



THE

SURREY

— GAME & COUNTRY FAIR —

Sunday 25th September 2016
Loseley Park, Guildford



Trade stand manual

www.surreygamecountryfair.co.uk



Dear trader

Welcome to the Surrey Game and Country Fair trade stand manual.

The manual provides all the information which will enable you to complete and return the correct information for your trade stand application. Please read carefully and take note of deadlines and the checklist to assist with the completion of application forms.

All charges published in the trade stand pricing information include VAT and remain at the 2015 prices.

Returning traders are asked to return their booking forms by 12th August and we will then use our best endeavours to provide a previous site location if that is requested. Space will not be held after this date and will be allocated on a first come, first served basis providing payment has been made.

If you have any queries, please contact Simon Barnes or Rebecca Hill on 01483 890810.

Yours sincerely

Simon Barnes

Simon Barnes
Chief Executive
Surrey County Agricultural Society

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Contact details	
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Deadline dates to remember	
July 2016	Trade stand booking open to all exhibitors. All applications will be processed but space will not be allocated until 22nd August.
15th August 2016	Closing date for 2015 traders to indicate that they wish to rebook their previous trade stand space (location subject to showground layout changes). Space will not be held after this date and will be allocated to others.
22nd August 2016	Unallocated trade stand spaces will be open to new applications and previous year's traders although previous location is not guaranteed after this date.
12th September 2016	Closing date for all trade stand applications including payment at published rates. Provision of all supporting documentation.
12th September 2016	All applications received after this date will be subject to a 20% surcharge if accepted.
21st September 2016	Closing date for additional services (electrical) deadline. Additional tickets will be available for purchase up to and including the day of the Fair.
25th September 2016	Fair date.

Checklist	
Please use this checklist to ensure that all forms are correctly completed with all the relevant information.	
Trade stand exhibitors	Please tick
Application form (including electricity requirements). Please check the deadlines as applications received after 12th September will be subject to a 20% surcharge.	
Risk Assessment, Fire Risk Assessment, Insurance Certificate. If selling or providing alcoholic drink for immediate consumption or providing live entertainment you must provide a TENS. If selling food and drink for immediate consumption provide Food Handling Certificates as appropriate and details of the Local Authority you are registered with.	
Insurance documentation - public liability, product liability and employer's liability (where applicable).	
Advertising booking form.	
Important - new exhibitors	
Supporting evidence of business including information on shows previously attended, photographs of trade stand and products or services offered. Please note that new applications will not be accepted without this information.	
Important - payment	
Space will not be allocated until full payment is received. No charge will be made for debit payments. Traders will be charged an additional 3% for making a payment by credit card, to cover the extra costs on the Society. Cheques should be made payable to S.C.A.S. BACS payments are welcome: Account name: Surrey County Agricultural Society Sort code: 60-09-04 Account number: 72889381 Invoices can be provided on request, but must be paid within 28 days of receipt or by 12th September, whichever falls earliest.	
Have you correctly signed and included all the documents?	
Cancellation policy	
A full refund less a £25.00 administration charge will apply to stands cancelled prior to 12th September 2016. After this date no refund will be given.	

Trade stand application guide

All traders must read and abide by the full rules and regulations. The receipt by this Society of a completed application will be taken as agreement to comply with these rules and regulations.

Applications for space and allocation of trade stands

All applications to exhibit at the Fair must be submitted on the appropriate forms provided by the Society and received by the closing date.

1. General

- 1.1 For the purposes of this manual the term “trader” and “exhibitor” mean the same thing. The “Society” means the Surrey County Agricultural Society. The “office” or “Society’s office” means the Society’s office at Birtley Courtyard or, from the Friday 23rd to Monday 26th to the temporary Society office at Loseley Park.
- 1.2 Four types of trade stand space are available in varying sizes set out below.
- 1.3 Corner pitches are available on request at an additional cost and are strictly on a first come, first served basis.
- 1.4 Traders must provide their own display boards, tables and chairs.

