



# **EXHIBITOR INFO PACK**

## **VERTIKAL DAYS 2024**

**NEWARK SHOWGROUND - SEPTEMBER 11-12**





# NEW VENUE



For 2024 we will be setting up home at Newark Showground in Nottinghamshire. The site covers 126 acres and offers masses of visitor parking, green open spaces and the Vulcan airfield runway where our event will be held.



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# YOUR TEAM





# IT'S ABOUT

## EVERYONE'S HEADING TO NEWARK FOR THE INDUSTRY'S MOST TALKED ABOUT LIFTING EQUIPMENT EVENT



### FACE TO FACE AT VERTIKAL DAYS

If you want to talk to Lifting Equipment people, then you need to exhibit at Vertikal Days. It's the only show in the UK and Ireland where professionals from the industry can talk to one another, physically see and demonstrate the very latest that the Crane, Access Platform and Telehandler market has to offer. This specialist lifting equipment event successfully attracts thousands of professionals from our industry every year, who want to see new products, follow technological developments, and meet face to face with manufacturers, dealers, trade bodies, and to network with industry people.



### PURCHASING POWER

A cross-section of prospective purchasers visit the event - buyers/company owners from rental companies, key construction contractors, independent end-users, utilities, roofing, wind and energy, arborists, local authorities, plus many more.



Everyone has a professional interest in lifting and access equipment with around 90% of UK and Irish rental companies responsible for more than 80% of all crane and aerial lift purchases in the region visiting Vertikal Days.



### INTERNATIONAL INTEREST

Primarily UK and Ireland focused, Vertikal Days continues to attract a greater number of international exhibitors and visitors at senior management level each year.





# OUTDOOR PRICES

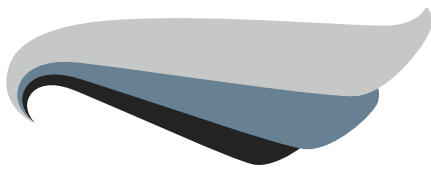
## SPACE ONLY

A **space only stand** is exactly that, the ground space. Exhibitors provide their own gazebo and furniture.

2 Tickets for the networking evening on the Wednesday will be included

Hospitality trailers will not be permitted

**EARLY BIRD  
PRICES UNTIL  
31ST OCT 2023**



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
- Vertikal Days Capja App
- Trestle table
- Tickets for the networking evening on the Wednesday  
(2 tickets for 10m by 6m trade stands  
4 tickets for all other fully inclusive stands)

20m frontage by 15m depth **£8,795 (+VAT)** **After 1st Nov 2023**  
**£9,195 (+VAT)**

15m frontage by 15m depth **£7,595 (+VAT)** **£8,295 (+VAT)**

12m frontage by 10m depth **£5,395 (+VAT)** **£5,995 (+VAT)**

15m by 15m Island **£10,195 (+VAT)** **£10,495 (+VAT)**

20m by 20m Island **£12,295 (+VAT)** **£12,495 (+VAT)**

## FULLY INCLUSIVE

20m frontage by 15m depth **£9,195 (+VAT)** **After 1st Nov 20**  
**£9,645 (+VAT)**

15m frontage by 15m depth **£8,295 (+VAT)** **£8,695 (+VAT)**

12m frontage by 10m depth **£5,995 (+VAT)** **£6,295 (+VAT)**

10m frontage by 6m Trade Stand **£3,495 (+VAT)** **£3,695 (+VAT)**

# Outdoor Site Plan



WED 11<sup>TH</sup> & THUR 12<sup>TH</sup>  
SEPTEMBER 2024

Organisers  
Office/Operations  
Room

Mess Tent

Entrance

100 101 102 103 104

i1  
i2

100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116

300 301 302 303 200 201 202 203 204

Aluminium trackway

MARKETPLACE

Visitor Parking

408 409 410 411 412 413 414 415 416 417

205 304 305 306 307 206 207 208 209

117 118 119 120 121 122 123 124 125 126 127 128 129 130

418 419 420 421 422 423 424 425

310 311 312 313 314 315 210 211 212 213 214 215 216 217

i3

i4

i5

## STAND KEY

- 20m frontage x 15m depth
- 15m frontage x 15m depth
- 15m x 12m island
- 12m frontage x 10m depth
- 10m frontage x 6m depth
- 20m x 20m island

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

Aluminium trackway

Star Shade

BBQ Area

CATERING PAVILION





# MARKETPLACE PRICES

## FULLY INCLUSIVE

After 1st Nov 2023

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

**EARLY BIRD  
PRICES UNTIL  
31ST OCT 2023**

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

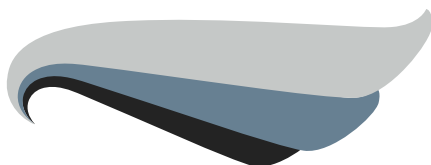
**£2,895(+VAT)**

Central stand  
3.3m frontage by 2.5m depth  
**£2,695(+VAT)**

**£2,795(+VAT)**

Corner stands  
See keys for different  
dimensions  
**£3,295(+VAT)**

**£3,395(+VAT)**





# The Marketplace



WED 11<sup>TH</sup> & THUR 12<sup>TH</sup>  
SEPTEMBER 2024



**STAND KEY**

- 3.5m frontage x 2.5m depth
- PERIMETER STAND
- 3.3m frontage x 2.5m depth
- CENTRAL STAND
- 3m frontage x 5m depth x 3.5m bottom
- CORNER STAND
- 3.5m frontage x 5m depth x 5m bottom
- LARGE CORNER STAND







BRITISH  
MUTUAL OUTFITTERS  
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MORICOLUK

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# PAYMENT INSTRUCTION

## **PAYMENT TERMS**

Strictly 30 days net from the invoice date unless otherwise agreed in writing.  
A 50% non-refundable deposit is required within 30 days of the booking.  
Failure to pay the deposit may result in the stand being reallocated. Final stand payment will be required no later than 31st May 2024.

