

EXHIBITOR INFORMATION



22ND - 23RD SEPTEMBER 2021



TO BE HELD AT

CRANES, ACCESS PLATFORMS, TELEHANDLERS
& EVERYTHING IN BETWEEN



www.vertikaldays.net



Vertical
days

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EXHIBIT FOR A BRIGHTER FUTURE

There's more reason than ever to exhibit at Vertikal Days 2021. After the year the world has had, it's time to re-connect with the people in our industry and to start planning for a brighter future. Vertikal Days 2021 will be a showcase of the very best products and services for lifting equipment professionals in the UK, Ireland and mainland Europe. If you need reminding about why you should join us in Peterborough, here are a few of the reasons why your investment will be put to good use.

1. We will show the largest, most comprehensive display of Lifting Equipment in 2021
2. Vertikal Days is the best value event, with the lowest overall costs
3. Specialist and highly targeted event reaching specialist rental companies and major end users
4. Networking opportunity with professionals with purchasing influence as well as specialist media representatives – leading to further exposure and publicity
5. Forum for industry knowledge, supported by IPAF and CPA
6. You can demonstrate your equipment, it's not a static event and no height restrictions!
7. Simple, quick and easy to organise and set up with an industry trained Event Team
8. All visitors have an interest in lifting and access equipment so no time wasters and every person on site will have an interest in your product
9. The most hospitable industry event anywhere, creates a positive atmosphere
10. Small companies appear as impressive as global market leaders without incurring high costs
11. Perfect event for selling, meeting new clients and partners and a highly effective and inexpensive method of market research
12. Attended by buyers/company owners that represents around 90% of UK and Irish rental companies responsible for 80% + of all crane and aerial lift purchases in the region. Growing number of international visitors at senior management level



CONTACTING THE VERTIKAL DAYS TEAM

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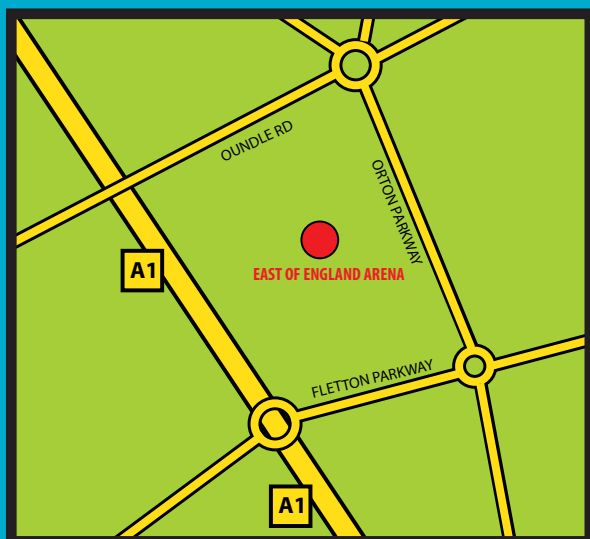
NICOLE ENGESSER GERMANY

Direct: +49(0)7618 978660

Vertikal PressOffice UK: +44 (0)8448 155900



HOW TO FIND EAST OF ENGLAND SHOWGROUND



If looking for Vertikal Days with your SAT NAV, please use **PE2 6HE** as the postcode.

THE ADDRESS IS: Vertikal Days Event, East of England Arena and Events Centre, Peterborough, PE2 6XE UK

BY AIR

East of England Arena's location makes it central for London Stansted, London Luton, East Midlands and Birmingham airports – all four are approximately 60-90 minutes away by car.

BY RAIL

Peterborough is located on the East Coast Main line running from London Kings Cross to Edinburgh. A number of fast trains run on this network, making London accessible in 45 minutes on specific trains. The station has its own taxi rank, which means reaching the East of England Arena is approximately 15 minutes away once the train has arrived in the station.

BY PUBLIC TRANSPORT

Peterborough City Centre has a number of taxi ranks, as well as a coach park and bus station located within the Queensgate Centre. The Stagecoach bus service runs a half-hourly service during the week and two-hourly Sunday service, stopping just outside the East of England Arena. The bus number to look for is X4 leaving Bay 15 at Queensgate, Peterborough.

The bus stop is located at the Marriott Hotel, Lynchwood. A fifteen minute walk will bring you to the main entrance gate.

BY CAR

On arrival at the showground, follow the signs to the Vertikal Days event site.

Travelling from the A1(M) South – continue along the A1(M), passing the Peterborough Services (Extra MSA); continue forward onto the A1 and then take the next turn left, signposted East of England Arena/Showground. At the junction with the A605, turn left and travel half a mile. At the roundabout, turn right, and you have arrived at the East of England Arena.

Travelling from the A1(M) North – ignore the very first signpost for Peterborough and continue travelling along the A1 picking up the brown highways signposts indicating East of England Arena/Showground. Follow these signs and leave the A1 at Alwalton, taking you through the village and onto the A605 Oundle Road junction. Turn left at this junction and at the very next roundabout, turn right and you've arrived at Peterborough Arena. If you are in a heavy vehicle, or towing a trailer, we advise you to avoid driving through Alwalton. In this case continue on the A1, leaving at Junction 17. Turn left onto Fletton Parkway A1139. After half a mile exit onto the Orton Parkway (still A1139) taking the second exit at the roundabout. Continue on Orton Parkway at the next roundabout. After half a mile turn left onto Oundle Road where you will find the entrance of the Arena on your left after 600m.



