

MARKETING

- Advertising in national shooting and countryside press
- Advertising in equestrian publications
- Advertising in regional newspapers within an hour's drive of the showground
- Press releases in national press and on television and radio
- Press releases and competitions in regional press within a two hour's drive of the showground
- Direct mail to our current growing visitor database, gun shops, shooting grounds, tack shops, riding schools, angling centres etc.
- The Contour website www.contour.uk.net is an active promotional tool with ticket purchasing options
- Social media and website links
- E-Newsletters
- The show is supported by BASC

OUR TARGET AUDIENCE

- In excess of 8,000 visitors over the two days
- Travel up to 2 hours to visit the show
- Socio-economic groups B (middle management, owners of small businesses) and C1 (junior managers)
- Average spend between £200 and £300 at the show, giving an approximate spend of £1.6m

DEMONSTRATIONS

- Two countryside arenas (one indoor and one outdoor) hosting a variety of entertainment and education including gundog training, wildfowling, falconry and much more
- Equestrian arena
- Falconry area
- Ferret Racing
- BASC Gundog Scurries
- Clay Shoot and shooting school
- Air Rifles
- Terrier & Lurcher Shows
- Gundog Parades
- Vintage tractors and machinery
- ...and much more

Kent Game and Equine Festival 2012



Kent Showground
Detling, Maidstone, Kent

Saturday 24th & Sunday 25th March 2012

TALK TO THE ORGANISERS TODAY AND BOOK YOUR SPACE

(Source: High Performance Marketing research 2010)

design | 12020agency.co.uk

Contour Exhibitions & Events Ltd

Third Floor | 21 Southernhay West | Exeter | Devon EX1 1PR

Tel: 01392 421 500 | Fax: 01392 436 897

Email: sales@contour.uk.net | Website: www.contour.uk.net

Contour
exhibitions & events

Contour
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Advertising Opportunities

KENT SHOWGROUND, DETLING, MAIDSTONE, KENT
SATURDAY 24TH & SUNDAY 25TH MARCH 2012

maximize your brand awareness at this event

ON SITE BANNERS **£100** (banners to be supplied, max size 4m x 1m)

Increase your company's brand awareness through this simple but effective medium.

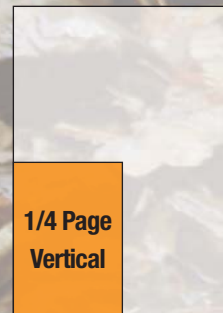
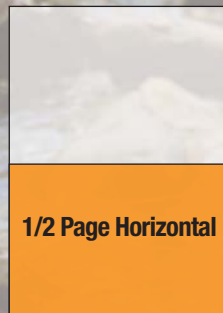
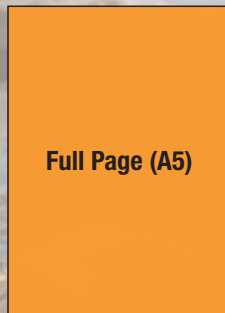
WEBSITE LINKS **Cost per logo is £100** (all logos to be sent through in either j-peg or pdf format)

Include your company logo and website link on our popular event website and all e-newsletter communications. Our website receives in excess of **5,000** hits per month and we send out in excess of **5,000** e-newsletter communications to our database. On average visitors to our website spend in excess of 4 minutes per visit.

