

# DEMO AREA BOOKING FORM



## 17th, 18th & 19th May 2011

Rockingham Motor Speedway, Mitchell Road,  
Corby, Northants NN17 5AF – [www.sed.co.uk](http://www.sed.co.uk)

There are a limited number of outdoor stands with free demonstration area opposite

### THERE ARE THREE TYPES OF DEMO AREA:

1. Digging demo areas to a depth of 5m
2. Digging demo areas to a depth of 3m
3. Non-digging demo areas, MOT Roadstone Type 1 surface

ALL DEMONSTRATION AREAS MUST BE USED FOR WORKING KIT and NOT for a display of static equipment, hospitality or merchandising.

Failure to use the demo area for a display of moving working kit will result in the Exhibitor being surcharged at a square metre rate of £35.00/m<sup>2</sup> or £43.00/m<sup>2</sup> if on a corner.

### FREE DEMO AREA – Please reserve the following space at SED 2010

SIZE (SAME WIDTH AS STAND)	DIGGING DEMO (3M DEPTH)	DIGGING DEMO (5M DEPTH)	NON-DIGGING DEMO

### GIVE A DESCRIPTION OF YOUR WORKING DEMONSTRATION:

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### YOUR DETAILS

Company Name: \_\_\_\_\_

Contact Name  
(Person responsible for SED): \_\_\_\_\_

Address: \_\_\_\_\_

Job Title: \_\_\_\_\_

\_\_\_\_\_

E-mail: \_\_\_\_\_

\_\_\_\_\_

Mobile: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Web Address: www. \_\_\_\_\_

I have read and accepted the TERMS & CONDITIONS overleaf before signing. I agree that I will be demonstrating all kit placed on the designated demo area and accept that I will be surcharged at the square metre rate if I fail to do so.

### RETURN THE COMPLETED FORM TO:

Ajesh Visram, SED, Quadrant House, The Quadrant, Sutton, Surrey SM2 5AS  
Tel: 020 8652 4261 Fax: 020 8652 4663 Email: [Ajesh.visram@rbi.co.uk](mailto:Ajesh.visram@rbi.co.uk)

## 1 Definitions

In these terms and conditions the term "Exhibitor" includes all employees or agents of such, the term "Organiser" means Reed Business Information Limited and its employees and the term "Exhibition" means Site Equipment Demonstration.

## 2 Duration of exhibition

The Exhibition will be open from 9.00am to 5.00pm on 17th and 18th May 2011, and from 9.00am to 4.00pm on 19th May 2011.

As a condition of exhibiting, stands must not be dismantled/broken down before 4.00pm on Thursday 19th May 2011.

## 3 Equipment permitted

SED is open to materials, machinery, appliances, apparatus, equipment and ancillary services relative to building and civil engineering construction as approved by the Organisers.

**ALL EXHIBITS MUST COMPLY WITH CURRENT EC LEGISLATION AND CARRY THE RELEVANT CE MARKING.**

## 4 Weight limit and restrictions

Please note that on all stands and non-digging demo areas, there is a weight limit of 10 tonnes m<sup>2</sup> static loading.

## 5 Demonstrations

SED is a working demonstration show and Exhibitors may experience an element of noise or dust. Please consult your neighbouring exhibitors should you wish to discuss their intention to demonstrate.

(a) Participants must demonstrate or exhibit only in allotted areas and must not operate over the walkways. Health and Safety legislation governing the operation or contractors' plant must be strictly observed. Crowd barriers must be erected.

(b) Note: Where multiple stands are booked corner stands will be charged at £43.00 +VAT per square metre.

(c) If a demonstration area has been booked, the Exhibitor MUST inform the Organiser of their proposed demonstration.

There is a limited amount of digging demo to a depth of 5m, an area of digging to 3m depth and designated stands with working demo areas opposite where no digging will be allowed.

**ALL DEMONSTRATION AREAS MUST BE USED FOR WORKING KIT and NOT for a display of static equipment, hospitality or merchandising.**

Failure to use the demo area for a display of moving working kit will result in the Exhibitor being surcharged at a square metre rate of £35/m<sup>2</sup> or £43.00/m<sup>2</sup> if on a corner.

## 6 Stand space booking terms

Exhibitors must confirm their booking with a signed booking form. Space will be allocated in order of receipt of application forms. The Organisers' decision on space application is final.

## 7 Balance of payment

The balance becomes due no later than 28th February 2011. Payment

must be received in full before allocated space is occupied.

## 8 Revision of layout

Should it be necessary to revise the layout of the Exhibition for any purpose, the Organisers reserve the right to transfer an Exhibitor to an alternative suitable site.

## 9 Completion and setting up of exhibits

(a) All stands and their exhibits must be completed by 6.00pm on Monday 16th May 2011. Deliveries must be made in accordance with the Organisers' instructions.

(b) No heavy deliveries will be permitted on Monday 16th May 2011 under any circumstances. This includes arctics, low loaders or any vehicle with more than two axles.

## 10 Clearance of stand and demonstration space at the end of the show

Exhibits must not be removed and displays must not be dismantled either partially or totally, before 6.00pm on Thursday 19th May 2011. All exhibits and display material must be removed as soon as possible after this time.

**All Exhibitors are responsible for leaving their space as clear as they found it and instructing all contractors and suppliers to remove their rubbish and fill holes. Failure to do so, by the declared deadline, will incur a charge for clearance, reparation and storage.**

**All exhibits, hospitality units and materials must be completely removed from the site by mid-day Monday 23rd May 2011.**

## 11 Prohibition of sub-letting

(a) Exhibitors may not loan, sub-let or grant licences in respect of the whole or any part of the space allotted to them without the express permission of the Organisers.