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To exhibit, email the Vertikal Days team at:
info@vertikaldays.net or call **+44 (0) 8448 155900**

EVENT PROGRAMME



BUILD UP (Outdoor Area)

Monday 20th September

Tuesday 21st September

2.00pm to 8.00pm

8.00am to 8.00pm

BUILD UP (Outdoor Trade Stands)

Tuesday 21st September

12.30pm to 8.00pm

NOTE: Small trade stands located around the perimeter of the Marketplace marquee will be unable to start setting up until 12.30pm.

BUILD UP (Marketplace Indoor Stands)

Tuesday 21st September

12.30 to 8.00pm

LIVE EVENT DAYS

Wednesday 22nd September

Thursday 23rd September

10.00am to 5.30pm

10.00am to 4.00pm

NETWORKING EVENT

Wednesday 22nd September

5.45pm to 8.00pm

BREAKDOWN

Thursday 23rd September

Vehicles under 3.5 tonnes (no trailers)

Vehicles under 7.5 tonnes

All vehicles

4.30pm to 5.00pm

5.00pm to 6.30pm

6.30pm to to close

Friday 24th September

All vehicles

8.00am to 2.00pm

Note: All equipment must be removed from the event site no later than Friday 24th September as another event will commence immediately after.



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EXHIBITOR INFORMATION SERVICES

VEHICLE MOVEMENT

DELIVERY AND COLLECTIONS

Delivery and collection vehicles will need to show their Delivery/Collection pass to East of England. This should be displayed in the windscreen. Delivery/collection passes can be downloaded from the Vertikal Days website.

The access route plan will be available to download from the Vertikal Days website from 1st July 2021.

All drivers with cars and vehicles under 7.5 tonnes are requested to complete a YELLOW VEHICLE PASS for their arrival at the show site. This will be available to download from the website.

UNLOADING

There will be an unloading ramp available on site from 9am on Monday 20th September to noon on Friday 24th September. The ramp is provided on a first come, first served basis and has a maximum unloading capacity of 5 tonnes. To book the loading ramp please call in to the Organisers Office.

FORKLIFT

There will also be a forklift available on site from 9am Monday 20th September to noon on Friday 24th September. The forklift is provided on a first come, first served basis and has a maximum lifting capacity of 5 tonnes. To book the forklift please call in to the Organisers Office.

LORRY PARKING ON-SITE

Lorries, vans and trailers may be parked on site in the designated parking areas as per East of England instructions.

EXHIBITOR CAR PARKING AREA.

There will be Exhibitor parking at the show site. Exhibitors will need to display their Yellow Vehicle Pass in their windscreens. These can be downloaded from the website.

EXHIBITION STANDS

STAND CLEARANCE

The deadline for clearing of stand spaces and demonstration area is 2pm on Friday 24th September. Exhibitors are responsible for leaving their stand space clear of any rubbish.

RUBBISH CLEARANCE

Exhibitors must remove packing and wrapping materials plus all left-over scrap and debris from their stand. Skips will be provided on site.

WATER STAND PIPES

There is no water service on exhibitors individual stands. However, a temporary stand pipe is available on the site for minor cleaning tasks and to fill containers. Note this is not drinking water.

GENERATORS

Exhibitors are permitted to bring their own generator if required but this must be fitted with a silencer.

EQUIPMENT WASHING

Exhibitors should wash equipment prior to arriving on site if possible.

SITE SECURITY

A Security service will operate each night from 5.30pm to 10.00am the following morning. This will be in operation from Monday 20th September to Friday 24th September.

The Organisers cannot be held responsible for any loss or damage to exhibitors' property during build-up, during the event, or during breakdown.

INSURANCE

Exhibitors are required to provide their own insurance during the build-up, during the event and breakdown. You are responsible for insuring against any legal liability incurred in respect to injury or damage to property belonging to third parties for a minimum of £1 million.

SAFETY

SAFETY ON SITE

All cranes, access and handling equipment must be displayed and operated within the current health and safety regulations and industry best practice.

RISK ASSESSMENT

ALL EXHIBITORS MUST PROVIDE A RISK ASSESSMENT for both build-up, breakdown and event days. Your risk assessment must cover any significant risks that your operators and contractors could create. IMPORTANT! Companies who do not provide Risk Assessment Forms will not be permitted to exhibit at the event.

EQUIPMENT DEMONSTRATIONS

Equipment must only be operated by trained and qualified personnel. Demonstration of equipment on individual stands must be supported by a risk assessment document and liability lies solely with the Exhibitor. Separate demonstration areas are available for those wishing to operate larger equipment.

OPERATOR SAFETY

In order to encourage operator safety, harnesses with short lanyards MUST be worn by anyone operating a boom-type aerial work platform.

OUTRIGGER MATS

Any machine using outriggers MUST be equipped with a suitable set of outrigger mats.

