



EXHIBITOR MANUAL

PRESCOTT BIKE FESTIVAL

APRIL 22nd 2012

PRESCOTT BIKE FESTIVAL

IMPORTANT NOTICE TO ALL EXHIBITORS

2011

The Festival attracted just over 5,500 visitors.

We expect to reach 6,500 to 8,000 visitors in 2012.

We raised over £30,000 for the charity.

We achieved our objective of providing a great family day out. A celebration of everything two and three wheeled.

2012

We don't charge for Exhibitor Space but we do expect a donation to the charity relative to your pitch size and turnover.

We're providing a great opportunity for you to reach around 7,000 visitors.

We do have costs so if you cancel after January 13th 2012, we will levy a cancellation charge. Full details on your booking form.

Please download and read the Exhibitor Manual, by completing the Exhibitor Application you are entering a binding contract with us.

All proceeds go to the charities, Severn Freewheelers and the Nationwide Association of Blood Bikes.

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PLEASE SUBMIT ALL FORMS AND PAYMENTS ON LINE

PAYMENT & SUBMISSION DEADLINES

Exhibitor Space Booking Form & Risk Assessment

- Book by March 16th
- DON'T FORGET YOUR RISK ASSESSMENT FORM

Additional Passes Request

March 16th

- Payment due on booking

Health & Safety Form
(if not submitted on line)

March 16th

Banner Order Form

April 6th

- Payment due on booking
- Banner delivery to site

April 20th

PLEASE SUBMIT ALL FORMS AND PAYMENTS ON LINE

DIRECTIONS TO THE PRESCOTT BIKE FESTIVAL

Venue

Bugatti Owners Club, Prescott Hill, Gotherington, Cheltenham, Gloucestershire, GL52 9RD

<http://www.prescott-hillclimb.com/directions.aspx>

From Birmingham and the South West

M5 to Junction 9, Exit towards Tewkesbury A438 / Evesham A46

At roundabout take A46 to Evesham

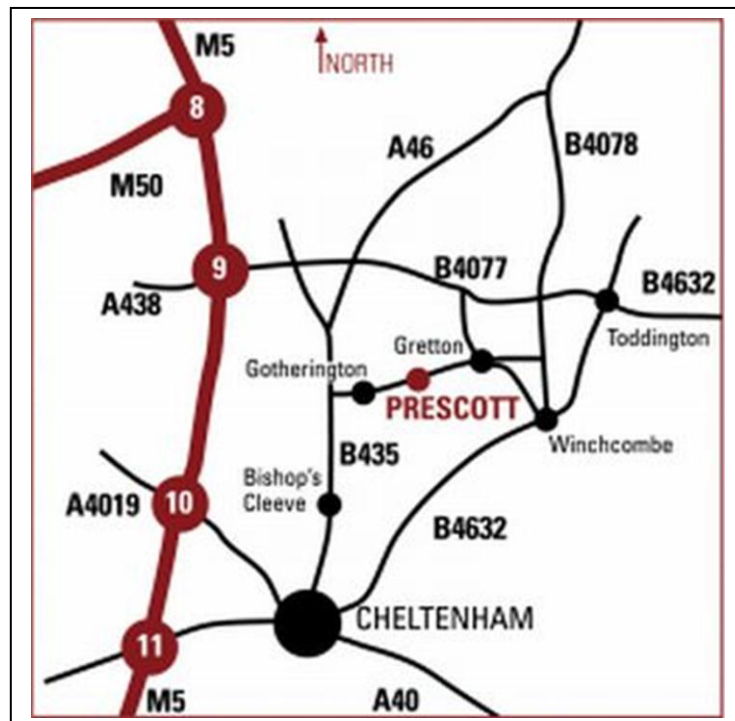
At Teddington Hands Roundabout take 4th exit onto A435 heading towards Cheltenham / Teddington / Bishops Cleeve

Follow RAC signs.

From London via A40 to Cheltenham then A435 towards Evesham

Prescott is situated 5 miles north east of Cheltenham off the A435 (Evesham Road) between Gotherington & Gretton.

RAC Sign posted.



