



Exhibitor Manual

**The A-Z of organising your stand
at PATS 2022***

***All information is in line with current Covid-19 guidance**

Please check the PATS website regularly for updates



Dear Exhibitor,

Welcome to your PATS 2022 exhibitor manual. The PATS team is delighted you have decided to exhibit and we hope this manual will be of great assistance as you plan your show. It is designed to give you simple, step-by-step guidance to exhibiting at PATS Sandown.

We've done our best to include all the information you'll need to help make your run up to the show smooth and hassle-free.

Section One of your manual deals with the general venue, stand, contractor and health and safety information you will need, while Section Two gives you all the Marketing and PR information. You'll find all the order forms on the PATS website in the Exhibitor Zone - www.patshow.co.uk/ezone-login. Most of these can be filled in and emailed directly to the relevant contractor, a few will need to be printed off and completed.

Most importantly, at the end of your Manual you'll find a complete checklist of all the suppliers. The Form Checklist shows relevant deadlines for the submission of each form – do please take a look at this so you will be familiar with the timescales involved.

If you need to contact our official contractors directly, their details are on pages 5 and 6 of the Exhibitor Manual and there are links to their websites too. Also, on page 8 there is a handy list of **"Frequently Asked Questions"** which may answer any queries you have.

We have tried to create a manual that is a simple guide to exhibiting, but if you have any queries whatsoever please feel free to contact us and we will be glad to assist you.

Jo Scotting
Operations
+44 (0)1892 862848
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The PATS Team

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Please do not hesitate to contact any of us with your queries

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On-Site Timetable – PATS Sandown 2022

Build-up	Schedule	Venue Open
Friday 25 th March	0800hrs – Space only contractors to commence build-up* CDM Site High visibility clothing must be worn Contractor wristbands must be worn	0800hrs – 1800hrs
Saturday 26 th March	0800hrs –Shell scheme stands to commence interior display* Space only contractors to continue build-up Contractor wristbands must be worn	0800hrs – 2200hrs
Show Open Days	Show Open Hours	Venue Open
Sunday 27 th March	0930hrs – 1700hrs All stands must be completed and contractors clear of the show by 0930hrs Exhibitor badges must be worn	0800hrs – 2000hrs
Monday 28 th March	0930hrs – 1600hrs Exhibitor badges must be worn No contractors will be allowed into the halls until 1700hrs for stand dismantling	0800hrs – 2200hrs
Breakdown	Schedule	Venue Open
Monday 28 th March	1600hrs – 2200hrs* Please note:- from 1600-1700hrs only stand de-dressing (no stand dismantling at this time) After 1700hrs CDM Site - High visibility clothing & contractor wristbands must be worn	All exhibits & standfittings must be removed by 2200hrs on Monday 28 th March Any items left in the halls after 2200hrs will be disposed of and the cost for this will be charged to the exhibitor



CONTACTS & OFFICIAL CONTRACTORS

Accommodation	Reservation Highway 8 Wells House Cold Bath Road Harrogate North Yorkshire HG2 0NA	Tel: +44 (0)1423 525577 Fax: +44 (0)1423 525599 Email: bookings@ reservation-highway.co.uk www.reservation-highway.co.uk www.patshow.co.uk (travel, eat, sleep)
Carpet	Showlite Ltd Suite 2, Fosse House East Anton Court Andover Hampshire SP10 5RG	George Pettit Tel: +44 (0)1264 365550 Fax: +44 (0)1264 365626 gpettit@showlite.co.uk
Catalogue Entry and Advertising	Pbwnews 6 The Rickyard Clifton Reynes Olney Buckinghamshire MK46 5LQ	Amanda Bridges Tel: +44 (0)1234 714404 sales@pbwnews.com
Catering	Sandown Park Catering Team Sandown Park Portsmouth Road Esher Surrey KT10 9AJ	Lauren Hilton Tel: +44 (0)7870 901609 lauren.hilton@compass-group.co.uk
Electrics	Richard Norman Electrics Ltd PO Box 632 Guildford Surrey GU3 3LT	Paul Hyldon Tel: +44 (0)1483 233900 Fax: +44 (0)1483 236500 office@rne.co.uk
Furniture	Showlite Ltd Suite 2, Fosse House East Anton Court Andover Hampshire SP10 5RG	Andy White Tel: +44 (0)1264 365550 Fax: +44 (0)1264 365626 awhite@showlite.co.uk
Lifting & Forwarding	Exhibit 3Sixty Logistics 215 Torrington Avenue Coventry West Midlands CV4 9AP	Matthew Williams Tel: +44 (0)2476 473663 Fax: +44 (0)845 5278141 logistics@exhibit3sixty.co.uk

Lightpens/Smart Scan App	LiveBuzz Ltd 111 Berkeley Road South Earlsdon Coventry CV5 6EF	exhibitors@livebuzz.co.uk
PATS Website/Ezone	PATS Organisers Unit A2 Speldhurst Business Pk Langton Road Speldhurst Kent TN3 0AQ	Joanna Bladon Tel: +44 (0)1892 862848 joanna.bladon@impact-exhibitions.com
Press & Publicity	PATS PR Unit A2 Speldhurst Business Park Langton Road Speldhurst Kent TN3 0AQ	Neil Pope Tel: +44(0)7595 442601 press@impact-exhibitions.com
Shell Scheme & Accessories	Showlite Ltd Suite 2, Fosse House East Anton Court Andover Hampshire SP10 5RG	Robyn Richards Tel:+44 (0)1264 365550 Fax: +44 (0)1264 365626 rrichards@showlite.co.uk
Telephones/ Internet (& AV Hire)	Sandown Park Portsmouth Road Esher Surrey KT10 9AJ	Claire Andrews Tel: +44 (0)1372 460414 or +44 (0)7870 901609 claire.andrews@thejockeyclub.co.uk

Venue Address & Directions

Sandown Park
Portsmouth Road
Esher
Surrey
KT10 9AJ

Tel: + 44 (0)1372 464348

For detailed directions, visit

www.patshow.co.uk/visiting-pats/how-to-get-there-sandown

Sandown Park is in a picturesque parkland setting in the town of Esher, Surrey, with superb travel links. Located within the M25 it is only 25 minutes by train from London Waterloo or 15 miles from south west London.

Travelling by road

If using a Sat Nav, please enter 'Portsmouth Road' rather than the Sandown Park postcode - this will bring you to our main car park which is just off the A307 (Esher High Street) and is directly in front of the main entrance.

From London, take the A3 and follow the brown venue signs to Sandown Park.

Alternatively, from the M25 exit at Junction 10 and follow the A3 towards London; exit onto the A307 and follow the brown venue signs. The Portsmouth Road car park is off the A307 Esher High Street directly in front of the main entrance.

For electric car users, there are four Polar “fast charge” charging points in the main car park.

Travelling by rail

Trains to Esher station for Sandown Park run from London Waterloo and Clapham Junction approximately every 20 minutes and the journey time is 25 minutes. For all National Rail enquiries please call 08457 48 49 50 or visit www.nationalrail.co.uk

Esher station is approximately 10 minutes flat walk from the main entrance. On leaving the station turn left onto Station Road and then right at the 'T' junction to join the A307 Portsmouth Road. The entrance to Sandown Park is on the right hand side.

A courtesy bus service will run from the train station on both open days.

Travelling from outside the UK

By air - London Heathrow Airport is approximately 12 miles, while London Gatwick Airport is around 25 miles away. Connecting rail services via London Waterloo, London Paddington and Clapham are available. More details are available from National Rail Enquiries - www.nationalrail.co.uk, or from the UK call 08457 48 49 50; from overseas call +44 (0)20 7278 5240.

By rail/Channel Tunnel – an additional option for European travellers.

Car drivers - visit www.eurotunnel.com for timetables, fares and information. There are excellent road links (M20, M25, A3) between the Folkestone terminal and Sandown Park.

www.eurostar.com is the website for timetables, fares and information about the passenger-only channel tunnel rail service. Regular connecting rail services are available (see National Rail Enquiries information above).

By sea – The nearest ports to Sandown Park are Portsmouth or Southampton. For more information, visit www.poferries.com (from Europe), or www.stenaline.co.uk (from Ireland).

Frequently Asked Questions

Where should I address deliveries?

Company Name, Stand Number,
PATs 2022, 27th – 28th March 2022
c/o Sandown Park
Portsmouth Road
Esher
Surrey KT10 9AJ

Deliveries cannot be accepted outside of the show timetable dates.

Are there storage facilities on-site?

Please ensure you make adequate arrangements for the removal and storage of any excess stock or cases at the show, and bring your own trolley on-site. There is no free of charge storage at PATs Sandown 2022, however you will be permitted to leave a vehicle on-site for the duration of the show and could use this to store any items you need to access. **(Refer also to Storage and Lifting & Forwarding sections in this manual).**

What time can I get into the hall each morning?

The halls will be open at 0800hrs for exhibitors each morning, and the show opens at 0930hrs on both open mornings.

Can I build above 2.5 metres?

