



MAY 10 - 11 2023

VERTIKAL DAYS

EXHIBITOR GUIDE

+44 (0) 8448 155900
CONTACT@VERTIKALDAYS.NET
WWW.VERTIKALDAYS.NET



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RETURNING TO PETERBOROUGH

me to Vertikal Days
list event for access and lifting equipment

EAST OF ENGLAND ARENA
PETERBOROUGH



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GENERAL

WWW.VERTIKALDAYS.NET

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+44 (0)8448 155900

+44 (0)1295 768223



IT'S MORE THAN MACHINES



IT'S EVERYTHING IN BETWEEN

Vertikal Days is a specialist event with its core centred firmly around access platforms, cranes, telehandlers and associated lifting equipment and services for lifting professionals. If you are part of a rental company, fleet owner, user or lifting professional, Vertikal Days will give you an unobstructed view of the industry's latest products.

All visitors have an interest in lifting and access equipment. The show is attended by buyers/company owners that represents around **90%** of UK and Irish rental companies responsible for more than **80%** of all crane and aerial lift purchases in the region. It is also growing in the number of international exhibitors and visitors at senior management level.

PRICE LIST:

EARLY BIRD
CLOSES 30.09.22

OUTDOOR SPACE ONLY

A **space only stand** is exactly that, the ground space only. Exhibitors will need to provide their own gazebo with maximum dimensions of 6x3m. They will also need to provide their own furniture – no tables or chairs will be provided as part of this package.

12m frontage by 10m depth
£4,995 (+VAT)

12m frontage by 20m depth
£7,495 (+VAT)

12m frontage by 25m depth
£7,995 (+VAT)

15m frontage by 15m depth
£6,995 (+VAT)

6m frontage by 10m depth
£2,995 (+VAT)

OUTDOOR FULLY INCLUSIVE

A **fully inclusive stand** includes the following elements to get our exhibitors show-ready from the start:

- 3m x 3m standard gazebo with floor
- Aluminium table & four chairs
- Trestle table
- Vertikal Days Capja App
- Networking tickets

(2 tickets for 6m by 10m stands, 4 tickets for all other fully inclusive stands)

12m frontage by 10m depth
£5,395 (+VAT)

12m frontage by 20m depth
£7,995 (+VAT)

12m frontage by 25m depth
£8,795 (+VAT)

15m frontage by 15m depth
£7,195 (+VAT)

6m frontage by 10m depth
£3,295 (+VAT)

Outdoor Site Plan

Vertical
days



STAND KEY

- 6m x 10m
- 12m x 10m
- 12m x 20m
- 12m x 25m
- 15m x 15m

Note:
These are minimum dimensions and due to the irregular nature of the site, many stands have the possibility to offer additional space

PRICE LIST:

FROM 1ST OCTOBER

OUTDOOR SPACE ONLY

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12m frontage by 25m depth
£8,795 (+VAT)

15m frontage by 15m depth
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£8,295 (+VAT)

6m frontage by 10m depth*
£3,495 (+VAT)

Outdoor Site Plan

Vertical
days



PRICE LIST:

EARLY BIRD
CLOSES 30.09.22

MARKETPLACE

A **Marketplace** stand includes the following elements to get exhibitors ready from the start:

- Two aluminium chairs
- Two trestle tables with black cloths
- One literature rack
- Electrical supply with two sockets
- Two networking tickets
- Vertikal Days Capja App