EXHIBITOR INFORMATION – GENERAL

This information should be read in conjunction with the general Terms & Conditions

On Arrival

Enter at the Prescott Hill Climb site and event marshals will direct you to your pitch and check your exhibitor passes.

If you have the correct Exhibitor passes and on-site vehicle passes you will be directed towards the gate and allowed to enter. Please remove your vehicle as quickly as possible to the Exhibitor Parking area.

Exhibitor Entry Times (For Set-Up and Breakdown)

Friday April 20th:	10:00 until 18:00 (by special arrangement only, please advise the organisers if you require Friday access)
Saturday April 21st:	09:00 until 20:00
Sunday April 22nd	06:00 until 08:30 ; then 17:00 till late (Event Day)
Monday April 23rd	By arrangement

Vehicles will not be granted access to the site after 08:30 on April 22nd

Event Opening Times

Sunday 22nd April: 8:30am until 5:00pm.

Please ensure that your stand is open during all hours of the show. Exhibitors that close up early on show days may be refused trade space at future shows.

Health & Safety

Included in this pack is a Health & Safety Declaration Form. Please complete and return by **Friday March 16th**. It is vital that we have this back before you attend the show. If not returned you will be unable to exhibit at the show. You may complete the forms on line.

Exhibitors are requested to provide one or more fire extinguishers of an appropriate type for their stand. Extinguishers must be in working order, clearly visible and easily available. There will be regular checks made throughout the show to ensure that these are in place.

Exhibitors holding gas cylinders must ensure that these are stored in a safe and secure place. Also, please inform the organisers before the show, so that we can make the on-site fire officer aware of them.

Security, Noise and Movement

Although we take every care to provide security marshals it is the responsibility of the exhibitor to ensure the safety and security of their stand and staff.

The use of generators and loud music is strictly prohibited between the hours of 11pm and 6am.

Please note that there is to be NO vehicle movement on site between the hours of 8:30am and 5:00pm on the day of the event.

Bonfires & Barbeques

No fires or barbeques are allowed on site at any time. Any exhibitor contravening these regulations will be evicted from the site without a refund.

Dogs

Dogs are NOT allowed on site. Failure to comply will result in the exhibitor being asked to move themselves and the dog off site.

Catering

There will be limited catering facilities open during set up days.

Parking, Camping and the Road Traffic Act

All on-site vehicles must stay parked within the designated exhibitor parking areas or on the exhibitor's stand. Vehicles must not block access to or from any other stand.

Exhibitors may camp on their stands. Exhibitor camping is also available on the Saturday prior to the event in the field opposite the main site.

Absolute care and attention must be shown at all times when riding/driving on show site.

There is a maximum speed restriction of 10mph. Under no circumstances must children ride on site. Any person ignoring this request will be liable to police prosecution.

Helmets must be worn whenever riding on site. Mini-motos must not be ridden on site under any circumstances. Limit riding on the grass to that which is necessary to gain access to your stand.

Ground Damage & Waste Disposal

Please try to avoid driving / riding on the grass. Take care when driving over grass to your plot. We are aware that this isn't always possible and will bear this in mind at all times. However; if it is believed that excessive ground damage has been caused by your vehicle reparations may be required from you.

We do provide bins on site. Please try to keep your plot clean of rubbish and try to pick up any coat hangers, zip ties and flyers before leaving the site. If excessive waste is left on your plot then you will be asked to pay a charge of £500.

Please keep in mind that we will not charge for reasonable damage or waste, but we do feel that those that don't respect the rules set down and leave Prescott in an unpleasant state should incur the consequences. Thank you for your compliance.

Bad Weather

It's England, it rains sometimes. Whatever the weather, the Prescott Bike Festival is going ahead. We won't cancel due to the weather. You need to insure your own losses if inclement weather adversely affects your expectations.

Contact in case of Problems

If you require assistance at the show site, please contact the Main Office / Information Point, which is marked on your site plan.

**PRESCOTT BIKE FESTIVAL APRIL 22ND 2012
EXHIBITOR BOOKING FORM**

Reserve your space by completing the form below and either return to The Treasurer, Severn Freewheelers, PO Box 220, Cirencester, GL7 9BJ

We prefer you to complete and return on line at www.prescottbikfestival.co.uk.

