

**TOURISM DEPARTMENT**  
Town Hall, Lord Street, Southport

**Date:** January 2012  
**Please contact:** Helen Ford  
**Contact Number:** 0151 934 2324  
**Fax No:** 0151 934 2326  
**e-mail:** Helen.ford@sefton.gov.uk

Dear Trader

**Southport Air Show – 8<sup>th</sup> & 9<sup>th</sup> September 2012**

Trade space is now available for the 2012 Southport Air Show.

The Southport Air Show is now in its 21<sup>st</sup> year and is the largest in the North West attracting families from all over the country.

Along with an extensive flying programme, the Air Show Village has something for everyone with stalls selling everything from sweets to military memorabilia. There are also attractions such as simulators, quad bikes, entertainment, military vehicles and a huge presence from the Armed Forces.

Bookings are taken on a first come first served basis so don't miss this opportunity to promote or sell your products at a very popular event. The closing date for applications is **Friday 27<sup>th</sup> July 2012**.

Covered space is also available to give you a hassle free weekend. You will be provided with a 3m x 3m marquee (other sizes available on request) with the option to hire tables and chairs – please see enclosed booking forms and site plan.

**Charities** – we offer a 25% discount to the first 3 charities to send back a completed form with full payment.

Further details on the show can be found at [www.southportairshow.com](http://www.southportairshow.com) which is updated on a regular basis.

If you require any further information please don't hesitate to contact me on the above number.

I look forward to hearing from you soon.

Yours sincerely



Helen Ford  
**Events Officer**



Minicom: 0151 934 4657

Tony Corfield  
Assistant Director (Tourism)

[www.VisitSouthport.com](http://www.VisitSouthport.com)





8<sup>th</sup> & 9<sup>th</sup> September 2012 - Southport Sea Front

**BOOKING FORM FOR COVERED SPACE ONLY**

STRICTLY NO CATERING, ICE CREAM OR DRINK (ALCOHOL OR OTHER) EXCEPT FOR CONTRACTED CONCESSIONS  
(Please print all details in capital letters)

COMPANY NAME: _____	CONTACT NAME: _____
Trading Name: _____	Tel No: _____
Address: _____	Mobile: _____
_____	Fax No: _____
_____	Email: _____
_____	Website: _____
Post Code: _____	Product/service: _____

**STAND DETAILS:**     3m x 3m Marquee     £420 plus VAT = £504  
 There is an option to order 6m x 3m and 9m x 3m marquees, please ask for prices

Site Location (please tick)      A - Marine Drive Footpath      B - Trade Village

Tables & Chair Hire: (optional)     ..... 6ft trestle tables @ £4 each     ..... chairs @ £1.25 each

TOTAL: £ \_\_\_\_\_

**TICKET ALLOCATION:**  
 ONE exhibitor car park pass and THREE exhibitor pedestrian passes (valid for both days) are supplied on confirmation of booking. Additional pedestrian passes may be purchased in advance at discount rates:

Please supply \_\_\_\_\_ additional exhibitor passes @ £10.00 per person (valid for both days of the event)  
 Please supply \_\_\_\_\_ additional exhibitor car parking pass/es (valid for both days) @ £5.00 per vehicle

TOTAL: \_\_\_\_\_ to be paid for (please tick) by credit/debit card below  included in total of enclosed cheque

**PAYMENT:**  
 100% of the total fees for trade stand space must accompany this application by way of the below acceptable payment methods for your application to be secure and complete: A £2 booking fee will be charged to your card.

CREDIT/DEBIT CARD PAYMENT (to be faxed or posted using the details below)

PLEASE CHARGE MY:     VISA          MASTERCARD          SWITCH    

CARD NUMBER:                            

EXPIRY DATE:             ISSUE NUMBER       (Switch Only)     VALID FROM       /

CSI NUMBER (3 DIDGIT CODE ON SIGNATURE STRIP):    

I enclose a cheque/P.O. made payable to Sefton MBC £ \_\_\_\_\_ being 100% of the total fees  
 CLOSING DATE FOR BOOKINGS AND TOTAL FEES IS FRIDAY 27<sup>TH</sup> JULY 2012

This application is made in accordance with the Conditions, Rules and Regulations included with this form and represents a CONTRACT BOOKING - PLEASE READ CAREFULLY BEFORE SIGNING

SIGNED:		DATE:	
(Authorised Signatory)			
NAME:		POSITION:	

MAIL YOUR SIGNED APPLICATION WITH FULL PAYMENT, BROCHURE AND / OR EXHIBIT PHOTOGRAPH WHERE APPLICABLE AND A COPY OF YOUR PUBLIC LIABILITY INSURANCE (MINIMUM £5 MILLION) TO:

Sefton MBC Tourism Department, 10 Portland Street, Southport, Merseyside PR8 1LJ  
 Tel: 0151 934 2324     Fax: 0151 934 2326     Email: Helen.ford@sefton.gov.uk



Please provide the following information with your application

1. Will you be bringing a generator (please circle) Yes No  
If yes, you must provide a Portable Appliance Test Certificate
2. Type of infrastructure eg. Gazebo/Marquee/Trailer/Purpose built unit  
.....  
(If using a gazebo please make sure it is suitable for adverse weather conditions)
3. Public Liability Insurance Certificate (£5m) enclosed Yes No
4. Risk assessment to cover all activities enclosed Yes No
5. Full payment enclosed Yes No
6. Please give your expected day & time of arrival for setting up at the event site  
e.g. Friday AM/PM or Saturday AM: (See terms & conditions No. 9)

Day: \_ \_ \_ \_ \_ Approx. Time: \_ \_ \_ \_ : \_ \_ \_ \_ AM/PM

Note: It is advisable to set up on Friday as all vehicles must be off site by 8am during the show days.

Company .....

Name .....

STRICTLY NO CATERING, ICE CREAM OR DRINK (ALCOHOL OR OTHER) EXCEPT FOR CONTRACTED CONCESSIONS

Closing date for all bookings - [Friday 27<sup>th</sup> July 2012](#)



## IMPORTANT NOTES

Before filling in the application form please be aware of the following points:-

1. **Passes** - The address on the form is where we will send the passes therefore please make sure if this is not the person who will be in attendance at the show that you provide an alternative address for them.
2. **Parking** - Parking is not permitted on site unless agreed with the organisers - parking is approx. 50 mtrs from the trade village.
3. **Security** - Please note that all trade stand exhibitors are responsible for the security of both their exhibits and their stock for the entire duration that they are on site. Whilst there is overnight security on site, they are not responsible for any damage caused by any 3rd party.
4. **Camping** - There are no camping facilities on site although we do allow traders to stay overnight in Princes Park which is also used as the trader car park.
5. **Set up** - It is advisable to set up on the Friday as there will be no vehicle movement after 8am on the days of the show for health and safety reasons.