PROGRAMME ADVERTISING

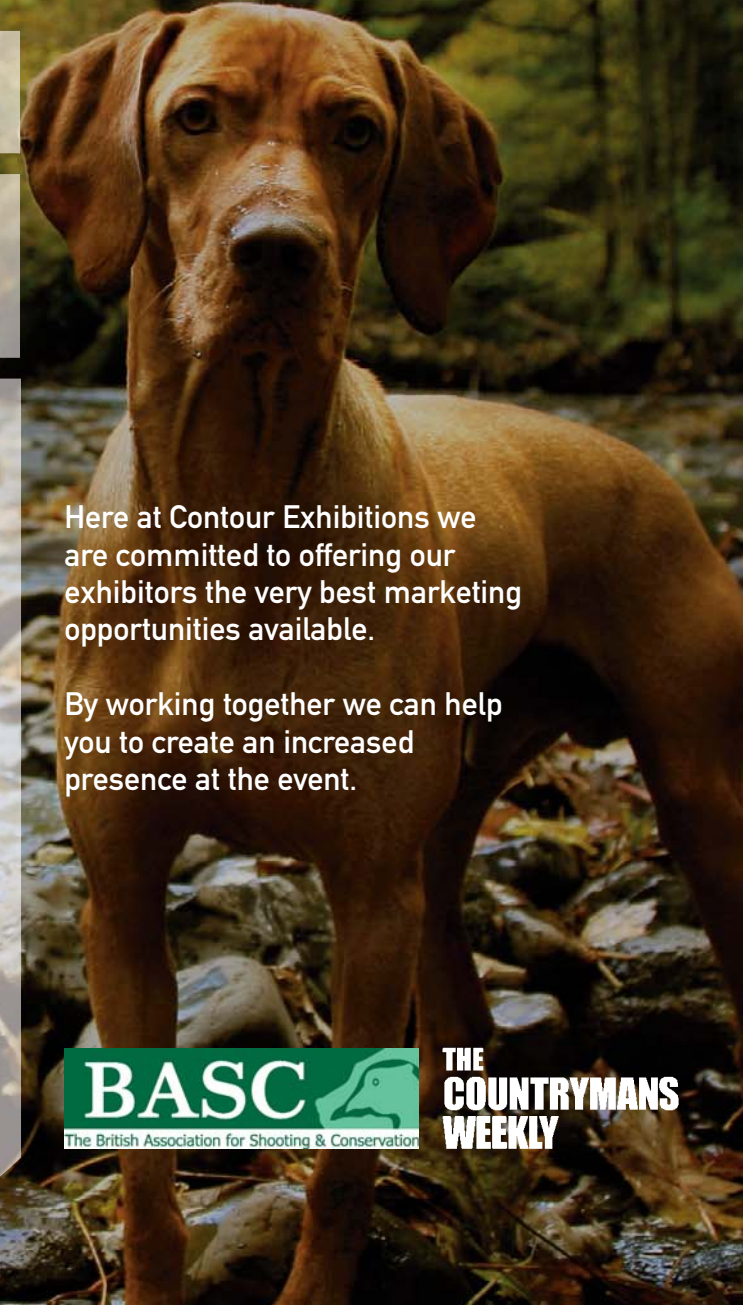
RATES, DIMENSIONS AND PRODUCTION DETAILS

OFFICIAL PROGRAMME SPONSOR INCLUDES FULL PAGE ADVERT AND FRONT COVER PRESENCE	Price: £2000 + vat	Trim: 148mm (wide) x 210mm (deep)	Bleed: 154mm (wide) x 216mm (deep)
OBC (OUTSIDE BACK COVER)	Price: £500 + vat	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
IFC (INSIDE FRONT COVER)	Price: £400 + vat	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
IBC (INSIDE BACK COVER)	Price: £400 + vat	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
A5 FULL PAGE PORTRAIT	Price: £300 + vat	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
1/2 PAGE HORIZONTAL	Price: £175 + vat	Trim: 148mm x 105mm	Bleed: 154mm x 111mm
1/2 PAGE VERTICAL	Price: £175 + vat	Trim: 68mm x 210mm	Bleed: 74mm x 216mm
1/4 PAGE VERTICAL	Price: £100 + vat	Trim: 60mm x 87mm	Bleed: 66mm x 93mm



Material Specifications:

- Print optimised high-resolution (300dpi) PDF or JPEG.
- The colour space must be CMYK or Grayscale. No RGB, LAB or embedded colour profiles.
- All fonts are to be embedded in the PDF
 - Include 3mm bleed on all sides
- Sizes reflected above are width x height



Here at Contour Exhibitions we are committed to offering our exhibitors the very best marketing opportunities available.

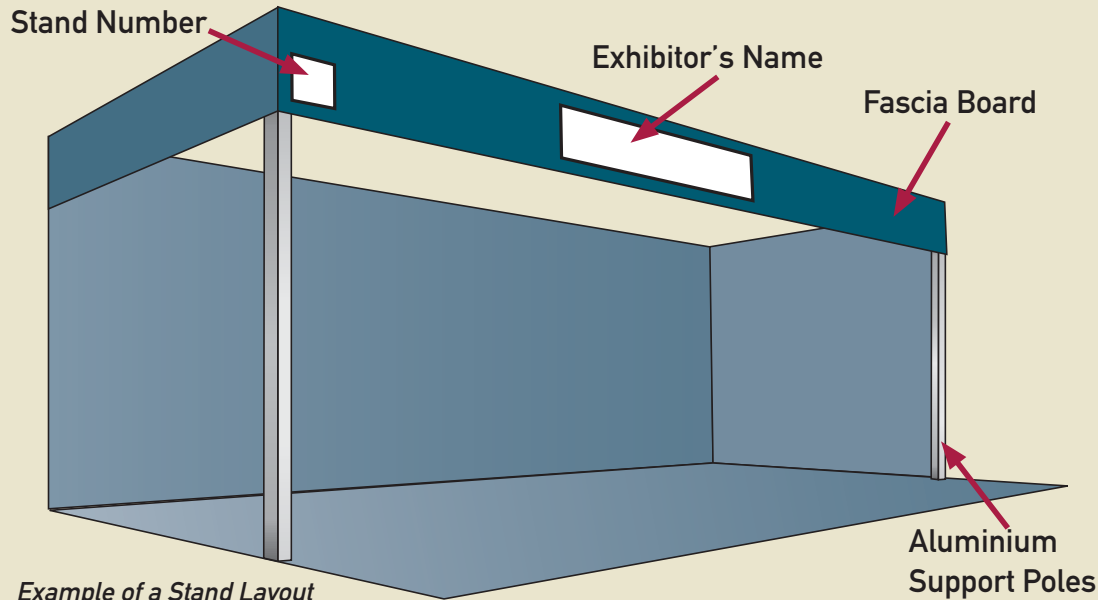
By working together we can help you to create an increased presence at the event.