We don't charge for Exhibitor Space but we do expect a donation to the charity relative to your pitch size and turnover. We're providing a great opportunity for you to reach around 7,000 visitors, a donation to the charity isn't too much to ask? We'll email you after the event to respectfully remind you.

Your Details:

Name:	Position:
Signature:	Phone:
Trading as:	Fax:
Address:	Mobile:
	Email:
Postcode:	Web address:

Your Space requirement in metres and Camping requirement:

Frontage:	Depth:
Total square metres:	Total Cost: FREE
Saturday Night camping pitch:	
Camping (number of people):	

Passes are issued according to the Pass Allocation information contained within the Exhibitors Manual. Additional Passes can be ordered via the Additional Passes Request Form.

Cancellation Fees will apply to all Exhibitors

Cancellation Date is January 13th

A cancellation fee of £5.00 per square metre is payable for ALL cancellations received after this date.

All exhibitor pitches are outside, on grass and no facilities are provided.

To enable us to plan and manage the Festival safely you MUST fill in the following risk assessment form. Any loss occurring from any hazards/risks introduced to the show that we are unaware of you will be held fully liable. You MUST attach the Risk Assessment Form to your Booking Form or submit both online

Only tick this box if you do not wish to receive information from Severn Freewheelers regarding or relating to current offers of products or services via email/post/phone

On occasion Severn Freewheelers may permit 3rd parties, that we deem to be reputable, to contact you by email/post/phone/fax regarding information relating to current offers of products or services which we believe may be of interest to you. If you wish to receive such offers please tick this box.

RISK ASSESSMENT FORM

Hazard	Person At Risk	Controls to Minimise Risk
<u>FIRE ASSESSMENT</u>		
Hazard	Person At Risk	Controls to Minimise Risk
Liquid gas canisters/cylinders on site. Yes No	Cylinder Size	Fuel Type

<u>Camping</u>	<u>Days/Night</u>	<u>Number of people</u>	<u>Gas & Size. Battery</u>	<u>FOC to all traders</u>
Caravan/Tent Other				

RISK ASSESSMENT NOTES FOR GUIDANCE

Using the guidelines shown below please consider what a risk there is to those building up trade stands and to members of the public during the show. Outline the steps you propose to take to minimise that below

HAZARD	WHO MIGHT BE HARMED	IS MORE CONTROL NEEDED TO CONTROL THE RISK
Look for hazards which you could reasonably expect to result in significant harm under the conditions at your plot. Use the following examples as a guide.	There is no need to list individuals by name- just think about groups of people doing similar work or who may be affected e.g	For hazards the hazards listed, do the precautions already taken-
Slipping/tripping hazards	Maintenance personnel	-Meet the standards set by legal requirements?
Chemicals (e.g battery acid)	Contractors	-Comply with a recognised industry standards?
Moving Parts of machinery (e.g blades)	People Sharing your work place	-Represent good practise?
Work at height (e.g from Mezzanine floors)	Operators	-Reduce risk as far as reasonably practicable?
Pressure Systems	Cleaners	-To ensure safety have you:
Vehicles (e.g Fork-lift trucks)	Members of the public	-Adequate information, instruction or training?
Electricity	Pay particular attention to:	-Adequate systems or procedures?
Dust (e.g from grinding)	Staff with disabilities	If so, then the risks are adequately controlled, but you need to indicate the precautions you have in place.
Manual Handling	Visitors	Where the risk is not adequately controlled indicate what more you need to do (the 'action list')
Noise	Inexperienced Staff	-Means of escape: fire detection and alarms. Fire fighting equipment and fire evacuation plan.
Lifting operation	Lone Workers-They may be more vulnerable	
Fire Hazard e.g combustible materials (rubbish, flammable substances, LPG etc) and ignition sources (flames, smoking etc)	As Above	

PASS ALLOCATION 2012

ON-SITE VEHICLE PASSES

The on-site passes should be used by those vehicles bringing/carrying stock and equipment to the stand. They can also be used by staff manning the stand, but please be aware that no further on-site vehicle passes will be issued.

Any vehicle that tries to enter the show site after 8:30am and before 5pm on show day will not be granted access - whether or not they have an on-site vehicle pass. Please keep this in mind when deciding on travel arrangements to the show.

