



Heavy Horse & Country Show 2025

Saturday 19th & Sunday 20th July 2025, South of England Showground, Ardingly, RH17 6TL

TRADE STAND APPLICATION

APPLICATIONS CLOSE JUNE 30TH

FILL OUT IN BLOCK CAPITALS, ALL FIELDS MUST BE COMPLETED AND SIGNED BY THE EXHIBITOR OR THIS APPLICATION CANNOT BE ACCEPTED.

Contact Details:

Full Name: Mr/Miss/Mrs/Ms _____

Address: _____ Postcode: _____

Email: _____ Phone: _____

Trade Stand Details:

Trading Name: _____

Address: _____ Postcode: _____

Emergency Phone No.: _____ Number of Vehicles _____
(of person(s) responsible for the stand whilst on the Showground) (more than 1, please contact the show office before submitting application form)

Vehicle Registration: _____ Number of staff: _____
(more than 2, please contact the show office before submitting application form)

Brief description of stand and goods or services to be displayed or sold:

Please Note: There will be no electric on site. If you require electric this can be purchased directly from the showground.

Size of Pitch – Ringside	Cost		Size of Pitch – Inside Marquee	Cost	
3m Frontage	£100	<input type="checkbox"/>			
6m Frontage	£175	<input type="checkbox"/>	3m frontage	£60	<input type="checkbox"/>
9m Frontage	£250	<input type="checkbox"/>	6m frontage	£100	<input type="checkbox"/>
Corner Surcharge <small>(please contact the show office before submitting application form)</small>	£100	<input type="checkbox"/>	9m frontage	£150	<input type="checkbox"/>

Please Note: extremely limited availability – contact show office before submitting form.

TOTAL AMOUNT DUE £ _____

Payment Method * Please return form via email to show@sesha.org.uk or if paying by cheque/cash return by post to **SESHA, Southwood Farm, Westerham, Kent, TN16 2HR**

- Cash
- Cheque – made payable to South Eastern Shire Horse Association
- Bank Transfer

If your application is successful, we will inform you asap and an invoice will be sent out, please do not make any payments prior to this.

I hereby agree to comply with and be bound by the regulations of the South Eastern Shire Horse Association and confirm that I/we have suitable insurance in accordance with the Trade Stand Regulations overleaf. I have enclosed a copy of the insurance certificate and risk assessment.

Print Name: _____ Signature: _____ Date: _____

Office Use Only.

Date Received:



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Trade Stand Regulations

- 1 – Trade stand entries will only be accepted if made on an official SESH A application form accompanied by a copy of the proof of insurance certificate, risk assessment and correct payment.
- 2 – All trade stands must be open and manned from 9:30 am to 4:30pm on Show Day, during the time **movement of any vehicles is prohibited**.
- 3 – Each stand holder will be issued with **ONE** vehicle ticket (for show day) and **TWO** staff tickets. Additional tickets may be available upon request, please contact the show office at show@sehsa.org.uk.
- 4 – All vehicles **MUST** be parked behind trade stands or in designated areas for the duration of the event.
- 5 – Exhibitors are only permitted to trade in goods and/or services as described on their accepted application. SESH A reserve the right to reject any application.
- 6 – Exhibitors shall not offer for sale for immediate consumption (e.g., food, sweets, drinks, cigarettes, tobacco, etc.) without the express permission of SESH A. Small samples may be given away free of charge, for promotional purposes only.
- 7 – Exhibitors catering or selling foodstuffs on their stands must conform to the requirements of the Food Hygiene Regulations 1970, Food Safety Act 1990 and hold a food hygiene rating of 3 or above. Officers of the Environmental Health Department of the Local Authority have the right to access all trade stands during the show.
- 8 – Exhibitors are reminded that the Medicines Act 1968 and the Poisons Act 1972 apply to the display and sales of veterinary products, medicines, etc. All displays and sales must comply with these Acts, any other relevant Acts and the Rules and Regulations of the Pharmaceutical Society of Great Britain.
- 9 – Exhibitors must contain their sales/promotional activities to the marked area allocated, no leaflets are to be distributed away from this area. In addition, no walkways/avenues are to be blocked.
- 10 – Exhibitors may not use any loudspeaker apparatus/engines/other equipment, must not participate in any activity/practice/sale/display/offer for sale any toxic/noxious/offensive substance, article or thing so as to cause nuisance/annoyance/distress to other exhibitors or public.**
- 11 – Exhibitors may not commence work on their stand prior to the day before the show.
- 12 – All postholes are to be back-filled and the ground/turf reinstated by the exhibitor at the end of the event. All stands must be kept clear of rubbish at all times; any rubbish generated must be removed by the exhibitor. Failure to do so will result in a fine starting at £50.
- 13 – All exhibits, mobile units, etc. must be cleared from the showground by 12pm on the day after the show. Please note, there will be no security on site from 6pm on 20th July, anything left on site after this time is at your own risk and SESH A will not be liable for any form of loss or damage to property left unattended.
- 14 – Exhibitors are required to observe all statutory requirements regarding safety to their exhibits and stands.
- 15 – Exhibitors are allowed to use their own silent running generators, providing they cause no distress or nuisance to others.
- 16 – Save for death or personal injury caused by the negligence of SESH A, its servants or agents, SESH A will not be responsible for the death, injury, disease, damage or loss caused to any exhibitor or to his/her servants or agents or to any exhibit, animal, vehicle, equipment, plant, machinery, article or thing of whatever nature brought onto the showground by the exhibitor.
- 17 – Save as aforesaid, the exhibitor shall indemnify the Association against all claims, losses, damages and expenses whatsoever in any way arising out of the presence of or taking part of the exhibitor, his/her servants or agents, exhibits, animals, plant, vehicle, equipment, machinery, articles or other things of whatever nature on the showground and shall assume full responsibility of thereof. Acceptance of this rule shall be condition of entry or participation in any event, competition or display, promoted or arranged by SESH A.
- 18 – SESH A accepts no responsibility or liability whatsoever for any statement or information in any document published by the exhibitor. SESH A will not accept liability for any loss or damage (whether direct or indirect) arising from or caused by the abandonment or cancellation (whether total or partial) or the postponement of the show for whatever reason.
- 19 – It is the exhibitor's responsibility to insure all property of his own on the showground or elsewhere, or for which they are responsible.
- 20 – SESH A requires exhibitors to effect Employers Liability insurance where this is required by statute. SESH A also requires exhibitors to effect Public Liability and Products Liability insurance with a minimum indemnity of £1,000,000 to protect their liability under paragraphs 16-19 above. Evidence of such insurance to be submitted with their application. The application form contains a declaration confirming that the cover required will be in place.
- 21 – GDPR (Data Protection): All data provided for the purpose of exhibiting at the event will be stored in protected systems and databases kept by SESH A. By submitting the trade stand application, you are confirming that you have carefully read the regulations and agree to be bound by them and give your permission for the data provided to be stored.

Data protection policy available on request