

Exhibitor Information and Booking Pack



2019

Hilton Hotel, Maidstone
Sunday 6th January 2019
Sunday 9th June 2019
Bank Holiday Monday 26th August 2019

The Hop Farm
Sunday 24th February 2019
Sunday 29th September 2019

The Kent Event Centre, Detling
Sunday 27th January 2019

The Kent Showground, Detling
The largest wedding shows in the South East
Sunday 14th April 2019
Sunday 20th October 2019

All shows 10.30am - 3.00pm
except The Kent Showground
10.30am - 4.00pm

01795 844449
info@wedding-experience.co.uk

In partnership with



www.wedding-experience.co.uk/exhibitor-opportunities



We invite you to participate in our very successful series of events. As the longest established wedding show organisers in Kent, our exhibitions are the largest and best attended in the South East, so you can be guaranteed an excellent number of prospective clients as a result of a strong advertising campaign and commitment to providing a polished and professional exhibition, ensuring you get the best possible support on the day.

The overwhelming reason engaged couples come to the shows is to find established and reliable suppliers for their wedding. Whilst fashion shows, samples, free magazines and prizes are an attraction, their main desire is to meet and talk with exhibitors. As a result, wedding shows provide an unprecedented opportunity for wedding professionals to present their products and capabilities face-to-face with highly motivated couples. And in an environment that is far less price-competitive than the internet and far more likely to convert to a booking.

Face-to-Face interaction:

Nothing matches meeting prospective clients face-to-face. Even with a strong online presence, there is still a need for visibility so couples can meet you personally and discover what you offer.

Great marketing:

Exhibiting beats advertising - it allows for feedback and questions to be answered on your products or service and a check on your availability. And couples can make decisions on the day to book or arrange a consultation.

Data:

Developing your database is an important and cost-effective way of building your unique leads in a timely and cost effective way and exhibiting provides the best opportunity to gather data in excellent quantities and with the most effective leads.

Opportunities:

Exhibiting enables new ideas and opportunities to develop, it encourages collaboration and allows you to meet other businesses for cross-referral, networking and support.

Brand building:

Build trust in your business and showcase your service or products with other dynamic companies and individuals within the wedding industry.

Managing your time:

Why spend several Sundays out at a variety of smaller wedding fayres when you can see hundreds more couples in just one day with The Wedding Experience?

Maximise your booking:

Utilise your exhibition booking to invite prospects and clients to meet you and view your display and build those relationships further. And share your exhibition dates to increase followers on Twitter, Facebook and Instagram.

“

Thank you for a great day at the Kent Wedding Experience. My partner was a newbie to wedding fairs and he was as impressed as I was with the quality of the exhibitors and the wide selection of options offered to us.

”

“

I'm really looking forward to working with several of the wonderful people I met at the show. I think I was feeling frustrated with magazines and websites that give you lots of information but no personal connection. The Wedding Experience reinvigorated my creative spirit! Can't wait for the next one.

“

I just wanted to say how much my bridesmaids and I enjoyed the event yesterday. There was such a great selection of things to see, we stayed for hours!

”

”



We have been organising wedding shows for 18 years and scores of businesses have exhibited with us for many years. Spaces at our shows are highly sought after by renowned local wedding suppliers as well as multinationals.

The Exhibitor Package includes the space size of your choice plus:

- Table (with tablecloth), chairs, complimentary packed lunch for two with morning and afternoon refreshments.
- Listing in the glossy A4 Showguide (given free to all couples) with full contact details and 30 word description.
- An entry in the Supplier Directory at www.wedding-experience.co.uk with hyperlinks to your email address and website.

To assist Exhibitors gain the best marketing opportunities:

- Advertisements may be booked within the Showguide in addition to your free listing.
- Brides-to-be will have identifying sticker enabling exhibitors to target discussions.