Please see below for the amounts of passes that you should have been issued. (The numbers given are per plot)

PASS ALLOCATIONS

Trade Stands

NO. OF SQ M	ON-SITE VEHICLE	EXHIBITOR
>50	2	6
51 - 75	3	8
76+	3	12

Club Stands

NO. OF SQ M	ON-SITE VEHICLE	EXHIBITOR
>20	2	6
21 - 50	2	8
51 - 75	3	10
76+	4	12

Additional passes can be purchased on the day or pre-ordered using the form on the website at a price of £10 each, a limit of 10 applies.

NO EXCEPTIONS WILL BE MADE WITH REGARDS TO PASS ALLOCATIONS EVERY TRADER/CLUB WILL RECEIVE THEIR ALLOCATED AMOUNT AS SHOWN ABOVE.

PASSES REQUEST FORM

Exhibitor / Club Name: _____

Contact Name: _____

<i>PASS TYPE</i>	<i>PRICE</i>	<i>QUANTITY</i>	<i>TOTAL PRICE</i>	<i>(Price at Show)</i>
Additional Pass	£10			£12
		TOTAL	£	

Please note additional purchased passes can only be sent to the address provided on the original booking form.

Please return this form to Severn Freewheelers with a cheque made payable to Severn Freewheelers

We prefer you to make your request and payment on line at www.prescottbikefestival.co.uk.

Additional Pass Requests must be returned prior to March 13th.

OUR ADDRESS:

SEVERN FREEWHEELERS, TREASURER, PO BOX 220, CIRENCESTER, GLOUCESTERSHIRE, GL7 9BJ

HEALTH & SAFETY DECLARATION FORM

HEALTH & SAFETY FORM PRESCOTT BIKE FESTIVAL

Please ensure that this form is completed in full and returned to by March 16th or completed on line.

SECTION ONE – EXHIBITOR DETAILS

COMPANY NAME: _____

ADDRESS: _____

POST CODE: _____

CONTACT NAME: _____

PHONE NUMBER: _____

FAX NUMBER: _____

E-MAIL: _____

Please tick accordingly:

Public Liability Insurance

Employee liability Insurance

Health & Safety Policy

SECTION TWO – HEALTH & SAFETY AT WORK ACT 1974

It is condition of entry into Prescott Hill Climb site and any exhibitors therein that every exhibitor, contractor and sub contractor, supplier and their agents comply with the Health and Safety at Work Act 1974 and other legislation, rules and regulations associated with the venue.

The Exhibitor accepts that it is its legal and moral duty to ensure that their own and others health & safety is not compromised or endangered by their actions or inactions throughout build-up, opening and breaking down periods.

Our point of contact/ safety representative for all aspects of health & safety is:

Contact Name: _____ Position: _____

Mobile No.: _____ Stand No: _____

Signed (most senior person responsible for safety matters): _____

Date: _____ Position: _____

SECTION THREE – DECLARATION

(Please circle accordingly)

We have evaluated our demonstration/ work activities/ exhibits and they pose NO SIGNIFICANT risks to ourselves or to others.

We are satisfied that our stand staff and others have been given sufficient information, instruction and training to carry out their tasks in a competent and safe manner.

All staff including contractors and sub-contractors have been informed of any potential risks on site.

We have completed the Risk Assessment Form.

PLEASE DELETE WHERE APPROPRIATE

We have / haven't been subject to prosecution either proven or not for breaches of health and safety

Nature of Exhibit _____

SECTION FOUR

We Agree to liaise with the Event Management of both Severn Freewheelers and the venue on all matters regarding health & safety prior to the tenancy where necessary to ensure the health & safety of all parties who may be affected by our actions/ inactions.

We recognise that the venue reserves the right to issue suspended action notice for contravention of the health & safety rules of the venue and/ or relevant statutory provisions and may, given the circumstances, prohibit an exhibit or activity where the agent of the venue consider that the health & safety or welfare of personnel are at risk.

Signed _____ Date _____

VENUE SPONSORSHIP OPPORTUNITIES

Trackside Banners

Price: £75 + VAT per banner

Benefits: Your brand/company name placed in a prominent position on the Hill Climb track. A potential of 7,000 visitors seeing your banner.

