



VERTIKAL DAYS 2025

EXHIBITOR INFO PACK

NEWARK SHOWGROUND

SEPTEMBER 10-11 2025

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 www.vertikaldays.net

 contact@vertikaldays.net

CONTENTS.



1. About the Show/Event Schedule
2. Outdoor Price List
3. Marketplace Indoor Price List
4. Payment Terms
5. Stand Deadlines

6. Vehicle Movement
7. General
8. Safety
9. Marketing
10. Terms & Conditions



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Vertikal
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01.

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.



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EVENT SCHEDULE

01.

IMPORTANT BUILD-UP AND BREAKDOWN TIMES

BUILD-UP

Outdoor stands

Monday 8th September - 8.00am to 8.00pm

Tuesday 9th September - 8.00am to 8.00pm

Forklift and unloading ramp available from 8.00am

Trailers MUST ARRIVE on Monday - there will be no access for trailers on Tuesday

Indoor Marketplace stands

Tuesday 9th September - 12.30pm to 8.00pm

LIVE EVENT DAYS

Wednesday 10th September - 10.00am to 5.30pm

Networking event 10th September - 5.30pm to 9.30pm (Ticketed event)

Thursday 11th September - 10.00am to 4.00pm

BREAKDOWN

Thursday 11th September:

Outdoor stands

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

Vehicles under 7.5 tonnes - 5.00pm to 6.30pm

All vehicles - 6.30pm - close

Indoor Marketplace stands (Thursday 11th September only)

From 5.00pm to 8.00pm

Friday 12th September:

Outdoor stands - 8.00am to 2.00pm

Note: All equipment must be removed from the event site no later than 2.00pm Friday 12th September





OUTDOOR STANDS.

02.

SPACE ONLY.

A space only stand is exactly that, the ground space.

Exhibitors provide their own gazebo and furniture. Two tickets for the networking evening on the Wednesday will be included. Exhibition trailers are not encouraged. However, if you decide to use a trailer its size cannot exceed 10 metres in length, must be single storey and delivered to site on Monday 10th September. Note trailers will not be accepted Tuesday 11th.

20M FRONTAGE BY 15M DEPTH

£9,595 (+VAT)

15M FRONTAGE BY 15M DEPTH

£8,695 (+VAT)

12M FRONTAGE BY 10M DEPTH

£6,295 (+VAT)

15M BY 12M ISLAND

£10,895 (+VAT)

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
- Capja eLead App
- 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

£10,195 (+VAT)

15M FRONTAGE BY 15M DEPTH

£9,195 (+VAT)

12M FRONTAGE BY 10M DEPTH

£6,695 (+VAT)

10M FRONTAGE BY 6M TRADE STAND

£3,995 (+VAT)





WEDNESDAY 10TH & THURSDAY 11TH
SEPTEMBER 2025

Organisers
Office/Operations
Room



Visitor
Entrance

400
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Stands
100-124 are
sited on
Trackway

MARKETPLACE
& CAFÉ

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

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

Stands
420-425
are for cranes
and heavy
equipment

Stands
100-124 are
sited on
Trackway

Star
Shade

BBQ
Area

CATERING
PAVILION

The Marketplace



MARKETPLACE STANDS.

03.



FULLY INCLUSIVE.

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

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

STAND SIZES.

PERIMETER STAND

3.5M FRONTAGE BY 2.5M DEPTH

£3,095 (+VAT)

CENTRAL STAND

3.3M FRONTAGE BY 2.5M DEPTH

£2,995 (+VAT)

CORNER STAND

3M FRONTAGE BY 5M DEPTH BY 3.5M

£3,595 (+VAT)

LARGE CORNER STAND

3.5M FRONTAGE BY 5M DEPTH BY 5M

£3,695 (+VAT)



PAYMENT INSTRUCTIONS. 04.