2. Outdoor space

- 2.1 Available on grass with a minimum of 4 metres frontage. The depths of the spaces vary from a minimum of 6 metres, 9 metres or 18 metres depending on location.
- 2.2 The space booked must allow for the full size of any structure or vehicle including guy ropes, pegs, stays and tow hitches etc. Encroaching outside the space allocated is not permissible.

3. Shedding bays

- 3.1 Shedding consists of a 3 metre frontage x 3.6 metre depth aluminium framed tent with PVC walls and a pull across curtain. Bays can be ordered in increments of 3 metres up to a maximum of 9 metres.
- 3.2 A frame to take a banner over the entrance to the shedding bay(s) can be made available on request and at extra cost. Please contact the office for details.

4. Indoor space

4.1 The shopping and craft marquee.

- 4.1.1 Stand space is available in 3 metre depths only and with a minimum of 3 metres frontage with additional frontage available in increments of 1 metre.
- 4.1.2 The marquee has a maximum height of 2 metres to the eaves. You need to ensure that every part of your exhibit fits within your allocated space.
- 4.1.3 We do not provide lighting so it may be advisable to consider stand lighting requirements in this marquee.
- 4.1.4 The shopping and craft marquee will be in a separate tent to the food hall.

4.2 The food hall

- 4.2.1 Space within the food hall is for the sale and promotion of food and drink items only.
- 4.2.2 Any exhibitors selling food or drink for immediate consumption must declare this on their application and will be subject to approval and a 50% surcharge on the standard price.
- 4.2.3 Exhibitors selling food or drink for immediate consumption must provide appropriate food handling certificates and TENS licences. A copy of these certificates and licences must be provided to the Society.
- 4.2.4 Stand space is available in 3 metre depths only and with a minimum of 3 metres frontage with additional frontage available in increments of 1 metre.
- 4.2.5 The marquee has a maximum height of 2 metres to the eaves. You need to ensure

that every part of your exhibit fits within your allocated space.

4.2.6 We do not provide lighting so it may be advisable to consider stand lighting requirements in this marquee.

4.2.7 One end of the food hall will be occupied by a food theatre where demonstrations will take place from time to time during the day.

5. Surrey Farmers' Market

5.1 Surrey Farmers' Market members are eligible to exhibit in this popular area which showcases locally grown, reared and produced food and drink.

5.2 Any exhibitors selling food or drink for immediate consumption must declare this on their application and will be subject to approval and a 50% surcharge on the standard price.

5.3 Exhibitors selling food or drink for immediate consumption must provide appropriate food handling certificates and TENS licences. A copy of these certificates and licences must be provided to the Society

5.4 Stand space is available on grass in 3 metre depths only and with a minimum of 3 metres frontage with additional frontage available in increments of 1 metre.

6. Insurance

6.1 Exhibitors are required to hold Public and Product Liability and Employers Liability insurance cover commensurate to the nature of their activity or business. The policy number shall be noted on the application form and a copy of the insurance certificates shall be provided to the Society by 12th September and should be available on the stand throughout their presence on the show ground.

7. Risk assessments

7.1 Exhibitors are required to undertake risk assessments to include setting up, breakdown and operation during the Fair. A separate Fire Risk assessment is also required. Risk assessment proformas may be obtained from the Society upon request. A copy of the risk assessments shall be provided to the Society by 12th September and should be available on the stand throughout their presence on the Fair ground.

8. Electrical requirements

8.1 Electricity supply needs to be booked and is only available to the shopping and craft marquee and the food hall.

8.2 Silent generators are permitted for outdoor stands.

9. Water requirements

9.1 Water stand pipes are available at Loseley Park.

10. Security

10.1 Security services are on site from 18.00hrs Saturday 24th September until 18.00hrs Sunday 25th September with regular patrols being carried out overnight and during the day.

10.2 Notwithstanding the provision of security this site cannot be made secure and traders must ensure that their stands are secure. Any items left unsecured on site are left at their own risk.

