

Trade Stand Regulations:

**Royal Norfolk Show
Wednesday 1 – Thursday 2 July 2020**

By signing your application form, you are accepting the Association's rules and regulations as stated below and within the Trade stand guidance documents.

Any contravention of the regulations could result in your stand being closed down and/or your company not being invited back to future Shows.

1. General Conditions

No one is permitted to conduct any business or solicit money on the showground unless they are a confirmed exhibitor. No business, including the distribution of leaflets is permitted to take place in the car parks at any time.

All persons/articles entering the showground or car parks are subject to the orders, rules and regulations of the Association and any of the officers appointed by them who have the power to eject any person infringing a regulation. In this situation, no refunds will be given for any admission charges paid. Any articles associated with an infringement may be removed, confiscated or impounded at our discretion.

Your stand may be closed down and/or you may not be invited to exhibit at future shows if you do not conform to the Association's regulations or the directions of the stewards. No refunds will be given.

2. Trade Stand Boundaries

You are only permitted to conduct business within the boundary lines of your stand (i.e. the trade stand space you have paid for or are allocated). Failure to comply with this may result in a monetary fine being attributed to your organisation. For our visitors' enjoyment of the Show, they should not be directly approached outside of your stand lines. Trade stands are not permitted to:

- Hand out promotional leaflets/products around the showground or car parks.
- Place signs/boards/advertising materials anywhere on the showground outside of your stand space.
- Move into the avenues to encourage visitors to your stand.
- Make charitable collections around the showground or car parks.

All marquee construction must be completed by Friday 26 June 2020.

When setting up, you cannot rope off any areas beyond your stand boundary line (notably the area between your stand and the roadway) to avoid blocking the roads and ensure the flow of traffic around the ground.

Any carpet, fencing or other items used to highlight the edges of your stand cannot be placed beyond your stand boundary line.

3. Exclusivity

The RNAA will not grant exclusivity to any company to market or sell goods at the Show, however we do reserve the right to limit the number of similar stands to ensure variety for visitors.

4. Insurance

All trade stand holders must hold valid Public Liability Insurance.

This cover should:

- Have a limit of indemnity of no less than £2,000,000 in respect of any one occurrence and include Products Liability Cover with a limit of indemnity of no less than £5,000,000 per annum.
- Contain no inner limits of indemnity other than that above.
- Include an Indemnity to Principal clause; the policy must be kept in force at all times with a reputable insurer and premium payments kept up to date. You should inform the RNAA immediately if your policy is altered in any way, becomes invalid, or is cancelled/terminated.

The Consumer Protection Act 1998 makes the retailer of a defective product strictly liable to any person injured by it. Exhibitors should therefore also hold Products Liability Cover.

Any firm/organisation employing people must hold Employer's Liability Insurance to satisfy Health & Safety requirements. If you do not have this cover (e.g. you rely on volunteers or self-employed persons), then you must hold Public Liability Insurance.

Exhibitors are advised that the Association and its insurers will not be liable for theft or other losses and you are advised to ensure you have your own insurance to cover such events.

5. Liability

The Association will not be held liable:

- For any loss or damage arising from errors in the allocation of space, or if an exhibitor encroaches on the space allocated to another.
- To any persons for any damage or loss to the property of any such person or for any injury, however caused, fatal or otherwise, to any such person while upon the Association's showground or car parks or while entering or leaving the same for consequential loss/damage to any exhibitor.

Exhibitors accept liability for:

- Any loss, injury or damage that may be done to, occasioned by or arising from any article or property exhibited or brought on to the showground by or for you, and you shall indemnify the Association in respect of such damage or injury which may be so caused any damage caused to the under or over ground infrastructure services (by the exhibitor or your contractor).
- The behaviour and for any misconduct/negligence of themselves, their staff or contractors, and the consequences thereof.

We reserve the right to postpone, cancel, abandon or curtail the Show if circumstances arise outside of our control. If the Show is cancelled in advance of it starting, any deposit payments paid will be refunded less a 15% administration fee. Water and all additional tickets/passes that have already been bought will be refunded in full. No refunds will be made for those tickets included as part of your 'free' allocation. Refunds will be made within 60 days of the cancellation.

The Association will accept no liability for consequential loss or damage to any exhibitor. The decision of any cancellation committee will be final and no refunds will be made in any other circumstance.

6. Alcohol Sales / Entertainment at the Royal Norfolk Show

If you wish to supply or sell alcohol or provide entertainment on your trade stand, you must note this in your application or apply to the Commercial Coordinator.

Please note due to changes to the Norfolk Showground Premises Licence, trade stands are no longer able to apply for a Temporary Event Notice for Show Days. All trade stands undertaking any licensable activity will come under the Norfolk Showground Premises Licence.

Any Trade Stands found to be selling/supplying alcohol or providing entertainment without authorisation from the RNAA will be closed down.