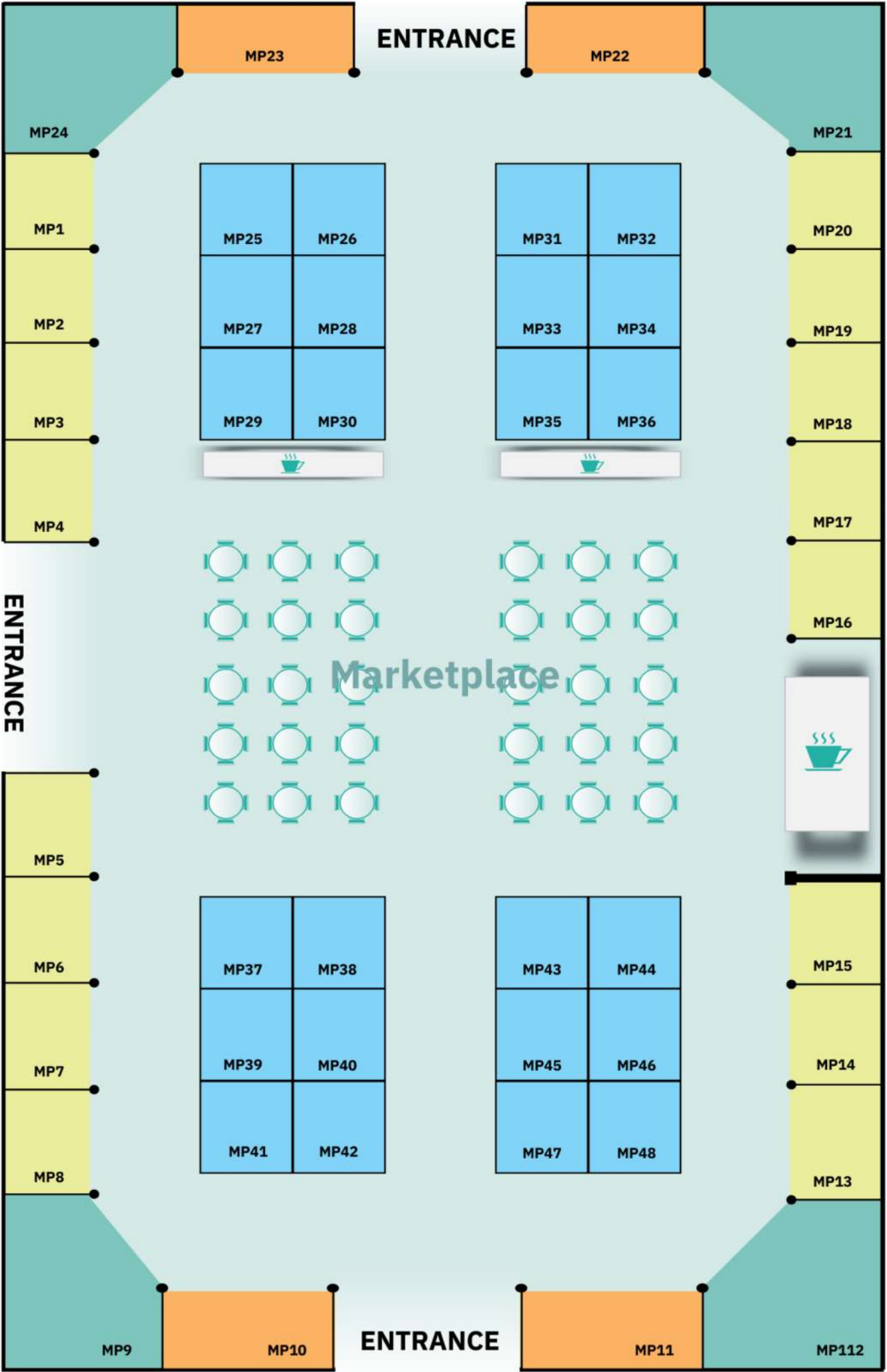
Large perimeter stand
5m frontage by 2.5m depth
£2,995 (+VAT)

Perimeter stand
3.5m frontage by 2.5m depth
£2,495 (+VAT)

Central stand
3m frontage by 2.5m depth
£2,395 (+VAT)

Corner stand
5m frontage by 5m depth
£2,995 (+VAT)





PRICE LIST:

FROM 1ST OCTOBER

MARKETPLACE

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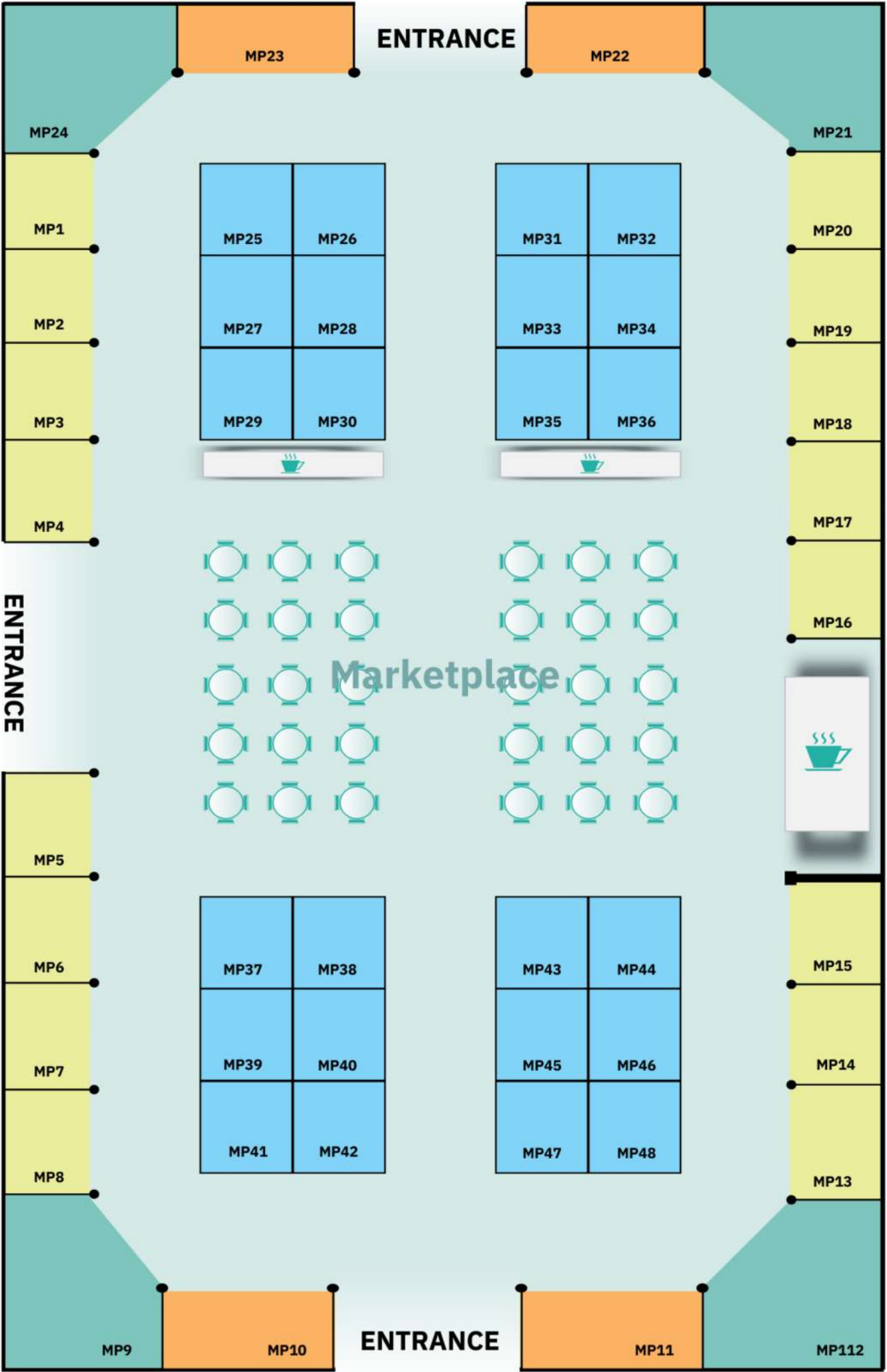
Large perimeter stand
5m frontage by 2.5m depth
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Perimeter stand
3.5m frontage by 2.5m depth
£2,795 (+VAT)

Central stand
3m frontage by 2.5m depth
£2,695 (+VAT)

Corner stand
5m frontage by 5m depth
£3,295 (+VAT)





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.

Failure to pay the deposit may result in the stand being reallocated.

Final stand payment will be required no later than 22nd February 2023.

All stands booked after 22nd February are required to be paid in full (100% of the stand cost)
within 30 days of invoice.

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.

PLEASE REFER TO OUR TERMS & CONDITIONS FOR FULL INFORMATION ON STAND

PAYMENT AND CANCELLATION POLICY



GET INVOLVED AT

VERTIKAL DAYS

Vertikal
days

EXHIBITOR INFORMATION

VEHICLE MOVEMENT

DELIVERY AND COLLECTIONS

Delivery and collection vehicles will need to show their Delivery/Collection pass when they enter the East of England site. This should be displayed in the windscreen and include the stand number they are delivering/collecting from and the drivers mobile number. Delivery/Collection passes can be downloaded from the Vertikal Days website.

All drivers with cars and vehicles under 7.5 tonnes are requested to complete a VEHICLE PASS for their arrival at the show site which can be downloaded from the website.

UNLOADING

There will be an unloading ramp available on site from 9am on Monday 8th May to noon on Friday 12th May. 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 on arrival.

FORKLIFT

There will also be a forklift available on site from 9am Monday 8th May to Friday 12th May. 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. Outdoor exhibitors will need to display their Yellow Vehicle Pass and Marketplace will need to display their Green Vehicle Pass in their windscreens. These can be downloaded from the website.

EXHIBITION STANDS

STAND CLEARANCE

The deadline for clearing of stand spaces is 2pm on Friday 12th May. 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.

