



Wales National  
**AIRSHOW** *SIOE AWYR*  
Swansea *Genedlaethol Cymru*  
Abertawe

# Trade Stands

1 & 2 July 2017

2016  
prices  
held until  
31st Jan  
2017

Up to 180,000  
Visitors

Locations  
Available  
from  
£240



[walesnationalairshow.com/trade](http://walesnationalairshow.com/trade)



The City and County of Swansea would like to extend to you an invitation to trade at Wales' biggest free Airshow!

A hugely popular annual event, the award winning Wales National Airshow includes a full programme of fantastic air displays over the beautiful Swansea Bay with fast jets, helicopters, aerobatic teams, parachutists and rescue displays while the promenade will be packed full of 'have a try' activities and fun, family entertainment.

Supported by the armed services the air displays include aircraft from civilian, commercial, RAF, Army and Navy along with complimentary ground displays. We are looking for appropriate trade stands to display their products along the length of the display line.

This unique trading opportunity is:

- Wales Biggest Airshow
- Access to thousands of potential new customers
- 200,000 visitors in 2016
- Launch or showcase your brand / product
- An ideal sales opportunity
- Potential opportunity for data capture



Some of the amazing air displays at the 2016 event included:

The Red Arrows  
Battle of Britain Memorial Flight  
Eurofighter Typhoon  
Sally B17  
The Black Cats

Display content for the 2017 event is still being confirmed, however we will be making regular announcements via [www.walesnationalairshow.com](http://www.walesnationalairshow.com) and our social media sites.

### GENERAL INFORMATION

- Trading is for the full two days of Saturday 1st and Sunday 2nd July
- Trading hours will be 10am – 6pm each day
- Based on previous years' experience, approximately 200,000 visitors are expected over the two days
- A free event to visitors (no entry fee!).
- Wales's biggest airshow
- Trading is split into two categories:
  - Trade Space
  - Roaming 'Sampling'

For your chance to be part of this event please complete the attached application form.

Please ensure you read the terms and conditions of booking available on the event website [www.walesnationalairshow.com](http://www.walesnationalairshow.com) before submitting your application.

The closing date for trade stand applications at the early bird offer is 31<sup>st</sup> January 2017; applications for trade after this date need to be submitted by Friday 16<sup>th</sup> June, space is allocated on a first come first service basis.

### HOW DO I APPLY?

- Complete the enclosed application form and indemnity agreement.
- Return it by post or scan the completed copy and send via email to [special.events@swansea.gov.uk](mailto:special.events@swansea.gov.uk). We will contact you by telephone in order to take card payment for your booking.
- *Alternatively you can return completed forms by post with a cheque for full payment to:*

The City and County of Swansea  
Wales National Airshow (TRADE)  
Special Events, Room 152  
The Guildhall  
Swansea  
SA1 4PE

Please make cheques payable to 'The City and County of Swansea'

- Include a copy of your Public Liability Insurance (minimum of £5 million).
- Include a detailed description and a photograph of your unit / display.
- Please specify the space required, the space booked must be large enough to incorporate all aspects of your trade stand (including any stock vehicles).
- Please note: Catering / food / Ice cream may not be included as part of this application (a separate catering concession applications is available via [sell2wales](http://sell2wales.com)).

In the meantime, should you have any queries, please do not hesitate to contact the Special Events Team via email: [special.events@swansea.gov.uk](mailto:special.events@swansea.gov.uk) or telephone 01792 637300

TRADE STAND RATES



Rates are strictly for the 2 days  
3m x 3m is the minimum space available.



**Wales National Airshow  
Trade Stand Early Bird Offer  
Up Until 31<sup>st</sup> January 2017**

Trade Stand Prices up until 31 <sup>st</sup> January 2017								
Frontage								
Depth		3m	4m	5m	6m	7m	8m	9m
	3m	£240	£300	£360	£420	£480	£540	£600
	4m	£300	£360	£420	£480	£540	£600	£660
	5m	£360	£420	£480	£540	£600	£660	£720

**A 50% deposit can be paid to secure your place,  
the balance would need to be paid by the 31<sup>st</sup> April 2017**

**Trade Stand Prices from 1<sup>st</sup> February 2017**

From 1 <sup>st</sup> February until 16 <sup>th</sup> June 2017								
Frontage								
Depth		3m	4m	5m	6m	7m	8m	9m
	3m	£264	£330	£396	£462	£528	£594	£660
	4m	£330	£396	£462	£528	£594	£660	£726
	5m	£396	£462	£528	£594	£660	£726	£792

**A 50% deposit can be paid to secure your place,  
the balance would need to be paid by the 16<sup>th</sup> June 2017**

Your stand must fit within the plot size you request.