For further details, please see the Trade Stand Licensing Terms.

7. Catering, Refreshments & Food Sampling

You can provide refreshments on your stand for customers, provided this is free of charge. You can also offer small free taster samples of food/drink as a sales aid for products that are primarily sold

for customers to take home. If you are giving away alcohol samples, you must register with the RNAA – see item 4.

You cannot sell any food/drink for immediate catering purposes unless directly contracted by the RNAA to do so and commission rates will apply.

Food Hall: Any stands authorised to sell food/refreshments for public consumption will be charged a commission fee of 15% of net sales, payable after the Show.

8. Animals on Trade Stands

The Association must be notified at the time of application if you are having any animals on your stand. Any changes once your stand is confirmed, are subject to approval. All livestock subject to movement control or disease-free certification must be accompanied by the appropriate documentation. Bio-security forms will be forwarded and must be completed and returned to the office prior to the Show. If there are animals on your stand, you must inform the Events Sales Coordinator by 1st April 2020.

The Royal Norfolk Show Holding Number is 28/207/8107.

9. Stand Space/Location

No guarantees are made to any exhibitor with regard to retaining or moving to a preferred site position or plot size and we reserve the right to move any stand at any time.

10. Unacceptable Stands / Sale of Offensive Items

The Association reserves the right to decline any stand it views as not being of an acceptable standard or remove any stand it views as unacceptable. Any expense occurred will be the responsibility of the exhibitor and no liability will be accepted by the Association.

The Association also reserves the right to make judgement on the sale/display of any items likely to cause offence. If necessary, the trade stand stewards will instruct the withdrawal of such goods from your stand.

11. Use of Stand Space

Any space allocated to exhibitors must only be used for the display or sale of items/services listed on your application. If you wish to make any changes after your application has been accepted, you must gain written authorisation from the Commercial Coordinator. There is no guarantee a change will be accepted and any changes that are accepted may be subject to the relocation of stand space.

12. Sustainability

The RNAA is committed to developing an environmentally sustainable event. To achieve this, all exhibitors are asked to use sustainable materials and avoid single use plastics.

13. Vehicle access onsite before, during and after the Show

13.1 Set up Passes

All vehicles requiring access to the Showgrounds before, during specified restock times and after the Show must have a Set Up Pass. The pass must be stuck on the dashboard and match the vehicle registration. Vehicles without a Set Up Pass will not be allowed on site.

Vehicles requiring access to the Showgrounds on Show Days [at 06.00-08.30 and/or 20.30-00.00] must provide a non-negotiable £50 deposit, which is payable on entry via cash or card. The deposit will be refunded as long as the vehicle is offsite by the time stated on the receipt. Your vehicle registration will be recorded upon entry and exit.

Set Up Passes will be allocated in accordance with your stand frontage and additional passes can be purchased if required. All Set Up Passes must be requested by 1 June 2020 and no Set Up Passes will be available at the Gate during set up.

Vehicle access during set up, clear down and re-stock times will be refused without this pass.

13.2 Static Vehicle Pass (S Pass)

If you require space for essential vehicles such as refrigerated or stock vehicles outside of your stand you should apply and pay for a static S Pass. A static pass will be required to park outside of your stand space, within allocated areas and are subject to availability.

The cost of each pass is £60 and you will be assigned a location and bay number. (Vehicle + trailer = 2 x static passes and vehicle + caravan = 2 x static passes).

13.3 Display Vehicle (D) Pass

If you have a static vehicle(s) as part of your stand or you wish to park a vehicle within your stand space, you will need a D Pass for each vehicle. You must apply for sufficient space to accommodate the vehicles.

The RNAA does not accept liability if you are unable to park your vehicle due to the size of your stand or other exhibitors setting up before you arrive. It is the exhibitor's responsibility to ensure that the vehicle is parked within the space and if there is not sufficient room, the vehicle must be parked within a public car park and the relevant passes purchased.

13.4 Caravans and Tents

Unauthorised tents will be dismantled by our security team.

If the caravan or tent is set up outside of your stand space you will require a Static (S) Pass.

Exhibitors camping on the showground without a static pass will receive a charge of £100 and the vehicle/tent will be removed.

14. Sub-letting

You are not permitted to sub-let or allow another exhibitor to have all or part of your stand (paid or otherwise) unless approved by the Commercial Coordinator. If you are approved to sublet, additional tickets and passes above the standard number allocated must be purchased and vehicles parking behind your stand (outside of your stand space) must request the appropriate passes in advance. See section 12.

If you are unable to take your stand space for any reason, you must inform the RNAA office who will make a suitable replacement from the waiting list - you are not under any circumstances permitted to re-let your space to another exhibitor.

15. Evening Entertainment

If you wish to provide entertainment or run an evening function on your Trade Stand, you must apply to the Commercial Coordinator no later than 1st April 2020. Evening entertainment and functions are subject to approval from the Show Director.