To ensure excellent visitor attendance:

- The Wedding Experience are partnered with media sponsors The Kent Messenger Group generating extensive local publicity with editorials in newspapers online campaigns (www.kentonline.co.uk) and magazines and hosting major competitions.
- Also partnered with KCC Registrars for co-promotion and with Your Kent Wedding Magazine, sponsors of the VIP Lounge at The Kent Showground.
- All events are widely advertised in Kent newspapers and magazines across a variety of publishers.
- Substantial investment is made in web optimisation and internet marketing including Google and Facebook adverts dedicated to each event ensuring extensive cover for a variety of wedding related web searches.
- Local radio campaigns are featured for all events on kmfm and seasonal campaigns are featured on Heart Radio.
- 15,000 leaflets p.a. are distributed, and posters displayed in wedding shops and studios.
- Prominent banners are placed outside all venues prior to each event as well as on major road networks.
- AA road signage is commissioned for each event, dependent on approval by Highways England.
- Advertisements appear in numerous wedding magazines including A Kentish Ceremony, Your Kent Wedding, Wedding Day, Planning Your Wedding & National Weddings as well as appearing in a selection of lifestyle magazines featuring wedding supplements.
- We are highly active on Twitter, Facebook, Pinterest and Instagram, essential to engage with past and potential visitors.
- E-newsletters to our vast database of current brides maintain their interest and desire to re-visit future events.
- Events are listed in Diary Pages on numerous wedding websites as well as www.wedding-experience.co.uk which benefits from active search engine optimisation, generating more than 3,000 visitors per month.
- All shows are admission free, including The Kent Showground, Detling, which is the largest wedding show in the South East and the UK's largest free admission wedding show. Detling events also feature a VIP ticket option.

These events are a great opportunity to meet engaged couples and showcase your particular product or service. If you have any queries or wish to discuss in more detail any individual requirements, please don't hesitate to call.

With kind regards

Tina J Green
Event Director

We operate a strict pricing policy and do not negotiate on rates; this allows a robust marketing campaign for your benefit. Every effort is made to offer excellent value for money with competitive and fair pricing structures.

“
What a fabulous wedding show,
I no longer need to go to a London
event as yours had services from the
local area and all of them knew our
chosen venue, Commissioner's House.
This gave us such confidence in the
wonderful people we spoke with and
we will certainly come along to
the next show.”



About our series of shows

Regional Wedding Shows:

The Hilton Hotel, Maidstone

January, June and August

A spacious venue centrally located in Kent where we host around 50 exhibitors and attract between 200-250 couples for each event.

Located just minutes from Maidstone town centre and from the M20, this venue offers the ideal setting for busy and vibrant wedding shows.

The Hop Farm, Beltring

February and September

Located in the heart of the beautiful Kent countryside, amongst the world's largest collection of Victorian Oast Houses, the Hop Farm is an impressive and unique venue for wedding celebrations.

The exhibition is located in The Dray and Dray Marquee, large adjoining spaces providing a cohesive area for an extensive and wide ranging wedding exhibition.

This venue also has an extensive outdoor display area for wedding cars, mobile bars and outdoor features.

Fees for regional shows: £195 + vat for Medium Space (3x2m) £225 + vat for Large Space (6x2m)

Major Wedding Shows:

The Kent Event Centre at Kent Showground, Detling

January

Slightly smaller than our major Detling events, this is held once a year in January hosting over 120 exhibitors. Registrations exceed 900 brides-to-be and includes the popular feature of Bridalwear Changing Rooms.

The Kent Showground, Detling

The largest independent regional wedding show in the UK, hosting over 200 exhibitors and attracting over 1,200 couples from all over the South East.

Held in the purpose-built arenas, this event offers a programme of entertainment and fashion shows giving exhibitors the opportunity to present garments and accessories on the catwalk and to give demonstrations, presentations, or musical performances on stage.

A competition hosted by kmfm presenters allows exhibitors the chance to participate by offering prizes. Also featuring a VIP lounge for guests to enjoy a more luxurious experience. Highly regarded by exhibitors and visitors alike - and unbeatable value for money for wedding businesses providing an unrivalled marketing opportunity to meet literally hundreds of clients in just one day!

A range of fees (shown on floorplans) from £295 + vat for January - from £365 / £375 + vat for April/October

Please note that our visitor attendance is recorded by the number of bride-to-be registrations to give an accurate indication of potential weddings, so total footfall at these events is of course much higher than the figures quoted above.

