



Pembrokeshire Agricultural Society County Show,
16th & 17th, August, 2023.

Dear Trade Exhibitor,

This year the County Show will again take the format of a two day show, but will still remain the same major County agricultural show to trade in during 2023.

The Castell Howell Food Hall, makes a welcome return to the Show and invites only Wales based exhibitors to promote their innovative food products, and retail their products for **off** showground consumption.

Those who wish to retail foods for on showground consumption need to apply for a concession to do so.

Please take note of the set timescales in this document and complete your application on the,

www.showingscene.com website.

Click “Events” to find Pembrokeshire County Show which at 10 March 2023 was on page 7.

Click [View Show](#), scroll down to view the different zones, Castell Howell Food Hall, Concessions etc.

Click View options, select the zone your product is best suited to.

Trade stands commence with a 3m frontage and increase by 3m thereafter, scroll down to find the frontage you require.

You may be asked to register with an email, please use the email that you will book your stand with and wish to receive correspondence from the show office.

Green button, [Download documents](#) has HSE guidance to help you complete your risk assessment on the PAS risk assessment form. If you have your own form that may be acceptable, all risk assessments will be reviewed and need to be signed off.

Exhibitors are required to submit a copy of their public liability insurance documents with a minimum of £5m cover, £10m is preferred.

Exhibitors are required to read the GDPR, PAS Rules & Regulations throughout this document.

The Society does not accept the accuracy of any Showground attendance figures past or present, quoted in the press, social media or internet or attributed to PAS as being accurate. Exhibitors must not base their attendance on these unreliable sources.

All prices published in The ShowingScene application system are subject to VAT.

Complete forms and submit.

We look forward to receiving your Trade Stand enquiries for the 2023 County Show.

Enquiries: tradestand@pembsshow.org

Trade stand Show governor Richard Cole 07889 114690

Trade Stand Field Officers: Arwel Phillips & Steve Holmes,

The Show Office, Withybush, Pembs., SA62 4BW

01437 764331

Pembrokeshire Agricultural Society Ltd. Charity No: 1160533 Registered Company No: 09124313

2023 DEADLINE DATES to REMEMBER

	<i>Please note PAS will not be supplying electric generators to trade stands in zones B, C, and D for the 2023 show.</i>
28th, February 2023	Closing date for returning trade stands to retain their 2022 location space. (Location subject to showground layout changes & cannot be guaranteed in all cases). Space will not be held after this date and will be allocated to other applications.
3rd July 2023	All applications received after 3rd July 2023 will be subject to a 20% surcharge applied to pitch fees.
17th July 2023	Closing date for ALL trade stand applications including payment at published rates.
17 th , July 2023	The E-ticket service for additional tickets will be available up to and including the Show period.

CHECKLIST

Please use the checklist to ensure that all forms have **ALL** relevant information before you start your entry on the ShowingScene website.

Please DO NOT return this Checklist with your application

TRADE STAND EXHIBITORS	TICK
Please check the deadlines as applications received after 3rd July will be subject to a 20% surcharge.	
Full payment must include VAT.	
Risk Assessment & HACCP (where applicable)	
Copy of Public Liability & Employers Liability in the value of £10m (insurance certificates)	
Will you require the service of a forklift at the showground to unload ?	
Show Electricity request only for Zone A, all other zones to supply their own generator.	
Wi-Fi satellite broadband Internet connection.	

IMPORTANT - NEW EXHIBITORS

Please supply supporting evidence of business including information on shows previously attended, photographs of trade stand and products or services offered.

PLEASE NOTE: New applications with the supporting evidence will be reviewed by the Board of Management

IMPORTANT - FULL PAYMENT REQUIRED

PLEASE NOTE THE FOLLOWING:

- BACS details found on ShowingScene application portal.

Applicants must have read the rules and policies of the Society ?

CANCELLATION POLICY

ALL cancellations must be made in writing. A full refund less a £75.00 administration charge will apply to stands cancelled prior to 3rd July 2023. AFTER THIS DATE NO REFUND WILL BE GIVEN.

