



## **EASTBOURNE EXTREME 14<sup>th</sup> & 15<sup>th</sup> JULY 2012 EXHIBITION & MARKETING OPPORTUNITIES**

This two day sporting event attracts visitor numbers exceeding 20,000. The event will include sports that incorporate the land, wind and sea. The ION Man Windsurf competition will be present again, alongside the UK Windsurfing Association, plus Kite Surfing, Kite Buggies, Skateboarding, Inline Skating, Sailing, Land Yachting and the fabulous power boats racing to mention a few. One of the event highlights is always the Stunt Bike Tour which wow the crowds with breathtaking live Mountain Bike stunts.

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 a live band stage that will be situated on the grassed area of Princes' Park with a bar and a catering unit. All other attractions, including the UK Windsurfing Competition, extreme sports demonstrations and taster sessions, the Beachside Bar, Catering & Trade Units and entertainment in the form of Extreme Rides and children's attractions will be situated on the promenade.

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 13<sup>th</sup> - Sunday 15<sup>th</sup> July 2012.  
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 2011 is  
**£21 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 Franklyn, Events Team,  
EASTBOURNE BOROUGH COUNCIL,  
1 GROVE ROAD, EASTBOURNE, EAST SUSSEX BN21 4TW  
Telephone: (01323) 415442 Fax: 01323 417462  
Email: [anita.franklyn@eastbourne.gov.uk](mailto:anita.franklyn@eastbourne.gov.uk)





## TRADE BOOKING FORM

Area			Cost per m2		Area Description	
<b>Eastbourne Extreme</b>			<b>£21</b>		<b>Flat hardstanding/carpeted beach area</b>	
Width (m)	x	Depth (m)		x price per m2		Total Space Cost
			=m2	£	=	£
(Conversion Information – 1 foot is equivalent to 0.3048 metres)						

To give you an example:  
 a 3m x 3m trade space = 9 sq. metres.  
 The cost of 9 sq. metres is 9 x £21 = £189.00

**I agree to abide by all the terms & conditions:**

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

# 2012 BOOKING FORM AND TERMS & CONDITIONS FOR EXHIBITORS

## IMPORTANT NOTES FOR CATERERS & EXHIBITORS

**Please read carefully, sign, and return with booking form**

1. Invoices will be sent to you on a 14 day payment term and full payment must be received at least 4 weeks prior to the event.
2. The use of microphones, loudspeakers, megaphones or other voice enhancers or sound systems is strictly prohibited.
3. All exhibition stands and catering units must be open and manned during the event.
4. **NO** trade vehicles will be allowed to park on site. Vehicles will be permitted on site on the morning of the event but removed from the site an hour prior to the site opening and after all visitors have left the site in the evening for restocking purposes. Arrangements can be made for catering stock vehicles **prior** to the event.
5. Exhibitors offering food for sale to the public must comply with the relevant sections of the Food Hygiene (England) Regulations 2005 and ensure **ALL** relevant paperwork is completed and submitted prior to the event.
6. There is no electricity on site for ALL events with the exception of AIRBOURNE. Power must be supplied by your own HSE approved generators. A Council Safety Officer will check all generators once on site. Power requirements for Airbourne must be included on your booking form and paid for in advance.
7. 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.
8. 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.**
9. 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.
10. A photograph of your trade stand must accompany all applications for exhibition space. Exceptions will only be made if you attended any of our events in 2011 with the same stand.
11. 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.**
12. 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](http://www.communities.gov.uk) on the fire safety law and guidance for businesses section and downloading or reading guide 9 relating to outdoor events.
13. 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.
14. 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.
15. 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.
16. All rubbish must be cleared from your site at the end of each day and put in the large Euro Bins or recycling points 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 the future.
17. No tents, caravans or mobile homes are allowed on site during the event and traders and exhibitors are not permitted to sleep on site.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_