11. Admission tickets and vehicle passes

11.1 Admission tickets will be issued for use by traders. Under no circumstances will any individual be allowed entry into the Fair without an admission ticket.

11.2 No refunds will be given if tickets are lost or forgotten. No ticket - no entry.

- 11.3 All traders will be allocated admission tickets depending on the size of their stand. Please see application forms and trade stand rates for details.
- 11.4 Traders must ensure they have the correct number of tickets required to run their trade stand including all staff and contractors. Additional admission tickets can be purchased when booking trade stand space.

12. Vehicles

- 12.1 Caravans may be parked in the trader's car park. Please note that there are no electrical hook ups and no showers available. All caravans will require a caravan pass. Please complete the booking form as appropriate.
- 12.2 Vehicles not displaying the correct pass will not be allowed access to the Fair ground.
- 12.3 Static vehicle passes can be requested and are only eligible for:
 - a) vehicles that are integral to your stand. The vehicle must be able to fit within the confines of the space you have ordered.
 - b) vehicles needed to store stocks of food associated with the Farmers' Market and the food hall (see below).
- 12.4 Trader vehicle passes will be issued for vehicles coming to set up a stand. Please indicate on your booking form how many of these passes you require. These vehicles will then be parked adjacent to the Fair ground in the traders' car park.

13. Trade stands setting up and breakdown

- 13.1 Traders are welcome and, indeed, encouraged to set up their trade stand on the day before the Fair, Saturday 24th September. However, there will be movement restrictions on that day due to a wedding reception taking place in the Loseley House and Tithe Barn. These restrictions are not fully known at the time of writing this manual so any trader requiring to set up on the Saturday needs to make this known to the Society office and they will then be advised of the nature of these restrictions nearer the Fair.
- 13.2 Traders setting up on the Saturday will need to respect the need to restrict movement and noise during the event in Loseley House and Tithe Barn.
- 13.3 Loseley Park will be open from 06.30hr on the Sunday for trader setting up. No trader vehicle will be permitted entrance to the Fair ground after 08.30hrs. Delivery vehicles must depart the Fair ground by 08.45hrs at the very latest. Trade stands must be ready to trade by 09.00hrs.
- 13.4 The Fair will be open to the public from 09.00hrs until 17.00hrs.
- 13.5 Stands must not be dismantled before 17.00hrs and clearance must be completed by 16.00hrs the following day, Monday 26th September.

14. Advertising

- 14.1 Banner advertising: advertising space for banners is available around the perimeter of the main arena and the two smaller arenas. Banners must be delivered to the Society office by 17.00hrs on Monday 19th September.
- 14.2 Any unauthorised banners on display will be removed.
- 14.3 After the show banners will be taken down and may be collected from the Society office from Monday 4th October 2016. The Society will not be responsible for any banners that are not collected from the Society office within 60 days of the Fair.
- 14.4 Fair guide advertising: advertising space is available in the Fair guide. All artwork must be received by Wednesday August 31st. For all enquiries, please contact the Society office on 01483 890810 or complete the advertising booking form.

15. Cancellation policy

- 15.1 A full refund less a £25.00 administration charge will apply to stands cancelled prior to 12th September 2016. After this date no refund will be given.

Trade stand rates and admission tickets

16. Outdoor space

16.1 Outdoor space 6 metre depth

Prices based on £31.20 per metre frontage for general exhibits and £19.20 per metre frontage for agricultural exhibits.

A corner pitch is an additional charge of £90.00.

Frontage	General exhibits £ (includes VAT)	Agricultural exhibits £ (includes VAT)	No. of admission tickets
4 metre	124.80	76.80	2
5 metre	156.00	96.00	2
6 metre	187.20	115.20	3
7 metre	218.40	134.40	3
8 metre	249.60	153.60	4
9 metre	280.80	172.80	4
10 metre	312.00	192.00	5

16.2 Outdoor space 9 metre depth

Prices based on £36.00 per metre frontage for general exhibits and £24.00 per metre frontage for agricultural exhibits.