PAYMENT & APPLICATION RETURNS

**Applications will be then invoiced by the Show Office for immediate payment.
NO TRADESTAND SPACE WILL BE SECURED UNTIL ALL FUNDS ARE RECEIVED.**

Trade Stand Application Guide

All exhibitors must read and abide by the full Show Rules and Regulations

Applications for Space and Allocation of Trade Stands

All applications to exhibit at the show must be submitted through the [ShowingScene](#) website.

Trade Stand Location & Sizes

- 1. OUTDOOR SPACE (Zones, A, B, C, D, & Countryside Park and Country Market Paddock)**
 - Outdoor stands are available on grass and/or hard standing and are calculated in increments of 3m frontage. **N.B. Some areas have trade stand spaces which will have both grass and hard standing.**
 - The depths of the stands vary from a minimum of 7m to a maximum of 15m depending on location, with the exception of the Country Market Paddock which is solely for 3m x 3m gazebos and do not have an avenue frontage.
 - The space booked **MUST** allow for the full size of any structure or vehicle including guy ropes, pegs, stays and tow hitches etc.
 - Marquees erected on hard standing in Zones C & D and hard base areas of Zone B **MUST NOT** be secured using pegs or other anchors which damage the tarmac surface. **No tracked machines are allowed on the runways of zones C & D.** Any such damage will result in a direct charge by the local authority and the exhibitor will be removed from the show. Tracked machines are only allowed in Zone B. Weights are **NOT** supplied by the Show. Exhibitors causing damage to hardstanding will be charged by the Society for any remedial works required.
 - Wind turbines, masts or other similar high level equipment require special permission from the Show Office prior to booking a trade space.

Electrical Requirements

- The use of **PETROL** generators is **strictly prohibited** in all areas of the Showground. Generators must not be refuelled whilst the engine is running.
- Unauthorised connection or sharing of electricity supply between stands is strictly prohibited.
- Diesel silent generators **MUST** be used.

Water Requirements

- Water supply is limited on the Showground.
- Stands that book water will be supplied with a standpipe that will be located near to their stand.
- **Exhibitors must not cut into any connecting pipework to service their stand.**
- **Only the PAS appointed water technician to be used as all potable water pipework must be chlorinated before public use. Any breach of the above will be reported to the Pembrokeshire County Council environmental health department.**

Security and Trade Membership

- Security services are on site from midday, Monday 14th August. Regular Showground patrols are carried out during the build-up and show period, however trade stand exhibitors **MUST** ensure that their stands and goods are secure and they are covered by their relevant insurance. They may make independent arrangements, but this must be carried out by the Show's contracted security company.
The Society does not accept any responsibility for any items left unsecured on site and they are left entirely at trade stand exhibitor's risk.
- Exhibitors will receive two Trade Members badges that will allow access into the Members Pavilion (Bar & Restaurant facilities) during the Show Period. Please note these badges **DO NOT** allow access to the Showground and are for the use of the Members Pavilion ONLY.

Admission Tickets & Vehicle Passes

- Admission tickets will be issued for use by trade stand exhibitors. Under no circumstances will any individual gain entry into the Show without an admission ticket and will be charged at the public rate. No refunds will be given if tickets are lost or forgotten.
- ***NO TICKET = NO ENTRY*.**
- All trade stand exhibitors will be allocated admission tickets, pre-show and show period vehicle passes depending on the size and location of their stand (*please see application forms and trade stand rates for details*) on the *ShowingScene* website, section *Tradestands & Sponsorship*
- **Exhibitors must ensure they have the correct number of tickets and vehicle passes required to run their trade stand including all staff and contractors. A limited number of additional admission tickets and vehicle passes can be purchased when booking trade stand space at the time of booking at a discounted rate of £12 incl.,vat. Admission tickets purchased after booking your trade stand can only be purchased through our E-ticket service at the non discounted public rate at www.pembsshow.org**

Types of Passes

Day Tickets

- Admission tickets are valid one day only and allow pedestrian access to the Showground.

Vehicle Passes

These must be clearly displayed and fixed to the windscreen at ALL times.

Pre Show

- These passes are issued for use on setting up days only and must be clearly displayed to gain access to the Showground. **ALL** contractors will be required to produce identification.

