who cancels a booked site, for whatever reason, shall forfeit all fees paid and the Society shall reserve the right to re-let such sites.**
4. **No refunds will be given due to bad weather or ground conditions.**
5. Exhibitors must ensure that they are adequately insured covering public liability for Third Parties plus cancellation cover by the Trade Exhibitor. The Society will not, under any circumstances, entertain any claim on behalf of any exhibitor.

FOOD

1. **Food sold in The Food Hall and the Made in Hertfordshire Marquee is for consumption OFF the Showground. Hot and cold samples may be offered to visitors.** Food (to be taken home) can also be sold from outside Trade Sites at the discretion of the Show office; written permission **MUST** be obtained.
2. See item 12 in the Rules and Regulations section. We cannot and do not guarantee exclusivity on produce for sale in the Food Hall and we will do our best to site your company in a suitable position within the marquee.
NB: A few of our well established existing exhibitors in the Food Hall have permission to sell food to eat at the Show. This is by special arrangement with the Society and a premium is charged for this.

DRINK

1. Drink (alcoholic and non-alcoholic) is NOT to be sold for the consumption ON the showground to our Show visitors. You are only permitted under the Show's rules to sell alcohol for consumption OFF the Showground, NOT by the glass from the Trade Exhibitor Site. However complimentary samples may be offered. Please note outside stands you still require your own TEN License issued by St Albans City Council to offer Alcohol products sold during our Show for consumption off-site. Our Food hall and Made in Herts marquees both have TEN license set up by HAS for you.
2. **ALCOHOL SALES:** The Hertfordshire County Showground does not hold a Premises Licence for the sale of Alcohol. The sale of Alcohol for consumption during our Show is restricted to our approved Restaurant and Mobile Bars. For your information all 4 of these authorised Alcohol concessions are licensed under Temporary Event Notices for their sole use in designated areas.

NEW EXHIBITORS

1. The siting of exhibitors will be at the discretion of the Trade Stand Secretary who will endeavour to accommodate any requests.
2. All exhibitors from the previous year's County Show are given first refusal on re-booking their space until the end of December 2021 and therefore a waiting system is in place.
3. A small photograph/logo can be added to your listing on our website, once you have booked please upload at www.hertsshow.com
4. Only items/services you list on the application form are permitted to be sold or promoted on your stand.
5. Trade Exhibitor forms and general information on the Show are on our website www.hertsshow.com.
6. You will be allocated a Trade Site Number two weeks before the Show and the area will be highlighted on the plan sent to you with your tickets and wristbands. This number will be on small white plastic flags at the front of your site so please set up WITHIN the flags and do not move them. Stewards will be on site to assist. Encroaching on another Exhibitor's space is strictly forbidden, if your marquee is too big for the site booked you will be expected to take it down.
7. Encroaching on another Exhibitors space is strictly forbidden, if your marquee is too big for the site booked you will be expected to take it down.
8. Exhibitors can set up from the Thursday before the show, if you need access earlier please contact the Trade Stand Secretary to discuss. During the set up days and the show weekend the Trade Stand Information office will be located in the centre of the Showground under the large Oak tree.

RETURNING EXHIBITORS

1. Traders who exhibited at our previous Show have priority until the end of December 2021 to rebook their existing site. Payment must be received in full by this date to secure the same site as at the previous show. After this date all remaining sites will be offered to new traders on our waiting list. Although every effort is made to meet the site requirements of exhibitors, the layout of the showground does change each year so allocation of a previous year's site cannot be guaranteed.
2. Please check your details are correct on the application form sent to you and make any amendments where necessary. Please inform us of any change of address immediately.
3. Our trade site numbers may change on the plan from year to year so even if you book the same site it may not necessarily have the same number.

2022 HERTFORDSHIRE COUNTY SHOW

TRADE EXHIBITOR PAYMENT FORM



Company Name

ID Number

Total Amount £.....

PAYMENT BY CHEQUE:

Please make cheque payable to Hertfordshire County Show

BACS PAYMENT DETAILS:

Hertfordshire Agricultural Society
Barclays Bank PLC, St Albans
Account No: 60480363
Sort Code: 20-74-09

PAYMENT BY CREDIT / DEBIT CARD

Please charge my card account: (Please tick applicable box)

☐ MasterCard ☐ Visa Credit ☐ Switch/Maestro ☐ Visa Debit

Card Number :

Security Code:
Switch/Maestro Issue No:

Valid From: Expiry Date:

Name on Card:

Post Code where card is registered.....House Number

SEND YOUR COMPLETED FORMS TOGETHER WITH FULL PAYMENT TO:

TRADE SECRETARY
HERTFORDSHIRE COUNTY SHOW,
THE SHOWGROUND, DUNSTABLE ROAD,
REDBOURN, HERTS AL3 7PT

Any queries please contact TRADE:
Tel: 01582 792626 Ext 1 email: trade@hertsshow.com

Please ensure you have signed the application form.

Hertfordshire County Show 2022

SHOW SITE MAP