### Roaming Sampling

We are offering you the opportunity to give away samples of your product during the event. The successful company will have the opportunity to roam their allocated area of the site giving away samples of their products.

Each sampling area includes a free 3m x 4m trade stand space. Sales may not be conducted as part of the sampling process but customers may be directed to your trade stand. Leafleting and sampling on the beach is not permitted.

Price	
Option A £1575	6m x 4m trade stand space. Rights permitting 8 staff to roam in your area
Option B £1250	4m x 3m trade stand space. Rights permitting 6 staff to roam in your area

### Bespoke Trading Options

Please contact us via [special.events@swansea.gov.uk](mailto:special.events@swansea.gov.uk) to discuss possible bespoke trading options

Competitions

Banner Space

Radio Advertising

Website Advertising

Sponsorship



Organisation		Contact Name	
Address			
		Contact Number	
		Email Address	
Postcode		On the Day Contact Number	

Stand Description	Size of Stand		Type of Stand (i.e. Tent / Trailer)	£
	Frontage	Depth		
Payment Method				

**SAMPLING**

	Type of Sample	£
Option A £1575		
Option B £1250		
<b>Total</b>		

Please list details of all products / services to be exhibited:

Please tick to confirm you have read and understood the terms and conditions as shown on the event website [www.walesnationalairshow.com](http://www.walesnationalairshow.com)

**Power**

Please tick here if you intend using a generator on site Only super silenced diesel generators allowed – NO PETROL	<input type="checkbox"/>
Would you like us to supply you with power? Price is subject to location & availability	<input type="checkbox"/>
1 X 13 amp socket	£175
1 x 16 amp socket	£195
1 x 32amp socket	£300

**Advertising / Airshow App**

Would you like to include a voucher for your business on our air show App. £50	£50
Total	£

**Marketing**

How did you hear about Wales National Airshow?	<input type="text"/>
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**COMPLETING YOUR APPLICATION**

Your completed application form	<input type="checkbox"/>
Completed indemnity form	<input type="checkbox"/>
A copy of your Public Liability Insurance	<input type="checkbox"/>
A photo of your stand and products	<input type="checkbox"/>
Your method of payment	<input type="checkbox"/>

Your choice of site can not be guaranteed and is subject to availability, you will be contacted with an alternative should your chosen site not be available.

By submitting this application you confirm that you have read and agree to abide by the rules & regulations for traders & caterers, a copy of which is available on [www.walesnationalairshow.com](http://www.walesnationalairshow.com)

## INDEMNITY AGREEMENT

All suppliers, exhibitors, traders, caterers, societies, organisations and individuals involved with the 'Wales National Air Show' are required to complete and sign this Indemnity Agreement.

WHEREAS THE COUNCIL OF THE CITY AND COUNTY OF SWANSEA OF CIVIC CENTRE, OYSTERMOUTH ROAD, SWANSEA SA1 3SN (hereinafter called "the Council") has agreed to

grant \_\_\_\_\_ of

\_\_\_\_\_ (hereinafter called " the trader") have agreed to permit the use of ***the Recreation Ground, Swansea Promenade, Civic Centre Grounds and surrounding areas*** in the City and County of Swansea from ***Monday 26<sup>th</sup> June until Thursday 6th July 2017*** for the purpose of ***Wales National Airshow***. (Includes set up / de-rig time)

The Council will charge the trader £\_\_\_\_\_. This amount was paid by the trader to the council in consideration of the council entering into this agreement. The parties acknowledge and agree that this amount constitutes sufficient and adequate consideration for the purposes of this agreement.

NOW IN CONSIDERATION of such permission and payment as aforesaid the undersigned for and on behalf of the Trade HERBY UNDERTAKES AND AGREES that:

### INDEMNITY

The trader shall take every reasonable precaution not to damage or injure any property or persons.

Without prejudice to the Council's remedies for breach of contract, the trader shall fully indemnify the council and its staff against any liability, loss, costs, expenses, claims or proceedings in respect of;

1. death or injury to any person;
2. loss or damage to any property excluding indirect and consequential loss;
3. infringement of third party Intellectual Property Rights;
4. any other loss

which might arise as a direct consequence of the actions or negligence of the trader, his staff or agents in the execution of the Contract.

This condition shall not apply where the damage; injury or death is a direct result of the actions, or negligence of the council or its staff.



**LIMIT OF TRADERS LIABILITY**

The limit of the trader's liability for each and every claim by the council, other than for death of personal injury, whether by way of indemnity or by reason of breach of contract, or statutory duty, or by reason of any tort shall be five millions pounds.

