As the UK’s largest dog event, Paws in the Park offers traders and exhibitors unrivalled access to ABC1 customers who love everything and anything about dogs!

Now in its seventh year, the Paws in the Park Spring Show attracts over 15,000 visitors and 9,000 dogs, with over 1000 people camping for a dog-centred weekend break. There’s so much to enjoy from arena displays and have-a-go to fun competitions and free advice, most visitors come for the whole day. So it’s the ideal show to sell your dog products or service, direct to enthusiastic customers who often come with the whole family - and their dogs of course!

The South of England Showground has over 150 acres of event space and offers fantastic facilities. Choose from a variety of outside stall pitches, starting at just £218 + VAT for a 3m x 6m pitch - for the whole weekend!

Book now

- Book and pay now online at www.pawsinthepark.net
- Print and complete our booking form (it’s at the end of this pack)
- Call us on 07952 971452 to discuss your requirements.
Why you should be at Paws in the Park

✓ The UK’s largest indoor and outdoor dog shows for working, trained and pet dogs!
✓ Over 15,000 visitors and 9,000 attend every year
✓ All dogs are welcome when accompanied by well-behaved humans!
✓ Events happening all day, including arena displays and exciting competitions
✓ Have-a-go for latest on-trend and traditional dog activities
✓ Major sponsors such as Eurotunnel, Land Rover, and Arden Grange
✓ High profile branding and exposure for your products/services over 2 days
✓ Well organised popular show run by MDS, with decades of experience
✓ Extensive show publicity in a range of press and media.
✓ Additional sponsorship and advertising opportunities

jacqui@mdsshows.co.uk | 07952 971452 | www.pawsinthepark.net
Meet Our Paws in the Park Visitors!

**DEMOGRAPHICS**
66% are lucrative ABC1s

**AGE RANGE**
30 to 55

**VISITOR NUMBERS**
15,000 dog lovers and 9,000 dogs

**FAMILIES**
60% of visitors come as a family

**AVERAGE INCOME**
£40K

**SOCIAL MEDIA**
10K+ followers on Facebook

**WEBSITE**
50,000+ visitors before each show

**TICKETS**
33% bought in advance online

jacqui@mdsshows.co.uk  |  07952 971452  |  www.pawsinthepark.net
Trade Stands at Paws in the Park

Everything you need to showcase your products and services, at highly cost-effective prices.

- A choice of 5 different sizes of ground spaces
- 2 exhibitor passes (more available to purchase)
- Your company logo and website link on our state of the art website
- Car parking and integrated camping available behind your stand
- Large exhibitor car park
- Electrics supply at 16amp (additional cost)
- Tables and chairs available to hire
- Generous trading hours of 9.30am to 5pm
- Additional advertising opportunities - call for details

“Another brilliant weekend and lovely to see so many happy dogs and smiley faces look forward to doing it all again next year :-)” One Stop Dog Shop

“One of the best shows of the year! Well run by the organizers, loads of customers for the traders, loads of things to do for the doggies! See you next year!” Blackdog DNA

jacqui@mdsshows.co.uk | 07952 971452 | www.pawsintheypark.net
Spring Show 2020 Stand Prices and Info

Book early!
Please book now to avoid disappointment! Trade space for this show is limited and we work hard to ensure that there is no excess duplication of services or products. Bookings are strictly made on a first come first served basis.

How to book
Booking your trade stand at our Spring Show is easy.
- Book and pay online now at www.pawsinthepark.net
- Fill out the booking form on the next page
- Pay by cheque, credit/debit card, Paypal and BACs (details on request)

Ground spaces
Choose the ground space that’s perfect for your product or services:

<table>
<thead>
<tr>
<th>Ground Space</th>
<th>Stand Size</th>
<th>Price + VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>3m frontage x 6m depth</td>
<td>£218</td>
<td>12m frontage x 10m depth</td>
</tr>
<tr>
<td>6m frontage x 10m depth</td>
<td>£328</td>
<td>15m frontage x 10m depth</td>
</tr>
<tr>
<td>9m frontage x 10m depth</td>
<td>£438</td>
<td>Electric Supply – 1 x 16amp</td>
</tr>
<tr>
<td>Extra Passes (2 exhibitor passes free with each stand)</td>
<td>£8.50</td>
<td></td>
</tr>
<tr>
<td>Trestle Table</td>
<td>£8.50</td>
<td>Chair</td>
</tr>
</tbody>
</table>

Please book the space required for the entire stand, including tow bars etc. All ground spaces will be allocated on arrival.