No stands will be permitted to be built above the height of 2.5m. *All space only stands must submit a plan for their stand to the Organisers no later than 25th February 2022 – make sure you take into account the build-up & breakdown time available when planning your stand build.* If you have a shell scheme stand then the maximum height for interior display is 2.43m.

Do I need to wear high visibility clothing on-site during the build-up and breakdown?

On the stand construction day – **Friday – high visibility clothing must be worn**, but this will not be required on the Saturday of build-up as this is for stand dressing. High visibility gilets/jackets WILL be a requirement on breakdown evening after 1700hrs, in accordance with CDM regulations.

Can I have the lighting positioned anywhere on my shell scheme stand?

The lighting which is included as part of your stand package will be positioned behind the fascia of your stand and spotlights may be directed towards specific areas of your stand

Can I have my logo displayed on the fascia of my shell scheme stand?

Your company name will be displayed in keeping with the image of the show - remember to complete your Fascia Nameboard form. If you wish to display your logo in addition to this you need to contact Showlite directly to arrange this – it will involve an additional cost.

Can I hang heavy objects on the shell scheme stand walling?

The shell scheme is not designed to bear any significant weight. For more information on appropriate fixings or display please contact Showlite (contact details at the front of the manual).

Will my stand be carpeted?

All shell scheme stands will be carpeted in **grey** cord carpet; gangways in **light green** cord carpet. **Space only sites will not be carpeted** and floor-covering will need to be ordered separately – please ensure only low-tac carpet tape is used.

Is there wifi at PATS Sandown?

There is free wifi available at the show, connect to “Jockey Club Free Wifi” and follow the instructions. If you need a permanent or secure connection for your stand, please order this directly with the venue via the Telecommunications Order Form.

SECTION 1

ACCOMMODATION

As part of our ongoing dedication to provide you with a hassle free exhibition experience we have negotiated preferential rates for you at a number of local hotels, please contact our booking agency directly:

Reservation Highway
8 Wells House
Cold Bath Road
Harrogate
North Yorkshire
HG2 0NA

Tel: +44 (0)1423 525577
Fax: +44 (0)1423 525599

Email: bookings@reservation-highway.co.uk
www.reservation-highway.co.uk

If you need information on the hotels please check the list on the PATS website "Travel, Eat, Sleep", at www.patshow.co.uk, or visit the Reservation Highway website - www.reservation-highway.co.uk. ***Please be aware of fraudulent hotel booking companies. Only book through our preferred hotel reservation company (Reservation Highway), or direct with the hotels.***

AUDIO VISUAL EQUIPMENT

Should you require Audio Visual equipment or similar at the shows this is available to hire. There are order forms within this exhibitor manual and AV equipment is available to hire directly from the venue. Please contact Claire Andrews at Sandown Park:-

Claire Andrews
Tel: +44 (0)1372 460414
Mob: +44(0)7870 901609
Email: claire.andrews@thejockeyclub.co.uk

BADGES & PASSES

Exhibitor Badges

All personnel working on your stand **must** wear exhibitor badges for the duration of the show. **Exhibitor badges are a formatted pdf file and must be printed and brought with you to the show. No exhibitor badges will be printed on-site.**

To register your exhibitor badges for PATS Sandown 2022, please access the Exhibitor Zone on the PATS website – www.patshow.co.uk/ezone-login and select the Live Buzz Exhibitor login button and choose the "Exhibitor Badges" option. If you require assistance then please contact exhibitors@livebuzz.co.uk.

Please make sure all staff working on your stand have also read and understood the Site Induction document (see Health and Safety section of this manual), as passes cannot be issued until this has been confirmed.

Please note:- For access to the halls during build-up, you will be sent red PATS wristbands to wear. If you need extras of these please collect them from the traffic officer when you arrive on-site.

Contractor Passes

All personnel working on your stand during the build-up/breakdown must wear a **contractor pass** – these are red PATS wristbands. Without a contractors pass access will be denied to the hall. These are NOT valid during the show open hours. To order contractor passes please complete and return the **Contractor Passes Form**.

Contractor passes will be sent out 2 weeks before each show. Any requests for passes sent after the deadline date can be collected on-site upon arrival.

Please make sure all contractors working on your stand have also read and understood the CDM regulations and Site Induction (see Health and Safety section of this manual) as passes cannot be issued until this has been confirmed.

Vehicle Passes

If you are making any deliveries to PATS you will require a vehicle ID ticket. This will show the name of the exhibition, your company name and stand number, and must be displayed in the windscreen of each vehicle. A copy of this vehicle ID ticket is available to print off in the Forms section in the Exhibitor Zone on the PATS website – www.patshow.co.uk/ezone-login.

BUILD-UP

The timetable for build-up is printed on page 4. All stands are to be completed and contractors clear of the halls by 0930hrs on the Sunday morning.

Please ensure the Vehicle ID Ticket is completed and displayed in the front of each vehicle – copies can be made if necessary.

Upon arrival at Sandown Park all vehicles will be directed to the rear of the Surrey or Esher Hall. Access to the Surrey Hall is from Door 9; from any door Parade Ring Side (Doors 10-14); or Grandstand Side (Doors 4 & 5 are ramped, 6 & 7 are stepped). **For access to Esher Hall use Door 3.** This will be on a first-come, first-served basis, following which parking will be at the rear of the hall providing space is available. Once space is filled, parking will be available in the main car park situated at the front of the venue.

No vehicles will be allowed access to the rear of the halls after 0930hrs on either open morning – the barrier will be in place at this time. Any late deliveries will need to be brought through the main entrance.

Please note that during the build-up and breakdown periods, when stand construction and dismantling is taking place, **EVERYONE working within the hall will be required to wear high visibility clothing** (this is on Friday at PATS). This will not be required on the Saturday of build-up as this is the allotted time for stand dressing.

BREAKDOWN

Please refer to the timetables on page 4 of the exhibitor manual. PATS 2022 will close at 1600hrs on Monday 28th March 2022.

Don't forget:- When the show closes at 1600hrs there will be an hour for de-dressing your stand before the wearing of high visibility clothing becomes a requirement. **No contractors will be allowed into the halls until 1700hrs OR until all visitors are clear of the halls. From 1700hrs high visibility clothing must be worn on-site.**

Please note the times allocated for breakdown when planning stand construction. If you are appointing your own space only stand contractors to construct your stand, please also make sure they are fully aware of this, to ensure that your stand can be dismantled within the allotted times.

Exhibitors must remove all products and stand-fittings by 2200hrs on the breakdown night (Monday). Any items left on-site after these times will be deemed abandoned and removed as rubbish and thrown away. The removal of any such items will be chargeable directly to the exhibitor. Please note that the charges levied by the venue for the removal of such waste are high, in order to encourage exhibitors and contractors to remove and recycle their own materials at the end of show.

The system for breakdown will run very much the same as for build-up. Vehicles will be allowed through the entrance gate from around 10 minutes after the show closes, once visitors are clear of the halls, and directed round to the side of the hall where space is available for loading.

For exhibitor vehicles which are not parked on the Grandstand Apron (the exhibitors' car park at the side of the hall) during the day, access through the gate will not be permitted until at least 10 minutes after the show closes. This is for reasons of health and safety - to ensure that the hall is clear of visitors before breakdown commences as the fire doors will be blocked.

The venue also request that there is no vehicle movement within the exhibitors' car park at this time, again so the fire exits are not blocked by vehicles while visitors are still within the hall.

CAR-PARKING

If exhibitors or visitors are staying in adjacent hotels, we would advise, wherever convenient, that they leave their vehicles parked at their hotel and walk to the venue.

Car parking is free of charge for exhibitors and visitors at Sandown. Marked disabled parking bays are available near the main entrance.

CARPET

All shell scheme exhibitors will have **grey** coloured cord carpet to their stand. **Space only stands will not be carpeted.** The aisles are to be carpeted in **light green** cord carpet.

If you have a space only site and are laying your own carpet, you must make sure you use the correct low-tac carpet tape and remove this at the end of the show. The venue will charge for the removal of any carpet tape left after breakdown and these charges can be high.

The official carpet contractors are Showlite.

CATERING

Sandown Park Catering Team will provide all of the catering at the show. If you wish to order catering for your stand please contact them directly for an order form (contact details are on page 5 of this manual).

There is a Food Court in the Surrey Hall at Sandown Park, serving hot food, sandwiches and drinks, together with a catering outlet in the Esher Hall which will be open during the show. There are also coffee points within the Surrey Hall. In addition to this, there will be a visitor & exhibitor lounge available in the Brasserie Bar at the rear of the Surrey Hall.

CHILDREN

In accordance with the Health & Safety at Work Act 1974, under no circumstances are children under the age of 16 (including babes in arms and toddlers) allowed into the hall during build-up or breakdown. During the open days any children under 16 must be accompanied by an adult.

CLEANING

Cleaning will automatically be carried out by venue staff at the end of the day (this does not include the cleaning of exhibits/interior of stands). On the afternoon of build-up please try to keep the aisles clear to allow the cleaners to easily circulate in the hall. It is the exhibitor's responsibility to clean and maintain the levels of hygiene on their own stand.

