

Luxury Shopping Village Exhibitors Brochure

Gold Cup Final
Sunday 21 July 2019



KING POWER GOLD CUP FINAL

FOR THE BRITISH OPEN CHAMPIONSHIPS

SUNDAY 21 JULY 2019



Sunday 21 July 2019 brings the climax of the British Open Polo Championship with the King Power Gold Cup Final.

The Gold Cup Final Day has been a highlight of the social season since 1956, with the day now attracting up to 15,000 people. This is the tournament that every polo "patron" wants to win.

The crowd is affluent and covers all age groups.

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 60 selected high-end companies offering a wide range of goods and services. The village is very prominently located at the top of the polo ground, together with the bar and street food.

The major polo match takes place mid-afternoon. Guests arrive from mid-morning to meet friends before lunch, so there is plenty of time to go shopping before and after the match.

Facts at a glance:

When: Sunday 21 July 2019

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

Attendance: Up to 15,000.

Setup: Sat 1 pm - 5pm/Sun 7.30am - 9.30pm

Opening times: 10am - 7.30pm (bar 10pm)

Main Match: 3.30pm

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

Sample stand prices:

£430 + VAT for a 3m x 3m tented unit, or

£595 + VAT for 6m x 6m "bare space".

Exhibitor enquiries:

01798 215 007 / polo@hodgsonevents.com





Why Exhibit at the King Power Gold Cup Final?

- The day is attended by up to 15,000 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 prestigious event is 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.
- A free listing in the event programme, which is available to all attendees.
- On-site security.
- Support from the friendly Hodgson Events exhibitor management team, who will be there at the event to meet you.
- Parking for at least 1 vehicle in the trade stand car park.

Stand prices (ex VAT):

- 3m x 3m = £440
- 3m x 6m = £680
- 6m x 3m = £695
- 6m x 6m = £1,200
- 9m x 3m = £995
- Please enquire for larger sites

Space only sites start from 6m x 6m in space. We do request that images of your trailer are sent to us with your booking.



Retail Village Terms and Conditions

King Power Gold Cup Final

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, cheque or credit/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.

TRADE 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:

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

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

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COWDRAY PARK
POLO CLUB