THE COUNTRYMANS WEEKLY

Shell scheme

£79 per sq m + VAT



Price inclusive of:

- Surrounding walls 2.4m high covered in Velcro compatible grey loop nylon
- Company name and stand number on fascia board above
- Free exhibitor parking
- Four exhibitor passes for each show day
- Hall security
- Hall cleaning
- Free lineage entry in the programme (deadline 16/02/12)

2m x 2m shell scheme £316 + VAT
3m x 2m shell scheme £474 + VAT
3m x 3m shell scheme £711 + VAT
or multiples thereof (equates to £79 per m² + VAT)

Information

Space only

£48 per sq m + VAT

As it sounds, this is a space marked out on the floor with no carpet or surrounding walls. You may have exhibitors either side of you and/or behind you also with space only sites. Space only cost is inclusive of:

- Four exhibitor passes for each show day
- Free exhibitor parking
- Hall security
- Hall cleaning
- Free lineage entry in the programme (deadline 16/02/12)

2m x 2m space only £192 + VAT
3m x 2m space only £288 + VAT
3m x 3m space only £432 + VAT
or multiples thereof (equates to £48 per m² + VAT)

Provisional bookings

A stand will be held for five working days and unless a signed booking form and payment is received during this time, the shell scheme and/or space will be released.

Please note

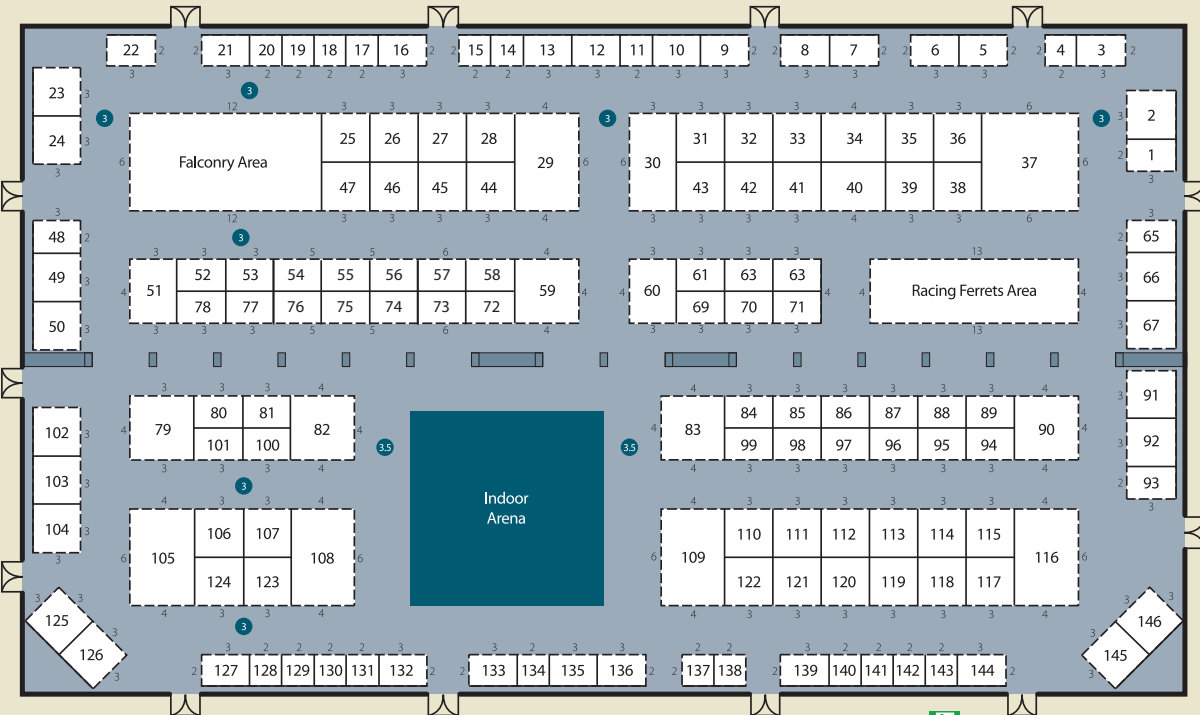
Power sockets and/or lighting is not included in your stand fee but are available at additional cost. A form will be sent to you on booking. All electricity is booked through Excell Electrics on 07837 372549.