CODE OF PRACTICE

Please ensure that your stand is staffed at all times during the open period of the show and that all exhibits remain displayed during the show open hours. In order that no discourtesy is shown to last minute visitors to the show, we ask that no dismantling of any displays or exhibits commence before 1600hrs or until all visitors are clear from the venue after the show closes.

COPYRIGHT ISSUES

As organisers we are unable to become involved in any issues regarding copyright – if you have any issues regarding this please use the details for ACID as below:-

ACID (Anti Copying in Design) Ltd
PO Box 5078
GLOUCESTER CENTRAL
GL19 3YB

Tel: +44 (0)845 644 3617

Fax: +44 (0)845 644 3618

DELIVERY & COLLECTION OF EXHIBITS

Deliveries

We strongly recommend you use our appointed contractors, Exhibit 3Sixty Logistics, for any deliveries during the build-up of the show. If you are using your own courier, make sure they can deliver on the build-up day which is Friday 25th or Saturday 26th March 2022. Deliveries to exhibitions are unlike usual deliveries to a postal address and as such there can be problems with outside couriers finding stands – previously some couriers have arrived at the venue and not even asked where to find the stand, or arrived without means to unload, and have simply taken the goods back to their warehouse.

Deliveries may be stored in a holding area at Sandown Park and will need to be collected by exhibitors. Please ensure you bring your own trolley on-site.

For contact details of Exhibit 3Sixty Logistics please refer to the Official Contractors section at the front of the manual.

If you **are** intending to have any goods delivered to your stand by outside contractors, it is important that they are aware of the traffic systems in place at the venue and that you arrange for a representative of your company to be on the stand to receive the goods. **Impact Exhibitions & Events Ltd cannot accept responsibility for any goods delivered to an unmanned stand.** (Please refer to the “Build-up” section in this manual).

Companies using couriers to deliver their goods to their stands **must** inform the handling agent that they must provide their own trolleys and porters. These are not available at the venue.

The full address for deliveries is:-

Stand Name, Stand Number
PATs 2022, 27th – 28th March 2022
c/o Sandown Park
Portsmouth Road
Esher
Surrey
KT10 9AJ

Deliveries cannot be accepted outside of the show timetable dates – if you need to have goods delivered before the build-up please contact the official lifting and forwarding contractor, **Exhibit 3Sixty Logistics, on +44 (0) 2476 473663** or email logistics@exhibit3sixty.co.uk, as they will be able to accept your goods on your behalf and deliver them to your stand when required.

Exhibit 3Sixty Logistics will be more than happy to handle whatever you need moving both on-site and prior to the show. Please refer to **Form 7** on the PATs website – www.patshow/ezone-login.

Collections

If you are arranging for goods to be collected after the show closes, please do not leave them unattended on your stand at any time before they are collected.

Impact Exhibitions & Events Ltd cannot accept responsibility for damage or loss to any stands or goods in transit to and from the show.

All product and standfittings must be removed by 2200hrs on Monday 28th March 2022. Nothing can be left in the halls after this time. Any items not removed by this time will be disposed of, and costs for disposal charged directly to the exhibitor concerned.

Please also refer to **Insurance**.

DEMONSTRATION & WORKING EXHIBITS

Any demonstrations on stands must obtain written permission from the Organisers in advance of the show. Exhibitors wishing to operate machinery on their stand must ensure this in no way constitutes a fire or safety hazard or interfere with the activities of visitors/other exhibitors. A risk assessment should be carried out and submitted to Jo Scotting – email jo.scotting@impact-exhibitions.com. Please refer to the Health & Safety section and sample Risk Assessment form and guidance at the rear of this manual.

DILAPIDATIONS

The use of nails, screws or bolts as fittings to the hall floor, walls and columns is strictly forbidden. Any costs incurred as a result of such damage will have to be passed on to the exhibitor.

If you have a space only site and are laying your own carpet, please make sure you use the correct low-tac carpet tape and remove this at the end of the show. The venue will charge for the removal of any carpet tape left after breakdown and these charges can be high.

DISABLED FACILITIES

The venue aims to provide full access for all visitors.

Entrances to the Main Grandstand, Esher Hall and the Eclipse Pavilion are all accessible by wheelchair, some assisted by ramps. Lift access is available to all floors in the Main Grandstand and the Eclipse Pavilion.

Disabled toilets are located on all floors in the Main Grandstand and Eclipse Pavilion.

Wheelchair hire is available at Sandown Park free of charge, however it is very limited. You are able to pre-book this facility based on a first come, first served basis. Please contact Claire Andrews on +44 (0)1372 460414 for more details and to book. Wheelchairs can be collected from the Security Desk in the Main Grandstand Foyer.

DISTRIBUTION OF LITERATURE/ON-SITE ADVERTISING

Distributing material such as printed cards, circulars or articles around the show is prohibited unless from your own stand. This includes the gangways surrounding your stand. No posters, logos etc will be permitted anywhere around the venue apart from on your own stand, unless agreed before the show as part of a sponsorship package.

If you want to find out more about possible sponsorship opportunities at PATS, please contact Gordon Thomas on 01892 862848 or email gordon.thomas@impact-exhibitions.com.

ELECTRICAL SERVICES

The Organisers have appointed **Richard Norman Electrics** as the official electrical contractor for the exhibition and as such they are responsible for and will carry out all electrical work on all stands. Lighting is included on your stand as part of your stand package as follows:-

Package 1 (6-7.5m ² stand)	= 2 spotlights
Package 2 (8-12m ² stand)	= 4 spotlights
Package 3 (13-21m ² stand)	= 8 spotlights
Package 4 (22-29m ² stand)	= 12 spotlights
Package 5 (30m ² + stand)	= 16 spotlights

This lighting will be positioned at the discretion of Richard Norman Electrics behind your stand fascia.

Important

If you have booked a space only stand at the show, or you have a shell scheme package but you require power to your stand or any additional lighting, these must be ordered directly from Richard Norman Electrics. Please refer to the Electrical Order Form in the "Forms" section on the PATS website, or telephone Richard Norman Electrics on +44 (0)1483 233900. The order form should be returned by **7th March 2022** to avoid surcharges for late orders.

If you do require power to your stand **please be aware that the mains supply box and cable may be located within your stand space.** Wherever possible RNE will try to position this in a corner or in a void if there is one.

Stand Connections

Please note that should you require power during the build-up period you must use either hand powered tools or order a temporary power supply directly with Richard Norman Electrics. Initial connections to stands are made as early as possible. Power supply to stands will be **switched off 30 minutes** after the show closes at the end of each day with the exception of those exhibitors who have ordered and paid for 24 hour power supply.

Regulations

It is the responsibility of the exhibitor to be aware of the Electrical Regulations for the venue. Further information regarding these regulations is available from Richard Norman Electrics on +44(0)1483 233900.

Pre-fabrication of installations is allowed, provided that the regulations are complied with. All on-site work, however, must be carried out by the official electrical contractor, Richard Norman Electrics.

During the build-up and breakdown, power must only be taken from the temporary supplies provided by the official electrical contractor. Cables must not run across gangways during build up or breakdown.

Basic Guide to Regulations for Stand Electric Installations

1. All Exhibition stands will conform to the current edition of British Standard 7671.
2. Stand wiring installations shall be carried out by competent persons, qualified by training and experience, who are properly supervised.
3. All stands shall be protected by A 30Ma (RCD) Residual Current Device.
4. Lighting circuits serving more than one fitting shall not carry more than 1200VA.
5. Flexible cords of more than 2 metres shall not be used.
6. Where clients' own equipment is used this must comply with all regulations and is subject to testing and spot checks.
7. Coils of flexible cord, cable loose or on reels and forming part of the circuit shall not be permitted.

8. Multi-way plug in type and bayonet adaptors shall not be used.

9. The use of trailing/block type 3 way fused sockets shall be restricted to the following:

- One 4 way unit per fixed socket outlet, subject to a maximum loading of 500watts total and its plug shall be fused accordingly.
- Daisy chaining from one four way to another will not be permitted.

EMERGENCY PROCEDURES

Fire

If you discover a Fire, immediately operate the nearest available Fire Alarm. Inform the Event Organiser of the location of the Fire, who will in turn contact the Event Manager or Floor Manager from Sandown Park.

Leave the building by the nearest available EXIT, informing other personnel that they should leave also. The Stewards will evacuate the building with the use of loud hailer.

Suspicious Objects

If you discover a suspicious package, or it is reported to you:-

1. Do not touch it.
2. Ensure that the package does not belong to anyone in the vicinity.
3. If not owned, report it immediately to the Organisers who will contact the Event Manager or Floor Manager from Sandown Park.

Evacuation Procedures

If you hear the Fire Alarm: Evacuate the building. The following announcement may be made, followed immediately by the Fire Alarm bell being sounded.

‘Ladies and Gentlemen we have an important announcement to make. You are requested to leave the building by the nearest available EXIT. This is a special precaution.’

This message will be repeated TWICE.

On hearing the Fire Alarm, all personnel should leave the building by the nearest available FIRE EXIT, and they will be assisted in this by Sandown Park staff.