FIRST AID

A First Aid service will be located close to the Organisers Office throughout the opening hours of the event and on Thursday during main breakdown hours. At all other times First Aid kits are available at the Organisers Office, in the Marketplace and the Entrance pavilion.

TOILETS

Toilets are situated close to the Entrance, Marketplace, Catering Pavilion and the Organisers Office.

EXHIBITOR BADGES

Exhibitor badges can be pre-printed from the Vertikal Days website from Monday 1st March.



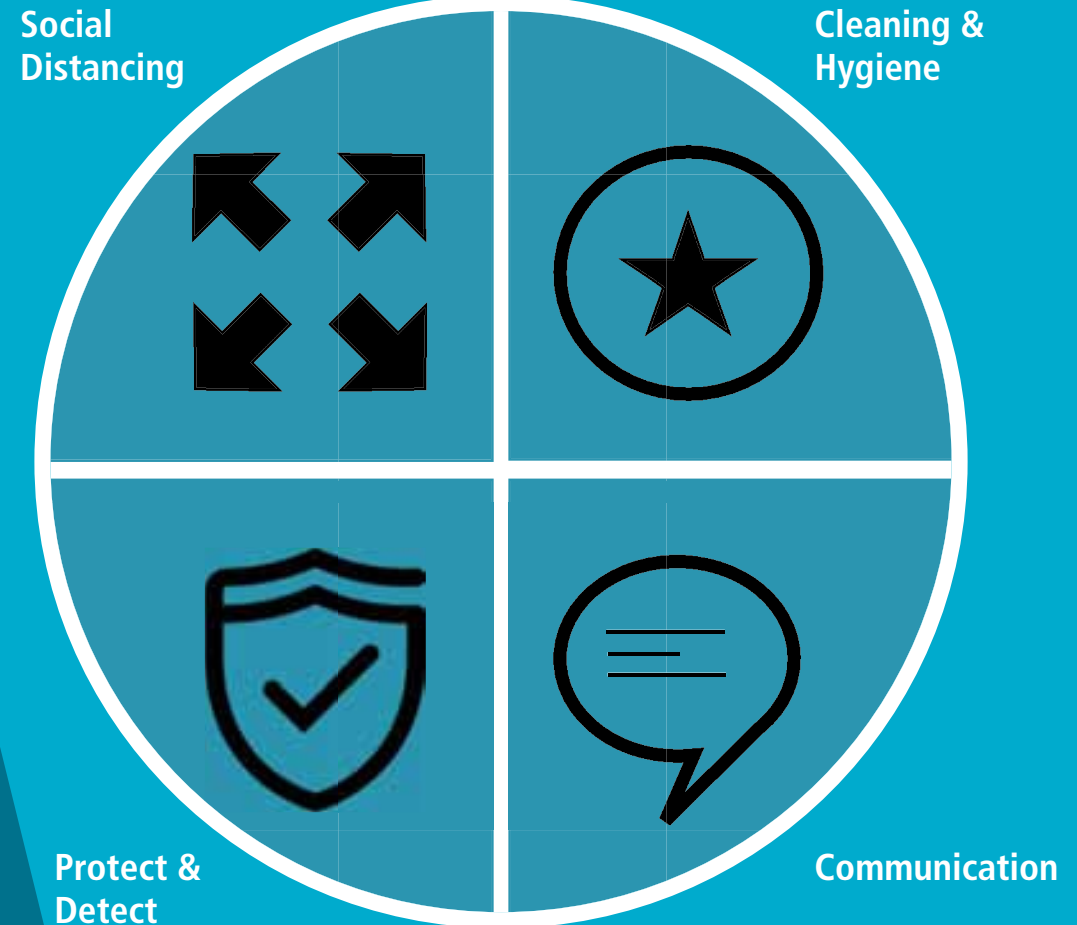
ALL SECURE STANDARD AT VERTIKAL DAYS

www.vertikaldays.net

We will be working with the East of England Showground to put in enhanced measures, approved by government, that set out industry best practice and guidance for working safely during coronavirus (COVID-19). Set around the cornerstones of Social Distancing, Cleaning & Hygiene, Protect & Detect and Communication, Vertikal Days Organising team and East of England Showground team will work with all Exhibitors to assist them to ensure that safety measures can be met. More details will be available on this.

CORNERSTONES

ALL SECURE STANDARD



ACCOMMODATION

We have appointed Event Express to work with hotels in the area to agree discounted rates using the link <https://www.eventexpressuk.com/e/vertikal-days/>



HOLIDAY INN EXPRESS PETERBOROUGH

From £80.00 per room per night - incl. Breakfast.
Cancellation Policy: 7 days prior to arrival.

14 MINUTE WALK



PETERBOROUGH MARRIOTT

From £120.00 per room per night - incl. Breakfast.
Cancellation Policy: By 3rd May 2021 This hotel is operating a 2 night minimum stay from the 11th May.

16 MINUTE WALK



ORTON HALL HOTEL AND SPA

From £85.00 per room per night - incl. Breakfast.
Cancellation Policy: 48 hours prior to arrival.