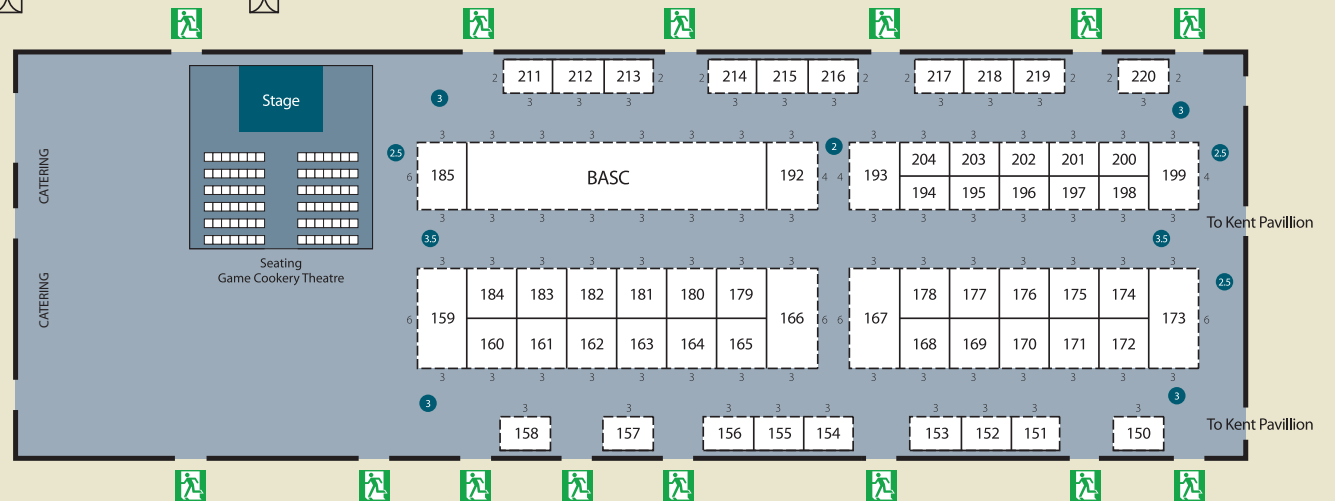
Floor Plans

KENT SHOWGROUND

KENT PAVILION



JOHN HENDRY PAVILION



Stand Booking Form

HOW TO BOOK

Simply telephone **01392 421 500** to discuss your stand requirements first, then complete and sign this booking form and send with your cheque/credit card details to the address opposite.

Contact Name: _____ Position: _____

Company Name: _____

Address: _____

_____ Postcode: _____

Telephone No: _____ Fax No: _____

Mobile No: _____

E-Mail: _____

Website: _____

A full list of products/services available on your stand at this event is required.
(A maximum of 50 words will be needed for the programme).

	Stand No.	Shell Scheme Size.	Space Only Site Size.	Cost
KENT GAME & EQUINE FESTIVAL 2012				

VAT @ The Current Rate

We agree to pay the total cost shown right and enclose a cheque made payable to **Contour Exhibitions & Events Ltd** (We accept debit/credit cards and payment by BACS)



Please debit my **MASTERCARD/VISA/SWITCH/AMEX** (delete as applicable) **NO ELECTRON**

Expiry Date: Valid From Date: Issue Number:

Address where card is registered: _____

_____ Postcode: _____

Card Number: _____

Enter last three digits from back of your card:

Amount to be taken:

We acknowledge and accept that this booking is made subject to the Exhibition Terms and Conditions.