Show Period

- These passes must be clearly displayed to gain access to the Showground during the Show Period via RED Gate 1.
- Gates open at 06.00am each show day.
- ***ALL support vehicles must be off the Showground by 8:00am each day and parked in the Trade Stand car park unless they are located within the trade stand itself.***
- No Vehicle movement on the showground between 08:00 and 19:00 Wednesday 16th and Thursday 17th..
- **Due to PAS Health and Safety rules, Trade stands must not be dismantled until after 19:00hrs on the final day of the show.**

Caravans

- An onsite exhibitor caravan park is available at the Showground and is situated adjacent to RED Gate 1.
- **ALL** caravans located on trade stands will require a Showground caravan pass to be displayed. Please complete the booking form where necessary.
- ***Any caravans not displaying the correct pass will not be allowed access to the Showground.***

Setting Up, Show Period and Breakdown

Exhibitors are permitted to start erecting their stands as set out below and will require the relevant vehicle passes for access. ***If you require earlier access, please contact the show office in the first instance.***

- Outside Space – from Friday, 11th August **exhibitors to note there will be no on site security until Monday 14th August 2023**

Important Note – Due to the large demand in trade stand exhibitors requiring **tele-handling assistance**, if this assistance is required then please pay with the trade stand reservation the fee of £36 incl., vat minimum and £36/hour thereafter.

RED Gate 1 Opening Times 2023

Day & Date	Times
Friday 11th – Saturday 12th August	07.00 – 19:00
Sunday 13th & Monday 14 th & Tuesday 15th August	07:00 – 22:00
Wednesday 16th August	06:00 – 08:00 & 19:00 - 21:00
Thursday 17th August	06:00 – 08:00 & 18:00 - 22:00
Friday 18th August	Open from 06.00

Setup / Breakdown & Compliance of Trade Stands during the show

All trade stands must be open for trading between the following times.

Wednesday 16 th August	09:00 – 18:00
Thursday 17 th August	09:00 – 18:00

- ☐ **Trade stands must not be dismantled until after 7.00pm on the final day of the show Exhibitors who do so will be in breach of PAS Health & Safety protocols and incur penalties imposed by the Board of Management.**

- ☐ ***An Exit Plan will be in force for 2023 and details of this will be included with your show information pack.***

PLEASE NOTE: In extreme circumstances if any exhibitor has to leave the Show prior to the final day, they must seek permission from the Show Office before leaving. Trade stands that dismantle and leave the show without prior permission will not be permitted to rebook trade stand space the following year.

Banner Advertising

- ☐ Advertising space for banners is available around the perimeter of any of the arenas. However priority positions are given to **Corporate Sponsors who have until the Tuesday midday preceding the Show to erect their banners. After this time trade stand holders are allowed to erect their banners.**
- ☐ ***The Society will not be responsible for any banners that are not collected after the Show.***

Pembrokeshire Agricultural Society Membership – Direct Debit

The Society offers Membership packages and details are available on the website . www.pembsshow.org

Environmental Policy

The Pembrokeshire County Agricultural Society (PAS) is committed to reducing the impact its events have on the environment. As part of the Society's strategy to prohibit the use of single-use plastics, the following items should not be utilised at the show;

- Plastic straws and stirrers
- Plastic cutlery
- Sauce sachets

Outdoor Space

PAS is not responsible for any damage caused by wind, rain or excessive heat elements and associated conditions of flooding, storm damage and damage to property through heat or sunlight on any trade stand. PAS is not responsible for any ground conditions in the allocated trade stand pitch, i.e. uneven ground, soil type.

Official contractors to Pembrokeshire Agricultural Society

Electricity

Ivor Rees & Sons Ltd

Please do not contact Ivor Rees & Son Ltd, regarding the hire of generators.

It is the responsibility of the trade stand exhibitor to source and supply their own diesel generator which must be approved for public use. It must be of silent type.

Ivor Rees & Sons Ltd must be approached to sign off the connection to the trade stand if not hired through Lewlec generators.

All costs to be borne by the trade stand exhibitor.

Generators to Hire

Lewlec Generators, Parcllwyd, Cardigan. SA43 1PU

01239 623808

Lewlec are qualified to sign off generators hired and installed by them.

