



Traders/Exhibitors Pack

The Show For You and Your Dog

9 - 10 October 2021, South of England Showground, Ardingly, West Sussex

Paws in the Park

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 eighth year, the Paws in the Park 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.



COMPANION
DOG SHOW

SHOPPING



DASH N
SPLASH



ARENA
ATTRICTIONS

COMPETITIONS



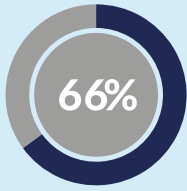
HAVE A
GO EVENTS

Why you should be at Paws in the Park

- ✓ The UK's largest outdoor dog shows for working, trained and pet dogs!
- ✓ Over 15,000 visitors and 9,000 dogs
- ✓ 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 Purely Pets
- ✓ 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



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,
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 ground spaces
- 2 exhibitor passes (more available to purchase)
- 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**



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
- Fill out the booking form on the next page
- Pay by credit/debit card, Paypal and BACs (details on request)

Ground spaces

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

3m frontage x 6m depth	£218 + VAT	12m frontage x 10m depth	£521.50 + VAT
6m frontage x 10m depth	£328 + VAT	15m frontage x 10m depth	£631.50 + VAT
9m frontage x 10m depth	£438 + VAT	Electric Supply – 1 x 16amp	£75 + VAT

Extra Passes (2 exhibitor passes free with each stand)		£8.50 + VAT	
Trestle Table	£8.50 + VAT	Chair	£5.50 + VAT

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

Trade stands TandCs

All traders will need to provide their own suitable cover. All gazebos must be secure and weatherproof. 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) 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 show. Call us to discuss your specific requirements.



Booking Form

Paws in the Park Show 2021 - The South of England Showground, Ardingly, West Sussex - **9 - 10 October 2021**

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 Show 2021

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

ITEM	Cost excl. VAT	Quantity	Total £
STANDS			
3m frontage x 6m depth	£218		
6m frontage x 10m depth	£328		
9m frontage x 10m depth	£438		
12m frontage x 10m depth	£521.50		
15m frontage x 10m depth	£631.50		
Custom space – call MDS to discuss			
Small charity stand 3m frontage x 3m depth Limited availability - apply by email	Free	-	-
EXTRAS			
Electric Supply @ 1x16amp	£75		
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		
		Subtotal	
	VAT applies to ALL items	VAT @20%	
		Total Due	

- 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
- Bookings are subject to our terms and conditions.
- Booking a stand at our event confirms that you accept these conditions.

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

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 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 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 the 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.

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.



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