**INSURANCE**

The trader shall insure and maintain insurance against liabilities under the indemnity in this agreement in the following sums:-

- Public Liability for a sum of not less than five million pounds per claim;  
and
- Employer's liability insurance for a sum of not less than five million pounds per claim;

If specifically required by the Council, nominated insurances shall be in the joint names of the trader and the council.

The trader shall, upon request, produce to the council documentary evidence that the insurances required are fully paid up and valid for the duration of the permission.

**ACCEPTANCE**

**Should the trader fail to return this signed agreement to the council for any reason but the trader still trades at the above mentioned event, then this shall be deemed as acceptance of the terms and the terms of this agreement shall apply to the event nonetheless.**

**AS WITNESS** the hands parties hereto:

Signed for and on behalf of THE COUNCIL by

.....  
Authorised Signatory

Signed for and on behalf of THE TRADER by

.....  
Authorised Signatory

## REGULATIONS FOR TRADERS & EXHIBITORS

### 1. DEFINITION OF TERMS

- a. **Regulations.** This term is applied to all requirements laid down by the Organisers for the conduct of the Wales National Airshow 2017 and to any further additions or amendments as may be deemed necessary by the Organisers.
- b. **Organisers.** This term shall mean the City & County of Swansea, their servants or agents.
- c. **Exhibitors.** This term shall include all employees, servants and agents of any company or organisation exhibiting or trading at the Airshow.

### 2. APPLICATION OF REGULATIONS

- a. The control of the Trade Display is in the hands of the Organisers whose decisions are final and binding on all Exhibitors.
- b. The Organisers shall have the right without appeal to resolve all cases, which are not provided for in the Regulations.
- c. Any person or organisation failing to comply with the Regulations or directions from the Organisers may be instructed to leave the event and no refund of any site fees or other charges will be made by the Organisers.

### 3. LIABILITIES

- a. The Organisers will not accept liability for loss of or damage to any exhibits at any time and Exhibitors are advised to insure their exhibits against such loss or damage, including risk of fire.
- b. Exhibitors will be held responsible for loss of or damage or injury to property (including other exhibitions) and persons, caused by themselves, their servants or agents.
- c. Each Exhibitor participating in the Trade Display agrees to indemnify the Organisers against all claims of whatsoever nature which may be made against the Organisers arising out of, or in any way connected with such Exhibitor's participation in the Commercial

Display. This provision is specifically agreed by the Exhibitor to be fair and reasonable.

- d. The Organisers do not accept liability and will not be under any liability to Exhibitors or their employees, servants and/or agents in respect of any direct or indirect damage, loss or injury, to persons or property arising out of, or in any way connected with the Trade Display.
- e. Exhibitors are strongly advised to take out appropriate insurance cover against the risk of the event being cancelled or postponed. Any refund in the event of a whole or part cancellation of the show shall be at the sole discretion of the Organisers and if made will be paid net of the Organisers' costs and administrative charges. Under no circumstances will Exhibitors have any claim against the Organisers in the event of cancellation or postponement of the event.
- f. In the event of an Exhibitor's withdrawal from the Trade Display after notification by the Organisers of the allocation of space, all payments made in respect thereto shall be forfeited. Notice of withdrawal must be made in writing to the Organisers who will endeavour to re-allocate the space, but such re-allocation does not necessarily entitle the Exhibitor to refund of any payments made or release from any sums for which he has become liable.
- g. If an application is received from any organisation whose affairs are for any reason placed in the hands of a receiver, that application shall, unless otherwise agreed in writing by the Organisers, automatically become null and void even if previously accepted by the Organisers and any monies received will only be returned after deduction of all costs and expenses incurred by the Organisers.
- h. Exhibitors must comply with all UK Statutory Requirements and Regulations whilst participating in the Wales National Airshow.
- i. The Organisers reserve the right to refuse any entry whatsoever and also reserve the right to cancel any entry which may have been accepted, or decline at any stage to admit any proposed exhibit to the event. Whenever under this regulation an

application for space is refused, or an allocation of space is cancelled by the Organisers, or an exhibit is refused admission or removed, the fees paid for such space may, at the discretion of the Organisers, be refunded, and if refunded, shall be accepted by the Exhibitor or intending Exhibitor, in full satisfaction of all claims against the Organisers.