All our events have a restriction on the number of bookings accepted from each profession based on demand for type of business and percentage of exhibitors at each event, thereby offering the best range of services for the visitors attending, as well as ensuring each event is beneficial to all of our exhibitors.

Fees are exceptionally competitive with added value such as hire of tables and chairs, lunch and refreshments, entry in the Showguide and supply of basic data after the event.





The Kent Showground, Detling

'Kent's legendary and longest established major wedding shows'

The Kent Event Centre - held annually in January

The Kent Showground - held twice a year in April and October

About The Kent Showground

Located 2 miles from the M20 (Junction 7) and 5 miles from the M2 (Junction 5), The Kent Showground is perfectly located for these major wedding shows attracting couples from all over the South East.

The event in January hosts over 120 exhibitors; this is smaller than our major Detling shows and has no fashion shows, but registers over 900 brides making it second only in size and footfall to our well established major events, and enhanced by Bridalwear Changing Areas attracting brides wishing to try and buy on the day. We refer to this as The Kent Event Centre to differentiate from our larger shows at this venue.

The major events in April and October are established as the largest regional shows in the South East with over 200 exhibitor spaces in the Maidstone Exhibition Hall and a professional fashion and entertainment show in the adjoining John Hendry Pavilion, as well as crèche facilities for children of exhibitors and visitors. This event has been established for over 12 years and now consistently registers in excess of 1,200 brides and is renowned for the incredible variety of products and services presented as well as being the only Free Admission wedding show of its size in the UK.

Stand Space

There is no shell scheme erected; spaces are marked on the floor and exhibitors are requested to ensure that the space booked is sufficient to contain the exhibition displays or stands to be placed within the allocated area. It will not be possible to change your stand position on the day. The stand space booked will include table(s) and chairs if required. A wide range of space sizes are available and you are invited to call and discuss any particular requirements you may have for space location. Please telephone to select and reserve a space before confirming your booking online.

Wedding Cars

Wedding car spaces can only be booked along with a stand space and the number of cars booked by each company is not limited. There is a choice of inside or outside space for cars.

Set Up Time

The venue is available for exhibitors to set up on Saturday from 1.00pm to 7.00pm and on Sunday from 7.00am. It is recommended that exhibitors set up on Saturday afternoon to avoid inevitable congestion on the Sunday.

Opening & Admission

The exhibition will be open to the public on Sunday from 10.30am to 3.00pm for Kent Event Centre in January and 10.30am to 4.00pm for the major events in April and October. Uniquely for an event of this size there is no admission charge for visitors thus achieving optimum attendance. However we do offer a VIP ticket option for the major events.

Leafletting

Distribution of leaflets outside of your own exhibition space is strictly prohibited so if you would like to ensure your leaflets are given to every couple, please use our bridal bag insertion service. Leaflets must be delivered to our office no later than 14 days before the event for insertion into bags at a reduced exhibitor rate.

Insurance

Exhibitors are responsible for the insurance cover of their own products, equipment and Liability cover and must comply with the Rules and Regulations printed herein. Jade Business Bureau Ltd (trading as The Wedding Experience) arranges Public Liability Insurance for its own purposes, however insurance for individual stands and equipment is the responsibility of exhibitors and Jade Business Bureau Ltd cannot accept any liability for loss or damage or public liability claims as a result of your attendance at the show. Exhibitors should ensure they have adequate insurance protection including public liability cover when attending our exhibitions.

Health & Safety

Exhibitors are reminded that the Health & Safety Act 1974 and the regulations made under this Act impose duties and responsibilities upon all employers and that these duties are not reduced regardless of whether an employee is in their place of work or out exhibiting at a show.



Testimonials

Detling is one of the best wedding shows in the South East. We always have great success and the organisation at the event is always excellent.

John Lewis

A fantastic wedding fair, always a worthwhile experience. Very busy and extremely well organised.

Premier Bar

Thank you for all your efforts at the wedding show this weekend! We had a tremendous response with plenty of bookings as always. It is such a well-run, well-managed wedding show! Please send my thanks to all your team for making it such a success.