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 8th May to Friday 12th May. 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 buildup, 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 £10 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 buildup, breakdown and event days. Your risk assessment must cover any significant risks that your staff, 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 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 will need to have their badges printed off before arriving at the showground. These can be printed from the website from Wednesday 1st March.

2023 SHOW

TIMINGS

PLAN AHEAD TO MAKE THE MOST OF THE TIME

BUILD UP

OUTDOOR AREA

Monday 8th May 8.00am to 8.00pm

Tuesday 9th May 8.00am to 8.00pm

TRADE STANDS

Tuesday 9th May 8.00am to 8.00pm

MARKETPLACE STANDS

Tuesday 9th May 12.30pm to 8.00pm

LIVE EVENT DAYS

Wednesday 10th May

10.00am to 5.30pm

Thursday 11th May

10.00am to 4.00pm

BREAKDOWN

Thursday 11th May

4.30pm to 5.00pm - Vehicles under 3.5 tonnes (no trailers)

5.00pm to 6.30pm - Vehicles under 7.5 tonnes

6.30pm - All vehicles

Friday 12th May

8.00am to 2.00pm - All vehicles

NETWORKING EVENT

TICKET HOLDERS ONLY

Wednesday 10th May

TBC

Note: All equipment must be removed from the event site no later than 2.00pm Friday 12th May as another event will commence immediately after.



THE UK'S

BIGGEST SHOW

Vertikal
days

SPONSORSHIP

INFORMATION

GET MORE PEOPLE TO VISIT YOUR STAND

On site sponsorship is a proven method of generating more traffic to your stand at the show, the more leads you can generate the more beneficial the show becomes to your company. We offer options to fit every exhibitors' budget. Take a look at our current available options to optimise your investment.

Visitor Bags

Quantity: 3,000

Requirements: Vertikal Days logo on one side

Visitor Lanyards

Quantity: 3,000

Requirements: double sided with safety release and Vertikal Days logo on one side

Water provision

Quantity: 3,000

Branded canned water with at least one Vertikal Days logo displayed

Coffee Cups

Quantity: 4,000

Requirements: 8oz cups

Lunch Buffet

Quantity: 4,000

Includes branded napkins within the catering pavilion and pop ups

Pens

Quantity: 3,000

Visitor Maps

Have your logo printed on all Vertikal Days maps, a great place to be seen by all visitors to Vertikal Days

Mini Buses

We run mini buses to most of the local hotels during the evening networking event. Design your own bus stop for attendees to embark and disembark at.

Toilets

A4 frames in all of the visitor toilets for the duration of the show and evening networking event

Networking Event

Details for the 2023 networking event will be available early 2023. We are looking for sponsors for the event. If you are interested, please contact Pam to discuss.

Visitor Registration

Your branding will be the first thing that all interested visitors will see on the main registration page and printed on all show badges.



WEBBLE

MAKE SURE

YOU ARE SEEN



ADVERTISING INFORMATION

BOOST YOUR REVENUES, REACH MORE CUSTOMERS

Grab the attention of visitors and exhibitors alike prior to the show, with our advertising opportunities. These specifically priced options have been designed to grab the attention of those interested in visiting the show!

Premium Top Banners

Price: from £350+VAT

Your branding will be in prime position to site visitors on the main Vertikal Days home page, visitor registration and exhibitor and brand list pages

Premium Side Banners:

Price: from £350+VAT

Appear on the right column on all Vertikal Days web pages and rotate, changing position with each click for maximum coverage

Small Side Banners:

Price: from £255+VAT

Appear on the right column on all Vertikal Days web pages and rotate, changing position with each click for maximum coverage

E-Blast

Price: £350+VAT

Advertise in the emails that are sent out in the lead-up to the show to registered visitors. These emails will also include all relevant information for confirmed visitors

Vertikal Days Guide

Price: POA

Advertise in 24 page pull-out guide inside Cranes & Access magazine plus shortened mini-guide distributed to all visitors and exhibitors who attend

On Site Banners

Price: POA

Physical on site banners displayed at the Vertikal Days show
Requirements: 2.5m long x 750mm high

MARKETING INFORMATION

WORK TOGETHER TO MAKE IT THE BEST SHOW YET

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, direct weblink and logo.

Vertikal.net Website

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 8,000 named readers plus an additional 20,000 online readers of the digital version worldwide

Press Releases

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.

Associations

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

Promotional images

A suite of images, artwork, logos, texts and GIFs will be available to all exhibitors

Trade Events

The event will be promoted at targeted industry events around the world

WHAT DID YOU SAY?

