

Meeting the needs of food and food service industries in the South West

YOUR HANDBOOK FOR EXHIBITING AT THE SOURCE EXHIBITION & THE TASTE OF THE WEST TRADE SHOW

To guide you through the pages of the handbook:

- ❖ **Visitor pre-registration tickets.** You may order as many tickets as you wish, free of charge, for you to invite customers and prospective customers to the Fair. Refer to **FORM 4**.
- ❖ Make sure that you are covered for all eventualities. Please ensure that you have adequate insurance cover. See section **25** for Insurance details.
- ❖ On **page 2** is a **timetable** and **map** for the event, followed by a **contents list** on **page 3**.
- ❖ The **general information** section can be found on **pages 4 - 9**.
- ❖ All the **forms requiring completion and return** are at the back of the manual, and the pages have a red triangle in the top right corner. Please check the deadline dates by referring to the list on **page 11**.
- ❖ In the clear envelope attached you will find your personalised **exhibitor badges**. Please bring these to the Fair and collect the holders from the organiser's office.
- ❖ Take a look at the inside back cover for some hints to exhibiting.
- ❖ On the outside back page is a **quick guide** to your Fair contacts.

We look forward to seeing you at the Fair and as always, if you have any queries on any aspect, just call us by phone on 01934 733433, or e-mail us at mail@hale-events.com

The Hale Events Team is:

Project Manager	-	Mike Anderson
Sales Manager	-	Paul Thomas
Sales	-	James Curtis
Sales/Catalogue Advertising	-	Neill Hobson
Accounts/Administration	-	Tracey Davies
Operations	-	Jane Pyatt
Finance	-	Mike Sartain

EXHIBITION TIMETABLE

BUILD-UP

DATE	SCHEDULE
Sunday 18 th April	You can dress your stand from 8.00am – 9.00pm

EVENT OPEN DAYS

DATE	EVENT OPEN HOURS	HALL OPEN
Monday 19 th April	10.00am – 5.30pm	8.00am – 6.00pm
Tuesday 20 th April	10.00am – 4.30pm	8.00am – 9.00pm

BREAKDOWN

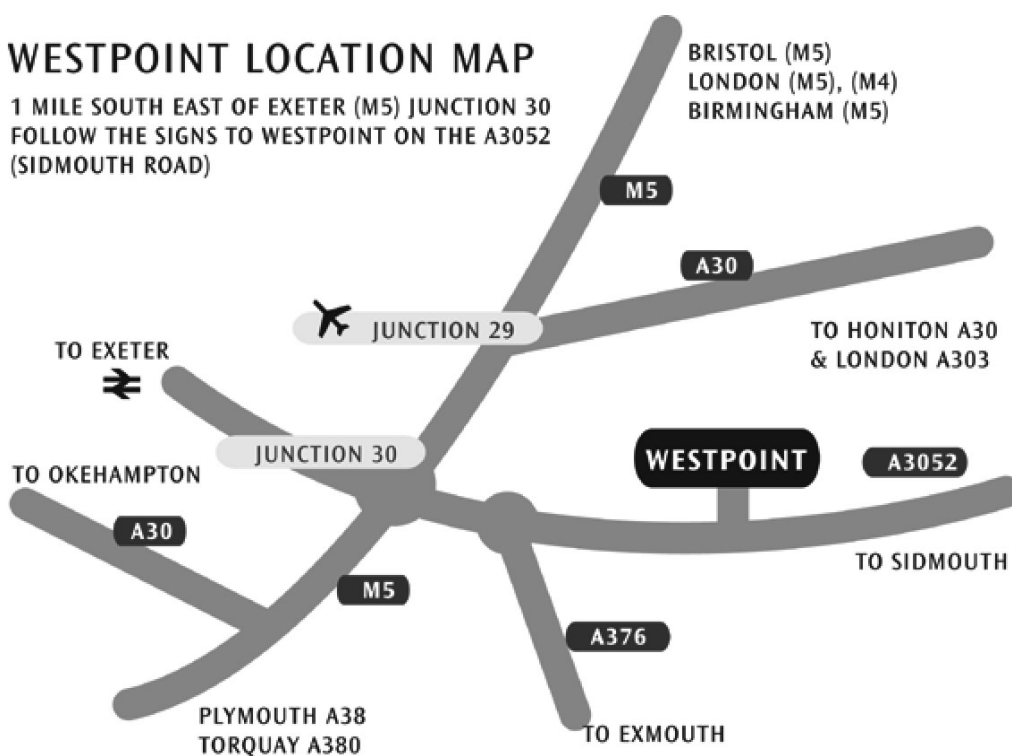
DATE	SCHEDULE
Tuesday 20 th April	4.30pm – 9.00pm All exhibits and display material to be removed

LOCATION PLAN

Event Address: The Source Exhibition & The
Taste of the West Trade Show
Westpoint Centre
Devon
EX5 1DJ

WESTPOINT LOCATION MAP

1 MILE SOUTH EAST OF EXETER (M5) JUNCTION 30
FOLLOW THE SIGNS TO WESTPOINT ON THE A3052
(SIDMOUTH ROAD)



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1. ACCOMMODATION BOOKINGS

If you require accommodation, please contact: Exeter & Essential Devon Tel:01392 665885 or visit www.exeterandessentialdevon.com.

