



**SOUTHPORT  
FLOWER  
SHOW**

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**17<sup>th</sup> August – 20<sup>th</sup> August 2017**

# **Trade Stand Supplementary Information (ALL Stands)**

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**Victoria Park Management Company (Southport) Limited is the trading element of the Southport Flower Show Charity.  
Registered Company No.03016129**

**Southport Flower Show is a registered charity; its main fund raising event is the annual show**

## Applying for a Trade Stand

If you have not exhibited at the show before please contact us with full details of your products and the type and size of stand that you require before completing the application form. **If you are a new exhibitor to Southport Flower Show you must enclose or attach a photograph of your stand to your application.**

## Trade Stand Locations

There are three main trade stand locations: -

- Plants and garden products (shaded green on the show layout)
- General trade stand areas (shaded yellow on the show layout)
- Food village (shaded red on the show layout). Please note that we already have catering contracts in place for the consumption of food and drink on site. **If you wish to sell food or drink at the show it must be packaged for consumption OFF SITE ONLY** and you will need to complete either the FOOD TRADE STAND APPLICATION FORM or the CONFECTIONARY STAND APPLICATION FORM

## Type of Stand

When applying for a stand please note that the size of stand you choose must be large enough to accommodate your exhibit, your sales area and any storage space that you require. During the show the actual size of your stand will be checked against your application form to ensure that all exhibitors comply with the General Conditions of Attendance which can be found in the Exhibitor's Handbook which is available on the Southport Flower Show website. Bespoke stands can only be booked following a conversation and agreement with the Flower Show.

There are four types of trade stands available

- Open stand - a defined area marked out on the grass for you to bring in a mobile unit, purpose built display or your own marquee to cover all or part of the space or to just use the space as an open display stand. Your marquee must be of commercial quality, in good condition, clean and fit for purpose.
- Covered stand - a commercial marquee arranged by Southport Flower Show set on grass and comprising a roof and four walls, the front of which can be opened fully to the public. The marquee is self-contained and has no floor or internal fittings, however these are available as an optional extra. A banner rail and sign board is included within the cost of the stand. Images of our covered stands can be found on our website [www.southportflowershow.co.uk](http://www.southportflowershow.co.uk).
- Food marquee – a defined area located internally within a floored marquee. Please see the Food Trade Stand Application Form
- Horticultural display stand – a defined area on grass with a marquee covering the rear of the space. The front area is defined with picket fencing. We also supply a banner rail and sign board included within the cost of the stand. The horticultural display stands have been designed with nurseries, growers, garden centres, bulb and plant sellers in mind, to promote good quality, home grown and unusual plants. Exhibitors should create an attractive display at the front of the stand to promote their products in the best possible way. The plants in your display area must reflect the plants that you are selling and an effort must be made to create an interesting and attractive display for visitors whilst providing an improved retail experience through correct labelling and approachable and informative sales advice. Selling from the display area is permitted however the display should remain stocked and to a high standard at all times throughout the show. Should you sell out of your own stock any plants that you bring must be of the same quality and price and not cheap or of inferior quality. No Danish trolleys or other bulk storage units are allowed in the display area and the storage of trolleys is strictly limited to the covered part of your stand. Horticultural display stands will automatically be eligible for judging.

### Trade Exhibitors Passes

Below are details of the different passes, their function and how many are allocated per stand. If you require additional passes these can be purchased using the form on page 3 of the Trade Stand Application Form - **all tickets include VAT at the current rate.**

**Please note that if you have lost or mislaid your passes for any reason and you need a replacement you will be charged.**

### Exhibitor's Build Up and Breakdown Passes

This pass will allow vehicle access to the site before the show for build-up, during the show at specified times to allow for re-stocking, and after the show for the break down. Each vehicle requiring access must have a pass and they are non-transferable between vehicles. All the details requested on the pass must be completed clearly and the pass must be affixed to the top of the windscreen on the passenger side of the vehicle.

Stand Size	Number of passes provided	Cost for additional passes	Maximum available per stand
All stands	1	£6.00	3

The build-up and breakdown passes will be dispatched to you approximately one month before the show.

**If your vehicle does not show a pass or some of the details are not completed this will result in you being delayed at the gate and possibly denied entry.**

### Exhibitor's Car Park Pass

This allows one vehicle to be parked in the trader's car park before, during and after the show. Passes must be clearly visible at all times and are not transferrable.

Stand Size	Number of passes provided	Cost for additional passes	Maximum available per stand
All stands	1	£15.00	2

### Exhibitor's Pass

The Exhibitor's pass allows access to the site during the four days of the show. Each stand will receive an allocated number of passes. For larger stands we will authorise extra passes at no additional charge and a limited number of additional passes can be purchased, please see below.

Stand Size	Allocated number of passes provided	Cost of additional passes	TOTAL number of passes permitted per stand
3m x 3m	3	£18.00	4
6m x 3m	3	£18.00	4
6m x 6m & over	3	£18.00	5

## **Delivery or Collection of Passes**

You can choose to have your exhibitor's and car park passes posted to you by Recorded Delivery at a cost of £9.60 or collect them when you first arrive at the show. Please indicate on the Trade Stand Application Form if you would like the passes to be sent.

## **Services**

### **Furniture**

If you would like to book furniture for your stand please contact Childwall Table & Chair Hire Limited directly on 0151 708 0294, email [info@childwalltable.co.uk](mailto:info@childwalltable.co.uk) or visit their website [www.childwalltable.co.uk](http://www.childwalltable.co.uk) to view the full range of furniture available to hire from them.