Wifi & Broadband

West Wales Systems 01437700701

info@westwalessystems.co.uk

Trade Stand Competitions 2023

- All trade stands are automatically entered for the trade stand competitions.
- Judging of the trade stands will take place during the first day of the Show.
- Please note all trade stand must be open to the public and ready for judging by 9.00am as per the Trade Stand Rules and Regulations.

Presentation of awards will take place on the trade stands later in the day.

Agricultural Section

- Class TS1 Best Agricultural Trade Stand under 12m frontage
- Class TS2 Best Agricultural Trade Stand 15m frontage and over
- Class TS3 Best Agricultural Machinery Trade Stand under 12m frontage
- Class TS4 Best Agricultural Machinery Trade Stand 15m and over.

Non-Agricultural Section

- Class TS5 Best Trade Stand under 12m frontage
- Class TS6 Best Trade Stand 15m frontage and over

Motor Section

- Class TS7 Best Motor Trade Stand under 12m frontage
- Class TS8 Best Motor Trade Stand 15m frontage and over

Craft Section

- Best craft stand

Prizes & Trophies

- A trophy will be awarded for the Overall Best Trade Stands in the following categories:
 - ***Simon Llewelin Trophy*** for the Best Agricultural Trade Stand
 - ***J E Lawrence Challenge Cup*** for the Best Non- Agricultural Trade Stand



The Pembroke County Agricultural Society Ltd

Data Protection Policy

The Society rules regarding the above are currently set out in the Data Protection Act 1998. However, there are set changes that took place 25th May 2018. To enable the Pembroke County Agricultural Society (PAS) to deliver its services to you, there is need for you to continue providing personal data. With GDPR your personal data is paramount to the Society, therefore we wish you to know exactly how we will use personal information. The PAS has developed a Privacy Policy which can be found on the PAS website. It sets out detailed information regarding personal information, how we use it, for what purpose, and the legal basis for doing so. Furthermore, it highlights how personal data is stored and who it is shared with. Should you wish to access the Privacy Policy it can be found at the following website www.pembshow.org.

- I am aware that the Pembroke County Agricultural Society may need to legitimately publish my details
- I am aware that during the Pembroke County Show trade stands may be photographed and images may be used at a later date for promotional purposes.

Show Rules & Regulations

All exhibitors, their contractors and employees, while on the Showground, shall be subject to the Rules and Regulations of the Society, as interpreted by the Society, and their stewards and officials appointed to them.

The stewards have the power to order the removal of any article from the Showground, or to close the stand of any exhibitor who does not conform to the regulations of the Society or the directions of the stewards or officials, and if necessary, to expel such exhibitors or his/her representatives from the Showground. All fines, fees and charges shall be recoverable by the Society and until payment is made, persons owing them shall be debarred from exhibiting at future shows by the Society.

Liability

In this clause the term "exhibitor" shall include persons taking part in any competition or display arranged by the Society. It also includes the owner of any animal, plant, machinery, or other things involved in any such competition or display, or otherwise exhibition on the Showground. Save for death or personal injury caused by the negligence of the Society, its servants or agents, the Society will not be responsible for death, injury, disease or loss caused to any exhibitor or to his/her servants or agent, or to any animals, article, plant machinery or thing of whatever nature brought to the Showground by the said exhibitor from whatever cause death, injury, disease, damage or loss arises. The Society will not be responsible in any way for any animal, article, plant machinery, or object of any kind exhibited on the Showground or from damage caused to sites during the pre Show period and will not undertake to make good such damage. This exhibitor shall assume full responsibility including liability for all claims arising out of the exhibition, handling or housing of any animal, article, plant machinery or object of any kind exhibited on the Showground, and the conduct of the stand generally. The exhibitor shall indemnify the Society against all claims, damages or expenses whatsoever in any way arising out of the presence of the exhibitor or his/her exhibits on the Showground. Acceptance of the foregoing provisions shall be a condition of entry.

GDPR

PAS aims to set the best practice in implementing the DATA Protection Act (1998). Details of the personal data will be retained on our database for the Society's use only and to facilitate future communications. PAS does not share data provided by any customer of the Society to any Third Parties.