A corner pitch is an additional charge of £102.00

Frontage	General exhibits £ (includes VAT)	Agricultural exhibits £ (includes VAT)	No. of admission tickets
5 metre	180.00	120.00	3
6 metre	216.00	144.00	3
7 metre	252.00	168.00	4
8 metre	288.00	192.00	4
9 metre	324.00	216.00	5
10 metre	360.00	240.00	5

16.3 Outdoor space 18 metre depth

Prices based on £60.00 per metre frontage for general exhibits and £48.00 per metre frontage for agricultural exhibits.

A corner pitch is an additional charge of £114.00

Frontage	General exhibits £ (includes VAT)	Agricultural exhibits £ (includes VAT)	No. of admission tickets
5 metre	300.00	240.00	5
6 metre	360.00	288.00	6
7 metre	420.00	336.00	7
8 metre	480.00	384.00	8
9 metre	540.00	432.00	9
10 metre	600.00	480.00	10

- 16.4 Larger frontages for outdoor spaces are available on request.
- 16.5 Agricultural exhibits include agricultural machinery, crop, seed and fertiliser products, agricultural tools and other related products and any exhibit which furthers the Society's aims. Please call the Society for guidance.

17. Shedding bays

Frontage	General exhibits £ (includes VAT)	Agricultural exhibits £ (includes VAT)	No. of admission tickets
3 metre	290.00	217.50	2
6 metre	580.00	435.00	4
9 metre	870.00	652.50	6

- 17.1 If selling food and drink for immediate consumption then the 50% surcharge will be added to the ground rent.
- 17.2 If flooring is required please call the Fair office.
- 17.3 Agricultural exhibits include agricultural machinery, crop, seed and fertiliser products, agricultural tools and other related products and any exhibit which furthers the Society's aims. Please call the Society for guidance.

18. Shopping and craft marquee

A corner pitch is an additional charge of £60.00.

Frontage	£ (includes VAT)	No. of admission tickets
3 metre	201.60	2
4 metre	268.80	3
5 metre	336.00	3
6 metre	403.20	4

19. Food hall

A corner pitch is an additional charge of £90.00.

Frontage	£ (includes VAT)	No. of admission tickets
3 metre	208.80	2
4 metre	278.40	3
5 metre	348.00	3
6 metre	417.60	4

- 19.1 The Society has a limited number of spaces in the food hall for the sale of food or drink for immediate consumption and these will be allocated at the Society's discretion. This includes the sale of hot and cold food, ice creams, beverages and alcohol for immediate consumption. These stands will be subject to a surcharge of 50% on the ground rent.
- 19.2 Each stand in the food hall will be allocated one static pass to enable traders to store stock behind the tent. Parking is limited and therefore exhibitors not requiring this facility will be required to remove their vehicles to the traders' car park.

20. Farmers' market

Frontage	£ (includes VAT)	No. of admission tickets
3 metre	39.60	2
4 metre	51.60	2
5 metre	63.60	3
6 metre	75.60	3

20.1 Each stand in the farmer's market will be allocated one static pass to enable traders to store stock behind the market. Parking is limited and therefore exhibitors not requiring this facility will be required to remove their vehicles to the traders' car park.

21. Electrical requirements available for the shopping and craft marquee and food hall only.

KW	Amps	Connection type	£ (includes VAT)
0 - 2	8	Single socket	60.00
0 - 3	13	Single socket	72.00
0 - 8	32	Twin socket/cee form	84.00

22. Water requirements

Stand pipes are located around the Fair ground.

23. Additional tickets

Additional entry tickets can be obtained by exhibitors at the discounted price of £7.00 each. The number of discounted tickets will be limited.

24. Surrey County Agricultural Society membership

The Society offers very good packages for Members and Vice Presidents and for Companies and Trade Members. For further information, visit our website or contact our office directly.