Retro VW Hire

Well worth the investment – will be back.

Pretty Please By Katie

Excellent, as ever!

Express Yourself Productions

Another busy fair with a lot of happy brides and grooms.

Clare Lake MUA

I have attended so many different wedding fairs but none have come close to the quality of The Wedding Experience and this is why I return without hesitation.

IMMI Photography

Tina and the team are always friendly and welcoming and we recommend all our brides to visit the Wedding Experience.

Holiday Inn Sittingbourne

Best wedding show we exhibit at each year.

Lawless Rose

Every event is perfectly organised and advertised bringing plenty of brides to engage with businesses. Always a pleasure to be part of The Wedding Experience.

Smooth Wedding Productions

I'd be a fool to miss one of these shows... essential for brides, grooms and suppliers in the Kent area. Top quality!

Rich Nairn – The Artful Doodler

The Detling Show is always my favourite to exhibit at, the staff are amazing and it has a great number of new brides and grooms attending.

The Little Touches

Out of all the Wedding Shows we attend, this is by far the best value for money.

Slaters

We will be back for another fantastic show!

Watling Street Dental Care

The best shows in the business, well organised, well advertised and well supported by exhibitors and brides.

The Flower Preservation Company

Another well organised, well executed show with plenty of visitors.

The Creative Venue

This is the show to be seen at.

2 of Harps

Thanks Tina, we had a fantastic day, did more appointments than we ever have before! Detling wedding show is miles better than the national shows at a ¼ of the price! Keep it up!

Jason, Bliss Rings

As an exhibitor I have worked with the Wedding Experience now for a number of years. I've exhibited at many venues and exhibitions but in my opinion these shows lead the way. The investment in advertising and resulting footfall is impressive, the organisation is helpful, professional and slick.

Simon Naish, Complete Photography

Fantastic day as a first time exhibitor and I received amazing feedback from brides. Very happy!

The Change Health & Fitness

We had a great day and lots of interaction with guests – will be back.

Majestic Wines

Very professional set up, well organised and publicised, always a good turnout.

Big Day Cars

Another fantastic show, well done, Tina and the team.

Nigel Neves Toastmaster

We had an amazing time, such a great atmosphere at the show!

Elliotts Catering & Events

The Wedding Experience team have always been extremely helpful. We love doing each show and it gives us great brand exposure.

Oh So Delicious

Well organised shows with friendly, helpful staff committed to make the wedding fair an enjoyable experience.

Louise Pye, Magpie Accessories

The Wedding Experience never fails to deliver – thank you for another fantastic show!

Victoria Grace Bridal

What a great day! We had SO much fun and it's been very successful for us. See you next year!

Bloomfield Avenue – live band

Without doubt, the only wedding shows to book, and the best staff anywhere!

Graham Scott, Graham Scott Photography

The team make the whole exhibiting experience a very pleasant and seamless one.

Get in my Bouche – wedding cakes

A fantastic wedding show, as always. Slick, stylish and smart. Well done Wedding Experience team.

Cherrywood Production

Brilliant show and definitely worth it for my business.

Emma White Singer



Fees for Exhibiting – 2019

All stand prices quoted below include:

- Table(s) with tablecloth and chairs
- Lunch and refreshments for two
- Entry in the visitor programme
- Database of brides attending (excludes email data which is available at extra cost)
- An entry in Supplier Directory at www.wedding-experience.co.uk with image and hyperlinks to your email and website.
- Electric if required is free at regional events, £45 + vat at Detling events.