Trade Stand Rules

Exhibitors must comply with the Rules and Regulations set out by the Society. Full payment must be made at time of application. Applications received without payment will not be processed until full payment is received. The Society reserves the right to refuse, or cancel any booking as thought fit. The Chairman and fellow Trustees whose decision will be final, will arrange the site location

of the trade stand. Cancellation of trade stands: no refunds will be made to trade stand exhibitors who cancel after 1st July 2022. Trade stand exhibitors who cancel prior to 1st July 2023 will receive a full refund less £75 administration charge. All cancellations must be received in writing.

Public Liability insurance; exhibitors must hold Public Liability insurance with an indemnity of £10,000,000 with an “Indemnity Principal Clause”. Each trade stand exhibitor must display his name and address on a board placed in a prominent position on the trade stand. Outdoor exhibitors booking space only must book sufficient space for all stays, guy ropes, tow bars and hitches required for any building, marquee, gazebo or caravan to be erected within the confines of the stand. Boundaries of sites will be marked and in no circumstances will exhibitors be allowed to occupy a larger space than that allocated to them without the specific agreement of the PAS Board of Management.

Exhibitors are not permitted to sub-let any portion of space allotted to their business or move to any site other than that allocated without prior permission. Exhibitors are permitted to erect marquees on hardstanding using weights only. Exhibitors will be charged by the Society for any remedial work required if damage is caused to the hardstanding by themselves or their contractors. Damage to the runways specifically will result in the exhibitor being removed from the Show and charged for repair work by the local authority. Trade stand location numbers will be provided prior to the Show. Any amendments to locations will be notified to the relevant trade stands by the Show Office. Trade stand exhibitors who set up on the wrong stand will be instructed to remove the stand at no charge to the Society. No exhibitor will be allowed to excavate in any part of his stand without permission from the Society. It is imperative that the exhibitor checks the position of underground services prior to any excavations works being carried out. The Society will not be held responsible for damage caused to sites by a third party during the Show period and will not undertake to make good such damage. The Society will not be responsible for any loss or damage from any error in the allotment of the space in the Showground or from any encroachment by one exhibitor on the space allotted to another. If an exhibitor does not wish to be placed adjoining any other particular exhibitor, this must be clearly stated in writing at the time of making the application. All outdoor trade stands and their equipment must be removed and their sites cleared by 12 noon on the Saturday post-Show. Stands who do not comply will be fined and may not be permitted to attend the show the following year.

Fire Extinguishers

All trade stands must be equipped with the appropriate fire extinguishers or fire appliances e.g. fire blankets, etc. for their activities.

Non-smoking Policy The Society operates a non-smoking policy in or within the immediate vicinity of any building or marquee on the Showground.

Livestock on Stands

If livestock of any description are to form part of an exhibition or trade stand, it is the responsibility of the exhibitor to obtain any necessary movement orders and comply with any regulations that may be in force at the time of departure to, from or whilst at the Show. Details of animals to be exhibited on the trade stand together with name, address and telephone number of the person responsible for same during the Show must be sent to the Show office at the time of application. The exhibitor and their staff must be aware of the nearest hand washing facilities and direct members of the public to the same. It is an offence to bring livestock to the Show when restrictions are in force.

Balloons On the grounds of safety, and the presence of livestock and horses and helicopter rides during the Show, the sale of balloons is strictly forbidden. The Society will also not permit balloon races to be organised from the Showground or car parks.

Items likely to cause offence

The sale of such items as cap guns, BB guns, explosive devices, crossbows and long bladed knives (machetes) etc., is strictly forbidden by the Society. Exhibitors selling knives must comply with all health & safety guidelines and regulations. The Society reserves the right to decline or stop any activity that it considers is offensive to the public or other trade stand exhibitors. ***The Society will not be responsible for any expenses incurred in upholding the above rules. Any expenses incurred will be the responsibility of the exhibitor.***

Charity collections, raffles & auctions

Raffle tickets, lottery cards etc. may only be sold with prior written consent from the Society and strictly within the trade stand space confines. Under no circumstances will the Society allow the external trading of such items or the distributions of handbills on any area owned or supervised by the Society, this includes such areas as caravan and car parking, approach roads etc. No auctions or mock auctions will be allowed without the written consent of the Society. It is expected that all goods for sale should be on open display.