### **Electric**

If you require an electrical connection or lighting for your stand please complete the electrical booking form and return it along with the payment in full to: - **AAC Power Solutions Limited, Scarborough Business Park, Hopper Hill Road, Eastfield, Scarborough, YO11 3YS. Telephone 01723 586799 or email [info@aacpowersolutionsltd.co.uk](mailto:info@aacpowersolutionsltd.co.uk)**

### **Water**

Access to water is available at various stand pipes situated across the show. Alternatively, if you specifically require a water connection for your site please add this as an additional requirement to your trade stand application. There will be a charge of £120.00 (inclusive of vat) for this service.

### **Campsite**

The campsite facility for the 2017 show will be confirmed shortly. Should you require further information in the meantime please contact the Flower Show office.

### **Porters**

A portering service will be available to visitors, the contact details of which will be made available at the Show.

### **Trade Stand Competitions**

If you would like your stand to be judged in the trade stand competition please read the notes below carefully as we have made some changes for 2017. All trade stands will be eligible to be judged in the trade stand competition, please tick the box on page 2 of the trade stand booking form if you would like your stand to be entered into the competition.

### **Horticultural Display Stands**

One overall winner will be chosen. The winner will receive a £500 reduction on the cost of their stand for 2018, a bottle of Champagne and a medal card.

### **Non Horticultural Display Stands**

This category will incorporate any stand which is not a Horticultural Display Stand so, for example, this may include other plant exhibitors, garden tools, products, clothing and so on. The winner will receive a medal card and a bottle of champagne.

## Food Trade Stands

This category will incorporate any trade stand selling food or drink for consumption off site. The winner will receive a medal card and a bottle of champagne.

## Judging Criteria

Points will be awarded on a scale of 1 – 10 and the areas that the judging will cover are:- the overall initial impact of the stand, the appeal of the display area, the quality of the products on display, the clarity of the labelling and information available to customers, the arrangement and tidiness of the sales area and the knowledge and helpfulness of the sales staff. If possible we would like your stand to incorporate either a floral element to reflect the nature of the show or a feature reflecting the show theme, which for 2017 is **The Curious Garden**. There will be 3 judges appointed by Southport Flower Show with skills in horticulture, food and retail who will judge the stands and the awards will be made no later than the Friday of the show at the winning stands.

## Show Theme

Each year the chosen theme is reflected throughout the showground in displays and also within the various competitive areas such as the Grand Floral Marquee, Floral Arts and the Show Gardens. Although not obliged to do so, trade exhibitors are welcome to incorporate the theme into their display if they wish.

## Briefing Sheet 2017



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## Southport Flower Show are proud to announce the annual theme for 2017 is: *The Curious Garden*

Inspired by a sense of mystery, wonder and curiosity

- *The Curious Garden* asks that you represent the outdoors as something to be discovered, explored and bewildered by.

Fruits and vegetables that nestle amongst wild plants, hidden in secret caves and corners. Mysteries that linger in lost valleys and ancient woodlands, caging age-old structures. Legends lurking in age-old gardens, behind walls of tangled bramble and overgrown ivy.

This year, Southport Flower Show presents the curious and the strange, the foliage and frondescence, the oddities and mysteries of the great outdoors.

Through a twist, a turn, and possibly a secret door, what surprises will you discover?

## **Important Show Information – PLEASE RETAIN FOR YOUR INFORMATION**

For our complete terms and conditions, rules and regulations please refer to the Exhibitor's Handbook and the SMBC Hygiene Requirements (food exhibitors) at - [www.southportflowershow.co.uk](http://www.southportflowershow.co.uk)

### **Build Up**

The show will be open for trade stand build up from the following times:

<b>Open Stands</b>	Wednesday 9 <sup>th</sup> August 8am
<b>Covered Stands</b>	Monday 14 <sup>th</sup> August 8am
<b>Horticultural Display Stands</b>	Monday 14 <sup>th</sup> August 8am

The normal working hours during the build-up to the show are;

Wednesday 9 <sup>th</sup> - Monday 14 <sup>th</sup>	8am – 6pm
Tuesday 15 <sup>th</sup> & Wednesday 16 <sup>th</sup>	8am – 9pm
Thursday 17 <sup>th</sup>	6am

Exhibitors expecting to work outside of these hours must make prior arrangements by contacting the Flower Show office.

### **Deliveries**

All deliveries arriving on site must have a contact name, mobile number and stand number. Deliveries will not be allowed on site if contact details are not available. Please make sure that you or a representative is available to accept deliveries.

### **Show Days**

The show will be open to the public during the following times:

Thursday	17 <sup>th</sup> August	10am - 6pm
Friday	18 <sup>th</sup> August	10am - 6pm
Saturday	19 <sup>th</sup> August	10am - 6pm
Sunday	20 <sup>th</sup> August	10am - 5pm

Trade stands **must** be open during the show hours.

### **Re-stocking**

You will be able to have vehicle access to restock your stand:

In the morning from	7am – 9am
In the evening from	6.30pm – 8pm

### **Break Down**

Vehicles will be allowed into the show for the breakdown of your stand as follows:

All Sites	Sunday	20 <sup>th</sup> August	6pm
	Monday	21 <sup>st</sup> August	8am – 6pm
	Tuesday	22 <sup>nd</sup> August	8am – 4pm

Covered stands must be cleared no later than 11am Monday 21<sup>st</sup> August. All other stands must be cleared no later than 4pm Tuesday 22<sup>nd</sup> August.