SPACE ONLY No shell scheme	Hilton Maidstone The Hop Farm	The Kent Showground 27th January 2019	The Kent Showground 14th April 2019	The Kent Showground 20th October 2019
2m x 1.5m		£295 + vat	£365 + vat	£375 + vat
2m x 2m		£325 + vat	£385 + vat	£395 + vat
2m x 2.5m		£350 + vat	£395 + vat	£405 + vat
3m x 1.5m		£375 + vat	£465 + vat	£475 + vat
3m x 2m	£195 + vat	£415 + vat	£505 + vat	£515 + vat
3m x 2.5m		£435 + vat	£520 + vat	£530 + vat
4m x 2m		£525 + vat	£600 + vat	£610 + vat
4m x 2.5m		£535 + vat	£620 + vat	£630 + vat
5m x 2m		£615 + vat	£700 + vat	£710 + vat
5m x 2.5m		£635 + vat	£715 + vat	£725 + vat
6m x 2m	£225 + vat	£695 + vat	£785 + vat	£795 + vat
6m x 2.5m		£725 + vat	£810 + vat	£820 + vat
7m x 2m		£775 + vat	£865 + vat	£875 + vat
7m x 2.5m		£795 + vat	£890 + vat	£900 + vat
8m x 2m		£835 + vat	£935 + vat	£945 + vat
8m x 2.5m		£855 + vat	£955 + vat	£965 + vat
9m x 2m		£895 + vat	£995 + vat	£1005 + vat
10m x 2m		£935 + vat	£1045 + vat	£1055 + vat
11m x 2m		£985 + vat	£1095 + vat	£1105 + vat
12m x 2m		£1035 + vat	£1145 + vat	£1155 + vat
4m x 1.5m		£435 + vat	£525 + vat	£535 + vat
5m x 1.5m		£475 + vat	£600 + vat	£610 + vat
6m x 1.5m			£675 + vat	£685 + vat
7m x 1.5m			£745 + vat	£755 + vat
8m x 1.5m			£815 + vat	£825 + vat
9m x 1.5m			£885 + vat	£895 + vat
10m x 1.5m			£955 + vat	£965 + vat
3m x 3m		£585 + vat	£655 + vat	£665 + vat
4m x 3m		£660 + vat	£775 + vat	£785 + vat
5m x 3m		£795 + vat	£885 + vat	£895 + vat
4m x 4m		£845 + vat	£945 + vat	£955 + vat
4m x 5m			£1035 + vat	£1045 + vat
4m x 6m			£1165 + vat	£1175 + vat
Wedding Car Space Inside per vehicle *		£80 + vat	£100 + vat	£100 + vat
Wedding Car Space Outside per vehicle *	£15 + vat	£50 + vat	£75 + vat	£75 + vat
Electric	Free	£45 + vat	£45 + vat	£45 + vat
Scene in Fashion show			£275 + vat	£275 + vat
Scene for Accessories			£100 + vat	£100 + vat
Entertainment: on stage			£100 + vat	£100 + vat

Bridalwear with
changing room
space at Bridal
Clearance
9th June 2019

£275 + vat

* Car space at this fee is only available as an addition to booking of a 3x2m exhibition space



Leaflet Distribution

'A cost-effective method of reaching brides who are actively seeking to order their wedding day requirements'

If you are unable to attend a particular show but would like to have your leaflets distributed to brides attending, you can book our Bridal Bag insertion service. Leaflets can be included in the Bridal Bag at the rates/quantities detailed:

200 leaflets: £70 + vat 1,000 leaflets: £200 + vat 2,500 leaflets: £400 + vat

To book this service, please despatch your leaflets with this form, duly completed, to arrive at least 14 days before the event.

Contact Name:

Tel No:

Company:

Address:

.....

.....

Quantity of brochures enclosed:

If brochures consist of two parts i.e. leaflet and price list, these should be collated in envelopes or stapled.

To be distributed at: a) All shows b) Only the following show(s).....

Payment can be made by cheque or bacs, please tick the payment method below:

- Cheque enclosed: £ payable to The Wedding Experience
- Payment has been made to The Wedding Experience: Account 05543320 Sort Code 09-01-50

This completed form should be enclosed with your supply of leaflets and delivered to:

The Wedding Experience
Fifield Lodge
School Lane
Borden
Sittingbourne
Kent ME9 8JS





Terms and Conditions

By submitting a booking form you agree to be bound by these terms and conditions.

1. Definition

In these Terms and Conditions the term "Exhibitor" includes all employees or agents of such and the term "Exhibition" shall be deemed to mean the Wedding Show named on the Booking Form.