Signature: _____ Date: _____

X _____ **X** _____

The Game Fairs are organised and promoted by: **Contour Exhibitions & Events Ltd, Third Floor, 21 Southernhay West, Exeter, Devon EX1 1PR. Tel: 01392 421500 Fax: 01392 436897**

Please list your main competitors: _____

Company name to appear on fascia board:
(Shell scheme applicants only)

Telephone number to appear
in show programme: _____

Timings

Thursday 22nd March 2012

NO EXHIBITOR SET UP

Contractors only

NO ENTRY INTO BUILDINGS

On-site parking will be available but no security

Friday 23rd March 2012

EXHIBITOR SET UP 8.00am – 8.00pm

Saturday 24th March 2012

EXHIBITOR SET UP 6.00am – 8.30am

Saturday 24th March 2012

SHOW OPEN 9.00am – 4.00pm

DOORS WILL BE LOCKED AT 4.30pm

Sunday 25th March 2012

HALL OPEN FOR RE-STOCK 7.00am

Sunday 25th March 2012

SHOW OPEN 9.00am – 4.00pm

Sunday 25th March 2012

EXHIBITOR BREAKDOWN

4.00pm – 9.00pm

Penalty for early breakdown £250 + VAT

All vehicles must be off site by 9.30pm on Sunday 25th March 2012

Insurance

You are required by our terms & conditions to have Public Liability cover of £2,000,000 and Employees liability of £10,000,000 (where applicable).

Health & Safety

All exhibiting companies **must** complete a risk assessment form. This will be sent to you on booking.

LPG Regulations

LPG cannot be used in the buildings. Anyone using LPG outside must be at least 5m away from any building.

Heating

The halls will not be heated. Please dress appropriately.

Refreshments

Refreshments will be available during set up and show days

Liquor Licence

Exhibitors selling alcoholic drinks to take away (not to be consumed on the premises) and offering samples to the public will be covered by the Kent Showground Alcohol Licence

However, no exhibitors selling alcohol or food will be allowed on site without the appropriate certification including Health & Hygiene

Certificate, Food Hygiene Certificate and a personal licence qualification (where applicable). For further details contact your Environmental Health Office. Please forward a copy of all relevant certificates to Contour Exhibitions with your booking form.

Electricity

An electricity form will be supplied on payment of your space. Any queries regarding payment of electrics or type required must be directed to Excell Electrics on 07837 372549. No responsibility is held by Contour Exhibitions.

Power sockets and/or lighting are not included in your stand fee.

Tables & Chairs

6ft trestle tables - £10.00 each; chairs - £5.00 each + a single £20 refundable deposit. **These must be hired from and returned to the organiser's office. Any tables/chairs not returned before 5.00 pm will be invoiced at £40 + VAT per item**

Caravans

You are able to park your caravan free of charge on site. Electric hook up is an additional cost and must be booked through Excell Electrical – no generators permitted.

Showers and toilets are available on site.

Please make sure caravans are parked 6m apart and in the exhibitor parking zone as highlighted on the plan.

Please keep the site tidy and place all rubbish

in the bins provided.

For other accommodation, please contact the Maidstone Tourist Information Centre on 01622 602169.

Tickets

Four exhibitor passes are allocated per show day. If you require additional tickets these can be purchased at £4.50 each. **Please hand in the passes as you enter the showground. After 8.30am all exhibitor parking will be in the visitor car park and access onto site through the visitor gate.** Day visitor tickets for customers can be purchased at a special exhibitor rate of £5.00 each (in advance).

Please display your car pass

Security

Security will be present on set up day and show days. Regular patrols will be made around the halls.

Venue

Deliveries to the venue should arrive no earlier than Thursday 22nd March 2012. They should be clearly addressed with:

**Your company name c/o
Organiser's Office
Kent Game & Equine Festival
Kent Showground
Detling
Maidstone
Kent ME14 3JF**

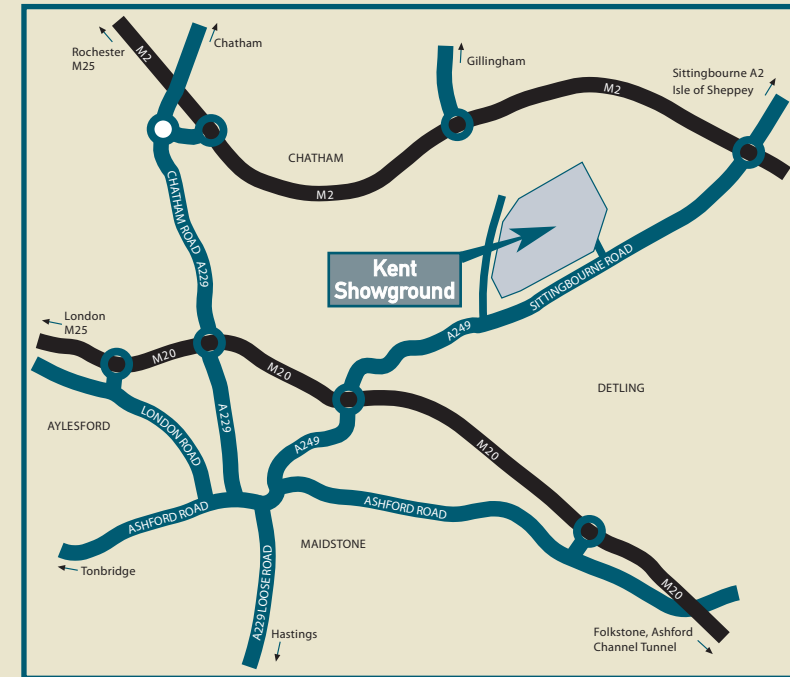


Venue

KENT SHOWGROUND, DETLING, MAIDSTONE



Getting there



Trains

Nearest station Maidstone East

Hotel Accommodation

Contact Maidstone Tourist Information Centre on 01622 602 169

Camping

There are showers and toilets on the Kent Showground available for those exhibitors staying on site. Electric hook up is an additional cost. Use of generators is prohibited.

Free Exhibitor Parking

Exhibition Terms & Conditions

Please read this document carefully as the services to be provided by Contour Exhibitions & Events Limited will be subject to these terms and conditions

1. DEFINITIONS

In these terms and conditions unless the context shall require otherwise:

'The Exhibitor' means the company, body or person that has been allocated a shell scheme stand and/or space in the Exhibition and any employee, or agent of such company, body or person. 'The Exhibition' means the exhibitions as titled on the official stand booking form which is sent with these terms and conditions. 'The Organiser' means Contour Exhibitions & Events Limited whose company number is 3287697 and whose registered office is at Third Floor, 21 Southernhay West, Exeter, Devon EX1 1PR. 'The Owner' shall mean the owner for the time being of the Premises including their assignees and successors in title. 'The Premises' means the venue site upon which the Exhibition is held.

2. BASIS OF CONTRACT

2.1 These terms and conditions apply to all contracts with the Organiser who is responsible for providing the Exhibition to the Exhibitor. No variation will be effective unless agreed in writing by a director of the Organiser.

2.2 The Organiser's employees, and agents are not authorised to make any representations concerning the Exhibition unless confirmed by the Organiser (through one of its directors) in writing. Any advice or recommendation given by the Organiser or its employees, or agents to the Exhibitor, which is not confirmed by the Organiser (through one of its directors) in writing are followed or acted upon entirely at the Exhibitor's own risk.

3. ORDER AND ACCEPTANCE

The Exhibitor is required to submit to the Organiser a completed official stand booking form and appropriate fee. No order for the Exhibition is deemed to have been accepted by the Organiser unless and until confirmed in writing by a representative of the Organiser.

4. PRICE OF SERVICES

4.1 The price for organising the Exhibition shall be stated in the official stand booking form (having regard to clause 4.2) and unless otherwise so stated the price shall be exclusive of Value Added Tax and the insurance arrangement fee in accordance with clause 18.1.

4.2 If the Exhibitor pays by credit or debit card, it shall be liable to pay a surcharge of 3%.

4.3 The Organiser reserves the right to increase the price contained on the official stand booking form by any amount attributable to changes in the Exhibitor's instructions or as a result of any variation in price to the Organiser of any material, labour or other item required for the performance of the contract.

5. CANCELLATIONS AND WITHDRAWALS

If the Exhibitor cancels or withdraws from the Exhibition before 2 months prior to the Exhibition being held the Organiser at its sole discretion may refund the Exhibitor 50% of the price provided that the shell scheme stand and/or space shall have been re-let by the Organiser prior to the Exhibition.

6. DURATION OF THE EXHIBITION

The Exhibition will be open at the times and on the dates indicated on the trade stand details, which are sent with these terms and conditions. During the hours of the Exhibition being open the shell scheme stand and/or space must be staffed and open to visitors.

7. APPLICATION FOR SHELL SCHEME AND SPACE

7.1 This must be made on the official stand booking form provided. The Organiser reserves the right to refuse any application without stating a reason.

7.2 All applications for shell scheme stands and/or space shall be dealt with by the Organiser in the order in which they are received

8. SHELL SCHEME STAND CONSTRUCTION

The Organiser will appoint an Official Shell Scheme Stand Contractor who will be the sole contractor for the construction of the shell scheme stands. Modifications to shell scheme stands must first be approved by the Official Shell Scheme Stand Contractor. If the Exhibitor causes damage to either the fabric or the structure of the shell scheme stand

the Exhibitor shall be responsible for the cost of making good such damage.