Once they have vacated the building they should make their way to **Assembly Point B or C as directed by the Stewards**.

An announcement will be made when visitors can be re-admitted to the building.

FASCIA NAMEBOARDS

All shell scheme stands will have a fascia name board on each open-side of the stand on which the exhibiting company name is printed. Please complete and return the **Fascia Nameboard Form to Showlite**. If you have any queries on this please contact Robyn Richards at Showlite on 01264 365550. Exhibitors who wish to apply an alternative dressing to the fascia must make prior arrangement directly with Showlite.

FIRE PRECAUTIONS

An adequate number of fire extinguishers (water type) will be positioned around the halls, with full operating instructions. These are intended to meet the general requirements of the Local Authorities at the venue. If special apparatus or demonstrations likely to increase the risk of fire

are included on your stand this must be identified in your Risk Assessment for the stand and a copy submitted to Impact Exhibitions & Events Ltd. Additional fire extinguishers will then be required and will need to be ordered by the exhibitor, directly with the venue.

FIRST AID

First Aid facilities will be available at all times throughout the show. The First Aid room at Sandown Park is located in the centre of Surrey Hall and will be open during the show open hours. At all other times please contact the Organisers' Office within Surrey or Esher Hall.

FLAGPOLES

Flagpoles on stands must not exceed 3m in height and must be securely fastened and not encroach on adjacent stands or gangways. Please check height limits before the show.

FLOOR LOADS

The floor loading in both the Surrey & Esher Hall is 5,000kg/m², (restricted area 500kg/m² in Surrey Hall).

FURNITURE

Showlite have been appointed as the official furniture contractor for PATS. If you have booked a shell scheme stand, furniture is included as part of your stand package as follows:-

Package 1 (6-7.5m² stand) = 2 high stools

Package 2 (8-12m² stand) = 1 high table; 2 high stools

Package 3 (13-21m² stand) = 1 round table; 2 chairs; 1 literature rack

Package 4 (22-29m² stand) = 2 round tables; 4 chairs; 1 literature rack

Package 5 (30m²+ stand) = 2 round tables; 6 chairs; 2 literature racks; 1 lockable cupboard

If you do not require all items of your package furniture please let the Organisers know in advance of the show so that this can be cancelled. Please email jo.scotting@impact-exhibitions.com with details.

Important! If you require any additional furniture, or have a space only stand and wish to order furniture, please contact Andy White at Showlite directly in advance of the show. Full details of their range of furniture together with a price list can be found on their website - www.showlite.co.uk and can be ordered via the Additional Furniture Order Form.

Exhibitors are of course able to bring their own furniture to the show should they require extra items to those included in their stand package. Furniture ordered from Showlite will be delivered direct to your stand on arrival.

GANGWAYS

The gangways within the show are the minimum width required by law and have been subject to approval by the Local Authority. All gangways have been increased to 3m width in accordance with new regulations and as such gangways **must** be kept clear of obstructions at all times – including during the build-up and breakdown periods. No part of any stand, exhibit, light-fitting or

furniture shall project over the boundary of the stand. The boundary of the stand shall be clearly defined and displays arranged as to maintain uniform gangway width.

HEALTH & SAFETY

Responsibilities & Policy Statement

Impact Exhibitions & Events Ltd takes its responsibilities as laid out in accordance with the Health & Safety at Work Act, etc., 1974 (HASAWA74) very seriously and it is vital that Exhibitors and their Contractors do the same. The Build-up, Open and Breakdown phases are covered by these and other mandatory requirements:

- Health & Safety at Work Act, etc., 1974 (HASAWA74)
- Management of Health & Safety at Work Regulations 1999
- Manual Handling Operations Regulations 1992
- Personal Protective Equipment at Work Regulations 1992
- Workplace (Health, Safety and Welfare) Regulations 1992
- Provision and Use of Work Equipment Regulations 1998
- Control of Substances Hazardous to Health Regulations (COSHH) 1999
- Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) 1995
- Building Regulations (England and Scotland)
- Environmental Protection Act 1990
- Local Authority Regulations
- Construction, Design and Management Regulations 2015
- The Coronavirus Act 2020

As Organiser, it is Impact Exhibitions & Events Ltd policy to manage PATS 2022 in accordance with the above and make the exhibition environment safe so far as is reasonably practicable. This section has been produced to provide Exhibitors with clear, simple suggestions for understanding and implementing a suitable and sufficient safety management programme to comply with Health & Safety procedures. To this effect, Impact Exhibitions & Events Ltd has provided medical and security facilities on-site at both shows. A Safety Notice will be distributed during build-up by Sandown Park Management which should be kept in a prominent place on your stand or distributed to all your stand staff.

Exhibitors' Health & Safety Declaration

ALL exhibitors must complete and return the **Health & Safety Declaration Form 1** in the "Forms" section on the PATS website as soon as possible – www.patshow.co.uk/ezone-login. **This is a compulsory form.**

As an exhibitor you have a duty under the Health & Safety at Work Act 1974 to ensure all personnel contracted by you are aware that they have a responsibility, so far as is reasonably practicable, for the health, safety & welfare of all employees, and that any plant or systems of work which may be used are, so far as is reasonably practicable, safe and without risks to health. This includes that all employees are provided with information, instruction, training and supervision to ensure not only their health & safety but also that of others working or attending the vicinity.

Under the Reporting of Injuries, Diseases or Dangerous Occurrences Regulations 1995, an employer will be required to notify the enforcing authority when there is an accident resulting in death or major injury, or any notifiable dangerous occurrence. May we remind exhibitors that you are obliged to report accidents to the Organisers' Office on-site.

If you have any queries on any aspect of this, please contact Jo Scotting at Impact Exhibitions & Events Ltd, email jo.scotting@impact-exhibitions.com. Please also refer to the emergency procedures for the venue under “**Emergency Procedures**” in this manual.

Risk Assessment

Every exhibitor must undertake a Risk Assessment prior to the exhibition, identifying the hazards present on-site and ways in which these hazards can be controlled.

Your risk assessment needs to be submitted to us as Organisers ONLY if there are specific hazards identified, or if you have a space only site at the show.

Any exhibitor with items that require extra precautions such as machinery, vehicles, chemical substances, etc., will need to supply a copy of this Risk Assessment Form for their stand. To help with this there is a sample **Risk Assessment Form** under the Forms section on the PATS website, together with a step-by-step guide to completing it. For any problems or queries, please contact Jo Scotting on +44 (0)1892 862848 or email jo.scotting@impact-exhibitions.com.

Construction, Design & Management Regulations (CDM)

In accordance with the Construction, Design & Management Regulations – (CDM) - concerning the build-up and breakdown of ALL exhibitions in the UK, the Site Induction document, which can be found on the PATS website, must be read by **all exhibitors** at PATS prior to arriving on-site. **You must ensure ALL employees/contractors who will be on-site during the build-up and breakdown period (and require exhibitor badges) have also read the Site Induction. Passes will not be issued until this has been read and Form 1 returned.**

Nobody will be permitted access to the halls during the build-up and breakdown without their exhibitor or contractor passes.

The other regulation to note is that during the build-up and breakdown periods, when stand construction and dismantling is taking place, EVERYONE working within the hall will be required to wear high visibility clothing (this is on Friday at PATS Sandown). High visibility clothing will not be required on the Saturday of build-up as this is the allotted time for stand dressing.

At breakdown there will be approximately an hour for de-dressing your stand before the wearing of high visibility clothing becomes a requirement. **Please make sure you bring high visibility gilets/clothing with you for the breakdown.**

Livestock on Stands

If you intend to have animals on your stand you also need to let us know the details at least 6 weeks prior to the show, as these details must be submitted to and approved by the venue(s). There is a form at the rear of this manual – **Livestock on Stands Form 4** – which contains all of the relevant regulations and details. Please complete and return to Jo Scotting at Impact Exhibitions & Events Ltd.

Please note:- No livestock will be permitted at the venue without submitting a Livestock on Stands Form before the show.

Visitors will NOT be permitted to bring dogs to PATS, with the exception of assistance dogs.

General Health & Safety Regulations

Below are some of the principal areas that need to be brought to the attention of contractors and exhibitors. Whilst this is not an exhaustive list, it covers the common problems regarding health and safety created by lack of information and/or poor organisation.

1. A person must be appointed who is responsible for health and safety matters on the stand. The Organisers must be advised in advance of the name and mobile contact details whilst on-site during the show. Please complete the **Health and Safety Declaration/Risk Assessment – this is a compulsory form**.
2. The Exhibitor responsible for the stand should ensure that a suitable and sufficient assessment of risks to the health and safety of employees whilst they are at work or persons not in his employment during their time at the show has been carried out.
3. Every employer has a duty to co-operate with other employers (e.g. Exhibition Organisers or other exhibitors) when sharing a workplace, whether temporarily or permanently.
4. Exhibitors must have an understanding of the Fire and Emergency Procedures of the venue and the location of the First Aid Centre. All incidents must be reported to the Organisers, including “near misses”.
5. Exhibitors must maintain emergency gangways, throughout the show, including build-up and breakdown, and to ensure that good housekeeping is maintained in all work areas, thereby minimising hazards and allowing any remaining hazards to be easily identified. Gangways must not be used as trading areas.
6. Any accidents or near misses should be reported to the Organisers Office and all hazards removed.
7. The need for all operatives to wear suitable protective clothing relevant to their job, which includes eye, hearing, foot and hand protection. That Personal Protective Equipment (PPE) is used only where other protective measures have been considered unrealistic, i.e. PPE is the last line of defence when all other alternatives have been considered. That PPE is suitable and sufficient for the job and employees are trained in its uses and limitations.