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 (Excluding show offer)

Failure to pay the deposit may result in the stand being reallocated. Final stand payment will be required no later than 31st May 2025.

All stands booked after 31st May 2025 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 the 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.

COMPANY INFORMATION:

Vertikal Press Ltd, 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 PROFILES:

Your exhibitor profile is an opportunity to say what your company does together with the brands it manufactures, sells or distributes. Profiles can be uploaded once a stand order form has been submitted.

VERTIKAL DAYS SHOW GUIDE:

A comprehensive show guide to Vertikal Days 2025- to provide a round-up of every exhibitor, brand and equipment that will be on display. Deadline for submission 14th July.

STAND EXTRAS:

Furniture, gazebos, pagodas and other stand extras will be available to order from February 2025.

OUTDOOR POWER:

Power to outdoor stands and pricing will be available to order from February 2025.

AV EQUIPMENT:

AV equipment pricing will be available to order from February 2025.

ELEAD APP:

eLead will be included in all Marketplace and fully inclusive outdoor stands, space only stands can order from February 2025.

EXHIBITOR BADGES:

Exhibitors will need to have their badges printed off before arriving at the showground, these will be available from March 2025 on the website

VEHICLE PASSES:

These will be available to download from the website from May 2025.

RISK ASSESSMENTS:

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. The deadline for submitting these will be 15th August 2025.

NETWORKING EVENING:

Details on tickets for the evening will be available on our website from April 2025.



06.VEHICLE MOVEMENT.



DELIVERY AND COLLECTIONS

Delivery and collection vehicles will enter the site through either the BLUE GATE or the WHITE GATE dependent upon which stand they are delivering to so it's important that the drivers receive the correct VEHICLE PASS to avoid being turned around on arrival and causing congestion.

UNLOADING

There will be an unloading ramp available on site from 9am on Monday 8th Sept to 12pm on Friday 12th Sept. The ramp is provided on a first come, first served basis with a maximum unloading capacity of 5 tonnes. To book the loading ramp please visit the Organisers Office.

FORKLIFT

The forklift is provided on a first come, first served basis, and has a maximum lifting capacity of 5 tonnes. This will be available on site from 8am Monday 8th Sept to 12pm on Friday 12th Sept. To book the forklift please visit the Organisers Office.

LORRY PARKING ON-SITE

Lorries, vans and trailers may be parked on site in the designated parking areas with prior approval.

EXHIBITOR CAR PARKING AREA

There are two EXHIBITOR car parks located through either the BLUE GATE or the WHITE GATE dependent upon the stand number.



STAND & RUBBISH CLEARANCE

The deadline for clearing of stand spaces is 2pm on Friday 12th September. Marketplace stands must be completely cleared by 8pm on Thursday 11th September. Exhibitors are responsible for leaving their stand space clear of any rubbish. 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.

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.

Parcel Deliveries

Any parcel deliveries should include: Company name, stand number, mobile number plus Vertikal Days Event, Newark Showground, Lincon Road, Winthorpe, Newark, Nottinghamshire, NG24 2NY





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. As the ground is uneven, please ensure that your team wear sensible footwear.

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 September to Friday 12th September. The Organisers cannot be held responsible for any loss or damage to exhibitors' property during build-up, during the event, or during breakdown.

RISK ASSESSMENTS

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.





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 2025.

2 DURATION OF EXHIBITION

The Vertikal Days Event will be open from 10.00 - 17.30 on the 10th September and from 10.00 - 16.00 on the 11th September 2024. As a condition of exhibiting, stands must be dismantled/broken down in accordance with the ‘break-down’ times on Thursday 11th and Friday 12th 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 2025. Payment terms are strictly 30 days net from the invoice date. All stands booked after 31st May 2025 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 2025.
- 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 9th September 2025.

12 CLEARANCE OF STANDS

Exhibits must not be dismantled or removed before 14.00 on Friday 12th September 2025. 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 be permitted to attend the event with prior approval.

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.

