

Luxury Shopping Village  
Exhibitors Brochure  
2019



Gold Cup Semi Finals  
Wednesday 17 July 2019

COWDRAY PARK POLO CLUB PRESENTS



# KING POWER GOLD CUP SEMI FINALS

FOR THE BRITISH OPEN CHAMPIONSHIPS  
WEDNESDAY 17 JULY 2019



Wednesday 18 July brings the lead up to the climax of the British Open Polo Championship with the King Power Gold Cup Semi-Finals.

The Gold Cup Semi Finals Day has been a highlight of the social season since 1956, with the day now attracting up to 5,000 people. This is the tournament that every polo "patron" wants to win.

Cowdray Park is in a glorious location in the South Downs just north of Goodwood. The audience comes from not only Sussex, Surrey and Hampshire, but also from London and the rest of the country and overseas.

The Luxury Shopping Village is now an important part of the event, with around 25 companies offering a wide range of goods and services.

The day consists of two semi final matches. Guests arrive from mid-morning to meet friends before lunch, with plenty of time to go shopping throughout the day.

## Facts at a glance:

**When:** Wednesday 17 July 2019

**Where:** Cowdray Park Polo Club, Midhurst, West Sussex, GU29 0AQ.

**Attendance:** Up to 5,000.

**Setup:** 7.30am - 9.30am

**Opening times:** 10am - 6.30pm

**Matches:** 2 matches to find the teams for the final

**Demographics:** Upper/middle socio-economic group. 18-60 years. South of England, London, National and International. "Cash-rich, time-poor."

### Sample stand prices:

£350+ VAT for a 3m x 3m tented unit, or

£465 + VAT for 6m x 6m "bare space".

### Exhibitor enquiries:

01798 215 007 / polo@hodgsonevents.com







## Why Exhibit at the King Power Gold Cup Semi Finals?

- The day is attended by up to 5,000 people
- The day allows your brand to reach the luxury sector with the majority of visitors attending from the South East and London, along with overseas visitors.
- The event is a prestigious event, leading up to the Finals day, the largest UK polo event
- The event is tried and tested and acts as a great marketing tool to create brand awareness
- Initial payment to secure your stand £125 + VAT with stage payments to follow

## What type of stand can I book and what is included?

There are a variety of sizes. The smallest stand is a 3m x 3m tented unit.

The stand price includes:

- Your own individual tented unit in the shopping village.
- On-site security.
- Support from the friendly Hodgson Events exhibitor management team, who will be there at the event to meet you.
- Parking in the trade stand car park.

### Stand prices (tented, ex VAT):

- 3m x 3m = £350
- 3m x 6m = £545
- 6m x 3m = £630
- 6m x 6m = £980
- 9m x 3m = £920
- Please enquire for larger sites

Space only sites start from 6m x 6m in space. We request that images of your tent, trailer or other unit are sent to us with your application.





# King Power Gold Cup Semi-Finals



The British Open Polo Championship  
Cowdray Park Polo Club, Midhurst, West Sussex



## Wednesday 17 July 2019

### TRADE STAND APPLICATION FORM

Company:.....Contact Name:.....

Address:.....

Tel: .....Mobile: .....

Email: .....Website:.....

Brief Description of Products (for publicity purposes):.....

Signed: .....Position: .....

**How to complete this form: 1.)** Choose the size of site you need. **2.)** Decide whether you require space only (i.e. you need no shelter from the elements, or will bring your own tent or trailer), or require a site within our tented units. N.B. minimum size of space only sites is 6m x 6m. **3.)** Select extras such as flooring, furniture, or power. Tick in  columns to indicate items required.

To achieve a high standard of presentation, we encourage exhibitors to take our tented "shedding" (white freestanding tent units). If you wish to take space only, please send a photograph of the tent you will be using.

Site size Frontage x Depth	A - Space Only		B - Space with Tenting		C - Space with Premium Pagoda Tent		Corner/ Special Site + 20%	Optional Flooring			Total		
	Green Carpet	Grey Carpet	Wood Floor	Green Carpet	Grey Carpet	Wood Floor		Green Carpet	Grey Carpet	Wood Floor			
Either A, B or C must be completed. Tick to select.													
3 metres x 3 metres	N/A	-	£350		TBA			£65		£65		£99	£
3 metres x 6 metres	N/A	-	£545		TBA			£70		£70		£105	£
6 metres x 3 metres	N/A	-	£630		TBA			£70		£70		£105	£
6 metres x 6 metres	£465		£980		TBA			£145		£145		£210	£
9 metres x 3 metres	£402		£920		TBA			£105		£105		£160	£
9 metres x 6 metres	£835		£1,320		TBA			£215		£215		£315	£
12 metres x 6 metres	£1125		£1,584		TBA			£285		£285		£420	£
15 metres x 6 metres	£1265		£1,785		TBA			£355		£355		£525	£

Please contact us for a quote for other stand sizes or other options not listed.

