



The Newmarket Wedding Show Exhibitor Guide – 20th January 2019

We welcome everyone to the Newmarket Wedding Show.

Please read through the details below, which have been written to make sure the show runs smoothly with such a vast number of exhibitors.

Behaviour at the Show

The show is run and organised by Andrew and Kate Page and our event staff are our extended family. We also have the brilliant assistance of the Newmarket Racecourse staff, without whose hard work we couldn't achieve all our goals for the show.

Previously however we had exhibitors being rude and abusive to our staff, when asked to do certain small things, in accordance with the show and site rules. If this happens again the offending exhibitors and their employees will be asked to leave the show and will be banned from exhibiting again at future shows.

Procedures for on the day notification

After the January show of 2013, we wanted to put in place a procedure for all exhibitors to follow in case of any problems on the day (i.e weather, mechanical breakdown, medical emergency etc.)

In the event of any disruption to the show, caused by weather conditions or any other act of god, the first place to look for advice and help is on our facebook page at <https://www.facebook.com/TheNewmarketWeddingShow> . We will keep this up to date with information and advice.

If for any reason, you need to contact us on the morning of the show (i.e. late due to traffic, breakdown or any other emergency), phone 0345 257 2921 and leave a message on the answerphone. As there is patchy mobile reception at the racecourse, this is the best way for us to get information, as we are linked to wifi. All messages come directly to us and we will get back to you.

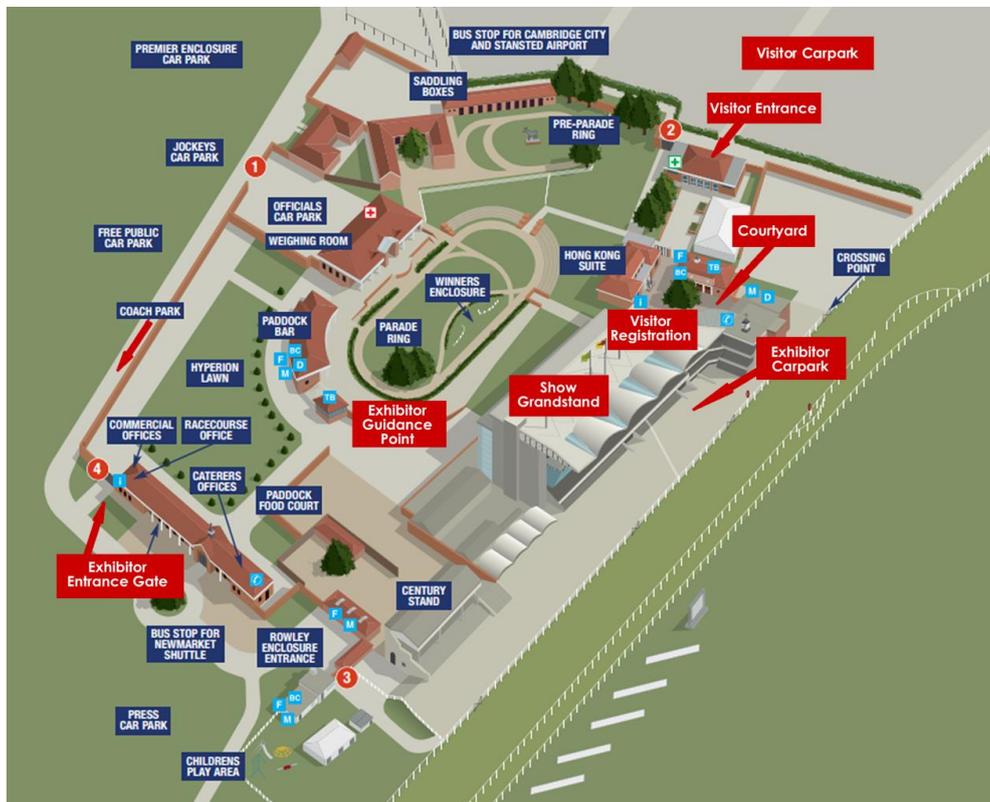
Opening Times/Set Up

The show itself will be open to the public from 11am until 4pm on Sunday 20th January. Exhibitors can set up from 8.30am the morning of the show and we request that all exhibitors' stands are completed at 10.30am ready for opening at 11am.

Exhibitors will also be allowed to set up in the afternoon on the Saturday, if prior arrangement is agreed with the show organisers (just send us an e-mail saying you are coming, so we know how many people will be on site). This will be available from 1.30pm till 5pm, when the site has to be vacated. Please be aware as we have to set the entire show up this day, your stand may not be completed and if this is the case you will have to bear with us.