## CONDITIONS, RULES AND REGULATIONS COVERING THE SOUTHPORT AIR SHOW

1. In these Conditions, Rules and Regulations, the term "Exhibitor" includes all employees of such company, organisation or individual and the term "Exhibition" shall be deemed to mean Southport Air Show. The term "Organisers" refers to Sefton MBC.
2. No Exhibitor shall directly or indirectly promote or advertise any concept or product, which is in conflict with the sponsoring party or parties.
3. The Organisers reserve the right to refuse the application of any Exhibitor for reasons of poor credit history or for violations of said Conditions, Rules and Regulations.
4. While participating in the Exhibition, the Exhibitor agrees to comply with all applicable Conditions Rules and Regulations of the Organiser. The Exhibitor agrees to indemnify the Organisers against any claim, action, or occurrence by any breach thereof.
5. The Exhibitor agrees to adhere to any other rules and regulations that may be issued from time to time by the Organisers.
6. The Organisers retain the right and the Exhibitors agree that in the event of adverse weather conditions, or any other circumstances beyond control of the Organisers which prevent the holding of the Exhibition, it may be closed for such period considered advisable, and the Exhibitors shall have no right to claim rebates as a result of the closing of the Exhibition. The responsibility for any loss from fire, storm, theft, injury or damage to whatsoever extent or nature and from any cause whatsoever to the Exhibitors property or their attendance during the Exhibition must remain the responsibility of the Exhibitors.
7. The Organisers shall not be liable in respect of any claim for compensation or refund or for any other claim in regard to arising from, or connected with the Exhibition, or the holding, cancellation or curtailment thereof. If, in the opinion of the Organisers, by re-arrangement or postponement of the period of the Exhibition, or by substitution of another location, or in any other reasonable manner, the Exhibition can be carried through, this contract shall be binding upon the parties, except as to the size and position of exhibit space, which the Organisers may modify as they deem necessary under the circumstances. In the event of a lack of demand for space, the Organisers reserve the right to cancel the Exhibition. Under these circumstances, when a final decision is made, all payments would be returned to companies who had applied for space.
8. \* The minimum sale is £300.00 then £13 per square metre. Every effort will be made to ensure that the Exhibitors preference of space allocation is met. The Organisers reserve the right to adjust stand bookings to suit the site plan layout, or alter the layout plan and position of stands, if in their opinion, it is desirable from the point of view of the Exhibition as a whole.
9. \* Exhibitors can begin the build up of the trade stands and exhibits between the hours of 9.00am and 6.00pm on Friday 7<sup>th</sup> September. Exhibitors will join a queuing system upon arrival; siting officers will be on site to co-ordinate the siting of exhibits. Under no circumstances will exhibitors be allowed to locate their exhibit without the expressed permission of a siting officer. Set up times on the days of the event will be from 06:30 am to 09:00am. All exhibitor vehicles must vacate the exhibition area to the car park provided no later than 8.00am on both days of the event. Vehicles will not be permitted to move around, or on and off the site between the hours of 8am and 6pm. This is a health and safety policy and will be strictly enforced with no exceptions.
10. Exhibitor car parking may be located at the Organisers discretion and will not be on site unless agreed in advance with the Organisers. Parking will be in close proximity to your trade stand. Additional car park passes may be purchased for the Exhibitor car park, priced at £5 per additional vehicle.
11. \* Three admission passes, valid for both days of the event, will be supplied to Exhibitors for distribution to their personnel. These are for use by the named exhibitor and are non-transferable. Exhibitors will not be admitted to the Exhibition without such passes. The Organisers reserve the right to limit the number of passes issued to Exhibitors. Extra passes, for larger trade spaces, will be issued at the organiser's discretion. Please call the organisers for further discussion. Exhibitors may purchase extra passes at a discounted rate. Application and payment for extra passes should be included with the submission of the trade stand application form.
12. \* All exhibitor passes are sent approx. 4 weeks in advance of the event. Should require more, you will need to order more passes at the 2012 exhibitor discounted rate price of £10.00 each.
13. \* Payment Terms - 100% of the total fees must be sent with the completed Space Application Form along with a copy of the Exhibitors £5,000,000 Public Liability insurance document to reserve your stand space. In the event of cancellation the following conditions will apply: up to 4 weeks prior to the event - 50% refund : Less than 4 weeks prior to the event - no refund. **No payments will be accepted on site.**