8 MINUTE DRIVE



HOLIDAY INN PETERBOROUGH WEST

From £110.00 per room per night - incl. Breakfast.
Cancellation Policy: 72 hours prior to arrival.

9 MINUTE DRIVE



PARK INN BY RADISSON PETERBOROUGH HOTEL

From £89.00 per room per night - incl. Breakfast.
Cancellation Policy: By 1 day prior to arrival.

16 MINUTE DRIVE



HOLIDAY INN HUNTINGDON - RACECOURSE

From £105.00 per room per night - incl. Breakfast.
Cancellation Policy: By 4.00pm on the day prior to arrival.

23 MINUTE DRIVE



HUNTINGDON MARRIOTT HOTEL

From £107.00 per room per night - incl. Breakfast.
Cancellation Policy: 72 hours prior to arrival.

23 MINUTE DRIVE



You don't have to use them, you can book independently, whatever works best for you.

For those that wish to contact them directly for a more personalised service, have any questions or prefer alternative accommodation, you can call them on **01905 732737** or Email: reservations@eventexpressuk.com



CATERING

The catering at Vertikal Days is provided centrally and is included in the price you pay for your stand. Whilst we may have to make adjustments to seating arrangements and catering stations, it will be available for your staff and for your customers.

- Tea, coffee, water, pastries and biscuits are served in the Marketplace all day.
- Hot lunches are served each day between 12.30 and 14.30 in the Catering Pavilion. There is also a BBQ and sandwich bar.
- The main bar facility is located at the Catering Pavilion and is available from 12.30 to 14.30.

EXHIBITOR EXPRESS PRE-ORDER SANDWICH BAR

The catering team will provide exhibitors with a pre-order service for sandwiches on show days. This is for those exhibitors who do not wish to leave their stand during the lunchtime.

Note: We want to encourage networking throughout the event and having centralised quality catering brings everyone together both in the Marketplace when sharing a coffee and in the main Catering Pavilion at lunchtimes. Exhibitors are therefore requested not to bring in their own catering. Flasks of coffee are available from the caterers to take to individual stands.



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MARKETING & PROMOTION

www.vertikaldays.net

It is important to work together to promote the hundreds of products and services at Vertikal Days. The sooner you start your marketing, the more impact it will have for you. We will be working with all exhibitors to promote the event through social media, the trade and end-user press and at trade events.

VERTIKAL DAYS WEBSITE

Our website has a host of features to help you promote your products and services. Exhibitor Profiles allow you upload up to 50 words of text plus up to 3 images and your website address.

PROMOTIONAL WEBSITE BANNERS

Promotional on-line banners on the new Vertikal Days website will be available to all exhibitors. The banners rotate, can include flash and are 150 pixels wide x 200 pixels high. Contact us for more information.

VISITOR VIP TICKETS

Available in html and pdf format. Each ticket will entitle visitors to:

- Entry to the event
- Car parking
- Hospitality (Hot lunch and refreshments)
- Copy of Cranes & Access Magazine plus Vertikal Days guide

VERTIKAL.NET

Vertikal Days will be promoted through the Vertikal.net website attracting in excess of 8.5 million views every month. There is a link from the main Vertikal Press site to the Vertikal Days website.

SOCIAL MEDIA

The event will be promoted on a number of social media platforms Including Twitter, Facebook, Instagram and LinkedIn via a structured campaign.

CRANES & ACCESS MAGAZINE

Circulated to 8,500 named readers plus an additional 16,000 online readers of the digital version worldwide

ADVERTISING

Cranes & Access has the UK's and Ireland's largest circulation for any lifting equipment magazine and is circulated to 8,500 named readers. An additional 16,000 online readers of the digital version worldwide create a huge readership opportunity for advertisers. Be sure to book your space in good time to promote your stand at Vertikal Days. Information on Vertikal Days will be run in key industry trade publications including Cranes & Access, Cranes Today, Executive Hire News, the CPA bulletin, Kran & Bühne, JDL, Movicarga and GIS. We will also be working with selected end user trade publications.

PR

Press material will be sent to industry and end-user trade publications. If you have early notice of new product launches please send them to us for inclusion.

TRADE EVENTS

The event will be promoted at targeted industry events including those organised by IPAF and the CPA.

ASSOCIATIONS

We will be working with Industry associations such as the CPA, IPAF, Access Link, and LEEA to promote the event to their membership and to hold meetings and seminars alongside Vertikal Days.

PROMOTIONAL E-SIGNATURE

E-signatures will be available for all Exhibitors from January.

SOCIAL MEDIA MEMES

We will produce artwork for memes for use on social media. These will be available to all exhibitors.

FAR REACHING CIRCULATION

With an intensive circulation in the UK and Germany BUT reaching as many other European readers as any INTERNATIONAL magazine.

Average circulation includes more than 8,500 printed copies of C&A throughout Europe plus a further 16,000 exclusive online readers globally. Average circulation of K&B includes 8,700 printed to German speakers in Europe plus a further 3,900 exclusive online readers.

Around 10,000 visitors a day visit Vertikal.net to check out the latest news, with average of 8.5 million page views and 250,000 visitors a month from 191 countries. Each magazine is hosted on Issuu and the Magzter sites and is frequently among the top free publications.