Saturday Set-up

You are welcome to come and set up your stand on Saturday 19th January from 1.30pm till 5pm. There will not be anyone to show you where to park to unload on this day, but please make your way to the grandstand and if you need help find one of the organisers. All stands have their numbers displayed on them in sequential order, so you should be able to find them quite easily. Please look at the plan of the showground for direction information.



On the day parking and Set Up Arrangements

On the day of the show you are allowed to be on site from 8.30am. All cars as they arrive need to stop at the checkpoint and receive their unloading and parking permit, which needs to be displayed in your vehicle at all times.

If you are setting up in the Hong Kong Suite (all stands which have H and a number) we would ask that you arrive early in the morning or on the Saturday afternoon, as we need to make sure you are unloaded and your vehicle moved before the wedding cars can enter the courtyard. Please also bear in mind that at the end of the day we need to make sure all public are offsite and the wedding cars have vacated or have enough room to vacant, before you can pack away.

Please bear in mind that the peak time for exhibitors unloading is normally around 9.30am – 10am and at around this time you may have to wait for an unloading space. If you can set up on the Saturday this eases congestion for everyone and helps space out arrivals on the Sunday. You also have the added bonus of a lie in and knowing you can just walk in and be ready to go.

All vehicles will be allowed to drop off and pick up goods from outside the grandstand building, however as space is limited, we ask that people unload/ load as quickly as possible and then move their car to the exhibitor car park straight away. Please be aware that when unloading your vehicles, you need to maintain the flow of other exhibitors unloading and so any vehicles blocking the way will be asked to move and should be moved immediately on the request of event staff.

We suggest that for those people on the ground floor that you unload at the front of the building, exhibitors on the first-floor unload around the back of the building or for heavy items use the ground floor and lifts to unload. You will be advised on the day which is the best place for you to unload and shown where to park in the exhibitor car park. Please remember that any event staff asking you to move your vehicle, is doing this to maintain the safety regulations the show has to adhere to and can stop the show from opening or running on time.

No exhibitor will be allowed to access the vehicle area at the front of the building while there is the public on site as this is a health and safety risk. This area will be cordoned off. If you do think it is necessary to pack up early then you will be able to access your vans/cars from the rear of the building and only with the prior approval of the show organisers.

Please ensure that your vehicle is moved to the exhibitor car park immediately after unloading to your stand. If you are requested to move your vehicle by the event staff then you are to do so immediately. All vehicles must be in the exhibitor car park prior to the show opening and failure to do so will result in a delay to the show opening.

You will be advised where to park on the day by the event staff.

Vehicles should not drive onto or across any grassed area or rubberised way walk.

Stand Set Up and Power

All the items that you have specified on your booking form will be included on your stand. If you have requested power, there will be one single socket available for you to use. If you require more outlets than this, then it is your responsibility to bring extension cables with you.

Each exhibitor is responsible for their display. All display equipment is not to be on site until after 1.30pm on Saturday 19th January and has to be removed from site by 7pm latest on Sunday 20th January.

Electrical Equipment

Any electrical equipment used on site must have an up to date PAT certificate and this must be shown to the event organisers or Newmarket Racecourses staff on request. Any electrical items that do not have a current PAT certificate will not be allowed to be used on site. The event team do have a portable PAT tester on site, but a charge will be made if testing is required and this can only be done on the Saturday. Basically anything that is to be plugged in needs to be tested !!

Exhibitor spaces

Each exhibitor space will be clearly marked with masking tape on the floor. Your display needs to stay within these markings and the event organisers may request you to move or remove items if outside these areas.

Please make sure you do not encroach on the aisles or emergency exits as this hinders wheelchairs and pushchairs as well as being a health and safety risk.

The event staff are there for the safety and smooth running of the event and if a request is made by anyone on the team then their instructions must be adhered to.

Any damage caused to fixtures and fittings or ground of the racecourse must be paid for by the exhibitor involved. Please remember that you are not allowed to stick blu tack or tape anything to the walls of the venue.

Health and Safety

Please do not block fire escapes and fire fighting equipment or leave anything lying around which could hinder an emergency evacuation or cause a fire.

Exhibitors will be responsible for health and safety issues regarding their own exhibition and equipment and ensuring that all their staff are competent and work in a safe manner. All exhibitors should also ensure that their stand stays within the profile allowed, which is marked on the floor prior to set up.

Please ensure that you familiarise yourself and any employees on your stand with emergency exit routes.

If the fire alarm sounds please switch any electrical or mechanical item off on your stand and leave the building by the nearest route.

The main meeting point for evacuation is in the visitor car park.

Please report all hazards, concerned or suspicious packages to event staff.

Risk Assessments

Risk Assessments have been carried out for all exhibitors. The main risks are detailed below, so please familiarise yourselves with them and think about safeguarding against them on your stand.