2. MARKETING

You have the opportunity to build some fantastic business relationships with professional buyers who have given up their time to visit you. Have you thought about:

- Offer product sampling
- Hold product demonstrations
- Offer a competition or prize draw
- Handing out giveaways e.g. free samples, caps, pens etc

3. BADGES

Exhibitor Badges: You will find your personalised exhibitor badges attached to the front of this manual. These badges are only for people manning your stand. Lanyards for the badges will be provided at the event.

Visitors: All visitors will receive a badge stating their name, company name, business type and town, which they should wear at all times.

4. BUILD-UP & BREAKDOWN

Please refer to the inside front cover for access times. Stands must be designed so they can be completed within the time available.

Electrical power to stands will be switched off 15 minutes after show closing unless you order a 24hour supply.

Please ensure all items are removed by the dates and times specified, any items left at the venue after this time are at the owner's risk.

5. CAR PARKING & VEHICLE ACCESS

You will be sent a vehicle pass for display in your windscreen while you are setting up your stand. It is for identity purposes only.

During build-up and breakdown times, you may park around the hall for offloading & loading purposes. Vehicles must not remain in these locations when not in use.

During open days, exhibitors must park in the designated car parks. **Do not park around the halls, or on any painted/hatched areas.**

Any vehicles parked on painted/hatched areas will be clamped (this is for safety purposes and emergency vehicle access points).

Health Club parking spaces. These spaces are clearly marked and parking in them at any time will result in your vehicle being clamped.

6. CARPET

The carpet colour for all stands is blue. Please contact us if you require a sample.

7. CATALOGUE

Every company (including sharers) is entitled to a **FREE** Catalogue entry product description: Please copy **FORM 1** as necessary and complete with your details of products and company.

Advertising: Take advantage of superb rates and stand out in the catalogue. From as little as £75 + vat for a colour image.). You can also have a colour image or your logo alongside your weblink on the official show website for £50.00 + vat, (payable once the image goes live). **Book both for £100.00 + vat!** See **FORM 3** for details.

8. CATERING

The venue holds the sole rights to all food & beverage supplied and served at the venue. (See section 22 food sampling.)

9. CHILDREN

There are specific laws for children under the Health and Safety at Work Regulations. We strongly advise you not to bring children on site unless absolutely necessary. If you do let a child accompany you, please ensure you are aware of the laws governing their safety. The designated lost child meeting point is the organisers' office, located near the main entrance.

10. CLEANING

Stand cleaning is included in your stand rental cost. Your stand will be cleaned each night, prior to show open days. If you do not require your stand cleaned, please let the organisers know. If you put up a night sheet, please provide a labelled key to the organisers, identifying your company name and stand number, or cleaners will not be able to access your stand.

11. CODE OF PRACTICE & MANNING OF STANDS

Please ensure that your stand is always staffed & that all exhibits remain displayed during show open hours.

12. COMPLETION OF STANDS AND EXHIBITS

All stands must be dressed and completed by 9.00pm Sunday 18th April.

13. CUSTOMER TICKETS

Make sure your customers & potential customers know where you are at the show by sending them a ticket! You may order as many tickets as you require free of charge. Just complete **FORM 4**. Please be aware that trade buyers may be asked to provide proof of their trade link upon arrival.

14. DAMAGE

Any damage caused by your Company will be charged to your Company.

15. DISABILITY AWARENESS

Exhibitors should be familiar with the content and implications of the Disability Discrimination Act 1995 (DDA) & design their stands accordingly. If you have specific disabled requirements, please inform the organisers in advance of the event.

16. DISPUTES

Should any questions arise that are not covered by rules and regulations; the exhibitor agrees to accept the decision of the organisers as final, subject to the laws of England.

17. ELECTRICS

The electrical contractor for all stand electrical requirements is:
Havills Exhibitions Ltd., Unit 1 Woodland Rd, Woodland Industrial Estate, Torquay,
Devon TQ2 7AT

Tel: 01803 314000. Fax: 01803 327412. Email irena@havilllexhibitions.co.uk

Complete **FORM 5** to order electrics or lighting for your stand.

The use of flexible cords for stand wiring is generally prohibited (reg. 06g1). Flexible cords shall be of a circular section, fully insulated and sheathed, and the only form of jointing being the use of purpose made flex connectors (reg. 06g2). Flexible cords shall not exceed 2 metres in length (reg. 06g3). Coils of flex or flex on reels shall not be permitted (reg. 06i2). Where clients own equipment is used, this must comply with all regulations and is subject to testing and spot checks. (reg. 06i3).