SPONSORSHIP

Exhibitor sponsorship opportunities will be available for the 2021 event. For further information and pricing please contact Pam Penny. We are happy to take on any ideas you might have with regards to sponsorship opportunities. Call or email Pam and talk your ideas through.

ONLINE BANNERS ON Vertikaldays.net



CONTACT US
FOR MORE
DETAILS



Some examples

ONLINE BANNERS on Vertikaldays.net £275 PER MONTH

OTHER TYPES OF SPONSORSHIP AVAILABLE:



VERTIKAL DAYS GUIDE TO THE EVENT

Full page advertising in 24 page pull-out guide plus shortened guide at the visitor entrance



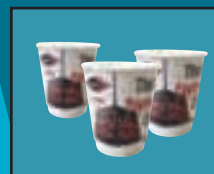
BANNER SITES

£100 per ground banner site (Exhibitors to provide banner frame and banner. Requirements: Ground level and 2.5m long x 750mm high. NOTE: Banners will not be allowed on temporary fencing).



BOTTLED WATER

Re-usable drinking bottles with your company logo and Vertikal Days logo. Quantity 3000, Size Requirements: 300-400ml



MARKETPLACE DISPOSABLE COFFEE CUPS

- RESERVED
Quantity 4000 - 8oz cups



MARKET PLACE NAPKINS

Quantity 4000



VISITOR LANYARDS - RESERVED

Quantity 3000 double sided with safety release and Vertikal Days logo on one side



VISITOR BAGS - RESERVED

Quantity 3000 with Vertikal Days logo on one side



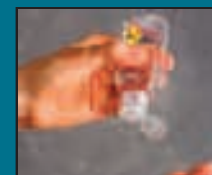
PENS

Quantity 3000



FACE MASKS

Quantity 3000 - Requirements: Disposable face masks are single-use masks.- must meet CDC requirements



MINI HAND SANITISERS

Quantity 3000 - Requirements: Must be an alcohol-based hand sanitizer that contains at least 60% alcohol



LARGE SANITISING STATIONS

Quantity 10 - Requirements: Must be an alcohol-based hand sanitizer that contains at least 60% alcohol



NETWORKING EVENING SPONSORSHIP

Contact Pam Penny for details

www.vertikaldays.net



OUTDOOR SITE PLAN



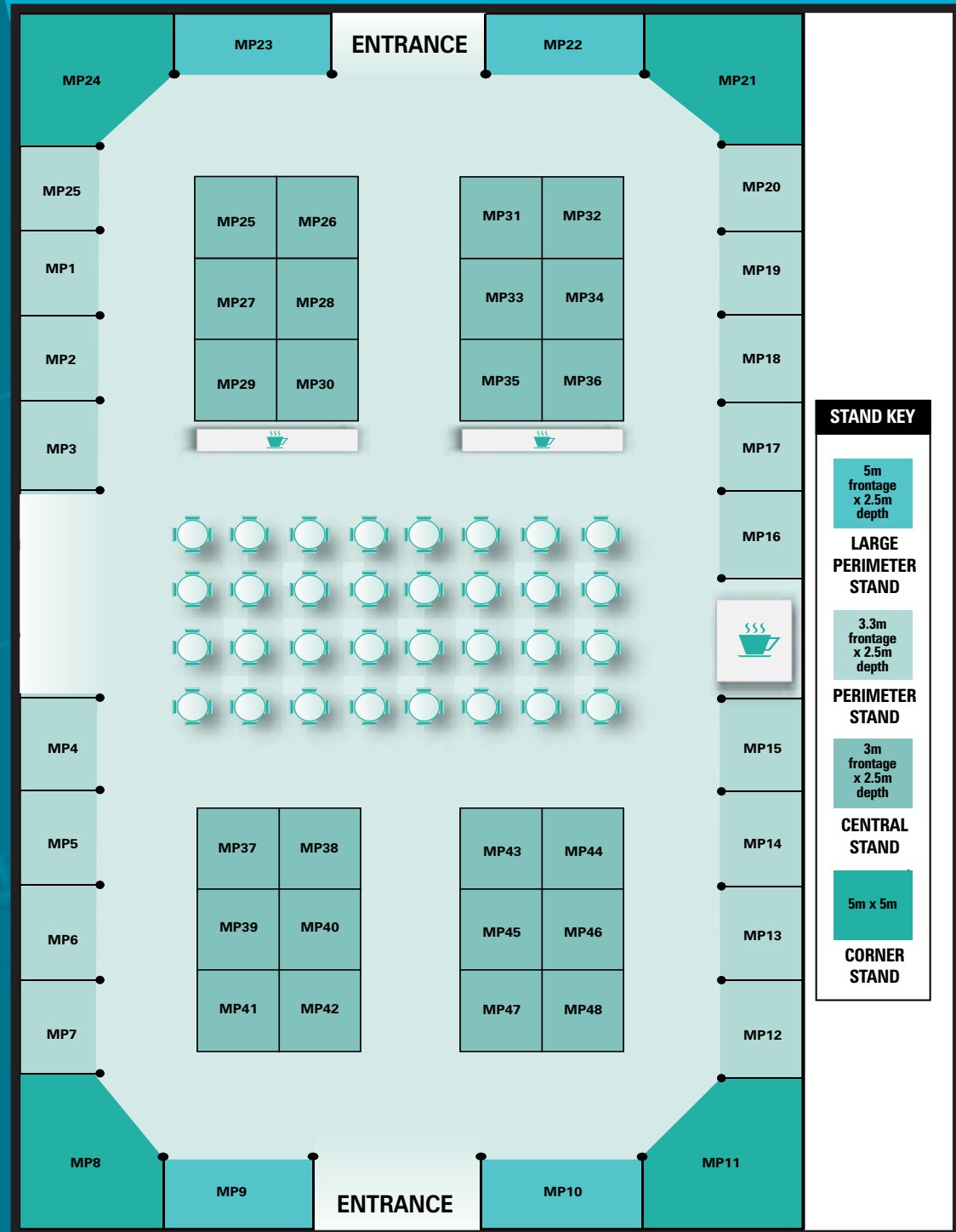
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MARKETPLACE SITE PLAN



22ND - 23RD SEPTEMBER 2021



To exhibit, email the Vertical Days team at:
info@vertikaldays.net or call +44 (0) 8448 155900

STAND INFORMATION AND PRICING

OUTDOOR AREA

PRICE

Basic Stand - Space only 12m frontage x 10m depth

£4,615

- 150 VIP entrance tickets
- 2 networking evening tickets

Note: Exhibitors taking basic stands need to provide their own gazebo with maximum dimensions of 6x3m. Hospitality trailers are not permitted.

Fully Inclusive Stand - 12m frontage x 10m depth

£4,895

Fully Inclusive Stand - 12m frontage x 20m depth

£7,310

Fully Inclusive Supersize Stand - 12m frontage x 25m depth

£7,895

Fully Inclusive stands 12x10m, 10x20m, 12x20m, 12x25m include the following:

- 3m x 3m standard gazebo with floor
- 4 networking evening tickets
- Aluminium table and four chairs
- 150 Visitor entrance tickets
- Trestle table
- E-signature with stand number

Fully Inclusive Trade Stand - 10m frontage x 6m depth

£2,795

Small Trade Stands - 10m frontage x 4m depth

£2,795

Please note that these cannot be set up until after 12 noon on Tuesday September 21st

Fully Inclusive Trade Stands and Small Trade Stands include the following:

- 3m x 3m standard gazebo with floor
- 2 networking evening tickets
- Aluminium table and four chairs
- 150 Visitor entrance tickets
- Trestle table
- E-signature with stand number

INDOOR MARKETPLACE STANDS

Large Perimeter Stand - 5m x 2.5m depth

£2,725

Perimeter Stand - 3.3m frontage x 2.5m depth

£2,255

Central Stand - 3m frontage x 2.5m depth

£2,195

Corner Stand - 5m x 5m

£2,725

Indoor Marketplace stands include the following:

- 2 x trestle tables with white table cloth
- 150 VIP entrance tickets
- 1 x literature rack
- Electrical supply plus 2 x sockets
- 2 x chairs
- 2 networking evening tickets

STAND PAYMENT

By submitting (FORM 1) the Exhibitor agrees to be bound by all the Rules, Regulations and Details as set out in the Vertikal Days Exhibitor Information Pack and accompanying Terms and Conditions.

All costs subject to VAT.

PAGODA STYLE



TO UPGRADE TO PAGODA STYLE TENT PLEASE COMPLETE FORM 2

	UPGRADE (Fully inclusive stands)	NEW ORDER
3m x 3m	£450	£730
5m x 5m	£850	950
6m x 6m	£1,050	1150

All stand extras must be paid for in full by 16th August 2021 and are non-refundable.



STAND PAYMENT

PAYMENT INSTRUCTIONS

Terms: Strictly 30 days net from the invoice date unless otherwise agreed in writing. A 50% deposit is required within 30 days of the booking and is non-refundable.

All stands booked after 22nd June will be invoiced for 100% of the stand cost.

Bank transfer details will be provided on the reverse of your invoice. Payments made in advance of an invoice can be made by credit card.

PLEASE QUOTE YOUR INVOICE NUMBER and VERTIKAL PRESS.

We reserve the right to charge interest and collection charges if the invoice is not paid within credit terms.

Vertikal Press, PO Box 6998, Brackley, NN13 5WY, UK.
Tel: +44 (0)8448 155900, Fax: +44 (0)1295 768223

Vertikal Press Ltd. Registered Office in England, 18 Cross Lane, Helmdon, NN13 5QL. Registered No: 3766294.

CANCELLATION POLICY

The following cancellation policy applies to all exhibitors:

- A 50% deposit is required within 30 days of the booking and is non-refundable.
- Cancellations received within 12 weeks of the event will be subject to 75% of the total stand cost payable.
- Cancellations received within 8 weeks of the event will be subject to 100% of the total stand cost payable.