- j. Exhibitors are responsible for the safety of the public on their sites, particularly for the safe demonstration of any working exhibits or displays and are responsible for the security of their exhibits and property.
- k. Visitors entering the Wales National Airshow do so entirely at their own risk. No liability will be accepted by the City & County of Swansea, their servants, agents, independent contractors or sponsors for any injury (including fatal injury), illness, damage or loss whatsoever directly or indirectly occasioned to person or property, whether due to negligence or otherwise howsoever.
- l. Wales National Airshow security personnel reserve the right to carry out such security checks as are deemed necessary and to refuse entry to vehicles and/or persons to Wales National Airshow and/or to divert visitors to car park areas.

#### 4. INSURANCE REQUIREMENTS

- a. Exhibitors are required to hold Third Party Liability Insurance with a Limit of Indemnity of not less than £5,000,000 any one event or occurrence and containing an indemnity to Principals clause. In the event that the Exhibitors Third Party Liability Insurance does not contain a general Indemnity to Principals clause for the purpose of this Regulation the Organisers of the Wales National Airshow must be mentioned specifically as Principals in the insurance relative to the contract hereby agreed to.

#### 5. SALES REGULATIONS

- b. Stands and Displays are expected to be of a high standard.
- c. The sale of the following articles is prohibited:

- 1) Realistic-looking toy guns and guns, or other weapons, that fire any sort of projectile (e.g. BB guns, airguns, crossbows, catapults)
- 2) All lock-bladed knives and any knife, including folding pocket-knives.
- 3) Livestock, live fish and caged birds
- 4) Foodstuffs or refreshments without written permission from the Organisers.
- 5) Balloons. Neither shall balloons be given away as these can become a hazard to low flying display aircraft
- 6) Kites, except in a packed condition and provided that a notice is displayed which clearly states that kites are not to be flown at the event
- 7) Lottery, raffle or gaming tickets.
- 8) Any type of Wales National Airshow souvenir, or reproduction of Wales National Airshow publicity material, without the written permission of the organisers
- 9) Soft Toys ticket draws
- 10) Any other products as may be specified in writing to individual Exhibitors by the Organisers.
- 11) Any form of Liability / Claim companies

- d. **Sound Reproduction.** The use of microphones and amplifiers to assist sales is STRICTLY PROHIBITED. The Organisers also reserve the right to demand the removal of any equipment about which complaints are received.
- e. **Radio and Radar Equipment.** Exhibitors intending to operate radio and/or radar exhibits are to submit details of such equipment to the Organisers by 12th June 2017 in order that clearance to operate may be sought.
- f. Roving Sales or similar trading is forbidden.
- g. The City & County of Swansea Events Team works closely with Trading Standards at all its events and will supply information where requested. All goods sold on council land must be marketable and of satisfactory quality and comply with Trading Standards legislation.
- h. The City & County of Swansea reserves the right to host exhibitors which give away free

samples of food, drink or any other products at the event.

equipment, tentage and guy ropes are contained within each defined site area.

## 6. GENERAL INFORMATION

- a. **Water Supplies.** The Organisers are unable to provide a water supply to any Commercial Display site. Although water points will be available at the event
- b. **Overnight.** Exhibitors are allowed to remain on site overnight only after prior notification to the Organisers.
- c. **Power.** Generators must be super silent diesel models and fenced / cordoned off from members of the public.
- d. **Deliveries.** Deliveries may be made between 6.30am and 8.30am each morning with all vehicles off site before 9am.

## 7. SITE BOOKINGS

- a. Exhibitors may express a preference for Trade Display sites, however, sites will be allocated on a first come first served basis and no guarantee can be given that preferred sites will be available.
- b. Previous participation in Wales National Airshow does not bestow any rights to participate in subsequent Air Shows.
- c. Applications must be submitted on the appropriate form to the Organisers. The Organisers reserve the right to refuse in whole or in part any application. Acceptance or rejection of the application, in whole or in part, together with the allocated site, will be notified in writing by the Organisers.
- d. The Organisers reserve the right to change the layout and the location of traders without reference to Exhibitors.
- e. The Organisers reserve the right to change the location of any site previously allocated.
- f. Sub-letting and/or sub-contracting of sites is strictly prohibited.
- g. Boundaries of sites will be clearly marked by the Organisers. Exhibitors are to ensure their exhibits, including all support

- h. The Exhibitor is required to sign the Application for Trade Space attached hereto, in agreement to be bound by these Regulations.

## 8. ACCESS

- a. Entry is by presentation of a valid vehicle pass, which will be despatched to Exhibitors by the Organisers.
- b. Exhibitors must report to a member of the events team before being escorted to their allocated site. Failure to comply may result in eviction from the event.