The use of uninsulated catenary/pole low voltage systems is prohibited (reg 06j5). Transformers must be fixed at high level (reg 06j1 and 18). Only one flexible cord per 13A plug top (reg 08c1). All plug tops to be correctly fused (reg. 08c2). Multi-way, plug-in type and bayonet adapters shall not be used (reg. 08d1). The use of trailing block type 4-way fused sockets shall be restricted, and then fully in accordance with reg. 08d2. A fireman's switch shall be fitted to all types of neon signs. (Reg. 18c). Any electrical cables, appliances or accessories which do not comply with the National Association of Exhibition Hall owners regulations for stand electrical installations, or are considered unsafe, will be asked to be removed or made safe and/or protected by an RCD. It is the responsibility of all exhibitors to be aware of the full National Association of Exhibition Hall Owner's regulations for stand electrical installations. Work carried out by the official contractor will comply, however, if you are appointing your own contractor for pre-wiring displays, please check that they are conforming to the requirements.

18. EMERGENCY PROCEDURES & FIRE PRECAUTIONS

In the event of the alarm sounding, take immediate steps to evacuate the building by the nearest exit door. Ensure that all members of your stand personnel are aware of the location of fire exits.

All exhibits/displays must remain within the confines of your stand.

For stand materials, all work must be carried out in non-flammable materials, & comply with local authority standards.

19. ENQUIRY PADS

We will supply you with enquiry pads, which contain 50 forms per pad free of charge.

20. FIRST AID

If first aid assistance is required at the event, please contact the organisers. Their office is near the main entrance.

21. FOOD HYGIENE

Please make sure you comply with the Food Safety Act and Food Hygiene Regulations 1990.

22. FOOD SAMPLING

If you intend to offer food samples on your stand, quantities allowed should only provide a taster and need to be small bite sized pieces.

23. FURNITURE HIRE

Tables and chairs can be ordered by completing **FORM 4**. Aim Exhibitions, Units 12-14 Dinan Way Industrial Estate, Exmouth, Devon EX8 4EZ Tel: 01395 222040 Fax: 01395 274822. can provide items such as counter units for around £30 each and 1m by 1m lockable cubicles for around £50.00 each plus VAT. Don't forget, a quick trip to Ikea or your local DIY store can be most effective! Onsite Hale Events will have velcro available to purchase from the organisers office.

24. HEALTH & SAFETY

General: You should be aware of your responsibilities under the 1974 Health and Safety At Work Act, and all of the ensuing regulations and codes of practise. An exhibition site is also a place of work and you are advised that you should carry out risk assessments as part of your normal health and safety policy.

Children: Please note that there are specific laws appertaining to children under The Health and Safety at Work Regulations. We would strongly advise you not to bring children on site unless absolutely necessary. If you do let a child accompany you please ensure that you are aware of the laws governing their safety.

Food Hygiene: Please make sure you comply with all relevant food hygiene regulations.

25. INSURANCE

Insurance is not included in your stand cost. It is a requirement that you have adequate public liability insurance taken out with a reputable insurer. We also recommend you take out insurance to cover other unexpected losses, stand costs and cancellation. One company that you could use is Hiscox Insurance Tel: 0845 213448, www.expo-sure.com/2831 or speak to your own insurers to see if they can provide cover. See point 19 of the contract terms and conditions.

26. NOISE LEVELS

If any noise levels are raised to an unacceptable level for neighbouring exhibitors and visitors during the Fair, the organisers reserve the right to prevent the music or machinery from continuing to be used.

27. ODOURS

If any products omit odours, which become unacceptable during the Fair, the organisers reserve the right to ask the item to be removed.

28. OPEN HOURS

Please refer to the timetable on the inside front cover.

29. ORGANISERS

For all queries regarding the SOURCE Exhibition & the Taste of the West Trade Show, please contact:

Hale Events Ltd., Premier House, Old Church Road, Axbridge, Somerset BS26 2BQ

Tel: 01934 733433 Fax: 01934 733233 or e-mail us at mail@hale-events.com.

During the event, our on site number is 01392 353729.

Take a look at the official websites

www.sourceexhibition.co.uk & www.tasteofthewesttradeshow.co.uk

30. PHOTOCOPYING

Black & white A4 size photocopying is available from the information office which is located near the main entrance at the cost of 5p per copy.

31. PHOTOGRAPHY

Record your stand, product display, presentations, VIP visits etc, by having a photograph taken. Please contact:

Anthony Mosley, 16 Edgecombe Way, St. Ann's Chapel, Gunnislake, Cornwall. PL18 9HJ Tel/Fax: 01822 833204 Mobile: 07831 837 360.

