



Dear Tradestand

It gives us great pleasure to invite you, to join our family of business's who have a common interest in promoting their business and supporting the local agriculture industry and associated businesses by having a Tradestand at our Show.

As a Committee, as well as promoting agriculture and educating the visitors, we also want to be able to promote our town and local business's, of all types. The Show is for Cardigan Town and surrounding area's and we would like to invite all to take advantage, whatever the size or type of your business.

Bringing a Tradestand is a great way to communicate with your customers and raise your brand awareness, at the same time as supporting a superb local event! It gives you direct access to our exhibitors and visitors from across the region and beyond, a captive audience of over 7,000 people.

We are therefore inviting you to bring a Tradestand to our Show. Your Company can largely benefit from the positive public attention helping a non-profit organisation like us. You may think that your business is not suited to a Tradestand, however, think outside the box, make use of the free wi-fi available on the day or why not join forces with other business's and share a stand. People have time to talk on Show Day, they are not rushing to their next appointment or on a lunch hour.

We are also offering sponsorship packages which include tradestand space – again giving businesses' more choice's.

Please do not hesitate to contact us should you have any queries or wish to discuss any ideas you may have.

We hope to hear from you soon.

Cardigan County Agricultural Show Committee



Annwyl Masnachwyr

Mae'n bleser mawr gennym eich gwahodd, i ymuno â'n teulu o fusnesau sydd â diddordeb cyffredin mewn hyrwyddo eu busnes a chefnogi'r diwydiant amaeth lleol a busnesau cysylltiedig trwy gael Stondyn Masnach yn ein Sioe.

Fel Pwyllgor, yn ogystal â hyrwyddo amaethyddiaeth ac addysgu'r ymwelwyr, rydym hefyd eisiau gallu hyrwyddo ein busnesau tref a busnesau lleol, o bob math. Mae'r Sioe ar gyfer Tref Aberteifi a'r ardal gyfagos a hoffem wahodd pawb i fanteisio, beth bynnag yw maint neu fath eich busnes.

Mae dod â Stondyn Masnach yn ffordd wych o gyfathrebu â'ch cwsmeriaid a chodi ymwybyddiaeth eich brand, ar yr un pryd â chefnogi digwyddiad lleol gwych! Mae'n rhoi mynediad uniongyrchol i chi i'n harddangoswyr ac ymwelwyr o bob rhan o'r rhanbarth a thu hwnt, cynulleidfa gaeth o dros 7,000 o bobl.

Rydym felly yn eich gwahodd i ddod â Stondyn Masnach i'n Sioe. Gall eich Cwmni elwa i raddau helaeth o'r sylw cadarnhaol gan y cyhoedd sy'n helpu sefydliad dielw fel ni. Efallai eich bod yn meddwl nad yw eich busnes yn addas ar gyfer Stondyn Masnach, fodd bynnag, meddyliwch y tu allan i'r boc, defnyddiwch y wifi am ddim sydd ar gael ar y diwrnod neu beth am ymuno â busnesau eraill a rhannu stodin. Mae gan bobl amser i siarad ar ddiwrnod y Sioe, nid ydyn nhw'n rhuthro i'w hapwyntiad nesaf nac ar awr ginio.

Rydym hefyd yn cynnig pecynnau noddi sy'n cynnwys Stondyn Masnach - unwaith eto yn rhoi mwy o ddewis i fusnesau.

Peidiwch ag oedi cyn cysylltu â ni os oes gennych unrhyw ymholiadau neu os ydych am drafod unrhyw syniadau sydd gennych.

Gobeithiwn glywed gennych yn fuan.

Pwyllgor Sioe Sirol Amaethyddol Aberteifi



MISSION STATEMENT

DATGANIAD CENHADAETH

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We as a movement are very proud to announce that Cardigan Agricultural County Show has been held for over 160 years and the primary mission of the society is to promote, educate and preserve the community in the science of agricultural. The annual event encourages competitions in “livestock”, “crafts”, “flowers”, “food” and “entertainment”; thus giving non-farming community the opportunity to experience the importance of agricultural within their daily lives. We pride ourselves in providing an attractive and functional facility, which is instrumental in promoting tourism within the county and the surrounding area. We believe that by supporting our Show, the future of Agricultural in its community and the future generation is safe as well as providing businesses a sustainable future.