26. Sponsorship

The Society has a comprehensive range of sponsorship packages for both the Surrey County Ploughing Match held at Eashing this year, for this Surrey Game and Country Fair and for the Surrey County Show held on the late May Bank Holiday Monday each year. Not only does sponsorship help the Society further its charitable objectives but also can help you widen your reach to the very large number of people who come to our events. For further information, visit our website or contact our office directly.

Rules and regulations

General

1. For the purposes of these rules and regulations the term “trader” and “exhibitor” mean the same thing. The “Society” means the Surrey County Agricultural Society. “Officials” mean the Society’s employees or appointed stewards or contractors acting on behalf of the Society. The use of the word “Society” in these rules and regulations shall be deemed to include officials.
2. All traders, their contractors and employees, while on the Fair ground, shall be subject to the Rules and Regulations of the Society, as interpreted by the Society’s Officials. Traders shall be answerable for the conduct of their contractors and employees
3. Officials have the power to order the removal of any article from the Fair ground, or to close the stand of any trader who does not conform to the regulations of the Society or the directions of the Officials, and if necessary to expel such Trader or his/her representatives from the Fair ground.
4. 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 Fairs by the Society.

Liability

5. The Society shall not be held responsible for any accident, damage or loss that may occur to any trader or his employee or to any animal or article while entering or leaving or during the period it is on the Fair ground.
6. The Society shall not be held responsible for the safe keeping of any article exhibited or brought on to the Fair ground by a trader. Traders may make independent arrangements for the security of their stands but all such arrangements must be notified to and agreed in writing by the Society.
7. Traders are required to hold Public and Product Liability insurance cover commensurate to the nature of their activity or business and to have undertaken a risk assessment appropriate to the show.

Trade stand rules

8. Full payment must be made by the due date. Notwithstanding when payment is due applications for trade stand space will not be processed until full payment is received. A trade stand booking will not be confirmed until cleared funds have been received. Payment becomes due to the Society once the booking has been made.
9. The Society reserves the right to refuse, or cancel any booking as thought fit.
10. Trade stand space will be allocated by the Society whose decision will be final. However, the Society will endeavour to meet all reasonable requests made by the trader with regards to stand position. The Society reserves the right to reposition exhibitors at any time before or during the show.
11. Cancellation of trade stands - no refunds will be made to stands holders who cancel after the due date. Stands who cancel prior to the due date will receive a full refund less £25.00 administration charge. The Society reserves the right to re-let the space.

12. Traders must ensure they book sufficient space for all stays, guy ropes, tow bars and hitches required for any marquee/tent or caravan to be erected on the space and for any equipment, tables, stands, materials and storage within the space. Boundaries of sites will be marked, and in no circumstances will traders be allowed to occupy a larger space than that allocated to them. Traders are not permitted to place any goods or equipment nor work or stop customers outside the trade stand space allocated.
13. No Trader shall sub-let any portion of space allotted to him/her without the prior express agreement of the Society.
14. No Trader may move to any site other than that allocated to him/her without the prior express agreement of the Society.
15. Trade stand location numbers will be provided prior to the Fair. Traders who set up on the wrong stand will be instructed to remove the stand at no charge to the Society.
16. No Trader will be allowed to excavate in any part of his stand without the express permission of the Society. The Society will not be held responsible for damage caused to sites by a third party during the Fair period, and will not undertake to make good such damage.
17. The Society will not be responsible for any loss or damage from any error in the allotment of the space in the Fair ground, or from any encroachment by one exhibitor on the space allotted to another.
18. If a Trader does not wish to be placed adjoining any other particular Trader, this must be clearly stated in writing at the time of making the application.
19. Each Trader must display his name and address on a board placed in a prominent position on the trade stand.
20. No auctions or mock auctions are allowed without the written consent of the Society. It is expected that all goods for sale should be on open display.
21. All trade stands and associated equipment, materials and rubbish must be removed and the site cleared by 16.00hrs on Monday 26th September 2016. Stands who do not comply will be charged for any costs incurred by the Society, and may not be permitted to attend the Fair the following year.
22. All trade stands must have the appropriate fire extinguisher or other fire appliance. We discourage the use of gas cylinders of any kind.
23. Information will be stored electronically and may be published on our web site and in the Fair guide. Submission of an application is consent for this.
24. Protests, demonstrations, deputations and delegations are strictly prohibited and exhibitors must confine their activities to their stand area only.