The term "Organisers" shall be deemed to mean The Wedding Experience, a division of Jade Business Bureau Ltd.

2. Applications for Space

Applications for space must be made on the forms provided by the Organisers or online at www.wedding-experience.co.uk, and contain all information requested.

The Organisers reserve the right to accept or refuse any application without assigning any reason.

3. Allocation of Space

Stand space will be allocated by the Organisers wherever possible in accordance with the Exhibitor's choice and preference. However, consideration will be given to requirements of products to be exhibited and the Organisers reserve the right to reassign space allocated.

4. Revision of Layout

Should it be necessary to revise the layout of the Exhibition, for any purpose, the Organisers reserve the right to transfer an Exhibitor to an alternative suitable site.

5. Payment of Space

The full payment (or deposit stipulated on the booking form) must be forwarded with the signed Booking Form. When booking online, a £50 deposit per event must be made online, with subsequent payments made within terms specified in the invoice, i.e. balance to amount to 50% of the full invoice value within 7 days, with final amount due 28 days before last event booked.

6. Basis of Contract

Submission of paper booking form or an online booking form is the basis of the contract between the organiser and the client and is subject to a deposit payable within 7 days. You may cancel the booking within 7 days of the confirmation email and/or invoice (cooling off period) without charge. If the client does not notify in writing within 7 days that they wish to cancel this contract then the client is subject to all terms and conditions of the contract and is liable for all payments due.

7. Cancellation and Refunds

If a client wishes to cancel a booking it must be notified by email or recorded delivery post. On receipt of written cancellation, the Organisers shall give a 50% refund of the full balance on cancellation received up to 31 days prior to event. No refund is made on cancellation within 30 days of event. The client remains liable for outstanding payments which must be paid by the due date with full payment due on unpaid accounts. Non payment of deposit and/or subsequent instalments due will not be accepted as a reason for cancellation. Organisers reserve the right to cancel a booking and give a refund without assigning a reason.

The Organisers may cancel forthwith any booking at any time if: a) The Client is in breach of any of its obligations hereunder; b) The Client ceases or threatens to cease to carry on business; c) Any circumstances whatsoever beyond the reasonable control of the Organisers (including but not limited to the cancellation, through no fault of the Organisers, of the venue for the Event) necessitate the cancellation for whatever reason of the Event.

8. Unoccupied Space

Where space applied for and granted is not occupied by the Exhibitor by 30 minutes prior to commencement of the Show, then the Organisers reserve the right to re-allocate or otherwise deal with this space as they so decide and no refunds will be given.

9. Prohibition of Transfer & Restrictions

Exhibitors may not assign, sublet or grant licences in respect of the whole or any part of the space allotted to them without the express permission of the Organisers. Companies are not permitted to promote open days, wedding fairs or any other event that is contrary to the event they have booked to attend. Exhibitors are not permitted to promote any other wedding businesses by leaflet distribution or recommendation. Companies promoting such events or other businesses will be asked to desist and may be asked to leave the event without a refund and may be prohibited from attending future events.

10. Alcoholic Goods

As venues are licensed premises, exhibitors may not bring in their own alcoholic goods for own consumption or serving to visitors unless by prior written agreement with the Organisers.

11. Admission

The Organisers reserve the right to refuse admission to any person to the Exhibition without assigning any reason.

12. Set-up and Duration of Exhibition

Access for set-up is available 2 hours before opening time at regional events and at the times set out in the Exhibitor Booking Pack for Detling events. Stands must be fully dressed and operational fifteen minutes before show opens to visitors. Where space has been booked and paid for but is not occupied by the exhibitor by thirty minutes prior to the commencement of the show, the Organisers reserve the right to re allocate or deal with this space, as they see fit.

13. Dismantling of Exhibition Stand

Dismantling may not commence before the advertised closing time of the event and must be cleared within 1½ hours of the closing time. Exhibits must not be removed and displays must not be dismantled either partially or totally, before the closing time of the Show unless express permission is given by the Organisers. All exhibits and display material must be removed as soon as possible after this time. All Exhibitor products/materials/rubbish must be completely removed from the premises at the close of the exhibition.