14. Exhibitors must not break down exhibits or trade stands until 6.00pm on both days of the exhibition. Exhibitors must have removed their trade stands and exhibits no later than 5pm on Monday 10 September. The exhibitor shall have completed the construction and dressing out of their exhibit by the shows opening time of 9am on both days of the exhibition. In the case of default, from any cause whatsoever, the Organisers shall have the right to re-let or otherwise deal with this space. Subletting of exhibit space is not permitted without the express written authority of the Organisers. The above times are subject to change at the Organisers discretion.
15. Exhibits, trade stands may be left on-site overnight. This is done so at the Exhibitors risk. The Organisers take no responsibility for any damage, theft or loss of any exhibits, trade stands, vehicles or belongings.
16. The Exhibitor is responsible for the cost and erection of equipment for the displaying of goods and for all support services including but not limited to cleaning, electricity, plumbing and drainage. The exhibitor must supply electricity; the organisers are not liable for this. All generators must be centre taped to earth and situated a safe distance from members of the public. All electrical installations must comply with the general requirements of the Electricity at work regulations 1989 and BS 7909 (1998). The exhibitor must provide full details of any marquees or temporary structures to be used with structural calculations where appropriate.
17. Any refuse created by the exhibit or Exhibitors is the Exhibitors responsibility and should be removed off site by the exhibitors at the close of the exhibition on each day. A charge of £50 plus VAT will be levied if the exhibitor's area is not left in the same state of cleanliness as found on arrival. Photographic evidence will be available to confirm such charge.
18. All materials and equipment must comply with Fire Regulations and the Health & Safety at Work Act 1974 and all application codes and regulations. All materials used by the Exhibitor must be of a non-flammable nature. All exhibits are subject to inspection by the relevant Health and Safety enforcing authority, and have jurisdiction over the exhibition facility and the Exhibitor agrees to comply with any judgement made by these authorities or the Organisers.
19. \* The entire risk and responsibility with regards to the exhibits and personal liabilities, including liability for accidents, due or alleged to be due to the handling and housing of such exhibits; the attendance on and management thereof; the conduct of the stands generally; and all consequential and other injury or loss arising from the aforementioned matters shall be borne by the Exhibitors. Each Exhibitor must hold public liability insurance for a minimum of STG £5,000,000. Certificates of insurance must be sent to the Organisers with the space application form and 100% payment. Please note that furniture and fittings on hire must be fully insured for loss or damage by the Exhibitor.
20. The Exhibitor agrees to confine all selling and promotional activity to the space allotted by this contract and not to distribute printed matter or materials of any nature within the Exhibition enclosure or at entrances to the exhibition Enclosure.
21. The right to distribute in return for remuneration and/or sell any article of food, drink, ice - cream or tobacco is held by third party contractors authorised by Sefton MBC. No Exhibitor may sell, give away, or distribute any such article without written consent of the Organisers. This does not apply to the distribution of product samples.
22. The Organisers accept no responsibility for breakdown or failure of any of the services provided for, or in connection with, the Exhibition.
23. The Organisers reserve the right to cancel any applications, which they feel, do not meet the high standards of presentation to be achieved throughout the Exhibition. The Organisers have the right to request detailed plans or quality photos of the proposed exhibition stand, which must be produced upon request.
24. The Organisers have the power to order any article out of the Exhibition or to close any stand of any Exhibitor who does not conform to the regulations of the Organisers.
25. The Exhibitors details may be listed in The Southport Air Show programme prepared and distributed in connection with The Southport Air Show. The Organisers shall have no liability to the Exhibitor for any errors or omissions in such programme.
26. The Organisers reserve the right to refuse any person admission to the Exhibition at their discretion.
27. This agreement may be terminated by the Organisers at any time on the breach of any conditions by the Exhibitor, and thereupon all their rights hereunder shall cease and terminate, and any payments made by them on account hereof prior to said termination shall be retained by the Organisers as liquidation damages for such breach, and the Organisers may thereupon resell said space.
28. The Organisers reserve the sole and absolute right to alter, add to, or amend any of these Conditions, Rules and Regulations. Any questions or differences in regard thereto or otherwise arising out of or connected with incidents relating to the show, whether or not provided for in these Conditions Rules and Regulations, shall be dealt with by the Organisers whose decision shall be final. No alteration, addition, amendment of these Conditions Rules and Regulations shall release any Exhibitor from this Contract.