WHAT PEOPLE SAY ABOUT VERTIKAL DAYS

Don't just take our word for it – see what our exhibitors and visitors have to say about the UK and Ireland's largest show dedicated to lifting equipment

"Although the rain tried to dampen our spirits, the show was a great success. We look forward to seeing you all next year."

- Versalift UK

"It was an amazing show, probably one of the best ever. Thank you for all the organising, the whole event felt like it ran so smoothly, we were all so impressed"

- MCS Rental Software

"It was great to see a variety of new machines, technical innovations and spend quality time with suppliers, customers and industry peers. As a result we placed orders in excess of £1m."

- UPA United Powered Access

"This was a great week, Vertikal Days 2022 was our best UK construction show ever in our 20 year history."

- CTE UK

"It was a remarkable experience that sparked great conversations with fellow wireless controls companies and customers."

- Magnetek

"What a brilliant couple of days attending Vertikal Days! The show never fails to be a success and it was great to see so many familiar faces, as well as catch up with so many clients and candidates"

- Elite Consultancy Network

"Thanks Vertikal Days, I have never exhibited at a show which is as well organised – and I have been doing stand management a LONG time"

- DC Battery

"A big THANK YOU to everyone who visited us, as well as to the Vertikal team for creating such a positive environment to bring our industry back together."

- Snorkel UK

"We had a really good couple of days at Vertikal Days. Great to get out and about again and meet so many people. Really chuffed with the interest in Brilliant Ideas with quality enquiries and product demonstrations booked."

- Brilliant Ideas



SHOUT ABOUT

VERTIKAL DAYS

Vertikal
days

ACCOMMODATION INFORMATION

GETTING YOUR STAFF A GOOD NIGHT'S REST

We have appointed Event Express to work with hotels in the area to agree discounted rates

For those that wish to contact them directly for a more personalised service, have any questions or prefer alternative accommodation, call 01905 732737 or email reservationseventexpressuk.com. Alternatively you don't have to use them, you can book independently, whatever works best for you.

HOLIDAY INN EXPRESS PETERBOROUGH

TBC per room per night – incl. Breakfast.
Cancellation Policy: 7 days prior to arrival.
14 MINUTE WALK

PETERBOROUGH MARRIOTT

TBC per room per night – incl. Breakfast.
Cancellation Policy: By 3rd May 2021 This hotel is operating a 2 night minimum stay.
16 MINUTE WALK

ORTON HALL HOTEL AND SPA

TBC per room per night – incl. Breakfast.
Cancellation Policy: 48 hours prior to arrival.
8 MINUTE DRIVE

HOLIDAY INN PETERBOROUGH WEST

TBC per room per night – incl. Breakfast.
Cancellation Policy: 72 hours prior to arrival.
9 MINUTE DRIVE

PARK INN BY RADISSON PETERBOROUGH HOTEL

TBC per room per night – incl. Breakfast.
Cancellation Policy: 1 day prior to arrival.
16 MINUTE DRIVE

HOLIDAY INN HUNTINGDON - RACECOURSE

TBC per room per night – incl. Breakfast.
Cancellation Policy: By 4.00pm on the day prior to arrival.
23 MINUTE DRIVE

HUNTINGDON MARRIOTT HOTEL

TBC per room per night – incl. Breakfast.
Cancellation Policy:
72 hours prior to arrival.
23 MINUTE DRIVE

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 2023.

2 DURATION OF EXHIBITION

The Vertikal Days Event will be open from 10.00 - 17.30 on the 10th May and from 10.00 - 16.00 on the 11th May 2023. As a condition of exhibiting, stands must be dismantled/broken down in accordance with the 'break-down' times on Thursday 11th and Friday 12th May.

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 February 2023. Payment terms are strictly 30 days net from the invoice date. All stands booked after 22nd February 2023 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 February 2023.
- Cancellations received within 12 weeks of the event will be subject to 75% of the total stand cost payable.
- Cancellations received after 22nd February 2023 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 10th May 2023.

12 CLEARANCE OF STANDS

Exhibits must not be dismantled or removed before 14.00 on Friday 12th May 2023. 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

- (a) 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.
- (b) 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.
- (c) 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.

TERMS & CONDITIONS

15 INSURANCE LIABILITY - RESPONSIBILITIES

(a) 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.

(b) 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.

(c) It is the participating Exhibitor responsibility to provide insurance on their own exhibits and property.

(d) 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 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.