Moving machines, vehicles and equipment demonstrations. Moving machines may be demonstrated with prior written consent from the Society subject to them causing no interference or annoyance to neighbouring stands. Demonstrating vehicles are strictly forbidden in the avenues during the Show. All vehicle movement on the Showground are restricted to 5mph and is prohibited during the opening hours of the Show with the exception of emergency and service vehicles e.g. waste collection. The riding of motorcycles, ATV's and gators on the Showground, caravan parks, car parks, or livestock area bay is strictly forbidden apart from official show vehicles. Any steam or pressure vessels or lifting appliances used and/or demonstrated must have been examined and tested by a competent person and labelled to indicate the examiners name and date of examination.

Music.

Exhibitors wishing to play copyright music on their stand by means of TV, video, slide/ tape presentation, record/tape player or even live are reminded that it is necessary to obtain a licence from the Performing Rights Society. Where audio equipment is used or live music is played as part of an exhibition, permission must first be obtained from the Show Office. The Trustees have the authority to prohibit the use of radios, and other sound reproductions equipment that in their opinion creates a level of noise that is unacceptable to visitors or other exhibitors.

Catering on Stands

Exhibitors may make such arrangements regarding catering on their own stands as they wish, provided that no exhibitor may sell any foodstuffs or beverages on his/her stand. Exhibitors are reminded that they must conform to the requirements of the current Food Hygiene Regulations. Exhibitors must ensure that catering staff employed are provided with admission tickets and vehicle passes, otherwise payment in full is applicable and will be charged at the gate. ***Exhibitors who wish to sell food and drinks for showground consumption must apply through the medium of Concessions to sell food, confectionery, alcohol and liquid beverages pre, during and post Show.***

BBQ's

No exhibitor may light a fire or barbecue for any purpose whatsoever unless he has the authority of the Society to do so. All authorised fires and barbecues must be put out at the time of closing the Showground each day.

Removal of rubbish

Trade stand exhibitors are responsible for providing their own refuse bins which will be emptied by PAS contractors at the end of the Show days,

LPG cylinders. The use of LPG on site must be in compliance with HSE guidance and must be kept in the open air. Joints in pipe work between cylinders and appliances must be checked for leaks before use. Pipe work and cylinders must be adequately protected against damage. All storage of LPG cylinders must be in suitable and secure compounds as detailed in the Health and Safety Executive guidance note CS4. Cylinders in use must at all times be secured against any movements that could lead to the disconnection of or leakage from connecting hoses. Gas appliances must have been examined and tested by a competent person and labelled to indicate the examiners name and the date of examination.

Generators

The use of petrol generators is strictly prohibited in all areas of the Showground. Generators must not be refuelled whilst the engine is running. Exhibitors, and trade stands must use super silent generators.

Health and Safety

Special attention is directed to the safety requirements outlined in the regulations governing the allocation of space for machinery and other stands. The ruling of the steward on the safety of any exhibition or part of an exhibit shall be immediate and final; but consent to the working of an exhibit shall not relieve any exhibitor of liability as laid down in the regulations. The Society holds exhibitors wholly responsible for the observance of statutory regulations governing the safety of machinery exhibited by them. Machines and appliances are accepted for the adjudication on the understanding that they are capable of complying with Health and Safety at Work Etc. Act 1974 and the regulations that come under it. The Society's Health & Safety Consultant will visit trade stands & catering concessions before and during the show to ensure that they are complying with the Show's Health & Safety requirements. Trade stand exhibitors should display only new, empty containers of pesticides and other substances hazardous to health. Plant or machinery must only be operated after ensuring adequate precautions are taken to protect the operator and bystanders. Guards must be fitted; mobile machinery fenced off static exhibits properly erected, propped, stacked; hydraulic systems locked off, or otherwise made safe. All temporary structures including information boards, fences, gates, flagpoles, grandstands, viewing platforms, etc. are to be safe for their intended purpose and comply with the latest and relevant codes of practice. Exhibitors must give regard to the stability of their exhibits and ensure that they cannot under reasonable circumstances be knocked over. Petroleum products & LPG gas storage must be in accordance with standards laid down by the fire prevention department of the local fire brigade.