Food and drink

25. Traders must be aware of their responsibilities under the Food Safety Act 1990 and the General Food Regulations 2004. A copy of the traders Food Hygiene certificate and hazard analysis procedure must be available on request. Caterers providing high risk foods must have at least one person trained in food hygiene. Traders are reminded to

provide suitable flooring. You will need to notify us on your trade form which Local Authority you are registered with.

26. Traders selling, providing or giving out sample of alcoholic drinks will require a TENS and will need their personal licence available for inspection.
27. Exhibitors, other than those in the Food Hall and Farmers' Market who have been given express permission, are not permitted to sell or give away food or drink or provide tastings or samples for consumption on the day.
28. 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 Fair ground

Trade stands with live animal displays

29. 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 Fair must be sent to the Fair organiser at the time of application.
30. If livestock of any description are to form part of an exhibition, it is the responsibility of the exhibitor to obtain any necessary movement orders from the appropriate authority, and to comply with any regulations that may be in force at the time of departure to or at the Fair. It is an offence to bring livestock to the Fair when restrictions are in force.

Balloons, cap guns, explosive devices, etc

31. Selling or donating of inflated or deflated balloons is strictly by agreement with the organiser.
32. The Society will not permit balloon races to be organised from the Fair ground or car parks.
33. Cap guns, explosive devices, crossbows and long bladed knives (machetes) etc., the sale of such items and alike is strictly forbidden.

Raffle tickets, leaflets and collections

34. Raffle tickets, scratch cards and leaflets may only be distributed/sold with the express written consent of the Society and strictly within the trade stand space confines.
35. Under no circumstances will the Society allow trading outside the area of the trade stand nor the distribution of leaflets in any of the Fair ground, including car parks and approach roads.

Moving machines, vehicles, equipment, demonstrations

36. Moving machines may be demonstrated with prior written consent from the Society subject to same causing no interference or annoyance to neighbouring stands.
37. Demonstrating vehicles is strictly forbidden in the Avenues during the Fair.
38. Traders' vehicles are only allowed on the Fair ground if they have the requisite passes. Vehicles are only allowed to move on the Fair ground during the permitted times. Only vehicles with static vehicle passes are allowed to remain on the Fair ground outside the permitted times and under no circumstances can they be moved outside these times.

Noise, music and radio use

39. Exhibitors are not allowed to shout or call attention to their stand or use any equipment that may cause annoyance. The Society has the power to prohibit the use of radios, and other sound reproduction devices that in their opinion creates a level of noise that is unacceptable to visitors or other exhibitors.
40. 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.
41. Where audio equipment is used or live music is played as part of an exhibition, permission must first be obtained from the Society.
42. If traders are using radio communications they must inform the Society of the frequencies they are using at least one month in advance of the Fair. They may be required to change frequency if they conflict with that being used by the Society.

LPG cylinders

43. 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 C54. 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

44. Silent generators are permitted on the Fair ground.
45. Petrol for use in generators must be limited to no more than 2-gallon capacity containers. Petrol containers must not be kept in marquees; they must be securely locked in vehicles out of direct sunlight. Generators must not be refuelled whilst the engine is running.

Health and safety at work act 1974

46. 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 exhibitor 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 regulation. The Society holds exhibitors wholly responsible for the observance of statutory regulations governing the safety of machinery exhibited by them.
47. The Society's Safety Steward may visit stands and advise on aspects of Health and Safety.
48. 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.

49. All temporary structures, 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 storage must be in accordance with standards laid down by the fire prevention department of the local fire brigade.