Requirements: You will be required to arrange delivery to the Prescott Hill Climb by Friday 20th April and collection from the offices after the event. Payment must be made before the event. Banners must be no larger than 8ft x 3ft or 2.5m x 1m. Limited banner space is available so book early.

How to Order: Please complete the order form, which is enclosed with this Information Pack, and return to Severn Freewheelers at the address stated by April 13th. Or complete the booking form on line.

We have several sponsorship opportunities available.

1. Main Restaurant Suite (The Clubhouse)
2. Helmet Park
3. Paddock
4. Pardon Hill Viewing Area
5. Start Line
6. 2 x Main Outdoor Catering Areas
7. Centenary Display Area and Ride In Custom Display

Prices start from £2,000 and are treated as donations for tax purposes.

Package: Please contact us for full details.

Requirements: The only thing that is required from you is the confirmation of sponsorship before Friday 7th January. .

How to Order: Nick Palmer on 07891 278766 or Gordon Downie on 07799 068221

TRACKSIDE BANNER BOOKING**PRESCOTT BIKE FESTIVAL
TRACKSIDE BANNER BOOKING FORM
APRIL 22nd 2011****BENEFITS**

Your brand/company name placed in a prominent position on the show site.
Your banner must be no larger than 8ft x 3ft or 2.5m x 1m
A potential of 7,000 visitors seeing your banner.

CONTACT DETAILS

COMPANY: _____

CONTACT NAME: _____

ADDRESS: _____

_____ POST CODE: _____

TEL NO: _____ E-MAIL: _____

REQUIREMENTS (SUBMIT PRIOR TO MARCH 18TH)

	QTY		£	P
TRACKSIDE BANNERS		£75.00 PER BANNER		
		Sub Total		
		VAT (at current rate-20.0%)		
		Total Payment		

PLEASE NOTE:

You will be required to deliver the banners to Prescott Bike Festival, c/o Bugatti Owners' Club, Prescott Hill, Gotherington, Cheltenham, Glos. GL52 9RD by April 20th.

PAYMENT

Cheques to be made payable to Severn Freewheelers and to be enclosed with this form and sent to: Severn Freewheelers, Treasurer, PO Box 220, Cirencester, Gloucestershire, GL7 9BJ

I have read and agree to abide by the conditions of booking:

Signed: _____

Date: _____

For office use only: MAIN TRACK BANNERS

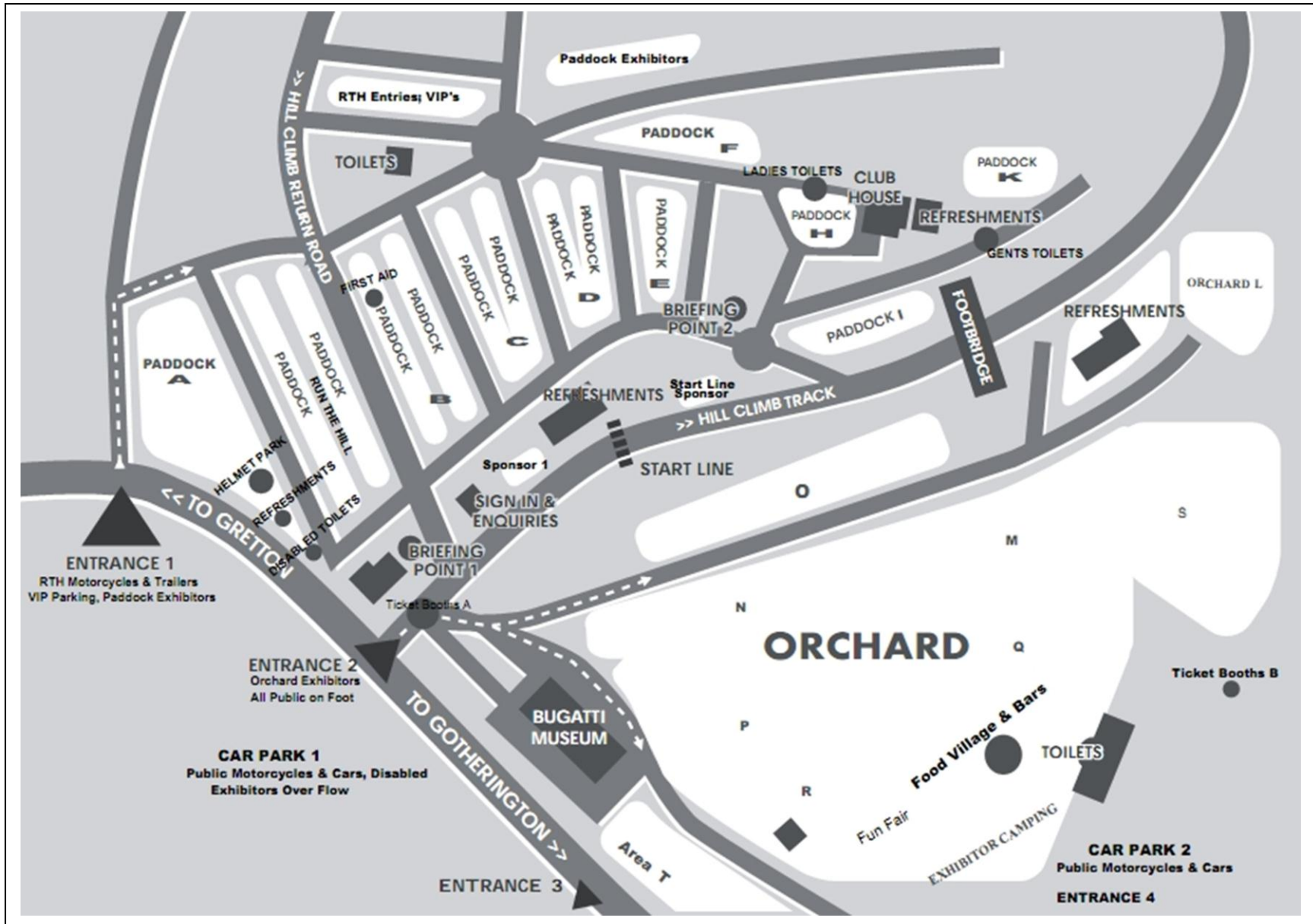
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VAT REG NO. 891 7872 66

EVENT REGULATIONS & CONDITIONS OF BOOKING PRESCOTT BIKE FESTIVAL

Please read these regulations carefully as failure to comply with any of them may result in withdrawal of all access rights.