Trade stands T&Cs
All traders will need to provide their own suitable cover. All gazebos must be commercial weight, secure and weatherproof. For full details see our T&Cs.

Stand space for charities and non-profit organisations
There will be a small number of stands available FOC to charities and non-profit organisations. To apply for a charity stand please fill in the attached booking form and include full details on your organisation.

Extra Advertising Opportunities
- Website Banner
  Banner advert on the Paws in the Park (www.pawsinthepark.net) website with link: £150 + VAT
- Advert in Event Programme
  Small advert (95mm wide x 64mm high) in event programme given to every exhibitor and visitor: £80 + VAT

Sponsorship
Boost your business profile and brand visibility at the Spring 2020 Show. Call us to discuss your specific requirements or click here to download our sponsorship pack.

jacqui@mdsshow.co.uk | 07952 971452 | www.pawsinthepark.net
Booking Form
Paws in the Park Spring Show 2020 - The South of England Showground, Ardingly, West Sussex - 16 – 17 May 2020
Book online at www.pawsinthepark.net OR Print and complete this form and send with payment.

Name

Trading Name

Address

Postcode

Telephone No.

Email*

Website

Description of goods for sale or services offered:

*wherever possible we will contact you via email.

Trade stand space for Paws in the Park Spring Show 2020
All prices exclude VAT – please add before calculating payment due.

<table>
<thead>
<tr>
<th>ITEM</th>
<th>Cost excl. VAT</th>
<th>Quantity</th>
<th>Total £</th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3m frontage x 6m depth</td>
<td>£218</td>
<td></td>
<td></td>
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<td>£438</td>
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<td></td>
</tr>
<tr>
<td>12m frontage x 10m depth</td>
<td>£521.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15m frontage x 10m depth</td>
<td>£631.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom space – call MDS to discuss</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small charity stand 3m frontage x 3m depth Limited availability - apply by email</td>
<td>Free</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

| EXTRAS | | | |
| Electric Supply @ 1 x 16amp | £75 | | |
| Website Banner | £100 | | |
| Advert in Event Programme | £80 | | |
| Extra Passes (per person) | £8.50 | | |
| Trestle Table hire | £8.50 | | |
| Chair hire | £5.50 | | |
| Camping - add number of pitches required | Free | | |

Subtotal

VAT applies to to ALL items

VAT @20%

Total Due

Signed

Name

Date

Please complete and return with payment to: MDS Shows Ltd, Paws in the Park, 5 Frythe Close, Cranbrook, Kent TN17 3AX

jacqui@mdsshows.co.uk | 07952 971452 | www.pawsinthepark.net
**Terms and Conditions**

**Paws in the Park Spring Show – The South of England Showground, Ardingly, West Sussex**

**Confirmation**
On receipt of your deposit we will acknowledge your booking with confirmation. This will be your acknowledgement of your booking and should be presented as you arrive on site to unload.

**Passes**
Due to increased security, MDS Shows Ltd will be issuing all Traders and Exhibitors with an Exhibitor pass/ wristband for every person. A maximum of 2 exhibitor passes will be issued per stand with additional passes available at £8.50 each. Please make sure that your order the correct number of passes you require on the booking form as you will not be allowed access into the showground without a pass. Passes will be sent 1 month before show date.

**Camping**
Where space allows, camping for Exhibitors will be behind the trade stands, for smaller stands there will be a designated camping area. No camping units unless integral to the stand will be allowed onto the showground.

**Cancellations**
All cancellations must be in writing. If you cancel a show, for whatever reason, within four weeks of the show date 50% of the balance will be payable. If the cancellation is received within two weeks of the show date, the full balance is required. MDS will not be liable to any exhibitor for any claim for compensation or refund in the event of any show being cancelled or disrupted due to bad weather, major incident, civil unrest or any other cause beyond the organiser’s control.

