



# Exhibitor Pack

## The Show For You and Your Dog

18 - 19 September 2021, Kent Showground, Detling, Kent

### Paws in the Park Show

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 15th year, the Paws in the Park Show attracts over 23,000 visitors and 15,000 dogs. Over 1500 visitors also camp onsite for one or two nights for a totally 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 Kent Showground has over 200 acres of event space and a staggering 4500 square metres of indoor space. Choose from a variety of outside and inside stall pitches, starting at just £238 + VAT for a 3m x 6m pitch - for the whole weekend!

## Book now

- Book and pay now online at [www.pawsinthepark.net](http://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.



COMPANION  
DOG SHOW

SHOPPING



DASH N  
SPLASH



ARENA  
ATTRICTIONS

COMPETITIONS



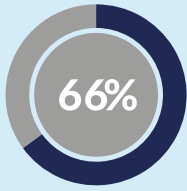
HAVE A  
GO EVENTS

# 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 23,000 visitors and 15,000 dogs 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 including on-trend and traditional dog activities
- ✓ Major sponsors such as Eurotunnel, Land Rover, and Purely Pets
- ✓ High profile branding and exposure for your products/services over 2 days
- ✓ Well organised popular show with year on year visitor growth
- ✓ Extensive show publicity in a range of press and media.
- ✓ Additional sponsorship and advertising opportunities



# Meet Our Paws in the Park Visitors!



DEMOGRAPHICS

**66% are lucrative ABC1s**



AGE RANGE

**30 to 55**



VISITOR NUMBERS

**23,000 dog lovers and 15,000 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,  
100% last year!**

# 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 outdoor ground spaces
- 4 different inside stand sizes in the Maidstone Exhibition Hall
- 2 exhibitor passes (more available to purchase)
- Car parking and integrated camping available behind your stand
- Large exhibitor car park
- Electrics supply available (16amp outside, 13amp inside)
- Tables and chairs available to hire
- Generous trading hours of 9.30am to 5pm
- Additional advertising opportunities - call for details

"What a fantastic show. we just wanted to thank everyone for all the hard work setting up and during the event. Always one of the best organised shows." **GB Dog**

"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**



# 2021 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 show is easy.

- Book and pay online now at [www.pawsinthepark.net](http://www.pawsinthepark.net)
- Fill out the booking form on the next page
- Pay by credit/debit card, Paypal and BACs (details on request)

## Outside ground spaces

Choose the outside space that's perfect for your product or services:

3m frontage x 6m depth	<b>£238</b> + VAT	12m frontage x 10m depth	<b>£573</b> + VAT
6m frontage x 10m depth	<b>£359</b> + VAT	15m frontage x 10m depth	<b>£694</b> + VAT
9m frontage x 10m depth	<b>£480</b> + VAT	Electric Supply – 1 x 16amp	<b>£75</b> + VAT

## Outside trade stands TandCs

Please book the space required for the entire stand, including tow bars etc. All ground spaces will be allocated on arrival. All traders will need to provide their own suitable cover. All gazebos must be commercial weight, secure and weatherproof. For full details see our TandCs.

## Indoor stand spaces in the Maidstone Exhibition Hall

The Maidstone Hall is a permanent building used as exhibition space, and is floored and carpeted. In addition to trade stands, this area includes indoor arenas, all day entertainment and food halls.

3m frontage x 3m depth	<b>£242</b> + VAT	6m frontage x 6m depth	<b>£434.50</b> + VAT
6m frontage x 3m depth	<b>£374</b> + VAT	9m frontage x 6m depth	<b>£506</b> + VAT
	Electric Supply – 1 x 13amp (In building only)		<b>£35</b> + VAT

## Maidstone Hall trade spaces TandCs

No shell scheme is provided. Tables and chairs available for hire. All leads and equipment plugged into the electricity supply must be tested and labelled. For full details see our TandCs.

## 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](http://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 2021 show. Call us to discuss your specific requirements.

# Booking Form

**Paws in the Park Show 2021** - The Kent Showground, Detling, Kent - **18 - 19 September 2021**

Book online at [www.pawsinthepark.net](http://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 Show 2021

All prices exclude VAT – please add before calculating payment due.

ITEM	Cost excl. VAT	Quantity	Total £
<b>GROUND SPACE OUTSIDE</b>			
3m frontage x 6m depth	£238		
6m frontage x 10m depth	£359		
9m frontage x 10m depth	£480		
12m frontage x 10m depth	£573		
15m frontage x 10m depth	£694		
<b>INDOOR SPACES</b>			
3m frontage x 3m depth	£242		
6m frontage x 3m depth	£374		
6m frontage x 6m depth	£434.50		
9m frontage x 6m depth	£506		
Custom space – call MDS to discuss			
Small charity stand 3m frontage x 3m depth Limited availability - apply by email	Free		
<b>EXTRAS</b>			
Electric Supply 1x 16amp (outdoors only)	£75		
Electric Supply 1x 13amp (indoors only)	£35		
Website Banner	£150		
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		
		<b>Subtotal</b>	
	VAT applies to ALL items	<b>VAT @20%</b>	
		<b>Total Due</b>	

- Space is only booked on receipt of full payment.
- All bookings will be taken on a first come first served basis.
- To secure your space, this form must be fully completed and signed and accompanied by a cheque for the outstanding balance. Please phone us should you have any queries regarding payment.
- Cheques to be made payable to MDS Shows LTD and marked on the reverse with the name of the show and your trading name.
- Credit/debit card payment can be made online at [www.pawsinthepark.net](http://www.pawsinthepark.net)
- Bookings are subject to our terms and conditions.
- Booking a stand at our event confirms that you accept these conditions.
- Small charity stand 3m frontage x 3m depth. Limited availability

I/ We agree to the show terms and conditions

I/ We have public liability insurance

I/ We agree for our details to be used for advertising purposes

I/ We have referred to the relevant guidance notes on the trading standards website [www.tradingstandards.gov.uk](http://www.tradingstandards.gov.uk)

I/We agree to be Covid compliant

Signed

Name

Date

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

# Terms and Conditions

## Paws in the Park Show – The Kent Showground, Detling, Kent

### 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 emailed 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 organisers control.

### Unloading and Set Up

Set up is from midday two days prior to the opening show date. On no account will stands 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 either supply comply with the latest HSE Regulations and are tested and fit for purpose.

### Marquees and Gazebos

For all outdoor stands gazebos should be commercial types or heavy duty for Health and Safety reasons.

### Inside Spaces Set-Up and Access

No shell is supplied for inside stall spaces. Tables and chairs are available for hire. We try to park all indoor space trader vehicles as close as possible to the Maidstone Exhibition Hall, within the confines of the designated Exhibitor Car Park.

### 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

For outside trade spaces, 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. For inside spaces, MDS provide access to a 13-amp supply.

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.



**MDS Shows Ltd, Paws in the Park, 5 Frythe Close, Cranbrook, Kent TN17 3AX**  
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