High visibility clothing must also be worn by all staff on-site during the stand construction and dismantling periods of build-up and breakdown.
8. Exhibitors are responsible for the safe use and storage of flammable liquids and substances and segregation from waste and other risk areas. Full compliance with the COSHH regulations is required.
9. Portable power equipment must only be used for the purpose for which it was designed and that safety guards are correctly fitted and used and operated by fully trained and certified personnel.
10. Portable electrical tools must be used with the minimum length of trailing leads and that such equipment is not left unattended with a live power supply to it. Trailing leads and electrical cables must not cross over gangways/passageways or fire exits. Any work using power or hand tools is to be restricted to the stand space, i.e. no drilling or sawing in the gangways.
11. Any work area must be maintained free from general waste materials which could cause hazard to operatives.
12. All materials used for construction or display must be to Local Authority Standards and not less than British Class 1 standards of flammability.
13. All construction materials, ladders, trolleys etc must be removed from the venue prior to any public entering the show. Similarly, no contractors will be permitted access for breakdown until all members of the public have vacated the show.

14. The abuse of alcohol, drugs and other substances can affect work performance and safety. Any person found to be under the influence of alcohol, drugs or other substances which, in the opinion of the Organisers and their representatives constitutes a danger to themselves or any other person will be removed from the hall by security. If necessary, further action will be taken to remedy the situation.

15. Storage of empty boxes and surplus goods must be arranged by the exhibitor in advance, to ensure they do not cause any obstruction or hazard on the stand during the open days of the show.

16. Planning of stand construction must take into account the strict timings for build-up and breakdown at the show.

INSURANCE

Whilst we, as Organisers, will take every precaution to ensure your property is safe and secure during the event we cannot be held responsible for any loss or damage. Exhibitors are also required to insure against any legal liability incurred in respect of injury or damage to property belonging to third parties and ensure they have adequate insurance protection. The minimum public liability insurance required at the show is £1,000,000. For advice on this and the required amount of cover we recommend you contact your (FSA regulated) insurance broker.

If you need any further information please contact us.

LIFTING & FORWARDING

We have appointed **Exhibit 3Sixty Logistics** as our official contractor for all your lifting and forwarding requirements. They're offering fantastic value, for example £20 for forklift unloading a small pallet. If you need goods stored between shows, brought from your offices and delivered to your stand or just need help to unload, please contact Matthew Williams at Exhibit 3Sixty Logistics who will be happy to advise you, email logistics@exhibit3sixty.co.uk.

If you require the service of a forklift truck, please ensure that you arrange it in advance with Exhibit 3Sixty Logistics as it needs to be ordered in advance of the show. Please refer to the Lifting & Forwarding Form.

Exhibit 3Sixty Logistics will be calling you to confirm your requirements.

Exhibit 3Sixty Logistics
Contact: Matthew Williams
Tel: +44 (0)2476 473663
Fax: +44 (0)845 5278141
Email: logistics@exhibit3sixty.co.uk

MUSIC (PPL & PRS LICENCES)

If you intend to play recorded music or music videos on your stand, including radio or TV, a PPL and PRS licence is required by law. Please download and apply online at www.ppluk.com and www.prsformusic.com.

A PRS Licence is required for all exhibitors playing any form of music such as CD's, tapes, DVD's, Video and live music. The Performing Rights Society collects royalties on behalf of the composers.

A PPL Licence is required for all exhibitors for the use of all 'Sound recordings' (ie CD's, tapes, DVD's & Video etc.) The PPL collects royalties on behalf of the record labels.

ORGANISERS' OFFICES

There will be two Organisers' Offices for PATS 2022 at Sandown in the Surrey and Esher halls – both located near to the main entrances, to deal with any queries you may have on-site.

The offices will be open from 0800hrs on the build-up day and throughout the show.

SECURITY

There will be 24 hour security cover at the show from 0800hrs on the Saturday of build-up until 2200hrs on breakdown evening. Exhibitors are responsible for the security of all exhibits on their stand. You should have appropriate security measures in place at all times and insurance in place to protect your goods. The organisers strongly suggest that no valuable items are left unattended on stands at any time. The organisers and/or the venue cannot accept responsibility for any theft during the open days, build-up or breakdown or at any other time.

SHELL SCHEME SPECIFICATION

The shell scheme provided at PATS is the Octanorm system, the details of which are below, provided by Showlite. If you require any further information on your particular stand, please contact Robyn Richards at Showlite by email rrichards@showlite.co.uk or call 01264 365550.

Walling

Wall panels are 2.5m high x 1.0m wide (990mm to centre of poles) white melamine and framed with **white** aluminium upright posts either side and 70mm rails top and bottom.

Ceiling

Diagonal aluminium (criss-cross) open grid ceiling which gives the structure rigidity and provides convenient fixing points for lighting.

Height

Floor to top of ceiling grid 2.5m. Floor to underside of ceiling grid 2.43m

Fascia

300mm deep fascia capped on top and bottom.

Nameboard

The nameboard is attached to the fascia and displays your company name and stand number. Please complete and return the **Nameboard Form** to Showlite, nameboards@showlite.co.uk.

SHELL SCHEME REGULATIONS

All work on your shell scheme stand will be carried out by Showlite, the official shell scheme contractor at the show. Please remember that **you are not able to use screws, nails, staples, pins or glue on the shell scheme, nor paint the shell scheme panels**. Any charges for damage caused to the shell scheme will be passed directly to the exhibitor.

Velcro (hook & loop), double-sided tape, sellotape and blue tack can all be used on the shell scheme. Showlite will be happy to advise on suitable fixings for your exhibits and displays and can supply their own range if you require anything – please contact Robyn Richards at Showlite on +44 (0)1264 365550 or email rrichards@showlite.co.uk. If you need to hang heavy objects please contact them directly for advice.

The maximum height for any interior display, showcases or construction is 2.43m (from floor to underside of ceiling grid). **If you are bringing graphics, or intend to construct display panels or similar within your stand you must contact Showlite directly for the exact internal measurements – telephone +44 (0)1264 365550 or email rrichards@showlite.co.uk**

SLAT WALLING

If you require slat walling on your stand this can be ordered directly with Showlite via **the Shell Scheme Accessories Form**. If you have any queries on this please contact Robyn Richards at Showlite on 01264 365550.

Please specify on the form whether you require beech or white slat, and if you require any hooks in addition to this.

SMOKING

Smoking, including the use of electronic cigarettes, is not permitted inside the venue.

SPACE ONLY SITE STAND CONTRACTORS

If you have booked a space only site at the show and need to appoint a stand contractor to design and build your stand, the following companies would be happy to supply you with a quotation:-

Showlite Ltd

Website:- www.showlite.co.uk
Telephone:- +44(0)1264 365550

Email:- info@showlite.co.uk

Quattro Display Ltd

Website:- www.quattrodisplay.com
Telephone:- +44(0)1527 918949

Email:- sallyg@quattrodisplay.com

SPACE ONLY STAND REGULATIONS

The minimum size for space only sites is 24m².

If you have a space-only site at the show, you have a legal obligation to build your stand to the required standards as outlined by the venue and local authority regulations as follows.

Height Restrictions

Maximum build height is up to **2.5 metres**. Due to the ceiling heights at the venue, under no circumstances will any exhibitor be allowed to build over 2.5m.

Submission of Plans

A set of technical drawings for every open space site must be submitted to the Organisers by **25th February 2022**. The drawings must include all dimensions, building material used, a ground plan and an elevation drawing.

Space Only Exhibitors must erect dividing walls between themselves and adjoining stands, extending to the boundaries of the stand. These walls shall be a height of 2.5 metres.

A minimum of 50% of any front is to remain open. Open sides may not be blocked off.

Written approval and/or comments will be returned to the exhibitor or contractor submitting the plans. Approval must not be assumed until written approval is received.

You must submit your stand plan together with Method Statement/Construction Phase plan and Risk Assessment no later than 25th February 2022 to:-

Jo Scotting
Impact Exhibitions Ltd
Unit A2, Speldhurst Business Park
Langton Road
Speldhurst
Kent
TN3 0AQ

Email:- jo.scotting@impact-exhibitions.com

If stand plans are not received, building will not be allowed to begin until the Organisers have approved them. Late submissions of plans can result in non-approval of stand plans, therefore the stand will not be allowed to be constructed.

Submission of Risk Assessment

It is a requirement that all space-only exhibitors submit a Risk Assessment to include the build-up and breakdown of the show.

