



Thomas Whitty House, Silver Street, Axminster EX13 5AH
Telephone: 01297 34517
www.axevaleshow.com

. . . a great weekend for all!

Dear Trader

We are delighted that you will be participating in The Axe Vale Show 2020 and, as a result of your expression of interest, we now enclose the following:

- Application Form
- Electrical Supply Request Form
- Health and Safety Questionnaire
- Risk Assessment Form
- Terms and Conditions

Please complete all the forms and return them to the office with your full payment by 2nd May 2020. These must be accompanied by a valid Public Liability Insurance Certificate.

PLEASE REMEMBER WHEN BOOKING A PITCH

- To allow for all stays/guy ropes (when booking an open space) as they will need to be within the allocated space. Boundaries **cannot** be moved before or on Show days so as not to disadvantage neighbouring traders.
- **VEHICLES, TRAILERS, MARQUEES AND LIVESTOCK MUST BE INCLUDED WITHIN YOUR PITCH AND WILL INCUR A CHARGE IF THEY ARE NOT.**
- Sub-letting of your pitch or any part of it is not allowed.

AND ONCE I'VE PAID?

- We'll send you a receipted Application Form as confirmation of booking (by email or post).
- Final details will be sent to you in June.

WHAT HAPPENS IF I WANT TO CANCEL?

- If an Exhibitor withdraws from the Show or fails to attend no refunds will be given.
- Should the Show be cancelled for any reason beyond our control prior to being opened to the public, each Exhibitor will be entitled to a refund of all sums paid for that year up to the date of cancellation, less £20 for administration costs. Alternatively they may choose to put the money towards a stand at next year's Show. Please note ticket purchases are non refundable.
- **Please note that we are not liable for any costs incurred by Exhibitors. No Exhibitor shall have any further claim for loss, damage, interest or compensation.**

PROMOTING YOUR BUSINESS

- We advertise the Show across a wide range of magazines and newspapers as well as having an intense social media campaign.
- Please be sure to include the Show on your own website or any social media activity – it's never too early! Together we can maximise our efforts.
- **Free entry to the Show Guide**, which will be given to visitors to the Show, will include your name and address plus 20 words describing your business – **IF you complete the relevant part of the application form and send your full payment by 2nd May.** Entries received after this date (our print deadline) cannot be included.

Letter 2 to Trade 11/19

Axe Vale Festival Ltd. Registered in England & Wales - Company No. 6500554. Registered Charity No. 1130829
Registered Office (not for routine correspondence) - Thomas Westcott, Timberly, South Street, Axminster EX13 5AD

*The Axe Vale Show is a fundraising event organised by Axe Vale Festival Ltd
... raising funds for local organisations*

CAN I HAVE ELECTRICITY?

- Yes of course – if you complete the relevant part on the Application Form
- **Please note that the 5 amp electricity choice will not be sufficient for a kettle.**
- It is essential that you ensure any equipment is in safe working order and has been suitably tested.
- All equipment must be declared on the Electrical Supply Form.
- Compliance with the Fire Safety Order 2005 is essential. Very good guidance on food concession Trade Stands can be found on the National Fire Chiefs Council website: www.cfoa.org.uk, under event safety documentation.
- **Please note that electricity is only available during opening hours of the Show, unless previously arranged.**
- **THE USE OF PRIVATE GENERATORS IS NOT PERMITTED.**

HOW ARE PITCHES ALLOCATED?

- We lay out the Showground to optimise footfall for our Exhibitors, wherever possible meeting any special requests made on the Application Forms. We work on a first come, first served basis and entirely at the discretion of the Organisers but will do our best to please you. Please understand that it just isn't possible to give everyone exactly what they want – but we do try hard!

CAN I CAMP?

- Absolutely! You can bring a caravan, motor home or tent. There will be an area set aside in Car Park B with a WC and water supply provided.
- Alternatively a list of accommodation is available from the Visitor Information Point at Axminster Heritage Centre, Thomas Whitty House on 01297 34386.
- Please note that for Safety, Security and Insurance purposes **no overnight sleeping or camping is permitted on the Showground itself.**
- Please note that dogs are used to patrol the Showground overnight.

Please do get in touch if there is anything we can do to help.

Thank you so much for helping us to help others, and we look forward to meeting you at the Show.