32. YOUR PRESENCE - THE LEAD UP TO THE SHOW

As organisers, we aim to attract the right quality and quantity of visitors needed to generate the highest level of business. By undertaking your own targeted advertising, direct mail and publicity campaigns you can reinforce the promotional activities carried out by both Hale Events and One Voice Media & PR Ltd, ensuring maximum footfall to your stand.

In order to support the promotion of this event by the organisers, you need to invite both existing and potential customers to the Source Exhibition & the Taste of the West Trade Show.

Send them complimentary trade tickets (50 enclosed), along with your stand and contact details (see section 13). Order as many more tickets as you need.

Use our **FREE** publicity service. One Voice Media & PR Ltd. will actively work on your behalf to gain publicity and exposure in local and trade publications. All they need is newsy stories, whether about your product or your company – you will be amazed what can be published. Just contact One Voice Media for more info: 10 Southernhay West, Exeter EX1 1JG, tel:01392 278801 or complete **FORM 2**. Please send Hale Events some images of your products to use in pre-show literature.

33. RE-CYCLING

Re-cycling bins will be available throughout the exhibition. Please use these facilities throughout the duration of the event.

34. REFRIGERATION

If you require refrigerated storage, chiller cabinets or serve over counters just contact Display Refrigeration Hire Ltd: Unit A, Centurion House, Olympic Business Park, Quedgeley, Gloucester GL2 4NF Tel 01452 721555 Fax 01452 721254 or complete **FORM 6**. All refrigerators must fit within the confines of your stand to comply with health and safety regulations.

35. SALES ENQUIRIES & SALES AT THE EVENT!

Here are a few points to consider:

Make sure you follow up potential customers after the event with a letter and a call.

Make the most of your presence. At least 50% of your business will come from properly followed up leads.

Decide on your sales terms. Will you sell by pro forma, will you have early payment discount, will you offer show discounts, and will you offer credit? (Ensure you get trade references).

Can you deliver the quantity of products ordered in the timescale required by the buyer, and to the location required?

36. SECURITY

The organisers will take all reasonable precaution during build-up, open days and breakdown. We advise you to read the insurance section in this manual to ensure that you have adequate cover.

37. STAND DETAILS

I.SHELL SCHEME

Aim Exhibitions Ltd are the suppliers of the shell scheme:

Units 12-14 Dinan Way Industrial Estate, Exmouth, Devon EX8 4EZ

Tel: 01395 222040 Fax: 01395 274822

Complete the section on **FORM 1** giving your fascia name board requirements (this is included in your stand cost).

The following are instructions for and information about the shell scheme:

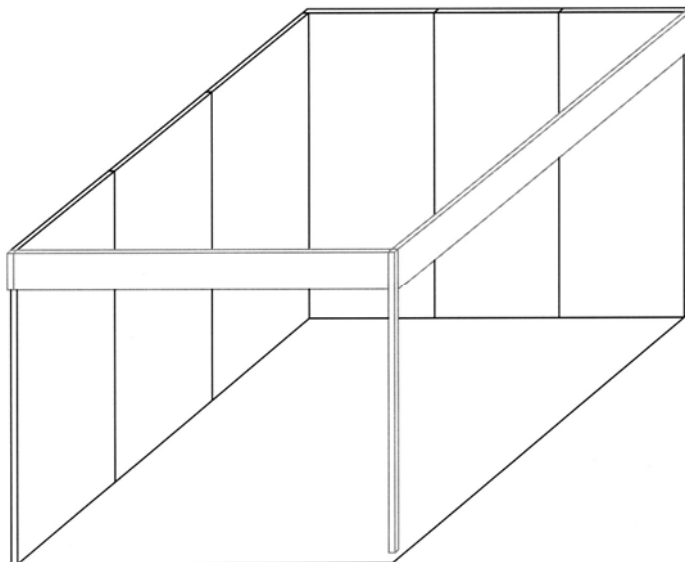
- (a) Aim Exhibitions must carry out all work on the shell scheme.
- (b) The wall panels are 50mm thick panels, covered in a light grey Velcro friendly fabric. Panels are flush fitting

and are 2.44m high and 1m wide. Corner posts are aluminium and are 38mm x 38mm. The stands do not have ceiling grids.

- (c) Fascia's are 300mm deep and covered in blue fabric. Each open side will be supplied with a name board.
- (d) Please do not screw anything into the shell scheme. Picture hooks, small tacks and pins can be used. Any costs for damage caused will be passed back to the exhibitor.
- (e) Light exhibits or displays can be attached by the use of male (hook) Velcro. A supply of Velcro will be sold from the organisers office if required.
- (f) No alterations to the shell scheme will be permitted without prior agreement with Aim Exhibitions. Interior work must be designed and constructed so as not to damage or interfere with the shell scheme.
- (g) Partition walls are only provided to sub-divide stands. Any other walls required on any frontage must be arranged with Aim Exhibitions and will be charged for.
- (h) Additional items can be hired from Aim Exhibitions such as counter units for around £30 each and 1m by 1m lockable cubicles for around £50.00 each plus VAT. For a specific quote please contact Aim Exhibitions Ltd Units 12-14 Dinan Way Industrial Estate, Exmouth, Devon EX8 4EZ Tel: 01395 222040 Fax: 01395 274822.