1. Stands may not be sub-let.
2. Any exhibitor having to cancel his/her booking for a stand space should notify the Organisers prior to January 13th. **All wristbands and vehicle passes must be returned or a cancellation fee will apply.**
3. Admission is by exhibitor and vehicle pass sent prior to the event.
4. All deliveries to stands must be complete 30 minutes before admission opening times on the day the Event opens to the public. After unloading, any vehicle not remaining within your stand area must be removed to the Exhibitors' Car Park.
5. The speed limit of 10mph must be observed when driving anywhere in the Prescott site.
6. Exhibitors must not operate vehicles, including minibikes, motorbikes, monocycles and skateboards between the stated public opening time on the days of the Event unless as part of the Event programme.
7. All equipment, display/sale items, vehicles, tents etc, must be kept within your allocated stand area and must not be placed in or intrude into the avenues between stands.
8. Only silent generators are permitted in the Event grounds.
9. Under the Explosives Act 1875 it is illegal to sell Flares from temporary stands as they cannot be registered.
10. All exhibitors must adhere to the regulations governing the use of liquid gas cylinders, generators and electrical supplies. In particular you must adhere to document **No. 102763 "Using Calor Gas Safely"** (published by Calor Gas Ltd.) Web www.calor.co.uk or emergency service number 08457 444 999.
11. Only goods relating to the Event may be displayed/sold. The organiser's decision as to what is relevant in this respect is final.
12. Stand displays must be complete by the stated public opening time of the Event and may not be dismantled in whole or in part until after the stated closing time. Unsold items or purchases must be removed from the Grounds immediately after the Event ends.
13. The sale of food and beverages is not permitted.
14. The use of any form of loudspeaker or amplified sound is not permitted.
15. Prior permission from the Organisers must be sought before Raffle Tickets may be sold, or charity collections made. **No form of advertising material may be displayed or distributed anywhere in the grounds other than on your stand.**
16. Any transaction at the Event is between the Vendor and Purchaser alone; no responsibility is accepted by the Organisers.
17. Exhibitors are responsible for any and all damage or injury to persons or property occasioned by any of the exhibitors, stands, appliances or any act of omission by them, their staff or contractors.
18. The Organisers are not responsible for the security of motorcycles or goods being offered for sale, prior to, during or after the Event.
19. Camping is only permitted for security reasons within allocated camping areas, which is free of charge for exhibitors.
20. Dogs are NOT permitted in the Event ground.
21. The Organisers reserve the right to refuse access to the Event grounds at their absolute discretion.
22. The Organisers reserve the right to eject anyone from the premises who acts in a manner detrimental to the enjoyment of others.
23. Exhibitors' admission passes are only valid if sold by Severn Freewheelers, or its authorised agents.
24. The Organisers reserve the right to refuse bookings without any reason being given. The completion of a booking form is not a guarantee of space being available.
25. The Organisers reserve the right to re-site any exhibitor at the time of, or before the event, if deemed necessary.
26. All electrical equipment brought onto site by you must have a current P.A.T certificate. (Obtained by a certified electrician to show that equipment, cables are safe & correct.)
27. Collections from stands are only allowed after public closing times.
28. Severn Freewheelers, **will not** be held responsible for the loss of or damage to stock or individuals in any way.
29. No **hot ashes or tyres** to be put in skips.
30. No vehicle movement, other than as part of the Festival programme is permitted on the showground during public opening times.
32. All stand space and tickets must be paid for in advance.
33. A no smoking policy is enforced in all internal buildings/marquees and temporary structures
34. The Organisers reserve the right to cancel the intended show at short notice if this is necessary because of an Act of God such as (but not limited to) unusual and catastrophic weather conditions affecting the showground or in the area generally, Government or Local Authority order or request which the organisers are obliged to adhere to or which they consider to be reasonable in the circumstances of the situation. In the event of cancellation Exhibitors should protect their losses against Abandonment and Cancellation or curtailment of the Event.



PRESCOTT BIKE FESTIVAL SITE MAP

WHO ARE SEVERN FREEWHEELERS?

Severn Freewheelers are a registered charity with two objectives.

Our primary objective: To relieve sickness and protect health by the provision of transport of urgently needed blood, drugs, human tissues and other medical requirements between hospitals and blood transfusion banks primarily but not exclusively in Gloucestershire, Herefordshire, Wiltshire and Worcestershire.

Our secondary objective: To promote safer motorcycling.

A registered charity, no: 1120999, founded in 2007, Severn Freewheelers EVS provides a lifesaving service to the NHS and is provided free of charge and funded entirely by public donation and sponsorship. We are often referred to as blood bikes but we do much more, transporting test samples, patient notes, X-rays, and other medical supplies. In 2011, we made over 3,000 deliveries, covering a distance of some 110,000 miles.

Freewheelers EVS operates a fleet of specially adapted BMW R1200RT-P motorcycles equipped with high-visibility markings, blue lights and sirens for emergency use, which enable us to save lives by delivering urgently required items safely and promptly. If our service did not exist hospitals would be forced to use a costly and potentially slow taxi or commercial courier.

Severn Freewheelers EVS is run entirely by volunteers. All our riders hold an advanced motorcycling qualification, e.g. the advanced riding test by RoSPA or the IAM. We also have a team of fund raisers and telephone coordinators. Incoming requests from hospitals are categorised by the on-duty coordinator as non-urgent, urgent, or emergency and the nearest of our three on-duty bikes is dispatched to assist.

We need to raise around £42k per annum in order to run the service and we budget to replace our motorcycle fleet every two / three years. It is this imperative that has prompted us to establish the Prescott Bike Festival in 2011 as our primary fundraising activity.

Severn Freewheelers is a founding member of the Nationwide Association of Blood Bikes. All profits from the Prescott Bike Festival in excess of Severn Freewheeler's operating requirement will go to NABB for distribution to our sister group's activities.