DATGANIAD CENHADAETH

Rydym fel Mudiad yn falch iawn o gyhoeddi fod Sioe Sirol Amaethyddol Aberteifi yn bodoli ers dros 160 o flynyddoedd a phrif bwrpas y gymdeithas yn hyrwyddo, addysgu a diogelu'r gymuned yng ngwyddoniaeth amaethyddol. Mae'r digwyddiad blynyddol yn annog cystadlaethau yn “da byw”, “crefftau”, “blodau”, “bwyd” ac “adloniant”, felly, gan roi'r cyfle i'r gymuned nad yw'n ffermio, brofi pwysigrwydd amaethyddol yn eu bywydau beunyddiol. Rydym yn ymfalchïo mewn darparu cyfleusterau deniadol a gwerthfawr, sy'n allweddol wrth hyrwyddo twristiaeth yn y Sir a'r ardaloedd cyfagos. Credwn, trwy gefnogi ein Sioe, fod dyfodol amaeth yn ein cymuned a'r genhedlaeth nesaf yn ddiogel yn ogystal â darparu dyfodol cynaliadwy i fusnesau.

Tradestand Packages - Pecynnau Stondyn Masnach

COST: £4.00 PER FOOT FRONTAGE (minimum £40)

(2 free passes up to 15 feet) (4 free passes up to 50 feet)
(5 free passes over 51 feet)

**** Sponsorship Packages that include Tradestand ****
**** Pecynnau Nawdd sydd yn cynnwys Stondyn Masnach ****

Gold £250

- Tradestand up to 20 feet
- Half page Advert
- 2 Sponsor Badges
- 2 Admission Tickets
- 2 Hospitality Tickets
- Name featured in Show Day Programme and Website inc link to your website
- Forward Parking in Main Car Park
- Complimentary Show Guide

Platinum £500

- Tradestand up to 60 feet
- Full page Advert
- 2 Sponsor Badges
- 2 Admission Tickets
- 2 Hospitality Tickets
- Name featured in Show Day Programme and Website inc link to your website
- Reserved Space for Banner – a ring of your choice
- Forward Parking in Main Car Park
- Complimentary Show Guide

Use of Stand Space

- Charitable or other institutions wishing to make appeals for collections or contributions to their funds must first obtain permission from the Show Office.
- Political or propaganda trade stands are not permitted. Political activity such as canvassing or handing out literature will not be tolerated.
- The Show Organisers reserve the right to decline any trader it views to be selling items they deem to be unacceptable or offensive and will request any such items be removed from sale.
- The sale of the following are strictly prohibited at the Show: fireworks, garden flares, Chinese lanterns, firearms, knives, catapults and any product that could be a nuisance or annoyance to others
- Any misrepresentation in description of goods sold in the application process in order to gain admittance will result in the exhibitor or their goods being removed from the Showground without a refund or compensation.
- Exhibitors must comply with all relevant Trading Standards legislation - safety, fair trading and quality. Trading Standards representatives do attend the show. We will encourage the consumer to forward any complaints to the Trading Standards Office.

Stand Information

- Stand space will only be secured upon receipt of completed Application Form, Risk Assessment and payment. The number of available spaces is limited and therefore will be booked on a first come first served basis upon receipt of all information.
- Applicant should be aware that the Society reserves the right to refuse any application, without giving any reason and reserves the right to determine the area and position of sites.
- Traders are responsible for ALL litter in the vicinity of their stand. All trade waste must be removed by the trader before and after the Show. A charge of £100 will be invoiced directly to the stand holders if the Society has to remove any trade waste after show breakdown.
- Traders should be aware that whilst the Showground generally has good network coverage, 3G/4G is not guaranteed on site and therefore we recommend that you check coverage beforehand.
- Traders staff MUST park in the FREE public car park. NO TRADESTAND vehicles whatsoever are to be parked around the main rings. All vehicles must display the vehicle pass and after unloading of equipment and stock must be parked in the public car park. All vehicles should have left the Showground by 8.30am.
- Entrance to the Showground will be available prior to Show Day to set up and from 6am on Show Day. All tradestands should be set up by 9am. Stands must remain open until 5.30pm. Access from the public car park to commence clearing the stand will not be permitted until 4.30pm.
- It is the exhibitors responsibility to ensure that any construction of marquees or any other structure complies with the regulations stated in 2015 Construction (Design and Management) rules.
- No trader shall sub-let or re-let any of the space allocated to them.
- Exhibition space will be clearly marked out on the ground or on the tables. Your stand must fit into the area you have booked and marked out by us including any vehicle guy-ropes and trailer draw-bars. Exhibitors must not arrange goods or signs that create an obstruction to other exhibitors.
- Any space allotted which is not occupied by 8am on show day shall be considered not required and the Society has the right to re-allocate the space.
- A professional approach regarding product pricing, presentation and selling manner is required from all Exhibitors.

