

*A festival of fantastic food, drink and fun for all!*

Dear Sir/Madam,

*Firstly let us welcome to the Ellesmere Food & Drink Festival!*

We are absolutely delighted that you wish to be a part of this food & drink festival. The festival is aimed to celebrate the diversity and variety of Local and Speciality Food and Drink Producers who will exhibit at the festival. This includes all exhibitors, stallholders, retailers, bars, restaurants etc.

We would like to provide you with the opportunity to have two days of exhibiting, possible cookery demonstrations, food lectures, wine tasting and more importantly to spread the word about your business, not only with the local people but with the festival visitors alike.

The food festival is funded by a partnership of organisations consisting of the Ellesmere Chamber of Commerce, The Ellesmere Food & Drink Festival will mainly attract the general public but it is promoted also within the trade sector.

A huge amount of media will be generated around the event and its exhibitors during the course the course of the two days. The Ellesmere food and drink festival will held in the Market hall and Town Hall, with further entertainment in local establishments, families are very welcome.

Please find below brief information listed regarding the exhibition:

- *This festival will be held on Saturday 16<sup>th</sup> and Sunday 17<sup>th</sup> June 2012 at the Market Hall and Town Hall in Ellesmere.*
- *The Festival will be open from 10.00am - 4.00pm on Saturday and Sunday, and companies are required to be present for both days during these hours.*
- *A charge of £70 for 1 day or £95 for two days will apply to each exhibition space (8ft space) for the 2 days and an additional charge of £25 if you require electricity.*
- *Tables will be approx (6ft x 3ft and 8ft x 3ft).*
- *Exhibitors will have access to the Hall from 8am on Saturday 16<sup>th</sup> of June and from 8.00am on Sunday 17<sup>th</sup> of June 2012.*
- *ALL companies must provide a copy of their Public Liability Insurance document (dated during the festival) up to a minimum of £2 million and complete a risk assessment form.*
- *Please note that spaces are limited.*
- *Exhibitors will be responsible for hiring their own chilled cabinets, freezers, hobs or other equipment.*

If you would like to book a space at the Ellesmere Food and Drink Festival please return the enclosed booking form with full payment, a copy of your Public Liability Insurance and a completed risk assessment form. Your application will then be processed. If you require a receipt of invoice for the full amount paid please remember to tick the relevant box.

If you require any further information regarding any of the above, please contact Lincoln Mc Mullan on 01691 622990 or 07967 370046

Yours sincerely,

Lincoln Mc Mullan (Chairman of the Chamber of Commerce)

**EXHIBITOR INFORMATION PACK**

This Exhibitors pack contains:

## *Ellesmere Food & Drink Festival – Exhibitor’s Pack*

1. Information you need for the festival
2. Application Form
3. Risk Assessment Form (if required).
4. Outlines the Food & Drink Festival’s Responsibilities and those of the exhibitors.

<b>Festival Dates and Times:</b>	<i>Saturday 16<sup>th</sup> and Sunday 17<sup>th</sup> June 2012, Festival opens for public: 10:00am – 4:00pm</i>
<b>Festival Venue:</b>	<i>Market Hall and Town Hall for food and drink festival,</i>
<b>Prices:</b>	<i>£70 for one day or £95 for two days for 8ft space</i>
<b>Electricity:</b>	<i>£25 for the two days</i>

1. **Marketing-Advertising & PR** - Inclusive of the price of the space, you will also receive the following business opportunities:
  - Link from the Food Festival Website to your website
  - Listed in the festivals guide
  - Excellent PR in Radio, Media etc – The Ellesmere food & drink festival, exhibitors and participants will have as much local, regional and national media coverage as possible.
  - The 2012 Festival press coverage, photo-gallery and exhibitor list will remain on the site throughout the year.
  - Don’t forget that word-of-mouth is the most effective marketing!
2. **Spaces** - The festival event is indoors. Spaces available are. The space is what you are paying for (see application form). Exhibitors can bring their own stalls, stands, tables or use the trestle tables offered by the festival. No chairs are provided. \*Exhibitors who wish to use their own table etc need to ensure that they can fit into the allocated spaces.

***Please Note: The Ellesmere Food and Drink Festival organisers will allocate physical spaces at the festival. Their decision is final. A plan of the festival site will be posted on the Food & Drink Festival Website as soon as it becomes available or a copy can be sent you via Email upon request only.***

3. **Electricity** - Exhibitors are welcome to bring their own generators or if they do need electricity, can use the festival electricity for the fee listed in the Application Form.
4. **Alternative Power** - Exhibitors using gas or other fuel must disclose this on the application form
5. **Setting up & dismantling** -The festival will open for the general public at 10.00am and will close 4.00pm on both days. Setting up time will start at 8.00am on the Saturday 16<sup>th</sup> June. Dismantling is to be finished by 7.00pm on Sunday 17<sup>th</sup>.
6. **Services provided** - Stalls are dismantled overnight. Exhibitors are responsible for the security/safe storage of their own equipment and products. There will be facility for overnight storage. The Food Festival will ensure general rubbish removal. We ask that you take responsibility for the safe disposal of your rubbish. Exhibitors have the responsibility of taking away with them any larger items that are not general rubbish, eg: boxes, crates, packaging etc. Ellesmere has an efficient waste recycling centre and directions to it will be given.
7. **Emergency Services** - Each exhibitor will be provided with information about first aid points, stewards and routes and procedures agreed with the emergency services.
8. **Vehicle access and parking** - There are large car parks near the festival site.
9. **Risk Assessment/Safety** - Exhibitors are required to send in a Risk Assessment Form: either one they use for other festivals/exhibitions or by completing the Form attached to the

**Ellesmere Food & Drink Festival – Exhibitor’s Pack**

application. All exhibitors must be conversant with and comply with the Food Safety (General Food Hygiene) Regulations 1995, the Food Safety (Temperature Control) Regulations 1995. The Food Festival has Public Liability Insurance in place.