## 9. SETTING UP

- a. Construction and fitting of sites may not be commenced before 6pm on Thursday 29<sup>th</sup> June 2017 without the express permission of the Organisers. Permission must be requested in writing.
- b. Exhibitors are to ensure that they are available on site to receive all deliveries as the Organisers are unable to handle Exhibitors' or Contractors' equipment.
- c. Exhibitors are to provide all flooring they consider necessary to outdoor stands. The Organisers do not hold any flooring materials and do not have access to any such material.

## 10. SITE MANAGEMENT

- a. Exhibitors are required to keep their sites and adjacent walkways tidy at all times. Rubbish is to be placed in the refuse bins and skips provided by the Organisers and made available throughout the day for regular collection by the litter clearance team.
- b. Exhibitors must where possible make use of the recycling points located within each area.
- c. Exhibitors are to ensure that their sites are manned whilst the event is open to the public, i.e. from 10am until 6pm on Saturday and Sunday. Exhibitors failing to comply may forfeit both site and fees paid.

- d. Exhibits or any equipment containing moving parts must be fitted with the necessary guards to comply with standard safety regulations governing that particular exhibit.
- e. Exhibitors wishing to erect any mast or structure higher than 4 metres are to obtain prior permission from the Organisers.
- f. Exhibitors are not to obstruct or allow to be obstructed any gangways or open spaces and no sign or projection may be hung or projected over gangways or open spaces, or in any way affect neighbouring Exhibitors' displays.
- g. Exhibitors wishing to erect any sign, placard or advertisement at any location other than their allocated site are to obtain the written permission of the Organisers.
- h. There are no facilities for storage on the event site.
- i. The Organisers shall not incur any liability for failure to supply any equipment or furniture hired on behalf of an Exhibitor. Neither shall the Exhibitor be entitled to any refund, or part refund, of any site fee if such equipment or furniture is not provided.
- j. Generators are used on the condition that a nuisance is not caused to either other Exhibitors or the public. The Organisers reserve the right to demand the removal of any equipment about which complaints are received.(NO Petrol Generators)
- k. Only vehicles forming an integral part of an Exhibition are permitted on the allocated Exhibition site. All other vehicles are to be parked in the designated Public Car Parks.
- l. Once established on site, vehicles are not to be moved during the operational hours of the event.
- m. Exhibitors are not allowed to bring dogs or pets to the event.
- n. Exhibitors are not allowed to light any type of outdoor barbecue at their trade site, or anywhere else at the event.

## 11. SITE CLEARANCE

- a. **NO EXHIBITOR MAY CEASE OPERATION BEFORE 6pm ON SUNDAY 2<sup>nd</sup> July 2017.**
- b. Exhibitors may not depart from their site until 7.30pm on Sunday 2<sup>nd</sup> July to avoid traffic congestion and must be completely cleared by 12 noon on Monday 3<sup>rd</sup> July except with the express permission of the Organisers. Exhibitors disregarding these times may be prohibited from future attendance at the Show. After this time the Organisers may have any objects found on sale removed, the cost being charged to the Exhibitor. Sites must be left in the same condition in which they were found. Any damage caused by an Exhibitor will be assessed by the Organisers, with the costs of repair being charged to the Exhibitor.

## 12. HEALTH, SAFETY AND SECURITY

- a. **RISK ASSESSMENT.** Exhibitors are responsible for the safety of their employees and any third parties in respect of their activities and especially for the safe demonstration of any working exhibits or displays.
- b. Access to sites must be allowed at all times for the Organisers and official Health & Safety services for inspection purposes.
- c. Exhibitors are responsible for the security of their exhibits and property at all times. The event site is not fenced.
- d. **Smoking Policy.** All traders are to adhere to current smoking legislation; in particular trade stands allowing public access must display official No Smoking signs.
- e. **Security Services.** Both Civilian Security and Military personnel will patrol the site at night and whilst every effort will be made to protect property, the Organisers cannot guarantee the security of Exhibitors' property.
- f. **Fire Precautions.** All Exhibitors are required to have suitable and sufficient fire extinguishers immediately to hand at their stand. Larger Exhibitors (e.g. Craft Marquees) are to implement fire precautions at their site in accordance with the "Home Office Guide to Fire Precautions in Existing Places of Entertainment and Like Premises".

**13. IN CASE OF EMERGENCY**

- a. IMMEDIATELY NOTIFY ANY OF THE ORGANISERS' OFFICERS OR ANY UNIFORMED SECURITY PERSONNEL.
- b. ENSURE ALL PERSONNEL ARE CALMLY MOVED AWAY FROM THE INCIDENT.
- c. KEEP ACCESS WAYS CLEAR FOR EMERGENCY SERVICES VEHICLES.