SHELL SCHEME STAND DIAGRAM (This is an example of a 3m x 3m stand)

NB. The organisers will have 'S' shaped brackets available for hanging pictures/display boards to the stand wall. Please ring 01934 733433 for details. The cost will be £3 per hook or £5.50 for two.



GENERAL STAND REGULATIONS (for space only stands)

- (a) The choice of stand fitting contractor is at your discretion. If you need assistance in finding a stand contractor, please contact the British Exhibition Contractor Association Tel: 020 8523 5262 or visit www.beca.org.uk.
- (b) All work must be carried out in compliance with the regulations of the Local Authority.
- (c) Stand construction must be completely self-supporting and no fittings may be made to any part of the structure of the venue.
- (d) On dividing sites, exhibitors must supply, erect and decorate walls facing onto their stand areas and gangways up to a height of 2.44m. Walls above this height must be finished to an acceptable standard on both sides by the exhibitor who had them erected. In addition, any construction, which backs onto a gangway, must be dressed to the full height of any construction or display.
On dividing sites, under no circumstances will exhibitors be permitted to display company names, logo or lettering on the rear of party walls overlooking neighbouring stands.
- (e) All stand items must be confined within the area allotted and may not project into or over the public gangway.
- (f) It is the responsibility of the exhibitor to examine the site allotted in order to avoid costly adjustments to stand structures such as minor obstructions for which the organiser cannot accept responsibility.
- (g) Refer to Fire Precautions section in this manual.
- (h) The design of the stand must be such that it can be erected and dismantled within the time available.
- (i) If an exhibitor erects a stand which does not conform in all respects to the organisers and local authorities regulations and requirements, the organisers shall be at liberty to enter on the exhibitors stand and alter, demolish and/or reconstruct the said stand so as to make it conform to the regulations and requirements. The exhibitor shall, on demand, repay the organisers all expenses incurred by them in respect of such alterations.
- (j) If your stand is not a shell scheme and you require confirmation that the construction complies with the regulations, please submit full details and plan to the organisers.
- (k) If your stand is to be over 2.44m high, please send plan and details to the organisers for authorisation.
- (l) Long arm spotlighting is permissible on exterior of stands above 2.44m to a maximum protrusion of 400mm.

38. TRANSPORTATION/HANDLING & DELIVERY OF PRODUCT

Please ensure all goods delivered to the event are hand manageable, as we do not have fork lift/heavy lifting equipment on site.

If posting items to the event, please add the following information to the address:

The Company name you are sending to

Stand Number

The Source Exhibition & the Taste of the West Trade Show

Westpoint Centre (Devon) Ltd., Clyst St. Mary, Exeter, Devon EX5 1DJ

39. TROLLEYS

Please ensure you bring your own trolleys to the show, there are no trolleys available on site. Trolleys are not allowed in the hall during the open period.

40. TRAVEL INFORMATION

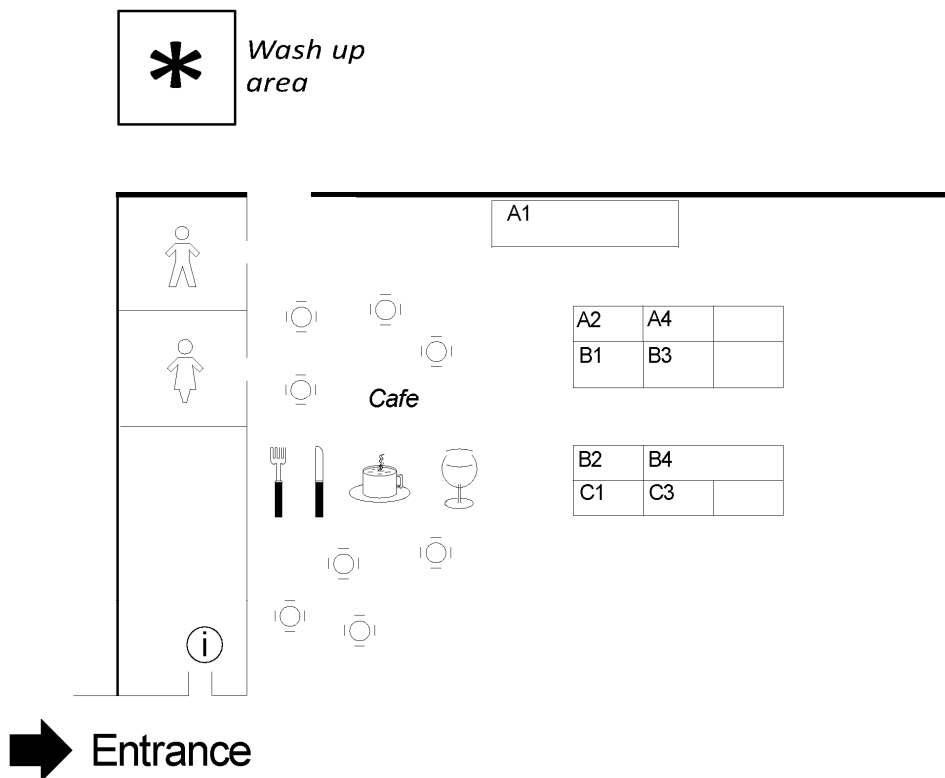
National Express: 08705 808080
Rail Enquiries: 08457 484950
Exeter Airport: 01392 367433
Taxis: 01392 434343/433433

