



EASTBOURNE EXTREME 17th & 18th JULY 2010 EXHIBITION & MARKETING OPPORTUNITIES

Eastbourne Extreme promises to be even bigger and more thrilling than ever. This will be the 6th Extreme event attracting visitor numbers exceeding 20,000. The event will include 'extreme' sports that incorporate the land, wind and sea. The ION Man Windsurf competition will be present again, plus Kite Surfing, Kite Buggies, Skateboarding, Inline Skating, Sailing, Land Yachting and static Rowing to mention a few. One of the highlights of the 2009 event was the visit to Eastbourne of the legendary Animal Braun cruZer³ Bike Tour which wowed the crowds with breathtaking live Mountain Bike stunts. The Bike Tour hopes to return to Eastbourne Extreme once again in 2010.



Eastbourne Extreme will appeal to those who like a bit of excitement in their lives, want to try new sports, see other daredevils perform stunts, and who wish to enjoy a weekend by the sea in Eastbourne.

The event is to take place at the Eastern end of the Seafront, and will offer something for everyone. The format provides live bands, a UK Windsurfing Competition, extreme sports demonstrations and taster sessions, a beachside Bar, Catering Units and entertainment in the form of Extreme Rides and children's attractions.

To add to the appeal of the event Eastbourne Borough Council is inviting companies to sell goods or market new, innovative products to a wide, varied footfall over the weekend. Exhibition space will be available throughout the heart of the event site.

Security will be on site overnight between Friday 16th - Sunday 18th July 2010. Opening hours are 1100 – 1900 on Saturday and 1100 – 1700 on Sunday.

All interested companies will be required to provide public liability insurance of £5 million and provide their own source of power, if required, in the form of HSE approved generators.



Pitches are priced per square metre and companies are expected to provide their own marquees and exhibition stands if required.

The cost to attend Eastbourne Extreme 2010 is **£20 per square metre FOR BOTH DAYS** – anticipated footfall 20,000 + visitors. Please find enclosed a booking form and terms & conditions.

Please return completed form, a copy of your public liability insurance and payment to:

Anita Newman, Events Team,
EASTBOURNE BOROUGH COUNCIL,
1 GROVE ROAD, EASTBOURNE, EAST SUSSEX BN21 4TW
Telephone: (01323) 415404 Fax: (01323) 736373
Email: anita.newman@eastbourne.gov.uk



EASTBOURNE EXTREME 2010

BOOKING FORM AND TERMS & CONDITIONS FOR EXHIBITORS – please read carefully

It is advisable to take a copy before returning booking form

1. The total cost of the stall should accompany all bookings and must be received before 4 June 2010. In the event of cancellation:
 - Before 4 June 2010 – 10% administration fee will be deducted from the booking fee
 - After 4 June 2010 – the booking fee is non-refundable
2. Full payment of the space/ stand must be included to reserve your area.
3. The use of microphones, loudspeakers, megaphones or other voice enhancers or sound systems is strictly prohibited.
4. All exhibition stands must be open and manned from 1100 – 1900 on Saturday, 1100 – 1700 on Sunday.
5. NO trade vehicles will be allowed to park on site. Vehicles will be permitted on site before 10:30a.m. and after all visitors have left the site in the evening for restocking purposes. Car parking spaces are available nearby and passes will be issued.
6. Exhibitors offering food for sale to the public must comply with the relevant sections of the Food Hygiene (England) Regulations 2005.
7. There is no electricity on site. Power must be supplied by your own HSE approved generators. A Council Safety Officer will check all generators once on site.
8. A condition of your booking is that you comply with any requests from officers employed by Eastbourne Borough Council, relating to the safety, hygiene and admittance of the public to your stand.
9. Your own public liability insurance should apply when the general public is within your stand. **A copy of your insurance certificate (minimum cover £5 million) must be supplied with your application, you will not be admitted to the site without prior evidence of insurance.**
10. Eastbourne Borough Council cannot be held responsible for any loss, damage or injury sustained by stand holders during this event. The Council is also not liable for any loss of earnings, or any other losses incurred as a result of the event for any reason being cancelled or abandoned.
11. A photograph of your trade stand must accompany all applications for exhibition space. Exceptions will only be made if you attended the event in 2006 with the same stand.
- 12. If you are a previous exhibitor it is possible to request the same area (if available at time of booking) but there is no guarantee of the same exact pitch. **Change of space on arrival or during the show IS NOT POSSIBLE.****
13. Traders and exhibitors are expected to provide their own marquees and exhibition stands if required, which should be risk assessed and meet health and safety standards. A copy of your risk assessment and a separate fire risk assessment must be supplied before you are allowed on site to ensure that you comply with the Regulatory Reform (Fire Safety) Order 2005. Further information is available from HM Government website www.communities.gov.uk on the fire safety law and guidance for businesses section and downloading or reading guide 9 relating to outdoor events.
14. All exhibitors will be required to sign and complete a user licence which will detail permitted activities and your legal responsibilities whilst trading on Eastbourne Borough Council land.
15. Security guards will be patrolling the site overnight from Friday 16 - Sunday 18 July, although it should be noted that Eastbourne Borough Council cannot be held responsible for any theft or damage. Please be aware that there can be strong winds so you must ensure that your stand structure is of a secure, sturdy nature.
16. Eastbourne Borough Council will work closely with Trading Standards throughout the event, and will supply information on exhibitors if requested. All goods sold on Council land must be of marketable and satisfactory quality, and comply with all Trading Standards legislation.
17. We are unable to allow the sale of ice cream, drinks and ball bearing guns on stands. All goods will be checked by Trading Standards during the show.
18. All rubbish must be cleared from your site at the end of each day and put in the large Euro Bins provided. Any rubbish not cleared away at the end of the event will be photographed as evidence and then a charge will be made to you as a fine. You will also jeopardise your chances of returning to Eastbourne Borough Council events in 2008.
19. No tents, caravans or mobile homes are allowed on site during the event and traders and exhibitors are not permitted to sleep on site.



TRADE BOOKING FORM

Size of space required in metres: Width: _____ m
Depth: _____ m

Total m2 (x width by depth) _____ m2 (minimum booking 3mx3m)

Space cost: _____ m² x £20.00 per sq. m = £ _____

TOTAL COST for trade space at Eastbourne Extreme on 17-18 July 2010.

(To give you an example: a 3m x 3m trade space = 9 sq. metres. The cost of 9 sq. metres is 9 x £20 = £180.00)

(1ft is equal to 0.3048 metres)

I agree to abide by all the terms & conditions:

Company Name:	
Contact Name:	
Address:	
Post Code:	
Telephone:	Mobile:
Fax:	Email:
Signature:	Date:
Position in Company:	
Description of Trade (please provide photograph)	

Payment can be made by cash, cheque (made payable to Eastbourne Borough Council) or credit/debit card. For payment by credit/debit card please call 01323-649358/01323-415181 quoting your invoice number. Alternatively payment can be taken from a credit card if the following information is provided. **Please note that payments made by credit card will incur a transaction fee of 1.5%. Please here to acknowledge this fee**

AMERICAN EXPRESS CARDS ARE NOT ACCEPTED.

Name on Card:	Card Number:
Type of Credit/Debit Card:	
Start Date:	Expiry Date:
Issue Number (Switch Only):	Security Number:
Amount to be paid:	Invoice Number:
Address (if different from above):	Telephone Number:
Mobile:	
Signed:	Date: