



EUKANUBA DISCOVER DOGS IN LONDON 2017 TRADE STAND APPLICATION PROCEDURE & TERMS AND CONDITIONS

We are delighted that Eukanuba Discover Dogs will again be held at ExCeL London on Saturday 21st & Sunday 22nd October.

For full details please see www.discoverdogs.org.uk

[There will be a change to the layout for this year. Please refer to the draft plans for details](#)

The changes are namely:

- Main entrance to show located in the middle of the halls.
- Breed booths as shown in yellow all located together towards the rear of the hall.
- The show rings/KC feature areas are shown in purple
- The trade stands spaces are located as shown in white with the stand numbers prefixed "TS".

You can select your preferred locations and preference will be given to previous exhibitors. We suggest that you select at least four (if not more) preferred stands/areas and of course where possible we will offer you your first choice, and if that is not available your second and so on. It is our policy, whenever possible, not to put stands selling similar product ranges close together. Therefore we strongly advise that you select your preferred locations from different areas of the show. If the stands in your preferred area are too small it may be possible to join adjacent stands together to make larger sites so please indicate all of the stand numbers that make up your desired size. Please put your choices on a separate sheet or within an email.

The closing date for applications is 30th June 2017.

TERMS AND CONDITIONS

PLEASE READ THE FOLLOWING CAREFULLY BEFORE COMPLETING THE APPLICATION FORM

This literature represents the only process of application for Trade Stands at Eukanuba Discover Dogs in London 2017. It supersedes any previously submitted letter of intent or verbal application. Each form will be regarded as an application for a single site. If more than one site is required, please complete and return an additional form and deposit.

No application can be considered unless accompanied by a holding fee of £150.00 for each site. Once space has been offered the deposit is not refundable under any circumstances. The deposit will not be cashed unless a suitable space can be offered.

Acceptance by the Organisers of the application form must not be taken to imply that an offer of space will necessarily be made.

1 MINIMUM SPACE

The minimum space area which may be applied for is 4.00 square metres (2M X 2M) but there will be a very limited number of stands of this size and they will be located on the perimeter. Stands TS2 – TS42 can be reduced to 2m x2m. The next size up is 3m x2m of which there will be more choice of stands and locations.

Please ensure that you request enough space. Over spilling into the gangway or storage behind stands of ANY items is NOT permitted. Furthermore, no items are to be hung from

the shell scheme ceiling grid or fascia name board. We do not offer partially open sides, ie, a panel removed will count as a full side open and charged accordingly. By submitting this form you accept these conditions.

Please note that we will make every endeavour to allocate your requested stand size, type and location, however if this is not possible an alternative, if available, will be offered.

2 DESCRIPTION OF SITES AVAILABLE

- (a) "Island site (including shell scheme package) is an area with a gangway on all four sides but includes modular shell scheme package* (£134.00 + VAT per square metre)
- (b) "Other" site refers to an area which is joined to another stand. The rates below include a modular shell scheme package*. "Other" sites are divided into three categories:
 - I. **Other (1)** – open on one side (£99 + VAT per square metre)
 - II. **Other (2)** - open on two sides (£104 + VAT per square metre)
 - III. **Other (3)** - open on three sides only (£108 + VAT per square metre)

*The modular shell scheme package includes walling, the company name on the stand fascia and grey carpet.

- (c) "Island site, refers to a space only area for independent stand build which has a gangway on all four sides (£114.00 + VAT per square metre).

This must be arranged through a **professional** stand contractor of the Trade Stand Holder's choice. Full details, including the name of the company to be used, RAMS, plans, elevations, visuals and construction phase plan documentation must be submitted to the Kennel Club by 15th September. If this information is not received by the due date, the Organisers reserve the right to arrange for a modular shell scheme to be erected on the relevant site and the Stand Holder will be invoiced accordingly.
NOTE: Stand Holders are advised to use contractors which are members of ESSA (Event Supplier and Services Association).

"ISLAND" SITES (SPACE ONLY) - FLOOR COVERING

All stands, without exception, must have a suitable floor covering acceptable to the Organisers, which must be supplied and laid by a professional exhibition contractor and sides of stands bordering the public gangway must be properly delineated.

"ISLAND" SITES (SPACE ONLY) - HEIGHT LIMIT

Stands or any other structures, exclusive of any signs and fascias, must not exceed 3 metres in height (and any signs or fascias must not rise above a height of more than 1 metre above the main structure).

All stand-fitting must conform to the requirements of the London Borough of Newham and ExCeL London rules and regulations Exhibition Centre which are detailed in the eguide – http://www.aeo.org.uk/Content/eGuide/3_34/

3 ACCEPTANCE OF SPACE

All successful applicants will be notified by the end of August 2017. Acceptance of space offered must be received by the date given on the contract and is conditional on the applicant's agreement to comply with the Organiser's Rules and Regulations / Terms and Conditions. If acceptance and the full balance of payment is not received by the due date, the Organisers reserve the right to withdraw the space allocated and offer it to another applicant without further notice. Unsuccessful applicants will also be notified in writing.

4 PAYMENT

The balance of payment **must** be remitted by the date stipulated on the invoice and space acceptance contract. The Organisers reserve the right to cancel the allocation without notice and retain the holding fee if this condition is not complied with. The Organisers also reserve the right, where full payment is not received by the due date, to not invite trade exhibitors to future Kennel Club events.

5 TRANSFER, SHARING OR SUB-LETTING OF SPACE

Stand Holders are not permitted to transfer, share or sub-let the whole or any part of the space allotted to them or to allow any portion of their stand to be used by any other company, firm or individual for business purposes.

- 6 If at a later date you intend to sell products on your stand, not listed on your application form, please inform the Kennel Club in writing, to obtain permission.

Failure to comply with any of the above TERMS AND CONDITIONS could result in expulsion from the Show.

Wastage Cost

As part of ExCeL London's commitment to sustainability in the exhibition industry the following wastage charges will apply to all stands:-

Stands less than 10m² - £10.00 + VAT

Stands 11m² – 20m² - £15.00 + VAT

Stands 21m² and over - £20.00 + VAT

CLOSING DATE FOR RECEIPT OF APPLICATIONS: 30TH JUNE 2017.

Please complete the attached application form and send it with your deposit to:

**EUKANUBA DISCOVER DOGS TRADE STAND APPLICATIONS, THE FINANCE
DEPARTMENT, THE KENNEL CLUB,
10 CLARGES STREET, PICCADILLY, LONDON, W1J 8AB.**

Alternatively if you are paying your deposit by bank transfer or credit/debit card you can email it to finance@thekennelclub.org.uk