**Unloading and Set Up**
Set up is from midday two days prior to the opening show date. No account will stand be sited after 7pm. Anyone arriving after this time will be required to park up in a holding area until 7am the following morning.

**Trading Hours and Vehicle Movement**
Trading hours are from 9.30am to 5.00pm and there will be NO vehicle movement allowed on the showground between 8.30am and 5.30pm on show days on the showground. Stall holders arriving after 8.30am on show days will be required to unload by hand from the car park. Any traders/exhibitors breaking down stands before 5.30pm WILL NOT BE INVITED BACK FOR FUTURE SHOWS.

**Reinstatement**
It is the responsibility of each individual stallholder to reinstate the area of their stand to its original condition. No items are to be attached or stuck to any marquee, walling or barrier without the permission of MDS.

**Trailers and Equipment**
It is the exhibitor’s responsibility to ensure that all trailers’ equipment using the supply comply with the latest HSE Regulations and are tested and fit for purpose.

**Marquees and Gazebos**
For all outdoor stands light structures or gazebos are not permitted. All gazebos should be commercial types or heavy duty for Health and Safety reasons.

**Site Clearance**
It is each stallholder’s responsibility to clear the rubbish from their stand at the end of the show, placing all bags in the skips on site.

**Chemical Toilet Waste**
Do not empty this waste in the toilets on site. Empty when and where directed by MDS.

**Use of Electrical Supply**
MDS will provide access to a single phase supply when included, ordered and paid for. All trade/exhibitors must supply tested and labelled 50m 16amp cable with a ‘C’ Form plug and socket (blue). Your cable will be plugged into the nearest supply by a qualified electrician. Any problems with your supply due to overloading or tripping of supply may lead to the supply being disconnected. If this occurs there will be NO refunds. If the supply is interrupted, MDS will not be held liable for economic or consequential loss resulting from negligence or how so ever caused. Please contact us if you require a larger amp supply.

**Use of Generators**
The USE OF GENERATORS IS STRICTLY FORBIDDEN. All electricity requirements must be ordered from MDS.

**Catering**
The sale of all refreshments will be strictly limited to those authorised by MDS.

**Electrical Equipment**
It is a condition of your booking that ALL the electrical equipment you wish to connect to the show supply is inspected and tested to the current Institute of Electrical Engineers (IEE) Wiring Regulations. Each piece of equipment must have a sticker denoting the date of test (remember all equipment should be tested at least once a year, so the sticker should not be older than 12 months).

**Gas Appliances**
Gas appliances are only to be used following permission by MDS. All appliances must have current CORGI tested certificate.

**Electrical Kettle, Fans and Heaters**
The use of electric kettles, fans or heaters is not permitted on the marquee and stand lighting circuits, whatever the reason or temperature.

**Leafleting**
All Exhibitors should promote and sell their services within their trade stand. NO Leafleting at all is permitted on the showground without prior permission by MDS.

**Insurance**
MDS Shows carry comprehensive Public Liability Insurance to cover claims for which we are legally liable. We expect all exhibitors to have the necessary Public Liability insurance for shows and would strongly advise them to also insure themselves for fire and theft, damage and cancellation.

**Responsibility of Exhibitors**
Exhibitors are responsible for the safety (including fire precautions) of their stands. The exhibitor shall assume full responsibility for any article of any kind, exhibited by them, including liability for all claims arising out of the handling of exhibits and the conduct of their stand generally. The exhibitor shall indemnify MDS Shows against all claims, damages or expenses arising in any way out of the presence of the exhibitor, his staff or his exhibits at the Event. Acceptance of these provisions shall be condition of entry.

**Disclaimer of Liability**
MDS Shows Ltd shall not in any way unless legally liable, be responsible for: Any claim for compensation or otherwise in regard to the holding of or for anything arising out of or in any connection with the event. Any accident that may occur or for the death, injury, disease or loss arising. Any loss or damage whatsoever arising from the abandonment, cancellation of any show and any such eventuality.