14. Stand Interiors

Exhibitors erecting interior displays must ensure all work conforms to the requirements of the Organiser or other appropriate authorities and is executed within the terms of the Health & Safety at Work Act.

15. Standards

Exhibitors are requested to ensure that all displays are of a professional standard, with no hand written or day-glo posters. Where stands are visible from all angles, exhibitors are to ensure that stands have professional coverage.

16. Electrical Requirements

The Organisers do not provide any electrical facilities unless requested on booking form. Exhibitors requiring electric must supply their own extension leads; these and other electrical equipment used on the stand must have the appropriate PAT Certification and where applicable hazard taping must be provided to cover loose cables.

17. Wedding Cars

Exhibitors with Wedding Cars will be given an allocated space which has been agreed in advance with the venue management and no deviation from this positioning can be allowed. Suitable fire extinguishers for use on fires involving flammable liquids must be provided by the exhibitor. Drip trays should be used when exhibiting inside arenas and exhibitors are responsible for clean-up costs should there be any spillage of fuel, oil or grease.

18. Balloons

Escaping balloons must be recovered from the roofspace. All helium gas cylinders must be removed

from the public areas once balloons have been filled and throughout the show. Balloon displays must not encroach on gangways or the stand space of other exhibitors.

19. Promotional Restrictions

Exhibitors can only promote and display their own business product or service being that which is detailed on the booking form as 'Product / Service Provided'. When offering more than one service it is imperative that all services are agreed with the Organiser and the appropriate agreement to promote such services is agreed in advance. This generally requires booking a larger space and is subject to availability within those categories.

Peripheral products or services can only be promoted with the express permission of the Organisers. Organisers reserve the right to remove items from display not included in the original booking form application.

20. Advertising Matter

The Exhibitor may distribute advertising and printing materials from own stand but must not distribute such material in the neighbourhood of entrances or exits, nor in such a manner as to cause annoyance or disturbance to other Exhibitors.

Where a table is provided for display of exhibitors' advertising material, then only this designated area may be used for such purposes.

In the event of complaints, the matter shall be referred to the Organisers for their decision.

21. Storage

The Exhibitor shall be responsible for the removal from the Exhibition premises and storage of all crates and empty cartons not required on the stand.

22. PPL/PRS Licences

PPL (Phonographic Performance Limited) covers the public use of sound recordings on behalf of the artistes concerned.

PRS (Performing Rights Society) covers the public performance of copyright musical works on behalf of the composers and publishers.

Both PPL and PRS Licences are required by Exhibitors wishing to use recorded material (including CD/Record/Cassette/Video) on their stands in the Exhibition.

Licence applications must be made direct to: Karen Connor, Licensing Officer, General Licensing Department, Phonographic Performance Ltd, 1 Upper James Street, London W1R 3HG

Tel: 020 7543 1000

Peter Smith, Licensing Inspector, PRS New Licence Centre, Performing Rights Society Ltd

Elwes House, 13 Church Walk, Peterborough, Cambs PE1 2UZ

Tel: 0800 068 4828

23. Health & Safety and Fire Risks

Exhibitors are reminded that the Health & Safety Act 1974 and the regulations made under this Act impose duties and responsibilities upon all employers and that these duties are not reduced, regardless of whether an employee is in their own office or exhibiting at a Show. Exhibitors must adhere to all fire and safety regulations which affect the Exhibition. Aisles and fire exits must be kept clear. Children under the age of 16 are not permitted on the stand during opening times of the exhibition.

Exhibitors offering products and services within the food industry must be registered with their local Environmental Health Department and hold relative certificates (as a minimum a Basic Food Hygiene Certificate) and ensure that documentation is available for inspection at each event.



Terms and Conditions Continued

By submitting a booking form you agree to be bound by these terms and conditions.

24. Protection of Exhibits

All exhibits must be properly protected so as to avoid danger to any person or persons visiting or taking part in the Exhibition. The Organisers shall be indemnified by the Exhibitor against any claim or action on account of any inquiry or damage being caused, or occasioned by any exhibit to any persons whatsoever.