Livestock on Tradestands

- If livestock (including poultry) forms any part of the exhibit, prior agreement must be granted and full details must be given on the application form. Exhibitors must ensure that they comply with all current DEFRA regulations as well as those of the Show. Please contact the Show Office for further information.
- The Show Office must be sent/ given the relevant movement order and other applicable documentation. Any exhibitor (and their staff) with livestock on their stand must provide hand washing facilities. All animals and their pens must be kept in a clean condition and standards maintained for the duration of the Show.
- The holding number of the Showground is 55/305/8647

Food & Drink

- Cardigan Show are fully committed to enthusiastically pursuing the high standards of the Food Hygiene Market Stalls and Delivery Vehicles Regulations, and you are advised that your vehicles and stalls and practices may be subject to inspection from the Local Authority Environmental Health Department. Should you require further advice, please consult with your Local Authority Environmental Department.
- Any exhibitor handling food items must be registered with their local authority for Food & Hygiene regulations
- Applicants should be aware that the Society reserves the right to refuse any application, without giving any reason and reserves the right to determine the area and position of sites.
- Caterers and those supplying food and drink must provide adequate bins in the vicinity of their stand
- As a Committee we will apply for a License to sell Alcohol in the food hall to cover all the stallholders,, all we ask is for a £5 contribution towards the cost from all stalls selling Alcohol (collected on the day).

Hospitality

- Exhibitors are permitted to supply small scale hospitality free of charge to the public, however, this is strictly limited to drinks and finger foods. Your intent to provide hospitality must be noted on your application form and we reserve the right to refuse this.

Health and Safety

- All traders must provide a Risk Assessment as specified in Regulation 3 of the Management of Health and Safety at Work Regulations 1999. A template is available at the back of this pack.
- All exhibitors must carry Public Liability Insurance to a minimum of £5M.
- Exhibitors are responsible for the safety and security of their stand / stock and will be responsible for all claims arising during the preparation phase, show day and de-preparation phase.
- Any Traders behaving in a threatening or intimidating manner towards showground staff, other traders or the general public will be asked to leave site and will not be allowed to trade with the Cardigan County Show in the future.
- Electricity must be pre-booked at an extra cost. Personal generators are prohibited.
- Traders are responsible for all equipment brought to the show ground. Trader must ensure equipment complies with relevant legislations and portable electrical equipment must be subject to PAT. Non-compliance may result in exclusion from the show.
- Trade stands, where the public can walk within the trade stand, must maintain exemplary housekeeping principles.
- Trade stands that operate rides must do so within the scope of relevant Health and Safety legislation. All equipment must be well maintained and copies of insurance, risk assessments and electrical testing must be demonstrated.
 - Inflatable play equipment must have a PIPA tag.
 - Fairground and amusement equipment must conform to ADIPS and operators must provide a Document of Operational Compliance
- All vehicles must be driven in an appropriate manner around the show ground. If a trade stand vehicle is parked on the showground the driver must remain near the vehicle and be available to remove vehicle in an emergency evacuation.
- Trade stand holders, contractors working or delivering on site for a trade stand must not obstruct entrances, exits, roads with unattended vehicles.
- Fire Extinguishers must be positioned by all generators. Traders must conform to precautions against fire and provide a fire risk assessment if necessary.
- There will be continuous night security patrols during the Show. However, it is the responsibility of Traders, or their agents, to safeguard their property. The Society does not accept any responsibility whatsoever for any losses.
- The show organisers accept no responsibility for any damage to vehicles or trade stands by the actions of others.
- Vehicle movement restrictions do not apply to emergency vehicles or vehicles displaying official badges.
- No exhibitor will be allowed to place his exhibits, boards or placards beyond the limits of the space allotted.
- The following points will be checked before and during the Show by our Health & Safety Team:
 - Erection and dismantling of marquee and structures
 - Transportation of goods; Electrical supply, connections and earthing
 - Working at height; Migrant workers; Fire Risk Assessment if applicable

Vehicles

- There is a maximum speed limit of 5mph on the Showground at all times.
- Vehicles must be parked within the limit of their stand, otherwise they should be parked in the public free car park.
- All vehicles must display their trade stand pass with contact details on. Any trade stand vehicle not parked in the appropriate place after 8.30am will be removed.
- The Society reserves the right to restrict vehicle movement in adverse weather conditions.
- Vehicles parked in the public car park will not be allowed back onto the showground until 4.30pm for clearing.

Cancellations

- If an exhibitor withdraws from the show or cancels the space booked, all fees paid shall be forfeited whether the site is relet or not.
- The Society will not be held responsible if, for any reason, the Show in any particular year or years is cancelled, or the period of its advertised duration curtailed. In this instance the Society shall retain all fees.
- The Society will not be liable for any loss or damage whether caused by the negligence of the Society, its servants or agents or in any other way whatsoever.