If approved, you will be provided with an invitation template must be supplied to the RNAA no later than 1st April 2020. Copies of the invitations will be added to the gate boards to allow guests with the invitation to enter the showgrounds without a show pass after 4pm.

Any requests after 1st April 2020 date will not be approved.

16. Sales and Promotions

The use of sale or clearance signage and promotions are not permitted at the Royal Norfolk Show. Exhibitors can make special show offers, which should be advertised as such.

17. Charity Collections

Any charity wishing to make appeals for funds, run raffles, or any other company wishing to raise funds on behalf of a charity must first obtain permission from the Commercial Coordinator.

Permission is normally only granted if the appeal is staged within a meaningful display about the

charity's objectives. Where permission is given, collections can only be made within the boundary lines of your stand space.

18. Balloons and Aerial Advertising

Due to the number of livestock/horses on the showground you are not permitted to sell or give away balloons. You may have balloons as part of your stand display, but these must be firmly secured to avoid accidental release.

You are not permitted to use any form of aerial advertising.

19. Flagpoles, Banners and Signs

Flagpoles, banners and signs must be securely installed within the allocated boundaries of your stand and must not obstruct the view of any adjoining stand. The RNAA reserves the right to request that any flagpoles, banners or signs are taken down and removed if they are considered to be unsafe or a nuisance.

All exhibitors must provide clear signage with the name of the stand as entered in the Show Guide.

Signs must not be used on the sides or rear of stands, or obscure exhibits or other signs on neighbouring stands.

Materials may not be placed anywhere else on the showground or car parks.

20. Fire Safety

Under the Regulatory reform (Fire Safety) order 2005, every stand must be equipped with firefighting facilities, which must be easily accessible and well maintained. No exposed flame or heat source should be placed near to canvas or other combustible material. The Norfolk Fire Safety Officer advises that all, but the smallest tent should have at least two fire exits.

21. Gas Cylinders

LPG/propane/butane cylinders must be stored in a well-ventilated position in the open air, with no obstructions in the vicinity to impede ventilation.

Cylinders should be firmly secured in a vertical position on firm level ground, at least 1 metre from any building or unauthorised interference.

To prevent tampering, every gas cylinder storage area must be enclosed in a lockable compound of robust wire mesh or similar. Cages or surrounds made of wood or other combustible materials are not acceptable. If practicable, only fixed piping should be used.

Food Hall: Gas cylinders and other combustible substances are not permitted.

22. Generators

Stand-alone generators are not permitted inside the Showground.

23. Guns & Knives

The sale or display of all guns and knives, whether real, imitation weapons or toys is strictly prohibited except by a licensed gun dealer. This also includes, but is not restricted to bb guns, water pistols, catapults, bows & arrows. Any exhibitor found selling or displaying such items without prior will be asked to withdraw them or leave the showground.

24. Wood burners, Firepits and BBQs

The use of lit firepits or barbecues by exhibitors or contractors is not permitted within the Showgrounds. The use of naked flames including candles and other similar items of any type are not permitted on trade stands.

Wood burners are permitted as long as they form part of a legitimate trade stand demonstration and the necessary safety controls are in place. The Commercial Coordinator must be notified prior to

the Show if a wood burners are to be used and approval must provided in writing. If approved, the stand may be subject to the relocation to a more appropriate area of the Showground.

25.Loudspeakers & Noise

The volume of any audio equipment or music that you use as a sales aid or attraction must be kept at a controlled level to avoid annoying other exhibitors or the public. You must also take care that the volume of active demonstrations (tools, chainsaws, machinery, musical instruments etc) does not cause annoyance to other exhibitors or the public. Surrounding stands should be able to conduct a conversation without raised voices.

You are not permitted to use microphones to sell or demonstrate goods. Auctions are not permitted. The Head Trade Stand Steward's decision on an acceptable level of noise is final. If volumes are increased following a decision, the Head Steward can ban the use of equipment or stop any particular activity for the remainder of the Show.

26.Radio Equipment

If you need to use two-way radios during the Show, you must inform us of the frequencies and equipment to be used. We reserve the right to restrict the number of frequencies and power of the equipment. If your frequency interferes with the Association's equipment you will be asked to change it.

27.Second-Hand Goods & Vehicles

The sale or display of second-hand goods and vehicles is subject to approval by the Events Sales Coordinator at the time of application.

28.Disability Discrimination

Under the Disability Discrimination Act 1995, everyone has the right to have access to your stand. Should you have any queries regarding this, please refer to the Equality & Human Rights Commission: 0845 604 6610 or www.equalityhumanrights.com

29.Employment of Children

Children under the age of 13 cannot be employed at the Show. If you intend to employ any child aged between 13-16, you should download an Employee Notification Form from the Children's Services section of the Norfolk County Council website www.norfolk.gov.uk (section entitled Activities for Children & Young People).