25. Exhibitors Liabilities

Every Exhibitor accepts liability for all acts or omissions of themselves and their agents, visitors or contractors. Including any exhibitor samples whether such samples are sold or given away free.

26. Insurance Liability

The Organisers will not be responsible for the safety of any property owned by or brought on to the location of the exhibition by an exhibitor or any other person on his behalf or for any loss or damage that may occur to such property, unless caused by the Organisers negligence. Exhibitors should provide their own Public Liability Insurance.

27. Postponement or Abandonment

In no event shall the Exhibitor have any claim for damages of any kind against the Organisers or the venue owner in respect of any loss or consequential damage upon the prevention, postponement or abandonment of the Show by reason of the Exhibition Building becoming wholly or partially unavailable for the holding of the Exhibition for reasons beyond the Organisers' control.

The Organisers shall be able to retain payment if they are able to re-arrange the Exhibition providing the space agreed in the original contract or a suitable alternative. Any modification, substitution or re-arrangement considered necessary will be determined by the Organisers.

28. Exhibition Services

The Organisers undertake to make all reasonable attempts to provide necessary services for smooth operation of the Exhibition but accept no responsibility for breakdown or failure of such services unless caused by the Organisers negligence.

29. Assurances/Guarantees

No assurance or guarantee of any kind is offered by the Organiser and none is to be given, invoked, or otherwise applied on the part of the Organiser, for any goods or services tendered, sold or otherwise traded at the Shows.

30. Right of Rejection

Exhibits are admitted to the Exhibition and shall remain there solely on strict compliance with these Terms and Conditions. The Organisers reserve the right to prohibit in whole or in part and reject any Exhibitor or his representatives in the case of failure to comply with the Rules and Regulations. There shall be no return of payment if such rejection or prohibition is deemed necessary by the Organisers.

31. Conduct of Exhibitors and Representatives

Annoyance: The Organisers reserve the right to stop any activity on the part of an Exhibitor that may cause annoyance to other Exhibitors or visitors. Business must be conducted only from the Exhibitors' own stand and under no circumstances may this be carried out from a gangway or elsewhere in the Exhibition. **Microphones:** Use of microphones is not permitted unless agreed with the Organisers in advance.

Gangways: Any encroachment upon gangways or passages shall be deemed to be a breach of contract and articles or goods found therein during the period of the Exhibition may be removed by the Organisers or their agents and the Organisers shall not be responsible for any loss thereto occasioned by such removal. **Publicity Material:** may only be displayed and/or given away and/or demonstrated from the Exhibitors' own stand.

32. Protection of Data

Any data provided is for your personal use only and you may download the data for use by the personal name or company name in which you booked exhibition space or purchased at the wedding show to which it relates.

All information provided to you is confidential and subject to the requirements of the Data Protection

Act. Data may only be used to market the product or service for which it was booked. You may not facilitate any third party to copy, distribute, transmit, reproduce, publish, commercially or create derivative works from the Content.

Failure to comply will result in exclusion from future events with the Organisers and may also result in legal action. You may not use the data provided to promote any other wedding shows or events, nor offer free tickets for other events.

There may be seeds planted into the database provided so that it can be monitored by whom and in what manner brides are being approached. Seeds are employed by the Organisers' staff.

33. Distribution of Leaflets

Leaflets must arrive no later than 7 days prior to the show date. Leaflets must promote one business only, unless prior agreement is authorised. The Organisers reserve the right to refuse distribution if the material is considered unsuitable or detrimental to the quality of the exhibition and the reputation of the business.

34. Amendment of Terms and Conditions

The Organisers reserve the right to alter, add to or amend any of these Terms and Conditions. Should any question arise, whether provided for in these conditions or not, the decision of the Organisers shall be final. No alteration, addition, amendment or waiver to or of these Terms and Conditions shall operate to release any Exhibitor from his contract. The descriptive headings to these Terms and Conditions are merely for reference and do not form part of the Contract between the parties.

These Terms and Conditions are Copyright of The Wedding Experience - any businesses replicating these terms are in breach of Copyright Law.

Copyright Infringement fact sheet is available from the UK Copyright Service.