All stands booked after 31st May 2024 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**



# EXHIBITOR INFO

## VEHICLE MOVEMENT

### DELIVERY AND COLLECTIONS

Delivery and collection vehicles will need to show their Delivery/Collection pass when they enter the Newark showground 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 9th September to noon on Friday 13th 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 on arrival.

### FORKLIFT

The forklift is provided on a first come, first served basis, and has a maximum lifting capacity of 5 tonnes. There will also be a forklift available on site from 9am Monday 9th September to Friday 13th September. 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.

### EXHIBITOR CAR PARKING AREA

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

## GENERAL HOUSEKEEPING

### POWER TO STANDS

Power to stands and pricing will be available to order from February 2024. Details to follow.

### STAND CLEARANCE

The deadline for clearing of stand spaces is 2pm on Friday 13th 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 to exhibitors' individual stands. However, temporary standpipes are 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 9th September to Friday 13th 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 £10 million.

## **TOILETS**

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

## **EXHIBITOR BADGES**

Exhibitors will need to have their badges printed off before arriving at the showground. These can be printed from the website from Wednesday 1st March.

# **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 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. First Aid kits are available at the Organisers Office, in the Marketplace and the Entrance Pavilion.





WOLFF

WOLFF 160 B

KATO

WOLFF

WOLFF

WOLFF

WOLFF



# PLAN AHEAD TO MAKE THE MOST OF THE TIME

## BUILD UP

### OUTDOOR AREA

**Monday 9th September** 8.00am to 8.00pm

**Tuesday 10th September** 8.00am to 8.00pm

### TRADE STANDS

**Tuesday 10th September** 8.00am to 8.00pm

### MARKETPLACE STANDS

**Tuesday 10th September** 12.30pm to 8.00pm

## BREAKDOWN

### Thursday 12th September

**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 13th September

**8.00am to 2.00pm** - All vehicles

**NOTE: ALL EQUIPMENT MUST BE REMOVED FROM THE EVENT SITE NO LATER THAN 2.00PM FRIDAY 13TH SEPTEMBER.**

## LIVE EVENT DAYS

### Wednesday 11th September

10.00am to 5.30pm

### Thursday 12th September

10.00am to 4.00pm

## NETWORKING EVENT

### Wednesday 11th September

TICKETS ONLY

INFO TBC

# SHOW TIMES





# SPONSORSHIP

## 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 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**

### OUTDOOR/MARKETPLACE 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 2024 networking event will be available early 2024. 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.





Point

Vertikal days

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# 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

# ADVERTISING







XCMG

XGS58E

XCMG XG0807AEW



Manual

Lotus







# MARKETING

## 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 on the vertikal days website - be sure to keep checking back for updates

### **TRADE EVENTS**

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







# GETTING YOUR STAFF A GOOD NIGHT'S REST

There are a number of medium sized hotels close to Newark showground with larger hotels located closer to Nottingham and Lincoln. You can also contact Event Express for a personalised service as they may be able to offer alternative accommodation.

Call 01905 732737 or email [reservations@eventexpressuk.com](mailto:reservations@eventexpressuk.com)

## PREMIER INN NEWARK

Number of rooms: **70**  
Approximate distance: **1.0m**

## MILLGATE HOUSE HOTEL

Number of rooms: **40**  
Approximate distance: **1.5m**

## TRAVELODGE NEWARK

Number of rooms: **66**  
Approximate distance: **3.0m**

## TRAVELODGE NORTH MUSKHAM

Number of rooms: **30**  
Approximate distance: **3.0m**

## BENTLEY HOTEL

Number of rooms: **81**  
Approximate distance: **8.2m**

## TRAVELODGE LINCOLN THORPE ON THE HILL

Number of rooms: **40**  
Approximate distance: **8.3m**

## TRAVELODGE MARKHAM MOOR

Number of rooms: **40**  
Approximate distance: **9.9m**

## THE OLD BARN MARSTON

Number of rooms: **101**  
Approximate distance: **11.0m**

## TRAVELODGE GRANTHAM A1

Number of rooms: **40**  
Approximate distance: **13.7m**

## URBAN HOTEL GRANTHAM

Number of rooms: **89**  
Approximate distance: **14.0m**

# ACCOMMODATION





## 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 2024.

## 2 DURATION OF EXHIBITION

The Vertikal Days Event will be open from 10.00 - 17.30 on the 11th September and from 10.00 - 16.00 on the 12th September 2024. As a condition of exhibiting, stands must be dismantled/broken down in accordance with the 'break-down' times on Thursday 12th and Friday 13th 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 ORDER FORM – FORM 1

All Exhibitors must confirm their booking with a Stand Order Form (FORM 1). Space will be allocated in order of receipt of the form. The Organisers' decision on space orders 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 31st May 2024. Payment terms are strictly 30 days net from the invoice date. All stands booked after 31st May 2024 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 31st May 2024.
- Cancellations received within 12 weeks of the event will be subject to 75% of the total stand cost payable.
- Cancellations received within 8 weeks 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 September 2024.

## 12 CLEARANCE OF STANDS

Exhibits must not be dismantled or removed before 14.00 on Friday 13th September 2024.

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 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 build-up 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.



**Vertikal**  
**days**

**NEWARK SHOWGROUND - SEPTEMBER 11-12**  
**[WWW.VERTIKALDAYS.NET](http://WWW.VERTIKALDAYS.NET)**