

# Application for Trade Stand Space

Closing date for application - 15 September 2017

|              |                             |
|--------------|-----------------------------|
| COMPANY NAME | TRADING NAME (IF DIFFERENT) |
| ADDRESS      |                             |
| POSTCODE     |                             |
| CONTACT NAME |                             |
| TELEPHONE    | MOBILE                      |
| EMAIL        | WEBSITE                     |

Please ensure you book enough space. Overspilling into the gangway or storage behind stands of ANY items is NOT permitted. Furthermore, no items are to be hung from the shell scheme ceiling grid or fascia name board.

|  |  |                |  |
|--|--|----------------|--|
| <b>ISLAND SITE</b><br>(Space Only – for independent stand build) | £180.00 per m <sup>2</sup> + VAT<br>(Minimum size 12 m <sup>2</sup> )                                  | Area required* |  |
| <b>ISLAND SITE</b>   | £199.00 per m <sup>2</sup> + VAT<br>(Minimum size 12 m <sup>2</sup> , to include shell scheme package) | Area required* |  |
| <b>OTHER SITE</b><br>(3 open sides)                              | £157.00 per m <sup>2</sup> + VAT<br>(To include shell scheme package)                                  | Area required* |  |
| <b>OTHER SITE</b><br>(2 open sides)                              | £152.00 per m <sup>2</sup> + VAT<br>(To include shell scheme package)                                  | Area required* |  |
| <b>OTHER SITE</b><br>(1 open side)                               | £125.00 per m <sup>2</sup> + VAT<br>(To include shell scheme package)                                  | Area required* |  |

Please provide a brief description of your product range (you can also enclose any brochures or literature if you wish):

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| SITE ALLOCATED |  |                    |          |
|----------------|--|--------------------|----------|
| <b>TYPE</b>    |  | <b>STAND NO</b>    |          |
| <b>AREA</b>    |  | <b>HOLDING FEE</b> | <b>£</b> |

We hereby apply to be allocated stand space in accordance with the Organisers' Terms and Conditions as stated herein and we enclose a holding fee of £300.00.

SIGNED \_\_\_\_\_ STATUS \_\_\_\_\_ DATE \_\_\_\_\_

**I enclose my cheque made payable to *The Kennel Club Ltd.***

**OR: PLEASE DEBIT MY CREDIT/DEBIT CARD FOR THE AMOUNT OF £300**

Card Type ..... Card Number .....

Expiry Date ..... Valid from ..... Issue No. (if relevant) .....

**The Kennel Club accepts the following credit or debit cards - VISA, VISA electron, Mastercard, Maestro, Solo**

# Notes for applicants/terms and conditions

PLEASE READ THE FOLLOWING INFORMATION CAREFULLY BEFORE COMPLETING THE APPLICATION FORMS.

This brochure represents the only process of application for Trade Stands at Crufts® 2018. It supersedes any previously submitted provisional booking form, letter of intent or verbal application. Each form will be regarded as an application for a single site.

No applications can be considered unless accompanied by a holding fee of £300.00 for each site. Should space be offered this holding fee becomes non-refundable

Acceptance by the Organisers of this form must not be taken to imply that an offer of space will necessarily be made.

## 1 MINIMUM SPACE

The minimum space area which may be applied for is 6.00 square metres

## 2 DESCRIPTION OF SITES AVAILABLE

(a) "Island site" refers to a space only area for independent stand build which has a gangway on all four sides (£180.00 + VAT per square metre) minimum size 12 sq m.

(b) "Island site" including shell scheme package is an area with a gangway on all four sides but includes shell scheme package (£199.00 + VAT per square metre) minimum size 12 sq m.

(c) "Other" site refers to an area which is either on the perimeter of the hall or is joined to another stand. The rates below includes a shell scheme package. "Other" sites are divided into three categories:

(i) Other (3) – open on three sides (£157.00 + VAT per square metre)

(ii) Other (2) – open on two sides (£152.00 + VAT per square metre)

(iii) Other (1) – open on one side only (£125.00 + VAT per square metre)

## 3 ACCEPTANCE OF SPACE

All successful applicants will be notified by December 2017.

Acceptance of the space offered must be received by the date given on the contract and is conditional upon the applicant's agreement to comply with the Organiser's Rules and Regulations/Terms and Conditions.

If acceptance is not received by the due date, the Organisers reserve the right to withdraw the space allocated and offer it to another applicant without further notice.

Unsuccessful applicants will be notified and their holding fee returned.

## 4 PAYMENT OF SPACE

The balance of payment must be remitted by the date stipulated on the invoice. The Organisers reserve the right to cancel the allocation without notice and retain the holding fee if this condition is not complied with.

## 5 TRANSFER, SHARING OR SUB-LETTING OF SPACE

Stand holders are not permitted to transfer, share or sub-let the whole or any part of the space allocated to them or to allow any portion on their stand to be used by any other company, firm or individual for business purposes.

## 6 STAND CONSTRUCTION

In order to meet the safety requirements of the National Exhibition Centre and to assist trade stand holders with their administration, only the following types of stand will be permissible:

(a) "Island" Sites (Space only) – Independent Stand Designs

## IMPORTANT INFORMATION:

Island sites must be arranged through a professional stand contractor of the trade stand holder's choice. Full details, including the name and address of the company to be used and relevant documentation as detailed in the rules and regulations, which will be available if your application is successful, must be submitted to organisers no later than 5 January 2018. If this information is not received by the due date, the Organisers reserve the right to arrange for a shell scheme to be erected on the relevant site and the stand holder will be invoiced accordingly.

NOTE: Stand holders are advised to use contractors which are members of ESSA (The Event Supplier & Services Association)

(b) "Island" sites including shell scheme package

The shell scheme package is included in the price and includes company name on the stand fascia and carpet tiles.

(c) "Other" (1), "Other" (2) and "Other" (3) sites – to include shell scheme/carpet package

The shell scheme package is included in the price of "other" sites and includes company name on the stand fascia and carpet tiles.

## 7 FLOOR COVERING

All stands, without exception, must have a suitable floor covering acceptable to the Organisers, which must be supplied and laid by a professional exhibition contractor and sides of stands bordering the public gangway must be properly delineated.

Please note that the shell scheme package includes carpet.

## 8 HEIGHT LIMIT

(a) "Island" Sites

Stands or any other structures, exclusive of any signs and fascias, must not exceed 3 metres in height (and any signs or fascias must not rise above a height of more than 1 metre above the main structure) unless special permission has been obtained from the Organisers.

(b) "Island" sites including shell scheme package / "Other" sites

Stand holders are not permitted to erect any structure above the height limit of the shell framework i.e. 2.4 metres

All stand fitting must conform to the requirements of The National Exhibition Centre and the Organisers, further details of which are to be included in the Rules and Regulations circulated with every space offer.

Failure to comply with any of the above Terms and Conditions could result in expulsion from the show and jeopardise space being offered to a trade stand holder at any other event organised by the Kennel Club Ltd.

**Please ensure you book enough space. Partial sides open will count as a full side open and be charged accordingly. Overspilling into the gangway or storage behind stands of ANY items is NOT permitted. Furthermore, no items are to be hung from the shell scheme ceiling grid or fascia name board.**

## CLOSING DATE FOR RECEIPT OF APPLICATIONS: 15 SEPTEMBER 2017

If we do not receive your application form by this date,  
we will automatically assume that you do not wish to apply for space.

**Please complete the enclosed application form now and send it to:**

**Crufts® Trade Stand Applications,  
The Kennel Club, Clarges Street, Piccadilly, London W1J 8AB**

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