9. PAYMENT

9.1 Unless otherwise agreed in writing by the Organiser the Exhibitor shall pay the total price on booking. Upon confirmation of cleared funds the Organiser will send to the Exhibitor a receipted invoice. The Exhibitor shall not be permitted to prepare or otherwise occupy any shell scheme stand and/or space unless the Organiser has been paid in full.

9.2 If the Organiser has agreed in writing with the Exhibitor terms of payment other than those referred to in clause 9.1, the Organiser shall be entitled (without prejudice to any right or remedy available to it) to charge the Exhibitor interest on any late payment (both before and after judgment on the amount unpaid) at the rate of 4% per annum above the base rate of HSBC Bank plc from time to time, or the statutory rate applicable to late payments of the debts (whichever is greater) in either case such interest to accrue on a daily basis until the date of actual payment.

9.3 Time for payment shall be of essence.

9.4 The Organiser reserves the right to cancel the allocation and relocate the shell scheme stand and/or space of the Exhibitor who fails to make payment on the due date and without incurring any liability for any loss or damage caused to the Exhibitor by so doing.

10. LAYOUT

10.1 The Organiser reserves the right to vary the layout of the Exhibition if in its opinion any such amendment is in the general interests of the Exhibition or if the Organiser is requested to do so by the Owner or the local authority or other competent authority.

11. RE-LETTING OR SUB-LETTING OF SHELL SCHEME STAND AND SPACE

The Exhibitor may not assign, sub-let or grant licences in respect of the whole, or any part of the shell scheme stand and/or space allocated to it.

12. OBSTRUCTION OF GANGWAYS

The Exhibitor shall not at any time obstruct or allow to be obstructed any gangways, passages, entrances, exits or open space within the Premises or bounding the same and shall the Exhibitor do so it shall be requested by the Organiser to remove the obstruction and if the Exhibitor fails to do so the Organiser may take steps to remove it.

13. FIRE REGULATIONS

13.1 The Exhibitor must take all precautions possible to abide by all fire regulations whether statutory or otherwise and shall comply with the Regulations of the local authority including if the Exhibitor has been allocated space all rules and regulations applying to the design and construction of space stands (for the avoidance of doubt these are not shell scheme stands) and the use of suitably fireproofed materials.

13.2 The Exhibitor (without prejudice to the generality of the foregoing) shall not:

(a) permit on the Premises any explosive, flammable material or radioactive substance or article producing offensive dangerous or obnoxious odours or any other dangerous substance;

(b) install any gas or liquid appliance of any kind whatsoever except in a position and of design approved by the Organiser in writing at least 30 days before the Exhibition.

14. ERECTION AND REMOVAL OF EXHIBITS

Times and dates for access to the Premises for build up and dismantling are contained on the enclosed trade stand details.

15. MAINTENANCE AND CLEANING

The Exhibitor must arrange for the cleaning of the shell scheme stand and/or space and the shell scheme stands or space must be clear of rubbish before the Exhibition is opened each day and during opening hours of the Exhibition.

16. ELECTRICAL EQUIPMENT

The Exhibitor shall not connect electrical equipment which is not approved by the Official Electrical Contractors appointed by the

Organiser. The Exhibitor shall not connect any electrical equipment in an unsafe manner or contrary to the rules and regulations of the Owner, local authority or other competent authority.

17. EXHIBITOR'S OBLIGATIONS

17.1 The Exhibitor shall be responsible for ensuring (including but without limitations) the following:

(a) that the Exhibitor complies with all reasonable requests of the Organiser and ensure that its employees and agents comply with all reasonable requests of the Organiser relating to any aspects of the Exhibition;

(b) that the Exhibitor shall not use the shell scheme stand and or space allocated or permit any act or thing to be done or permitted on or about the shell scheme stand and/or space allocated and at the Premises generally which is fully in keeping with the spirit or purposes of the Exhibition (for which purposes the Organiser shall be the sole judge);

(c) that the Exhibitor shall at all times comply with directions as may be given by the Organiser or the Owner or local authority or other competent authority regarding Health & Safety procedures;

(d) that the Exhibitor shall at all times act in such a way as shall not impede in any way the Owner or its employees or agents in the exercise of their rights of possession and control of the Premises;

(e) that the Exhibitor and none of its employees and agents attach to the floors walls furniture fittings and other property at the Premises any nails screws hooks tape or other fittings of any kind without the prior written approval of the Organiser;

(f) that all emergency procedures established by the Owner are circulated to its employees and agents under its direction;