***Please Note: The Food Festival does not accept responsibility for any loss or damage to exhibitor’s goods - exhibitors are responsible for their own goods. For any of the event that is held outdoors, the Food and Drink Festival does not accept responsibility for financial loss to any exhibitor as a result of weather, events outside of the Food Festival’s control or cancellation of the food festival for reasons outside the Food and Drink Festival’s control.***

**Ellesmere food & drink festival  
Saturday 16<sup>th</sup> and Sunday 17<sup>th</sup>, June 2012**

**EXHIBITORS BOOKING FORM**

Ellesmere Food & Drink Festival – Exhibitor’s Pack

<i>Name of Company:</i>	
<i>Contact Name:</i>	
<i>Address:</i>	
<i>Post Code:</i>	
<i>Tel:</i>	<i>Mobile:</i>
<i>Fax:</i>	
<i>E-mail:</i>	<i>Web Ad:</i>
<i>Name of Company to appear (please print in block capitals):</i>	
<i>Brief description of the company, produce to appear in promotional material:</i>	
<i>Exhibitors of Alcohol (We have the premises licence):</i>	
<i>In order to comply with statutory and local government requirements, you will NOT need a Temporary Event Notice specifying the sale of alcohol off the premises as we have one in place already.</i>	
<i>Product Information:</i>	
<i>Please give a brief description of the produce you will sell:</i>	
.....	
.....	
.....	
<i>Where do you source your ingredients?</i>	
.....	
.....	
.....	
<i>Are you the producer of all these goods?</i>	
.....	

***Ellesmere Food & Drink Festival – Exhibitor’s Pack***

*Electricity:*

Do you want electricity?      Yes                      No  
(Please note you will need to pay for electricity)

Number of electricity points required (additional charge of £25): .....

For what use and how much electricity do you require?

Other please specify ..... Kilowatt .....

***Trestle Table required?                                      Yes                      No***

*Exhibition Space*

I require space for \_\_\_\_ day (£70 1 day)  
I require space for \_\_\_\_ days (£95 for 2 days)

I require Electricity £25

Total Cost £

*I enclose:*

- Cheque to the value of £ \_\_\_\_\_
- Copy of Public Liability Insurance (dated during the food festival)
- Completed Risk Assessment Form

*\*Please note:*

- Cheques are to be made payable to: **Ellesmere food and drink festival**
- Do you require receipt of payment invoice?    **Yes    No**
- We will not accept exhibitors who do not send us their Public Liability details or a completed Risk Assessment Form.

*Cancellation by Exhibitors - If you cancel the space you have paid for, the Ellesmere Food and Drink Festival will refund the fees, less 60% to cover costs, provided that notice of cancellation is provided no later than Wednesday 14<sup>th</sup> May 2011 AND that the space has been re-let.*

**Signed .....**      **Date .....**

*Please return payment no later than 01<sup>st</sup> May, 2012 to:*

*Lincoln Mc Mullan  
The Chairman of Ellesmere Chamber of commerce  
Ellesmere food & drink festival  
C/o 20 Scotland Street  
Ellesmere  
Shropshire  
SY12 0EG*

*P.S If you have any questions related to the Exhibitor’s Application Form, feel free to contact us by Mail, phone or email.*

T: 01691 622990

<b>EXHIBITOR RISK ASSESSMENT FORM</b>	
<i>Company Name:</i>	
<i>Contact Name:</i>	
<i>Address:</i>	
<i>Signature:</i>	<i>Date:</i>
<p>You need to consider what risks there might be to festival organisers, participants and the public during the festival. For instance:</p> <ul style="list-style-type: none"> <li>● What type of hazard could you reasonably expect to result from your action that could result in significant harm: Examples to consider are: Tripping/slipping hazards, chemicals/fuels (I.e.) gas cylinders), vehicle risks - reversing, unloading, cooked/uncooked foods</li> <li>● Who might it harm? In general terms - your own staff, other exhibitors, visitors to the festival etc.</li> <li>● What do you need to do in terms of precautions to meet any legal requirements or standards and to reduce the foreseeable risk as far as reasonably practicable?</li> </ul> <p>Once you have identified the potential hazards, who they might affect and what you would do in terms of risk management, fill out the table below.</p>	
<b><i>Hazard - Whom it might put at risk?</i></b>	
<b>Is this a:    High    Medium    or Low Risk?</b>	
<p><b><i>What action plan or Risk measures do you have:</i></b> If you are bringing flammables, such as gas cylinders please complete the following:-</p> <p><b>Flammable:</b></p> <p>Size of cylinder:</p>	
<b>Is this a:    High    Medium    or Low Risk?</b>	
<b><i>Risk management - Strategy/accident action</i></b>	