An assessment of risk is a careful examination of all activities that could cause harm to people. The aim is to make sure that no one gets hurt or becomes ill by taking all practicable, foreseeable precautions to prevent them or adequately control them.

Please refer to Risk Assessment form in the Forms section of the PATS website.

Construction Phase plan/Method Statement

A Construction Phase plan/method statement must be submitted with a risk assessment and details the process of constructing and dismantling your stand on-site.

Please refer to the timetable for build-up and breakdown when planning the construction and dismantling of your stand to ensure these timings can be adhered to.

STAND BUILDING REGULATIONS (SPACE ONLY SITES)

The following regulations are set by the venue and must be considered and adhered to when planning and building your stand. This list is not exhaustive and for full and latest regulations please refer to the exhibition E-Guide - <https://www.aev.org.uk/e-guide>

Your stand space is your workplace & responsibility whilst participating at the show. Any goods attached to stands will constitute part of your stand and will therefore also be subject to these regulations.

1) Timber used in stand construction and displays

All timber under 1" thick must be impregnated (pressure process) to CLASS 1 standard. Boards, plywood, chipboard, etc. must be treated in the same way if they are under ¾" thick – timber over 1" thick need not be treated. Treated boards will have BS476 CLASS marked on them.

2) Plastics

Plastics must conform to CLASS 1 fire regulations – ICI Darvic, Lexan and Macralon are acceptable. PERSPEX must not be used.

3) Fabrics used in display

Textile fabrics used for interior display purposes on stands must be flameproof or purchased already treated by use of the approved chemicals. Certain fabrics used need not be proofed, i.e. wool, twill and felt.

Textile fabrics used for interior decorative purposes within stands must be fixed taut and/or in tight pleats (not draped) to a solid backing and secured 3" above floor level and not touching light fittings.

4) Stand dressing

Plastic flowers are highly flammable and give off toxic fumes – these must not be used for stand dressing.

5) Gangways

All gangways at the show are the minimum width required by the venue. Under no circumstances will exhibits, stand dressings, tables/chairs etc. be allowed to encroach into gangways. Offending items are likely to be removed by venue staff.

6) Storage

No excess stock and literature or packing cases may be stored on, around or behind stands. Any storage areas must be built into your stand design.

7) Vehicles on display

All vehicles used for display purposes must have minimal fuel in their tanks (i.e. fuel light on) and batteries disconnected at all times. This is notifiable in advance of the show and must be approved by the Organisers.

8) Constructions and Finishing

i) The construction of stands, signs and fascias shall be of the following materials:-

- a) Non-combustible material
- b) Inherently non-flammable material
- c) Durably flame proofed fabric
- d) Self-extinguishing plastic material
- e) Plywood, hardboard, pulpboard or fibreboard rendered flame retardant by a process of impregnation acceptable to the Authorities and bearing a distinguishing brand mark to indicate that it has been impregnated.
- f) Timber of any thickness impregnated and branded as (e) above. Except that counters and floors of stands may be of natural timber of minimum thickness of 25mm nominal or chipboard, blockboard, etc. of a minimum thickness of 18mm finished thickness. Timber framing of stand may be of natural unproofed timber of a minimum thickness of 25mm (nominal).

ii) The applied decorative finished of stands may be of a natural (unproofed) timber of a minimum thickness of 25mm (nominal) provided that:

- a) The areas of vertical wall surfaces shall not exceed twice the exhibition floor area occupied by the stand

b) Externally it shall be so arranged as not to be continuous with similar timber treatment of an adjoining stand, and

c) Internally and extending to within 600mm of fabric ceiling, such fabric shall be of inherently non-flammable or durably flame-proofed material.

iii) Wood, chipboard or blockboard (neither less than 18mm finished thickness) may be used in the construction of internally lit units, display plinths and similar fittings and for display screens or panels, provided that these screens or panels are not of such a size as to form internal partitions.

iv) Where natural timber is used for floors, it shall be close jointed. Panels of chipboard, blockboard or plywood etc, of a thickness less than 18mm may be used in the construction of stands, providing that has Class 1 rating when tested in accordance with the provisions of BS476. Where such materials have an applied finish of plastic or similar decorative materials, this should be carried out with the materials in its final decorated state. Where such materials are decorated on both sides and therefore brand marks are not possible, the authorities will require the production of a certificate from a recognised fire-testing laboratory to the effect that the material conforms to the above specification.

NB. If impregnated materials referred to above are unbranded, the Authorities will require the production of a certificate bearing the signature of a processing firm to the effect that the required impregnation process has been applied.

9) Textile Fabrics

Textile fabrics, other than those referred to above, used for interior decorative purpose shall:-

a) Be rendered non-flammable to the satisfaction of the Authorities.

b) Be fixed taut and/or in tight pleats to a solid backing as specified above and secured at floor level by a 75mm deep skirting, except that such solid backing will not be required to curtaining of window features or to fabric ceilings not inclined at a greater angle than 20° to the horizontal.

NB. Curtains to openings or recesses, where permitted by the authorities, will be required to be of inherently non-flammable material or a material rendered non-flammable to the satisfaction of the Authorities.

10) Protection of Roofs and Stands

Portions of stands within 2.0m of a perpendicular drawn from any raised tier, staircase, etc, from which any lighted objects can be dropped shall:-

a) If used for display of readily flammable articles, be provided with a ceiling constructed of materials specified above.

b) If provided with a non-durable treated fabric ceiling, be protected from above with materials specified above.

c) Solid materials may not be used for roofing of stands or portions of stand beneath the sprinkler outlets.

11) Painting

Decorating, generally, shall be executed in water-based paints. Oil bound paint may be used in small quantities only for items such as sign writing, picking out of mouldings, etc.

Except with the special consent of the Authorities, first obtained in writing, no stand, etc, nor part thereof shall be surfaced or otherwise treated with cellulose paint or other substance with a low flash point or for any other dangerous reason.

12) Plastic Materials

Plastic materials (having a classification below 'Class 1 BS476) shall not be used for showcases, counters, shelves and fittings and their use for other purposes shall not be permitted without prior consent of the venue management in writing.

13) Construction around stoves, etc.

Non-combustible material shall be used throughout the construction of any stand upon which fireplaces, stoves, running electrical machinery or other apparatus involving risk of fire are used. Provided that if only a small part of the stand is used for such apparatus, this condition will be

deemed to have been complied with if, non-combustible materials etc, are used in proximity to the apparatus, or if in the opinion of the Authorities sufficient protection against fire is otherwise afforded.

14) Sealing off of cavities

Spaces beneath raised ceilings and platforms and all cavities including those between and behind stands shall not be used for any purpose other than for electrical and other services and shall be sealed off. Suitable traps shall be provided to give access to electrical and other service boxes, mains, stopcocks, etc. and such traps shall be unobstructed.

15) Fabrics

Except as defined above, scenic backcloths and other fabric decoration shall not be provided except with the consent of the Authorities in writing.

16) Display Features etc

Display fittings, unless recognised and approved articles of shop furniture, shall be of materials in accordance with above and paper streamers or similar decorations are prohibited. Small cardboard showcases and price tags are not included in this prohibition.

Showcases and cabinets, if provided with internal illuminations, shall be adequately ventilated and if glazed, plate glass must be used.

17) Night Sheets

Night sheets when provided shall be inherently non-flammable to the satisfaction of the Authorities. While stands are in use night sheets shall be kept in a position approved by the venue and shall be firmly secured in a rolled-up position so as not to cause an obstruction.

18) Disabled Access on Stands

The Disability Discrimination Act states that all service providers have to make it possible for all customers, no matter what their disability, have equal access to all services and locations. This relates to all service providers including exhibitors. It is in your own interests to ensure that your stand is accessible for all customers so if you are building a platform on your stand please ensure you take this into account.

19) Dust-Creating Activity

No dust producing activities will be permitted within the halls at any time. Any such operations must be carried out outside and using mechanical extraction at source.

STAND MODIFICATION/MODULAR DISPLAY STANDS

If you have a shell scheme stand and want us to remove the ceiling grid/fascia on your shell scheme stand and bring your own modular or "pop-up" display system, this is possible, but please be aware that this request will have to be checked and agreed by the Organisers in advance of the show. This is because in some instances the fascia may be necessary to support the walls, dependent on the stand location and the adjacent stands.

Package lighting would also need to be cancelled as this is designed to fit behind the fascia.

Please do bear in mind that the maximum build height for the show is 2.5m, and that plans must be submitted to us in advance of the show for approval before any building can commence. The information to consider is:-

- Please let us know what needs cancelling, i.e. all shell scheme, just fascia/ceiling grid
- Is the grey shell carpet still required?
- Is the package furniture still required?
- any open sides must be kept open;

- the maximum height for any structure is 2.5m
- plans for any construction within the stand space must be submitted to the organisers in advance of the show, including a contact name and mobile number for on-site
- a risk assessment covering the build-up and breakdown of the stand must be submitted to the organisers in advance of the show, including a contact name and mobile number for on-site
- package lighting can be swapped for one single socket (for your own lighting) upon request, anything additional needs to be ordered and paid for directly with Richard Norman Electrics

If you would like to do this, please email jo.scotting@impact-exhibitions.co.uk, or call 01892 862848.