41. VENUE

Please refer to the map at the front of the manual for the venue location.
The full address of the venue is:
Westpoint (Devon) Ltd.,
Clyst St. Mary, Exeter, Devon
EX5 1DJ
Tele No: 01392 446000
Direct line to organisers during the Fair is: 01392 353729

42. WATER & WASTE

A wash up area will be provided at the show. Any companies requiring water and waste on their stand must use a self-contained unit.



43. WIRELESS INTERNET

A wireless internet service is available at Westpoint. It costs £12.50 per 24 hour period or £2.00 for one hour access. This service can be accessed by anyone in the hall who has a laptop with a wi-fi card installed. Log on to your internet browser and follow the instructions on screen. If you have any problems, Wi-Fi Spark Ltd can be contacted on 0845 8385340 or at www.wifispark.com. Alternatively a wired service is available at a cost of £200 for the show duration, this service requires pre-booking.

FORMS FOR YOUR COMPLETION

The following pages contain forms as itemised below.

Please complete and return the forms by the deadline shown on the form and as indicated below.

For your reference, please ensure that you keep a copy of completed forms.

FORM NO	SUBJECT	RETURN BY DATE	ACTIONED?
Form 1	Catalogue Entry & Fascia Nameboard	Immediately!	
Form 2	Free Publicity	Immediately	
Form 3	Catalogue Advertising	6 th March 2010	
Form 4	Customer Tickets & Furniture	26 th March 2010	
Form 5	Electrics	19 th March 2010	
Form 6	Refrigeration	19 th March 2010	

FREE PUBLICITY

THE SOURCE EXHIBITION & THE TASTE OF THE WEST TRADE SHOW 19TH – 20TH April 2010

Form 2

RETURN TO: Alexis Thornely
One Voice Media & PR,
10 Southernhay West
Exeter EX1 1JG
Tel: 01392 278801 Fax: 01392 278804
E-mail:pr@onevoicemedia.co.uk

RETURN BY: Immediately

THIS IS A FREE SERVICE - ACT NOW!

Don't file this away and forget it. It's your chance to help us promote your company. The earlier we receive this form, the more we can do to promote your business to the media prior to the show.

Do you have any new products? Have you received any awards?

Have you secured any new markets? Have you created any jobs?

**TELL US ABOUT YOUR NEW PRODUCTS,
AWARDS, JOB CREATION ETC BELOW**

If you have press releases you can attach them to this form. Please also supply any images, which can be used to promote your products and services. Images can be emailed to pr@onevoicemedia.co.uk or posted to them at the address above.

Exhibitor:		Stand no:
Address:		
Tel:	Fax:	
E-mail:	www:	
Signed	Name	Date

CATALOGUE ADVERTISING

THE SOURCE EXHIBITION & THE TASTE OF THE WEST TRADE SHOW 19TH – 20TH April 2010

Form 3

RETURN TO: Neill Hobson,
Hale Events Ltd,
Premier House, Old Church Road,
Axbridge, Somerset. BS26 2BQ
Tel: 01934 733433 Fax: 01934 733233
E-mail: advertising@sourceexhibition.co.uk

RETURN BY: 6th March 2010

Please complete and return this form to book your advertisement. We will contact you for details of your design at a later date. **The Source Exhibition & the Taste Of The West Trade Show catalogue is A4 size.**

Full A4 Page £450.00 +vat	HalfPage Landscape £275.00 +vat
TICK HERE <input type="checkbox"/>	TICK HERE

Your free catalogue entry and web listing will stand out with a colour image!

Fantastic value for money!

Tick here to book a logo on the **official show website for £50.00 + vat** (payable when it goes live)

Tick here to book a logo in the **official show catalogue for £75.00 + vat** (payable after the show)

Tick here to book a logo in **both for £100.00 + vat** (payable when it goes live)

Return this form; we will then contact you for your image/s. Use a company logo, or product image.

