



# Catering Information and Booking Form

Barking brilliant two-day dog events in the South-East

## Paws in the Park Show

14 - 15 May 2022, South of England Showground, Ardingly, West Sussex

17 - 18 September 2022, The Kent Showground, Detling, Kent

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!

Paws in the Park has grown phenomenally to become the UK's largest outdoor dog show for working, trained and pet dogs. In 2021, our two shows attracted a record 38,000 visitors and 24,000 dogs.

There's so much to enjoy from arena displays to have-a-go and fun competitions, most visitors come for the whole day. It's the ideal show to sell to enthusiastic customers and their families in between activities.

And with most visitors staying onsite for at least 4.5 hours, or even camping for the whole weekend, there's plenty of hungry humans (and dogs) looking for tasty meals and tempting treats all day long.

### 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.



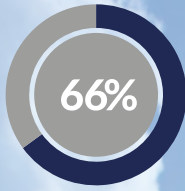
# Why you should be at Paws in the Park

- ✓ The UK's largest indoor and outdoor dog shows for working, trained and pet dogs!
- ✓ Affordable ticket prices and great family deals
- ✓ Over 38,000 visitors and 24,000 dogs attend every year
- ✓ Over 1500 people camp for a weekend doggy break
- ✓ 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 exposure for brand caterers over 2 days
- ✓ Well organised popular show with year on year visitor growth





# Meet Our Paws in the Park Visitors!



DEMOGRAPHICS

**66% are lucrative ABC1s**



AGE RANGE

**30 to 55**



VISITOR NUMBERS

**38,000 visitors and 24,000 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

**61% bought in advance online**



CAMPERS

**Over 1500 people camp over the weekend**



# Your Catering Stand at Paws in the Park

Everything you need to sell your tasty food and drink all day long, at highly cost-effective stand/space fees.

- A choice of different sizes of outdoor ground spaces
- Indoor catering spaces at our Autumn Show
- Car parking and integrated camping available behind your stand\*
- Large exhibitor car park
- Electrics supply
- Larger amp supply on request
- Tables and chairs available to hire
- Generous trading hours of 9.30am to 5pm
- Additional advertising opportunities - call for details
- Opportunities to sell to those camping overnight
- Catering stands awarded to limited number of companies

\* (please select correct size to include this)

“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**



# Catering Stand Prices and Info

## Book early!

Every year we run out of space for catering, so please book now to avoid disappointment! Catering space for this show is strictly 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 catering stand at either of our two shows is easy.

- Fill out the booking form on the next page
- Email or post it to us with payment OR
- Pay our invoice by cheque, credit/debit card, Paypal or BACs

## Outside ground and indoor stand spaces

Choose the outside space that's perfect for your product or services. Indoor catering space is only available at the Paws in the Park Autumn Show.

Outdoor Ground Space	Spring or Autumn Shows
3m frontage x 4m depth	£450 + VAT
6m frontage x 10m depth	£825 + VAT
9m frontage x 10m depth	£950 + VAT
16 Amp Single (Blue Plug)	£75 + VAT
32 Amp Single	£110 + VAT
Indoor Space	Autumn Show only
3m frontage x 4m depth	£450 + VAT
13 Amp Single	£35 + VAT
13 Amp Double	£60 + 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 caterers will need to provide their own suitable cover, and all gazebos must be commercial weight, secure and weatherproof. No generators permitted – please book your electric supply on the form. For full details see our TandCs.

## Indoor catering spaces TandCs

All caterers will be positioned on arrival. 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.

## Feed our happy campers!

You are more than welcome to stay open in the evening for our weekend campers. Please let us know your evening opening hours so that we can add these to the information sent to our 1500+ campers.

## 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





# Catering Booking Form

Print and complete this form and send with payment.

**Paws in the Park Sussex Show** - Ardingly, West Sussex

**14 - 15 May 2022**

**Paws in the Park Kent Show** - Detling, Kent

**17 - 18 September 2022**

(Please tick box to select the show that you wish to attend)

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.

## Catering stand space for Paws in the Park Shows 2021

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

ITEM	Cost excl. VAT	Quantity	Total £
<b>GROUND SPACE OUTSIDE</b> (both shows)			
3m frontage x 4m depth	£450		
6m frontage x 10m depth	£825		
9m frontage x 10m depth	£950		
Custom space – call MDS to discuss			
16 amp single (blue plug)	£75		
32 amp single	£110		
<b>INDOOR SPACES</b> (Autumn show only)			
3m frontage x 4m depth	£450		
Custom space – call MDS to discuss			
13 amp single	£35		
13 amp double	£60		
<b>EXTRAS</b>			
Website Banner	£150		
Advert in Event Programme	£80		
Extra Passes (per person)	£10		
Trestle Table hire (per table)	£10		
Chair hire (per chair)	£6		
Camping (see note below)	Free		
		<b>Subtotal</b>	
	VAT applies to ALL items	<b>VAT @20%</b>	
		<b>Total Due</b>	

- To secure your space, this form must be fully completed and signed and accompanied by a cheque for 50% of the total due. Space is only booked on receipt of this payment.
- All bookings will be taken on a first come first served basis.
- Copies of your food and safety documents are required with your form to secure your pitch.
- The use of generators is strictly forbidden on the showground – all electricity requirements must be ordered in advance.
- 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.

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 have enclosed copies of our food and safety documents

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 Shows 2022

### Compliance and Regulations

All catering must apply with the

- Food Safety (General Food Hygiene) regulations 1995
- Food Safety (Temperature Control) regulations 1995

All caterers must also be registered with their local authority.

### 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 set up.

### 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 £10 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

Camping for Exhibitors with integrated camping in their units will be behind the trade stands. For standard camping, 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

Instructions will be emailed.

### Trading Hours and Vehicle Movement

Trading hours are from 9.30am to 5.00pm, with optional evening opening for campers. 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 fully comply with the latest HSE Regulations and are tested and fit for purpose.

### Marquees and Gazebos

For all outdoor stands, light structures or party tents/gazebos are not permitted. All gazebos should be commercial types or heavy duty for Health and Safety reasons.

### Inside Spaces Set-Up and Access (Autumn Show)

No shell is supplied for inside stall spaces. Tables and chairs are available for hire

### 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 only.

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 Exclusivity

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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