Trip Hazards

- Cables need to be taped down or concealed to avoid trip hazards.
- Table cloths need to be made secure and all fabric used on stand need to be removed from public viewing spaces.
- Water and all liquids spills need to be cordoned off and cleared up as soon as possible by the stallholder responsible.
- All rubbish may be kept away from aisles and public viewing points.

Fire Risks

- No naked flames will be allowed within the building
- All electrical equipment MUST be PAT tested to safeguard against faulty electrical equipment fires (please see below for more details)
- Sockets must not be overloaded with equipment

Electrical Shocks

- All electrical equipment MUST be PAT tested to safeguard against faulty electrical equipment (please see below for more details)

Cuts

- Any broken glass or china needs to be cordoned off and cleared up as soon as possible by the stallholder responsible.
- All sharp objects (knives, scissors, secateurs etc) MUST be kept away from public view and used as necessary.

Stand Safety

- Please make sure that all equipment and displays are well secured so there is no risk of falling objects and equipment could hit a member of the public or staff.

Insurance

It is the responsibility of all exhibitors to have adequate insurance cover in respect of legal liabilities to both their employees and third parties, including public liability insurance.

Waste

Please take all your rubbish with you on your exit from the building.

First Aid

Kate Page is the main first aid contact on the day of the show. If you require or need to contact a first aider, please highlight to event staff who will deal with the incident.

Site Rules

1. No dogs are allowed within the main grandstand area, whether in a vehicle or outside. This is a national racecourse and these restrictions are in place due to infection risks for racehorses.
2. No smoking within any buildings
3. No unauthorised overnight parking on site
4. Please do not attach any item to the structure or furnishings which may cause any damage.
5. Exhibitors are allowed to unload in authorised unloading areas and will then be asked to move their vehicles to the exhibitor car park, until close of show.
6. Exhibitors must not move any vehicle, until the event staff advise it is safe to do so on the Sunday, as we have to ensure all members of the public are off site prior to this happening.
7. No vehicles should be moved between the hours of 11am till 4pm, without the prior notice of the exhibition organisers.
8. No Naked flames allowed on site (e.g. Candles etc)

Show Advisory Notes/Show Etiquette

1. Please remember that all exhibitors at the show are there to show off their business capabilities and goods. With this in mind, please make sure that your neighbouring stands are not overshadowed by oversized displays or banners.
2. Please make sure that there is the correct number of employees on each stand. Bear in mind the size of your stand and that all your members of staff are supposed to fit within that space as well as your display. As a guideline for stand spaces, small stand up to 2, medium stand up to 3, medium plus stand up to 3 and large stand up to 4. It is not acceptable to have 8 people on a small stand which are then spilling into the walkways for visitors and crowding other people's stands.
3. All literature given out at the show must be handed to visitors in or around your stand and not as a walking display on other floors. Please be aware that if we find employees walking and handing out leaflets they will be asked to return to their stand.

Suggestions for getting the best out of the show

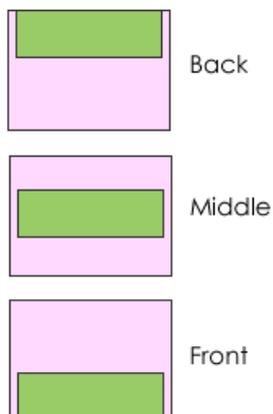
The following details are just suggestions on what you can do to get the best out of your stand and the show itself. It is entirely up to you what you do on your stand, but we often get asked by exhibitors for some guidance about the show and the stands etc.

As many of you know we set the show up for somewhere to exhibit Orangery Flowers (as was) and so the following are what we learned from doing the shows ourselves and also having reviewed the stands people have put together and what has been successful and what has failed.

Stand Table Configuration

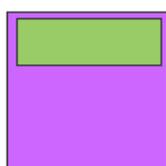
Each size stand has the maximum number of tables it will be able to put on the stand, just from an acceptable use of the space etc. The following are guides on how you could configure the tables on each stand size. All tables are a standard trestle type table which is 1.8m long and 0.6m wide. They are all boxed clothed with white clothes.

Small Stands (2m x 1.5m): These can take up to 1 table on each stand. See below for suggested configurations.

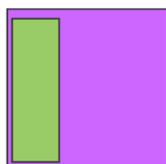


Small Stand: Single table can be placed at any place from front to back on stand, but only horizontally across the width of stand.

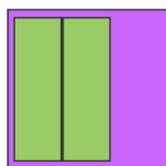
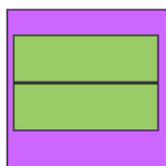
Medium Stands (2m x 2m): These can take up to 2 tables on each stand. See below for suggested configurations.