Optional Extras		Unit Cost	Quantity	Total
<b>Furniture</b>	Rouched Fabric Wall Lining (ivory) (per 3m of wall)	£25		£
	Rectangular Trestle Table (6' x 2')	£15		£
	Round Table (3' Diameter)	£15		£
	Chair	£10		£
	Banner Rails (per 3m bay)	£50		£
<b>Power</b> NB: Own generators not permitted.	240V 5amp Double Socket	£110		£
	240V 16amp "Blue Connector"	£175		£
	Floodlights - 2 per unit ordered (only available if socket ordered)	£45		£
<b>Vehicle Pass</b>	For use by Exhibitor Staff only. NB: Needed for vehicle only, not each member of staff.	FREE		
Total Ex VAT		£		
VAT 20%		£		
Total Inc VAT		£		

If an exhibitor wishes to cancel a stand booking, they must give notice in writing to Hodgson Events. The following fees will apply: Cancellation notice received over 90 days before the event: 20% of fee. Cancellation notice received 90-30 days before the event: 50% of fee. Cancellation notice received less than 30 days before the event: 100% of fee.

Please make payment when returning this form. Payment methods:

By cheque, made to **Hodgson Events**, sent to the address below.

Direct payment to our bank: Sort code 09-01-50 Account: 05832969

Credit or debit card: Please give details below. **NB a 2% charge will be added for payment by card.**

Card No																Expiry Date	/	3 Digit Code			
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Please return this form by email to polo@hodgsonevents.com or by post to:

Hodgson Events Ltd, Kevis House, Lombard St, Petworth, West Sussex, GU28 0AG Tel: 01798 215 007 www.hodgsonevents.com

# Retail Village Terms and Conditions

## King Power Gold Cup Semi Finals

Please read this information carefully and refer to the event manager if you have any queries.

### **DEFINITIONS**

Within these terms and conditions, the term 'Exhibitor' refers to any company or individual who has made an application or booking for Polo in the Park. The term 'Organiser' refers to Hodgson Events Ltd. The 'Event' refers to the event detailed on the booking form and invoice. 'Space Only' refers to sites booked which do not include tented shedding provided by the Organiser. 'Applicant', refers to a potential exhibitor who has interest in the event but has yet to send a booking form or telephone order.

### **APPLICATION & BOOKING PROCEDURE**

Applications for the retail village should be submitted in writing to the Organiser, using either the booking forms provided online or by request in an email. All booking forms can be found on our website [www.hodgsonevents.com](http://www.hodgsonevents.com). Applicants may telephone their booking in and one of the sales advisors will fill in a form on their behalf.

Applicants wanting Space Only sites are required to submit a photograph of their tent or other unit with their booking, so that the Organisers can be satisfied that a high level of presentation will be maintained.

Payment of the deposit or whole amount can be paid by BACS, cheque or credit/debit card. N.B: deposits and installment stages will be stated on the booking pack.

#### **Confirmation of Booking:**

Once the Organiser receives a booking form (by post, email or over the telephone), this will be accepted and full cancellation policy will apply. If the Organiser cannot accept a booking, the exhibitor will be notified as soon as possible and no fee will be payable.

#### **Cancellation of Stand:**

If an Exhibitor wishes to cancel their trade stand, notice must be given in writing to Hodgson Events Ltd. The following fees will apply: Cancellation notice received over 90 days before the event, 20% of the fee will be owed. Cancellation notice received 90-30 days before the event, 50% of the fee will be owed. Cancellation notice received less than 30 days before the event, 100% will be owed. If only the initial deposit has been received, the Exhibitor will still be liable to pay the remainder of the cancellation fee cost.

#### **Stand Positions:**

Stand positions will be allocated by the Organiser to achieve the best results for the Exhibitors and the event as a whole. Exhibitors will be informed of their stand location prior to the event. In certain cases we can confirm specific locations if requested at the time



of booking. If payments are not received according to the payment schedule, requested stand positions may become invalid and the Exhibitor will be placed as seen fit by the Organisers.

**Prime Locations and Corner Locations:**

Corner, island stands or premium locations are charged at 20% on top of the stand fee listed in the Booking Pack.

**Insurance:**

Each Exhibitor must have valid public liability insurance in place for the period of the event. A copy of this must be supplied in advance to the Organiser.

**Wifi and Mobile Signal:**

The organisers can not guarantee the level of mobile signal or wifi coverage at this event.

**Exhibiting area**

Exhibitors may only place exhibits within their designated stand area, which is either the tented structure of their stand, or for Space Only Exhibitors, the area of the size they have booked, which will usually be marked by white lines on the ground. Exhibitors may not place any items in the aisles in such a way that could either cause congestion in the aisle, or hinder visibility or access to neighbouring stands. There is generally no gap between each stand, so Space Only Exhibitors must ensure that they have booked enough space to fit all tow bars, guy ropes, etc. within the space. Also consideration should be made for the space required to manoeuvre any trailers within the space.

**Space Only Structures:**

It is the responsibility of the exhibitor of 'Space Only' sites to ensure that static exhibits are erected in such a way that they do not prevent a risk to any person, prior to, during or following the event. The Organisers reserve the right to refuse any structures they deem to be unsafe.

[www.hodgsonevents.com](http://www.hodgsonevents.com)      01798 215 007      [polo@hodgsonevents.com](mailto:polo@hodgsonevents.com)

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