STAND PACKAGES

There are 5 types of stand package available to shell scheme exhibitors:-

	Shell scheme	Furniture	Electrics
Package 1	6-7.5m ²	2 high stools	2 spotlights
Package 2	8-12m ²	2 high stools 1 high table	4 spotlights
Package 3	13-21m ²	2 chairs 1 round table 1 literature rack	8 spotlights
Package 4	22-29m ²	4 chairs 2 round tables 1 literature rack	12 spotlights
Package 5	30m ² +	6 chairs 3 round tables 2 literature racks 1 lockable cupboard	16 spotlights

Please note:- Stands under 6m² will include 2 spotlights but no furniture.

If you require **additional items of furniture** these are available to order directly from our official furniture supplier, **Showlite**, (www.showlite.co.uk). Contact Andy White on +44 (0)1264 365550 or email awhite@showlite.co.uk.

Should you require power to your stand or would like additional lighting to that included in your stand package, please contact **Richard Norman Electrics** (email office@rne.co.uk) or complete and return the **Electrical Order Form** in the "Forms" section on the PATS website.

Please note there are strict deadlines for electrical orders and surcharges apply after these dates. See also "Electrical Services".

STAND SIGNAGE/GRAPHICS

If you require assistance with graphics to enhance your stand at PATS, then Showlite could help. As the recommended graphics supplier to the exhibition, they can supply a range of graphics that can be integrated into your shell scheme stand.

They will help take the headache out of stand planning, as the graphics will be delivered and positioned on your stand during the build-up.

For further details, email rrichards@showlite.co.uk, or telephone Robyn Richards on +44 (0)1264 365550.

STORAGE

It is the responsibility of the exhibitor to pre-arrange storage of empty cases or excess stock prior to arriving on-site – please ensure you have organised this in advance.

For your convenience we have appointed **Exhibit 3Sixty Logistics** as the official contractor for storage (& lifting and forwarding at the show). Their contact details are:-

Exhibit 3Sixty Logistics	Contact: Matthew Williams
Tel: +44 (0)2476 473663	
Fax: +44 (0)845 5278141	Email:- logistics@exhibit3sixty.co.uk

Exhibit 3Sixty Logistics can also offer a complete storage and transport service for you. Please contact Matthew Williams directly for further details or a quote.

Unfortunately there is no free-of-charge storage for exhibitors' goods available on-site. However, the venue allows exhibitors to leave their vehicles parked on-site for the duration of the show so vehicles could be used for storage if required.

TELEPHONE LINES / WI-FI / ISDN & ADSL LINES

At PATS Sandown there is wi-fi available free of charge – if you need to check your emails or contact the office whilst on-site. Wifi codes are available from registration. If you require an ADSL line on your stand, this can be ordered via the Telecommunications Order Form.

If you require a telephone, wifi, ISDN or ADSL line on your stand at PATS Sandown, please contact:-

Claire Andrews
Tel: +44 (0)1372 460414
email: claire.andrews@thejockeyclub.co.uk

TROLLEYS

Please ensure that you bring your own trolley to transport goods to your stand. Unfortunately there are no trolleys available for hire at the show. Also, please ensure that any delivery companies/couriers delivering to your stand on your behalf have the necessary equipment to unload and transport the goods from their vehicle onto your stand.

WATER & WASTE

Water supplies and liquid waste disposal for stands can be made available in certain areas of the venue, quotations are available on request. This needs to be ordered with the venue in advance of the show.

Please contact Claire Andrews at Sandown Park **as soon as possible** to arrange or for further information:–

Claire Andrews

Tel: +44 (0)1372 460414

Email: claire.andrews@thejockeyclub.co.uk

WELCOME PACKS

There will be a Welcome Pack at PATS 2022 for every stand, including a free Show Catalogue and some goodies, which will be delivered to your stand during the build-up (one pack per exhibiting company).

Don't forget to check in the welcome pack for details of the **exhibitor drinks reception**, being held from 5.00pm on the first day of the show.

MARKETING & PR

PRESS & PR

The PATS press office is here to help make PATS 2022 a success for all exhibitors. It provides a comprehensive and free of charge service for every exhibitor. During the pre-show months, news stories and updates are released regularly, promoting PATS and its exhibitors to the pet trade media. At the show, PATS Press consultant Neil Pope will be available over both days to assist visiting journalists who want to discover factual details about exhibitors' products and services, or see the latest entries in the PATS New Product Showcase and discover the latest news from the trade. The more information you supply us with the better we can serve you; to ensure that customers and visiting media know you are exhibiting and make their way to your stand.

We look forward to receiving your news and updates - email press@impact-exhibitions.com or telephone Neil Pope on 07595 442601.

EXPORTER LOGOS

Please be sure to let PATS organisers know if your company exports to countries outside the UK so you can be supplied with a 'PATS Exporter' graphic for your stand fascia.

Within the Exhibitor Zone (Ezone) you can update this with a simple yes or no, login via www.patshow.co.uk/ezone-login. If you have any queries please contact Joanna Bladon, joanna.bladon@impact-exhibitions.com or +44(0)1892 862848.

KEY TRADE MEDIA CHECKLIST

Printed media (UK)

Title	Contact	Email
PBW News	Justine Thompson (editor)	justine@pbwnews.com
PPM	Michael Hallam (editor)	michael.hallam@warnersgroup.co.uk
Practical Fishkeeping Magazine (PFK)	Nathan Hill (editor)	nathan.hill@bauermedia.co.uk
Kennel and Cattery Management	Carol Andrews (editor)	Albatrosspubs@aol.com
Our Dogs	Vincent Hogan	vince@ourdogs.co.uk
Garden Trade News	Trevor Pfeiffer	trevor@pottingshedpress.co.uk
Garden Centre Retail	Joe Wilkinson (publisher)	joe.wilkinson@eljays44.com
Garden Centre Update	Kiran Grewal (editor)	kgrewal@datateam.co.uk

Garden Retail	Matthew Appleby	matthew.appleby@haymarket.com
Total Grooming	Mike Smith	mike@cimltd.co.uk

Online media (UK)

Garden Forum	George Bullivant (editor)	info@gardenforum.co.uk
GTN Xtra	Trevor Pfeiffer	trevor@pottingshedpress.co.uk
PBW News	Justine Thompson (editor)	justine@pbwnews.com

International Media

PETS International (also online)	Maria van der Schalie	maria@pets.nl
PET Worldwide (also online)	Ralf Majer-Abele	r.majer-abele@daehne.de
Groomer to Groomer (also online)	Todd Shelley (editor)	todd@barkleigh.com
Pet Product News International	Brian Hutchins	bhutchins@bowtieinc.com
The Irish Garden	Gerry Daley	gerry.daley@theirishgarden.ie

Trade Associations with newsletters

BIRA (incorporating the PPRA)	Joanne Beale	joanne.beale@bira.co.uk
PetQuip (International Trade Association of Pet Equipment Suppliers)	Pat Flynn	pat@petquip.com

LIGHTPENS/SMARTSCAN APP

To order your lead capture device for PATS Sandown 2022 please login to your Live Buzz exhibitor hub via the PATS e-zone.

This will be a "Smart Scan" app which works on your mobile device.

If you need any more information on this please contact exhibitors@livebuzz.co.uk.

NEWS STORIES

If you have an exciting announcement to make, are celebrating a special occasion, exhibiting a product or service that is ground breaking in any way or if you will be hosting a celebrity on your stand, please do let us know. If your news is going to have an impact on the pet trade you may well have the makings of a great media story - and we're here to help you with that publicity. Please email press@impact-exhibitions.com with your information and photographs by **4th February 2022**. This will allow enough time for your story to be included in the February-March media previews. You can also upload any press releases to your exhibitor profile via the PATS Ezone, www.patshow.co.uk/ezone-login

After this date, do still check with us to see what other opportunities remain, just email press@impact-exhibitions.com.

We ask all our exhibitors to please help us plan ahead to promote PATS and yourselves as effectively as possible.

ON-SITE OFFERS & DISCOUNTS

Our Show Offers page on the PATS website features exclusive **show-only** discounts, vouchers and incentives redeemable only by visiting PATS 2022. Visitor surveys show that 73% of visitors use these to place orders at PATS, so it's a great way to attract more buyers to your stand.

These also give you another opportunity to publicise special deals or exciting new products, as well as encouraging visitors to actively seek out your stand and place orders. The Show Offers website page will list all exhibitors offering special show promotions. Selected entries may also be included in the PATS Red Book (these must be submitted by **9th February 2022** for inclusion).

Every exhibitor is offered the opportunity to promote their show-only deals – simply complete **Form 8**.

PATS SHOW LEAFLETS

PATS show leaflets offer an additional, personal opportunity for you to invite your customers to the show and best of all, they are completely free of charge. Simply complete **Form 4** in the exhibitor manual on the website, advising us whether you want a print version (including the quantity) or an emailable pdf, and we will organise this for you. Any queries, or for more information, please contact Gordon Thomas by telephone +44(0)1892 862848, or email gordon.thomas@impact-exhibitions.com.