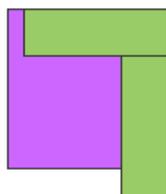
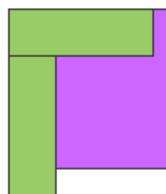
1 Table can be placed at any position around the 2m square horizontally.



1 Table can be placed at any position around the 2m square vertically.



2 Tables can be placed at any position around the 2m square horizontally or vertically.



2 Tables can be placed in an L shaped configuration as shown, but can only be done on a stand where there is no front edge safety restriction, as they actually overspill the stand dimensions.

Medium Plus Stands (3m x 1.5m): These can take up to 2 tables on each stand. See below for suggested configurations.



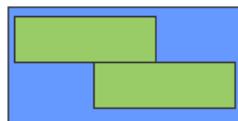
1 Table can be placed at any position around the stand space horizontally.



1 Table can be placed at any position on the stand vertically, as long as no safety width restrictions are in place, as they overspill stand dimensions



2 Tables can be placed at any position around the stand horizontally in a square shape.

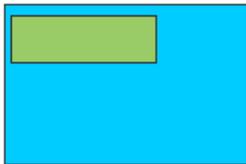


2 Tables can be placed at any position around the stand horizontally in a staggered shape.

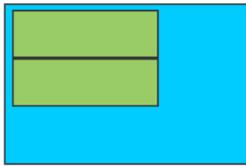


2 Tables can be placed in an L shaped configuration as shown, but can only be done on a stand where there is no front edge safety restriction, as they actually overspill the stand dimensions.

Large Stands (3m x 2m): These can take up to 3 tables on each stand. See below for suggested configurations.



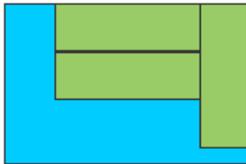
1 Table can be placed at any position around the stand space horizontally or vertically.



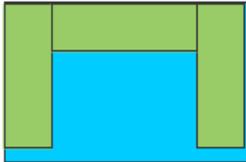
2 Tables can be placed at any position around the stand horizontally in a square shape.



2 Tables can be placed in an L shaped configuration as shown or its mirror image.

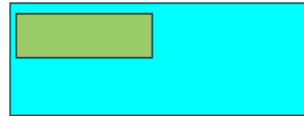


3 Tables can be placed in a fat L giving a large square area as well as a long side.

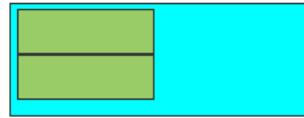


3 Tables can be placed either in an internal or external horseshoe shape

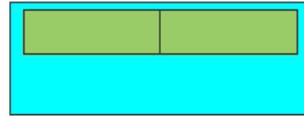
Large Stands (4m x 1.5m): These can take up to 3 tables on each stand. See below for suggested configurations.



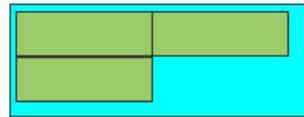
1 Table can be placed at any position around the stand space horizontally.



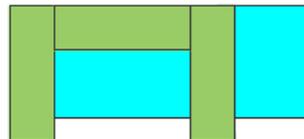
2 Tables can be placed at any position around the stand horizontally in a square shape.



2 Tables can be placed horizontally in any position in the stand dimensions.



3 Tables can be placed in a fat L giving a large square area as well as a longer side.



3 Tables can be placed either in an internal or external horseshoe shape, as long as you are in an area that is not restricted to depth, due to safety reasons.

Tips to getting the best out of the show

Weddings are a very personal business and brides and their families like to talk about their wedding plans etc. So be aware you will be talking a lot to people on the day.

Try not to create barriers between you and your customers. Stand set up where the products are at the back of the stand work better than a table in front of the exhibitor, with them sitting behind.

Break the ice by giving or offering something to the visitor. We used to give our handmade fudge to people as they came close the stand. It helped to break the ice for not only the visitors, but also for us, as it can sometimes be very nerve wrecking to try and start a conversation with a stranger. It doesn't have to be a freebie, although it helps, but a leaflet or anything can give you that intro.

It can be difficult to keep an eye on what people are looking at, but if you have chance while you are talking to one person, to glance at what another visitor is talking about or pointing to, then you can open a conversation with them about that product or items that you also have around the same style, once you have finished with your previous customer.

The show isn't just about selling to customers, but you will find that the show also provides some brilliant networking opportunities. We found tie ups with many companies who we could direct people to, if we were too busy take customers on etc and they would also do likewise.

We hope everyone has a great show, but if you have any questions then please do not hesitate to contact us prior to the event.