Free 42-word
Catalogue Entry

A Company Name **A1**
Our Building, 1 The Street, A Town, A
County, AA1 1AA
Tel. 01234 7654321 Fax:01234 9876543
sales@emailaddress.co.uk
www.websiteaddress.co.uk

This is our free description of our products and services. Come & see the best stand in the show. Order at the show and receive an exclusive show offer!

Add a 90mm x 60mm colour panel to your free catalogue entry for just £75.00 + vat.



Catalogue advertising is not paid for until after the event

Exhibitor:	Stand no:
Signed	Date
Name	14

CUSTOMER TICKETS & FURNITURE

**THE SOURCE EXHIBITION & THE TASTE OF
THE WEST TRADE SHOW 19TH – 20TH April 2010**

Form 4

RETURN TO: Tracey Davies,

Hale Events Ltd,
Premier House, Old Church Road,
Axbridge, Somerset. BS26 2BQ

Tel: 01934 733433 Fax: 01934 733233 E-mail: tracey@hale-events.com

RETURN BY: 26th March 2010

If you require any of the following, please state the number required as appropriate.

<p>CUSTOMER INVITATION TICKETS</p> <p>Please state how many tickets you would like, for you to send to your customers to invite them to the fair.</p>	<p>NO CHARGE</p>
--	-------------------------

<p>FURNITURE HIRE</p> <p>TRESTLE TABLE 6' X 2'6" unclothed table.(height 74cms) @ £18.00 each 4' X 2'6" unclothed table.(height 77cms) @ £15.00 each 2'6" X 2'6" unclothed table.(height 77cms) @ £12.50 each</p> <p>CHAIR 1 x chair @ £9.00 each</p> <p>Please enclose a cheque payable to Hale Events Ltd when ordering these items. Prices include VAT, a VAT invoice will be sent by return. <i>All items hired remain the property of the Hirer. The hire will be charged a replacement value in the event of lost damaged or mislaid items.</i></p>	<p>Total Cost £</p>
--	-------------------------

Exhibitor:		Stand no:
Address:		
Signed	Name	Date

ELECTRICS

THE SOURCE EXHIBITION & THE TASTE OF THE WEST TRADE SHOW 19TH – 20TH APRIL 2010

Form 5

RETURN TO: Havill Exhibitions Ltd
 1 Woodland Rd, Woodland Industrial Estate
 Torquay, Devon TQ2 7AT
 Tel: 01803 314000 Fax: 01803 327412
 E-mail: irena@havillexhibitions.co.uk www.havillexhibitions.co.uk
VAT NO 908 713 320

RETURN BY: 19th March 2010

SPECIAL ORDERS – PLEASE CONTACT HAVILLS FOR ANY ADVICE NEEDED

Qty	Fitting Description	Cost before 19 th March	Cost after 19 th March	Total
	5 ft fluorescent fitting	£34.64	£41.33	
	1m track for spotlights	£27.21	£32.66	
	100 watt spotlight (for track)	£10.51	£12.61	
	150 watt floodlight (for track)	£18.19	£21.83	
	Single 4 Amp 1KW socket	£40.54	£48.65	
	Twin 4 Amp 1 KW Socket	£44.02	£52.82	
	Single 8 Amp 2KW Socket	£44.95	£53.93	
	Single 13 Amp 3KW Socket	£49.51	£59.41	
	Low Volt 50 watt Long Arm Spotlight	£33.98	£40.77	
	Connection to client's equipment	£40.54	£48.65	
Sub Total				
24 hour supply + 10% of order				
VAT @ 17.5%				
Grand Total				

UNLESS STATED OTHERWISE ALL GOODS ARE SUPPLIED ON HIRE ONLY FOR THE DURATION OF THE SHOW

Return this order form with the drawing on the reverse, showing where fittings and mains consumer unit to be located. If a drawing is not sent, they will be placed at our discretion.

By completing and returning this form I agree to comply fully with the terms detailed, in section 17 of this manual and with all other relevant legislation.

FULL PAYMENT IS DUE WHEN PLACING ORDER - VAT INVOICES ARE ISSUED BY RETURN

All orders must be received by the 19th March to be eligible for the discount.

ORGANISATION		STAND NUMBER:
TEL:	E-MAIL:	

We enclose a cheque payable to Havills Exhibitions Ltd														
Payment follows by BACS (please enclose/send remittance advice)														
Please charge the cost to the card below (a 2.5% surcharge applies to credit card payment – sorry no AMEX)														
Card No					--					--				
Valid From		--		Expiry Date		--		Issue No		Sec Code				

Cardholder Name _____ Signature _____

Cardholder Address _____

					BACK									
					FRONT									

REFRIGERATION & DISPLAY

THE SOURCE EXHIBITION & THE TASTE OF THE WEST TRADE SHOW 19TH – 20TH April 2010

Form 6

RETURN TO: Display Refrigeration Hire Ltd.
Unit A, Centurion House,
Olympus Business Park,
Quedgeley
Gloucester GL2 4NF
Tel: 01452 721555 Fax: 01452 721
E-mail: nrussell@displayrefrigeration.co.uk