(g) that the Exhibitor will not use or allow the use of any device which radiates electric waves capable of causing induction or interference with radio or other electrical apparatus in the vicinity and the Exhibitor shall take effective steps to suppress at its source interference due to the operation of electrical apparatus and in the event of such steps proving unsatisfactory shall cause the operation of that apparatus to be suspended immediately if required by the Organiser to do so. Any intended use of any such equipment shall be disclosed to the Organiser in writing at least 30 days before the Exhibition;

(h) that the Exhibitor shall use all best endeavours to ensure the appropriate screen and/or other credits are given to the Owner and the Organiser by film video television and radio companies reporting the Exhibition;

(i) that the Exhibitor shall ensure that any packing cases and materials are not stored in the shell scheme stands and/or space or in the exhibition hall. The Exhibitor must make its own arrangements for storage of stock and packaging materials;

(j) that the Exhibitor its employees and agents do not distribute literature or promotional material of any description outside the confines of their shell scheme stand and/or space;

(k) that the Exhibitor complies with all applicable laws and regulations in enabling the Exhibitor, its employees and agents in being able to sell display dispose or otherwise deal with their exhibits at the Exhibition;

(l) that the Exhibitor complies with any other obligation under these terms and conditions.

17.2 The Organiser reserves the right to expel from the Exhibition, the Exhibitor, its employees and agent if they are considered by the Organiser to be in serious breach of the terms of this contract or if their behaviour is such as to annoy visitors or other Exhibitors or other persons or brings the Exhibition into disrepute.

18. INSURANCE

18.1 The Exhibitor shall be responsible for ensuring that it has appropriate insurance cover (in accordance with clause 18.2) with an insurer or underwriter of repute, and will produce on request from the Organiser and/or the Owner the insurance documents and premium

receipt, either before or at anytime during the Exhibition and if the Exhibitor fails and/or refuses to do so, the Organiser reserves the right to refuse entry to or expel the Exhibitor (whichever is applicable) from the Exhibition without incurring any liability for any loss or damage caused to the Exhibitor by so doing.

18.2 The Exhibitor must note that the amount of the insurance cover required under clause 18.1 shall be £2M for public liability and £10M for employees liability (or if higher, the minimum amount laid down by statute from time to time).

19. LIABILITY

19.1 The Organiser shall have no liability for any loss, cost or expenses suffered by the Exhibitor resulting from its failure to comply with any of its obligations under this contract.

19.2 The Organiser shall not be liable for any loss, cost or expense caused by non-performance of any of its obligations due to an act of God war riot strike labour disturbance industrial dispute fire flood terrorism explosion or any other cause beyond the reasonable control of the Organiser. If for any such cause the Exhibition or part thereof is postponed or cancelled the Organiser shall be entitled to be paid and to retain all sums due from the Exhibitor at that date or at its sole discretion the Organiser may make a refund to the Exhibitor of all or part of the price paid under this contract.

19.3 Except in respect of death or personal injury caused by the negligence of the Organiser, its employees or agents, it shall not be liable for:

(a) any loss or of damage to any property belonging to or in the possession or control of the Exhibitor (howsoever caused) in excess of the price paid by the Exhibitor under this contract;

(b) any loss of profit, revenue or business or for other claims for any special or consequential loss suffered by the Exhibitor;

(c) any injury, loss or damage howsoever caused to any third party or to any property belonging to or in the possession or control of any third party, their employees or agents (including but without limitation other Exhibitors, members of the public, the Owners of the Premises or any of the employees or agents of any of the aforementioned).

19.4 If any third party makes any claim or demand against the Organiser where failure of the Exhibitor has failed to comply with any of its obligations under this contract, the Exhibitor shall indemnify the Organiser against all liabilities, costs and expenses incurred by the Organiser resulting directly or indirectly from each claim or demand.

19.5 The Exhibitor has read these terms and conditions and considers these terms and conditions are reasonable.

20. WAIVER

No waiver of any of the Organiser's rights under the contract shall be effective unless in writing signed by a director of the Organiser. A waiver shall apply only to the specific circumstances in which it is given and shall be without prejudice to the enforcement of the Organiser's rights in relation to different circumstances or the recurrence of similar circumstances.

21. NOTICES

Any notice under the contract shall be properly given if in writing and sent by first class post or facsimile transmission or by electronic mail to the address of the intended recipient as stated in the contract or to such address as the Organiser and the Exhibitor from time to time communicate to each other as their respective addresses for service and shall be deemed served, in the case of postal notice, on the expiry of 24 hours from time of posting or, if by facsimile transmission or electronic mail at the time of transmission provided that a facsimile or electronic confirmatory receipt is obtained by the sender.

22. LAW

The contract shall be governed by and construed in accordance with English Law and be within the exclusive jurisdiction of the English Courts.