PRESS RELEASES

There are many ways in which we can help you to keep in touch with the trade media. In addition to the news stories we've already suggested, you can create a press story (release) for the PATS website – www.patshow.co.uk/news.

Uploading your press releases onto the PATS website means they are available for all editors to download. Members of the media will be invited to make use of this Press section on the PATS website to find out about the show, its exhibitors, their news and any special events taking place during PATS 2022. Simply access your company profile via the PATS website Exhibitor Zone and upload your press releases. These will then appear instantly on the PATS website. If you have any issues contact joanna.bladon@impact-exhibitions.com.

Your press release should:

- Mention your location and stand number.
- Contain information about the product/s and/or service/s you are exhibiting
 - Releases should begin with a factual headline indicating what the release is about.
 - The introductory paragraph should summarise the main points of your story and the release should include the features/benefits of your products or services as well as prices, sizes, materials, colours, weights etc where relevant.
 - Include clear contact details (telephone direct line and email) for named individual/s who are knowledgeable about your products and services and who have your company's authority to speak with the media.
- Contain good quality, digital images or telephone/email contact details of someone who you can rely on to supply such images quickly if requested to do so.

RED BOOK

The PATS Red Book is a handy pocket-sized guide that lists a selection of exclusive show offers and new products being launched at PATS Sandown. The book is posted to approximately 2,500 pre-registered Sandown visitors, which lands a week before the show.

To be included in the PATS Sandown Red Book, simply make sure you upload your new product entries and show offers before **9th February 2022**. There is NO COST to feature your products and offers in the PATS Sandown Red Book so this is an exciting and unique opportunity to promote these to visitors ahead of the show. If you have any questions then please call Joanna Bladon on 01892 862848 or email joanna.bladon@impact-exhibitions.com.

SHOW FEATURES & EVENTS

PATS Sandown New Product Showcase & Awards *sponsored by PBW News*

The PATS New Product Showcase is the premier, UK-based new product showcase for the pet trade - 76% of PATS visitors visit the New Product Showcase. Every exhibitor can enter a maximum of four products, free of charge. **To be eligible, products must have been launched to the pet trade after 1st March 2021.**

To enter a product simply complete the online form and upload a photograph of your product, which will appear on the New Products page on the PATS website – www.patshow.co.uk. Please complete a separate form and send in a separate photograph for each entry you wish to submit (with a maximum of 4 products per exhibitor) – **a photograph must be provided** so please provide your company logo if you don't have a product image available.

Entries must be submitted, with photographs, before the deadline of 11th March 2022, or 9th February for entry into the PATS Red Book. Please clearly mark each photograph to match the product name on the form. The pre-show publicity includes:-

1. Email-shots to all pre-registered visitors to PATS, previewing a number of PATS New Product entries.
2. Listing on the PATS New Products page on the PATS website.
3. Entries received, with photographs, by **4th February 2022**, may be included in the trade media previews.

4. Inclusion in the PATS Red Book - for entries received by **9th February 2022**.

All products must be brought directly to the New Product Showcase stand at the show, between 1200hrs and 1700hrs on Saturday 26th March 2022. Any product not delivered during this time cannot be guaranteed to be included in the judging process. **Any product entered after the deadline date of 11th March 2022 will not be displayed on the New Product Showcase.**

These awards will be judged by a panel of retailers at PATS Sandown.

The presentation of the awards will take place during the first day of the show, on the PATS New Product Showcase, on Sunday 27th March 2022.

The nine categories are:-

1. 2022 'New' **cat food & products**
2. 2022 'New' **dog food products**
3. 2022 'New' **dog treat products**
4. 2022 'New' **dog accessories & toys products**
5. 2022 'New' **dog harnesses, leads & dog wear products**
6. 2022 'New' **small animal & bird products**
7. 2022 'New' **pet care products**
8. 2022 'New' **grooming products**
9. 2022 'New' **business services**

Please note: Product entries will be clearly marked with your hall and stand number so that visitors who want to find out more about your entries can find your stand quickly and easily.

PATS Grooming Workshops

Since its launch PATS has featured a popular programme of dog grooming workshops and PATS 2022 is continuing with this tradition. Full details of the grooming workshop programme will be on the PATS website nearer to the show.

SHOW CATALOGUE

Your free 100 word catalogue entry will automatically be taken from your company profile on the PATS website, so there is no need to complete a separate catalogue form for this. The deadline for any updates to be included in your catalogue entry is **31st January 2022**. If you have any queries on your entry please contact us on +44 (0)1892 862848 or email Joanna Bladon at joanna.bladon@impact-exhibitions.com

7,500 copies of the official catalogue will be distributed to the trade with the March issue of *pbwnews*.

For details of how to advertise alongside your free catalogue entry, please call Amanda Bridges on 01234 714404 or email info@pbwnews.com - to download a catalogue media pack and price list just go to the "Forms" section of the exhibitor manual.

SPONSORSHIP OPPORTUNITIES

Maximise your presence at the show by taking advantage of one or more of the many sponsorship opportunities available. Sponsorship packages can be tailored to your own specifications, and are available to suit all budgets. Simply contact Gordon Thomas on +44(0)1892 862848 or email gordon.thomas@impact-exhibitions.com.

Listed below is a selection of some of the opportunities available (all prices available on request):-

Your company branding on our free bus service – as part of our service at PATS Sandown, we transfer the visitors who travel by train to the venue – it saves the 10minute walk. Branding the bus gives you a great head start, alerting visitors to your presence and driving them to your stand.

Show Carrier bags – what higher show profile than to see every PATS visitor walking around the show displaying your brand? Every visitor who enters PATS will be given a carrier bag containing their free show catalogue.

Carpet Tiles bearing your brand – strategically placed on the floor of PATS – a really cost effective way to highlight your brand and signpost visitors to your stand.

Stair Risers – outside the Surrey Hall there are stairs to the entrance, which can be branded with your company name and stand number to really draw visitors to your stand

Catering area sponsorship – PATS visitors need a drink and a break from the exertions of doing business at the Show – what better way to get your message across to the visitors than sponsoring the PATS lounges. Your sponsorship will appear within the show guide, within our 60,000 direct mail pieces and of course on site at PATS 2022.

We are always open to suggestions so please feel free to contact Gordon Thomas to discuss your ideas, more options and budgets – telephone +44(0)1892 862848, or email gordon.thomas@impact-exhibitions.com

WEBSITE OPPORTUNITIES

Upload or update your company profile on the PATS Website

This is an extremely important step, because your company profile will be duplicated in the PATS show catalogue. Upload or update your profile (maximum of 100 words) through the Exhibitor Zone using your unique password. If you have any problems or queries, just contact Joanna Bladon at joanna.bladon@impact-exhibitions.com or call +44(0)1892 862848. The deadline for the catalogue is **31st January 2022** for your profile to be updated.

Add a PATS “button” onto your own company website

We encourage you to add the **PATS logo** to your website. This will provide a simple and quick link with the PATS 2022 website and registration page. The more exhibitors who use this, the increased awareness and registrations potential for PATS 2022 ... so please help us to help you and include it somewhere prominent on your website. You can upload this logo by accessing your LiveBuzz login via the PATS Exhibitor Zone – do let us know if you need any help.

Exhibitor E-invites

Invite your visitors and prospects to visit your stand at PATS and track your registered guests. A great way to drive traffic to your stand and allow you to be more informed about who will be attending the show. Simply click your LiveBuzz login link via the PATS Exhibitor Zone.

For more information or if you have any queries, please email exhibitors@livebuzz.co.uk.

PATs 2022 FORM CHECKLIST

DEADLINES FOR SUBMISSION OF SUPPLIERS' FORMS

Form	Description	Deadline Date	Actioned
-	COMPLETE ON-LINE PROFILE/CATALOGUE ENTRY	31st January 2022	
1	Health & Safety Declaration Form <i>(compulsory)</i>	ASAP (for access to the E-Zone)	
2	Risk Assessment Form	25th February 2022	
3	Livestock on Stands Form	25th February 2022	
4	Show Leaflets Form	11th March 2022	
5	Sponsorship Form	25th February 2022	
6	Show Offers Form	25th March 2022	
7	Lifting & Forwarding Form	1st March 2022	
8	Contractor Passes Form	25th February 2022	
9	Additional Furniture Order Form	25th February 2022	
10	New Product Entry Form	11th March 2022	
11	Fascia Nameboard Form	25th February 2022	
12	Shell Scheme Accessories Form	25th February 2022	
13	Electrical Order Form	7th March 2022	
14	Telecommunications Form	11th March 2022	
15	Exhibitor Badge PDF Form <i>(compulsory – via LiveBuzz login) – print off your badges</i>	25th March 2022	
16	Lightpen/SmartScan App Order Form <i>(via LiveBuzz login)</i>	19th March 2022	
17	AV Order Form	11th March 2022	
18	Water & Waste Form	11th March 2022	