RETURN BY: 19th March 2010

MODEL	DESCRIPTION	DIMENSIONS (mm) W x D x H	QUANTITY	£	TOTAL
DFR3	Drinks Fridge	598 x 610 x 850		£120.00	
DFR6	Drinks Fridge	595 x 647 x 1855		£120.00	
DFR6D	Drinks Fridge	1195 x 647 x 1855		£120.00	
MD3	Multideck Display Case	990 x 850x 2010		£275.00	
MD4	Multideck Display Case	1335 x 850 x 2010		£275.00	
MD6	Multideck Display Case	1880 x 850 x 2010		£275.00	
SO4	Serve Over + Under Storage	1330 x 970 x 1330		£275.00	
SO6	Serve Over + Under Storage	1955 x 970 x 1330		£275.00	
SO8	Serve Over + Under Storage	2580 x 970 x 1330		£325.00	

N.B. Availability cannot be guaranteed. We advise you to book as early as possible to avoid disappointment. If you require a different unit to those listed above, please do not hesitate to contact us.

Sub Total:

VAT @ 15%

Total :

Exhibitor:		Stand no:
Address:		
Tel:	Fax:	
Signed	Name	Date



DFR6



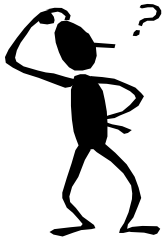
MD3



SO4

This order is accepted subject to our Standard Terms & Conditions of Hire (copy available on request). Prices exclude VAT but include delivery, collection and maintenance cover. **Payment is due with order 14 days prior to the event.** **Refundable deposit of £250 per item of equipment is payable.** Minimum hire period of 3 days. Hires in excess of 3 days are by separate negotiation. We reserve the right to alter prices/specifications without prior notice.

We enclose a cheque payable to Display Refrigeration Hire Ltd															
Payment follows by BACS (please enclose/send remittance advice)															
Please charge the cost to the card below															
Card No					--					--					--
Valid From		--		Expiry Date		--		Issue No		Security Code					
Card Holder Name (Block Capitals) _____															
Signature _____															

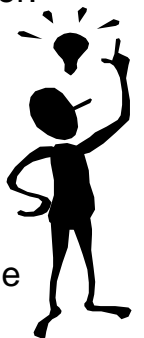


QUICK GUIDE TO EXHIBITING

NOT SURE ABOUT WHAT YOU SHOULD BE DOING?

Then let us help you; below are some points to make your exhibiting easier.

- Assess your product – what is new, what is different – add only a selection from familiar standard ranges.
- Design your stand well in advance noting all deadlines for services to avoid last minute panics and secure early ordering discounts.
- Study the organisers and local authority regulations in order to avoid embarrassing alterations on site.
- Allow storage on your stand for items that are not part of the presentation such as spare stationery, packs of brochures, overcoats, sandwiches and shopping.
- Decide on an overall colour scheme and abide by it.
- Do not economise on lighting your stand.
- Make graphics bold and information succinct. You only have a couple of seconds to grab the attention of passers-by.
- Detailed information should be confined to brochures or leaflets to be read at leisure.
- The area that has the most impact is between 0.75m and 1.8m from the floor. Information or items displayed above or below this level need to be bold and uncomplicated.
- Allow space for good circulation on your stand. A one metre wide clearance between exhibits is advisable.
- Try and set up your stand at home or in your work place before attending the event, to see if your layout works.
- Remember all those extras you might need when setting up your stand. The following items could be useful: dustpan & brush, step ladder, velcro, double sided sticky tape/pads, scissors, blue tack, floral display, mints for buyers etc...



The SOURCE Exhibition & the Taste of the West Trade Show 19th –20th April 2010

A QUICK GUIDE TO YOUR CONTACTS

ACCOMMODATION	Exeter & Essential Devon Tel: 01392 665885
ADVERTISING	Hale Events Ltd 01934 733433
CATALOGUE	Hale Events Ltd 01934 733433
ELECTRICS	Havill Exhibitions Ltd 01803 314000
FURNITURE	Hale Events Ltd 01934 733433
TOTW INFORMATION	Taste of The West 01392 440745
ORGANISERS	Hale Events Ltd 01934 733433
PHOTOGRAPHY	Anthony Mosley 01822 8333204 07831 837360
PRESS RELATIONS	One Voice Media & PR 01392 278801
REFRIGERATION	Display Refrigeration Hire Ltd 01452 721555
SHELL SCHEME	Aim Exhibitions Ltd 01395 222040
VENUE	Westpoint (Exeter) Ltd 01392 353729

(Full addresses and details can be found under the appropriate heading in the manual)