A NON-REFUNDABLE DEPOSIT OF 50% WILL BE REQUIRED WITH THE STAND BOOKING PAYABLE WITHIN 30 DAYS OF INVOICE. FAILURE TO PAY THE DEPOSIT MAY RESULT IN THE STAND BEING REALLOCATED. FINAL STAND PAYMENT WILL BE REQUIRED NO LATER THAN 22ND JUNE 2021.

ANY STANDS BOOKED AFTER 22ND JUNE 2021 ARE REQUIRED TO BE PAID IN FULL WITHIN 30 DAYS OF INVOICE. PLEASE REFER TO OUR TERMS & CONDITIONS FOR FULL INFORMATION ON STAND PAYMENT AND CANCELLATION POLICY.



1 TERMS AND CONDITIONS

The term "Exhibitor" includes all employees and/or agents, the term "Organisers" means Vertikal Press Ltd and its employees and contractors assigned to the Vertikal Days team and the term "Event" means Vertikal Days 2021.

2 DURATION OF EXHIBITION

The Vertikal Days Event will be open from 10.00 - 17.30 on the 22nd September and from 10.00 - 16.00 on the 23rd September 2021. As a condition of exhibiting, stands must be dismantled/broken down in accordance with the 'break-down' times on Thursday 23rd September.

3 EQUIPMENT TO BE DISPLAYED

Vertikal Days is open to lifting equipment materials, including cranes, access platforms, telehandlers, hoists, rigging equipment plus all ancillary services related to the lifting equipment industry as approved by the Organisers. All equipment and exhibits must comply with all relevant current EEC legislation and carry the relevant CE marking, unless otherwise approved in writing in advance by the Organisers. Exhibitors must keep available on their stands any documentation for machinery displayed or demonstrated which is required by law to be provided to purchasers at the time of sale.

4 DEMONSTRATING EQUIPMENT

Vertikal Days is supportive of exhibitors wishing to demonstrate equipment during the event which may result in an element of noise or dust but are asked to speak with adjoining Exhibitors to confirm that this is acceptable. Exhibitors must demonstrate within their stand area and must prepare the area in line with Health & Safety legislation. The appropriate PPE and safety measures must be organised for any demonstrations in line with health and safety.

5 SAFETY ON SITE

All Exhibitors must comply with the Safety On Site requirements as contained in the Exhibitor Information Pack.

6 STAND SPACE BOOKING – FORM 1

All Exhibitors must confirm their booking with a booking Form (FORM 1). Space will be allocated in order of receipt of booking forms. The Organisers' decision on space booking is final. By submitting (FORM 1) the Exhibitor agrees to be bound by all the Rules, Regulations and Details as set out in the Vertikal Days Exhibitor Information Pack and accompanying Terms and Conditions.

7 PAYMENT SCHEDULE AND INSTRUCTIONS

Vertikal Days Terms of payment are as follows; 50% non-refundable deposit on receipt of the invoice following booking and a final 50% balance by no later than 22nd June 2021. Payment terms are strictly 30 days net from the invoice date. All stands booked after 22nd June 2021 will be invoiced for 100% of the stand cost. Bank transfer details will be provided on the reverse of your invoice. Payments made in advance of an invoice can be made by credit card. We reserve the right to charge interest and collection charges if the invoice is not paid within credit terms.

8 CANCELLATION POLICY

Requests for cancellation of space by an Exhibitor must be submitted in writing and sent by registered post to the Organisers.

The Exhibitor agrees:

- That the Organisers shall retain or claim (if no deposit is paid), from the Exhibitor 50% of the stand charge if notice of the cancellation is received prior to 22nd June 2021.
- Cancellations received within 12 weeks of the event will be subject to 75% of the total stand cost payable.
- Cancellations received after 22nd June 2021 will be subject to 100% of the total stand cost payable.

9 EVENT SITE LAYOUT

If it is necessary to revise the site layout of the Event for any purpose, the Organisers reserve the right to transfer an Exhibitor to an alternative suitable site.

10 PROTECTION OF THE GROUND

It is imperative that exhibitors do not break the ground with stakes, flagpoles, fencing, marquees etc. Promotional flag bases can be secured using water or sand. Any damage caused to the ground will be charged for so if you are unsure as to what you can do, please speak with the Organisers.

11 COMPLETION AND SETTING UP OF EXHIBITS

All stands and their exhibits must be completed by 20.00 on Tuesday 21st September 2021.

12 CLEARANCE OF STANDS

Exhibits must not be dismantled or removed before 16.30 on Thursday 23rd September 2021. Exhibitors must comply with the Breakdown Schedule provided by the Organisers. All exhibitors are responsible for leaving their space as clear as they found it. If the Organisers incur costs from the venue, these costs will be passed on the Exhibitor.

13 SUB-LETTING

- The Organisers do not allow sub-letting or the granting of licences by Exhibitors for the whole or part of their stand space without prior agreement.
- The display of third parties' equipment and services is allowed only if the third party is an Exhibitor with own stand space or are an official dealer of the Exhibitor.
- Exhibitors can apply to the Organisers for a separate catalogue entry in the Vertikal Days Guide for third party products / services including components and attachments for a fee of £200 plus VAT.