(b) Exhibitors are not allowed to use or display third parties' products, in any way, on their stand or demonstration area unless those third parties are Exhibitors with their own stand space in their own right at the show or the Exhibitor is an official dealer in, or hirer of, the third parties' product/s. Third parties include associated companies of the Exhibitor.

The Organiser reserves the right to refuse access or demand the removal of any product that in its reasonable opinion comes within the ambit of the restrictions stated above.

## 12 Protection of exhibits

All exhibits must be properly protected so as to comply with current Health and Safety Executive legislation. SED Safety Officers and H&S E Officers will be on-site to enforce compliance. The Organisers shall be indemnified by the Exhibitor against any claim or action on account of any injury or damage being caused or occasioned by any exhibit or to any person or persons whatsoever.

## 13 Insurance liability

Participating Exhibitor(s)

Responsibilities.

(a) Every participating Exhibitor(s) accepts liability for all acts of omissions of himself, his servants, contractors, agents and visitors and undertakes to indemnify the Organiser and keep them indemnified against all liability in respect thereof and against all actions, suits, proceedings, claims, demands, costs and expenses whatsoever which may be taken or made against the Organiser and including any legal costs and expenses and any compensation costs and disbursements paid by the Organiser on the advice of Counsel to compromise or settle any such claims.

(b) Notwithstanding the indemnity hereby given, the participating company undertakes to arrange the appropriate third party liability insurance for a minimum sum of £10,000,000.

(c) It is the participating Exhibitor(s)' responsibility to effect insurance on his own exhibits and property.

(d) Loss or damage: The Organiser does not accept any responsibility for damage to stands or loss of any property or vehicles on any stand or anywhere else in the Exhibition or in the course of its delivery or removal there from any cause whatsoever. There is a speed limit on site of 10mph which must be strictly adhered to at all times. All vehicles must use the marked roadways on-site.

## 14 Bankruptcy

In the event of an Exhibitor (being an individual) becoming bankrupt or making any arrangement or composition with his or her creditors or where the Exhibitor is a Company or partnership suffering the service of a Winding Up petition or Winding Up Order or it passing a Winding Up resolution or Notice of Dissolution otherwise than for the sole purpose of amalgamation or reconstruction then in that event the Organiser may by written notice to the Exhibitor determine the contract and all monies paid by the Exhibitor shall be forfeited to the Organiser who may in its discretion re-let or otherwise deal with the defaulting Exhibitor's site.

## 15 Abandonment or interruption of exhibition

If for any reason beyond the control and not resulting from any act or default of the Organiser it shall become impracticable to hold the Exhibition or necessary to interrupt it or close it prematurely, the Organiser may take such action as they deem necessary giving such notice to Exhibitor(s) as is possible. In any such cases the decision of the Organiser shall be final and the Exhibitor(s) shall not be entitled to any compensation or to return of any monies paid or deposited. If the Exhibition be abandoned, interrupted or prematurely closed for any reason other than the above or in circumstances such as shall enable the Organiser to reclaim the rent paid for the use of the premises, then the Exhibitor(s) shall

be entitled to the return of all deposits and other monies paid to the Organiser but to no other compensation.

## 16 Advertising matter

Under no circumstances will Exhibitors be allowed to distribute advertising and printed material from anywhere other than their stand, nor in any such manner as to cause annoyance or disturbance to other Exhibitors. In the event of complaints, the matter shall be referred to the Organisers for the decision. Exhibits or other devices which emit sound must be operated and controlled so that there is no disturbance to other Exhibitors. The flying of gas or air filled balloons is prohibited. The Organisers reserve the right to prohibit as unsuitable or as annoying to visitors or other participants:

(a) any display feature or advertising material

(b) any sales method or demonstration.

## 17 Exhibition services

The Organisers undertake to make all reasonable attempts to provide necessary services for the smooth operation of the Exhibition but accept no responsibility for breakdown or failure of such services or for any delays during the delivery and collection periods.

## 18 Storage

The Exhibitor shall be responsible for the removal from the Exhibition site and storage of all crates or empty cartons not required on his stand.

## 19 Admission

Admission to the Exhibition will be restricted to the persons who, in the opinion of the Organisers, have a legitimate, professional interest in the subject of the Exhibition. The Organisers reserve the right to refuse admission to any person or persons to the Exhibition without assigning any reason. Children under 12 years of age are prohibited.

## 20 Right of rejection

Exhibits are admitted to the Exhibition, and shall remain there, solely on strict compliance with these Terms and Conditions. The Organisers reserve the right to prohibit in whole or in part, and reject any Exhibitor or his representatives in the case of failure to comply with these Terms and Conditions and all site Rules and Regulations as specified in the Exhibitor Manual. There shall be no return of payment if such rejection or prohibition is deemed necessary by the Organisers. If the deposit is not received within ten working days of the application, the Organisers reserve the right to reject the application.

## 21 Cancellation of space

(a) A request for cancellation must be received in writing, by registered delivery

(b) The Exhibitor agrees that the Organisers shall retain (or if no deposit is paid, shall be entitled to claim from the Exhibitor) 50% of the space charge if the cancellation is accepted before 31st December 2010 and 100% of the space charge if the cancellation is accepted after 1st January 2011.