

Luxury Shopping Village
Exhibitors Brochure
2019



CHESTERTONS
POLO
IN THE PARK

Polo in the Park
7 - 9 June 2019

CHESTERTONS POLO IN THE PARK

HURLINGHAM, LONDON SW6
7 - 9 JUNE 2019



Since its debut in 2009, Polo in the Park has rapidly established itself as one of the leading central London sporting events.

The 3 day event now attracts about 30,000 people and was Winner of London Sport Attraction of the Year 2010 & 2011.

In a similar way to how Twenty20 has changed the image of cricket, Polo in the Park has adapted the traditional rules of polo to create a high octane, fast moving and dynamic sport which attracts spectators and the media alike. The crowd is affluent and covers all age groups, particularly the young City crowd.

The Luxury Shopping Village is an integral part of the event, with around 30 companies offering a wide range of goods and services.

Polo in the Park consists of a series of polo matches and display performances each day. Guests arrive from 12pm and the day continues into the evening, leaving plenty of time for shopping and browsing throughout the course of the 3 day event.

Facts at a glance:

When: Friday 7 - Sunday 9 June 2019

Where: Hurlingham Park, London SW6

Attendance: Approx 30,000

Setup: Thurs 6 June 10 am - 6.30pm

Opening times: Fri 12pm - 9pm,
Sat 12pm - 8pm, Sun 11am - 7pm

Matches: At least two matches each day

Demographics: Upper/middle socio-economic group. 18-40 years. Mainly London. "Cash-rich, time-poor."

Stand prices: Prices start at £1,415 + VAT for a 3m x 3m tented unit.

Exhibitor enquiries: 01798 215 007

Email: polo@hodgsonevents.com





Why Exhibit at Chestertons Polo in the Park?

- The event is attended by approximately 30,000 people over the 3 days
- The event is the only polo event to take place in the heart of London
- 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.
- Free listing in the event programme, available to all attendees.
- Listing in Shopping Village brochure placed in all Hospitality areas.
- Free listing on the website
- Wood flooring in the tented units.
- On-site security.
- Support from the friendly Hodgson Events exhibitor management team, who will be there at the event to meet you.

Sample stand prices (ex VAT):

- 3m x 3m : £1,450
- 3m x 6m : £1,900
- 6m x 3m: £2,700
- 6m x 6m : £3,700
- 9m x 3m : £3,995
- 12m x 3m : £4,700
- 15m x 3m : £5,875
- Please enquire about further stand options.

There are some space only sites available, for exhibitors with special units. We request that images of your unit are sent to us with your booking. Contact us to enquire further.





Hurlingham Park, London SW6, 7 - 9 June 2019 LUXURY RETAIL VILLAGE 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. Indicate if premium pagoda tenting or special position is required 3. Select extras such as furniture and power. 4. Calculate total price with VAT 5. Return form with payment.

All stands at this event are tented bays with wood flooring. Front walls will be provided for cover at night. The price shown is for all three days of the event.

Stand size Frontage x Depth	Space with Tenting	Wood flooring	Tick to select	Corner or Special site (+ 20%)	Total
3 metres x 3 metres	£1,450	included			£
3 metres x 6 metres	£1,900	included			£
6 metres x 3 metres	£2,700	included			£
6 metres x 6 metres	£3,700	included			£
9 metres x 3 metres	£3,975	included			£
12 metres x 3 metres	£5,275	included			£

Please enquire about other stand sizes or options not listed.

Optional Furniture / Power / Extras		Unit Cost	Quantity	Total
Stand Fittings	Grey carpet (on wood floor) (per 3m x 3m size stand)	£90		£
	Rouched fabric wall lining (ivory) - per 3m of wall	£25		£
	Rectangular trestle table (1800 x 600mm)	£15		£
	Round table (900mm Diameter)	£15		£
	Chair	£10		£
	Rails above stand to support banner (per 3m bay)	£55		£
Power/ Lights	240V 5amp double 3-pin socket	£110		£
	240V 16amp "Blue connector" for heavier duty use	£170		£
	Set of 2 floodlights (1 double power socket must be ordered, above)	£48		£
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:
(Preferred) **Direct payment to our bank: Sort code 09-01-50 Account: 05832969**

Cheque, made to **Hodgson Events**, sent to the address below.

Or by debit 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 Street, Petworth, West Sussex, GU28 0AG Tel: 01798 215 007 www.hodgsonevents.com**

Retail Village Terms and Conditions

Chestertons Polo in the Park

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. 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 (preferred method), cheque, or debit card.

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.

Stand 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.

Wifi and Mobile Signal:

Although there have been no complaints in previous years, the organisers can not guarantee the level of mobile signal or wifi coverage.

www.hodgsonevents.com 01798 215 007 polo@hodgsonevents.com

Kevis House Lombard Street Petworth West Sussex GU28 0AG



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