14 PROTECTION OF EXHIBITS

All exhibits must be properly protected so as to comply with current Health and Safety Executive legislation. Vertikal Days Safety Officers. The Exhibitor agrees that the Organisers shall be indemnified by the against any claim or action on account of any injury or damage being caused or occasioned by an exhibit or to any person or persons whatsoever.

15 INSURANCE LIABILITY - RESPONSIBILITIES

- Each participating Exhibitor accepts liability for all acts or omissions of himself, his servants, contractors, agents and visitors and undertakes to indemnify the Organisers and keep them indemnified against all liability in respect thereof and against all actions, suits, proceedings, claims, demands, costs and expenses whatsoever which may be taken or made against the Organisers and including any legal costs and expenses and any compensation costs disbursements paid by the Organisers on advice of Counsel to compromise or settle any such claims.
- Notwithstanding the indemnity hereby given, the participating exhibitor undertakes to arrange the appropriate insurance with a level and extent of cover that shall be approved by the Organisers (including without limitation, normal product and public liability and employee liability insurance) and shall on demand produce to the Organisers a copy of the policy and evidence that it is in force and the insurers are not entitled to exercise subrogation rights against the Organisers.
- It is the participating Exhibitor responsibility to provide insurance on their own exhibits and property.
- Loss, damage, injury or death: The Organisers do not accept any responsibility from any cause whatsoever for damage to stands or loss of any property or vehicles on any stand or anywhere else in the Exhibition or in the course of its delivery or removal, or injury or death to any individuals howsoever caused.

16 BANKRUPTCY

In the event of an Exhibitor (being an individual) becoming bankrupt or making any arrangement or composition with his or her creditors or where the Exhibitor is a Company or partnership suffering the service of a Winding Up petition or Winding Up Order or is passing a Winding Up resolution or Notice of Dissolution otherwise than for the sole purpose of amalgamation or reconstruction then in the event the Organisers may by written notice to the Exhibitor determine the contract and all monies paid by the Exhibitor shall be forfeited to the Organisers who may at their discretion re-let or otherwise deal with the defaulting Exhibitor's stand space.

17 ABANDONMENT, POSTPONEMENT OR INTERRUPTION OF EXHIBITION

If for any reason beyond the control and not resulting from any act or default of the Organisers, it shall become impracticable to hold the Event or necessary to interrupt it or close it prematurely, the Organisers may take such action as they deem necessary giving such notice to Exhibitor(s) as is possible. In any such cases the decision of the Organisers shall be final and the Exhibitor(s) shall not be entitled to any compensation or to the return of any monies paid or deposited. If the Exhibition be abandoned, interrupted or prematurely closed for any reason other than the above or in circumstances such as shall enable the Organisers to reclaim the rent paid for the use of the premises, then the Exhibitor(s) shall be entitled to the return of all deposits and other monies paid to the Organisers but to no other compensation.

18 ADVERTISING MATERIALS

Exhibitors are only allowed to distribute advertising and printed material from outside of their stand, with prior agreement from the Organisers so as to limit any annoyance to other Exhibitors. In the event of complaints received, the Organisers will have the final decision on whether this can continue. Exhibitors using devices which emit sound, these devices must be operated and controlled in a way that does not cause disturbance to other Exhibitors and/or Visitors. Peterborough showground does not allow the flying of gas or air filled balloons without written permission. Exhibitors wishing to do this must get prior consent from the Organisers and written clearance and approval of the CAA. Sponsorship of any aspect of the Event is open to Exhibitors only or be able to demonstrate a valid involvement in the Event.

19 EXHIBITION SERVICES

The Organisers undertake to make all reasonable attempts to provide necessary services for the smooth operation of the Exhibition but accept no responsibility for breakdown or failure of such services or for any delays during the delivery and collection periods.

20 STORAGE & WASTE

Small rubbish items (able to be collected by one person) will be collected by the appointed contractors during build-up, live event days and during break-down. Exhibitors will be responsible for the disposal and storage of larger items (non-domestic) and for the removal from the site of all crates and cartons not required on the stand. The Organisers will provide skips on the site during build-up and break-down.

21 VISITOR/EXHIBITOR ADMISSION

Admission to the Exhibition is restricted to people who, in the opinion of the Organisers, have a legitimate, professional interest in the subject of the Vertikal Days event. The Organisers reserve the right to refuse admission to any person or persons to the Exhibition without assigning any reason. Children under 12 years of age are prohibited from attending the Exhibition unless accompanied by an adult or in an organised school party. No-one under the age of 16 years will be allowed on site during buildup or break-down periods. Dogs will not be permitted to attend the event (with the exception of Assistance Dogs).

22 RIGHT OF REJECTION

Equipment and exhibits admitted to the Event shall remain there, on strict compliance with these Terms and Conditions and any other Rules, Regulations or Directives as set out in the Exhibitor Information Pack. The Organisers reserve the right to prohibit and reject any Exhibitor or his representatives in the case of failure to comply with these Terms and Conditions and all site Rules and Regulations as set out in the Exhibitor Information Pack. There shall be no return of payment if such rejection or prohibition is deemed necessary by the Organisers. If the deposit is not received within 30 days of the deposit invoice, the Organisers reserve the right to reject the stand booking.

