

Eastbourne Borough Council organises major visitor events annually within the resort. During the year the town attracts in excess of 4 million visitors to the town. Eastbourne has been the Winner of the Most Group Friendly UK Destination in the Group Travel Awards and has previously been voted Best UK Resort.

It is these awards together with new tourism initiatives that maintain the popularity of Eastbourne and enhance the visitors' and residents' perception of it as an exciting place to be.

On Saturday 2 – Sunday 3 May 2009 the Council, in partnership with Eastbourne Historic Vehicle Club, East Sussex Omnibus Society and various interested historic transport groups will hold the 6<sup>th</sup> Magnificent Motors on the beautiful Western Lawns situated on Eastbourne seafront. This will build on the success of the event in previous years which attracts up to 20,000 visitors and generates income around the event of £1,000,000. The event has been widely hailed as a successful highlight of the tourism calendar with the Customer Survey offering very positive feedback.



Strengthening Eastbourne's already established links with vehicle enthusiasts, the two day extravaganza will again offer a showcase for vintage and veteran motorbikes, cars, buses, cycles, commercial and military vehicles. Traction engines will also be invited to the event alongside old time galloper carousels. A French Market will be in place on the Seafront Promenades.



The format will be the display and running of all types of vehicles, vintage fairground attractions, staging and entertainment

Magnificent Motors is offering traders and companies the opportunity to exhibit on the open air site which will be the Western Lawns on Eastbourne's historic seafront.

Companies will be expected to provide their own exhibition stands and gazebos/marquees if required. Pitches can remain in place overnight and even be erected on Friday 1 May as security will be on site, however stock will need to be removed. There can be no overnight sleeping on the Lawns.

Cost: £20 per square metre – anticipated footfall 20,000 visitors. Public Liability insurance of £5,000,000 is required.

**IMPORTANT NOTES FOR EXHIBITORS – Please read carefully**  
**(It is advisable to take a photocopy of these notes for your own records). A License and Risk Assessment form will be issued to all exhibitors to sign once booking is confirmed.**

1. The total cost of the stall should accompany all bookings. In the event of cancellation:
  - before 31<sup>st</sup> March 2009 - 10% administration fee will be deducted from the booking fee
  - after 31<sup>st</sup> March 2009 – the licence fee is non-refundable
2. Full payment of the space/stand must be included to reserve your area.
3. NO trade vehicles will be allowed to park on site. Car parking spaces are available on road nearby and a permit to park will be issued for your vehicle. You are permitted vehicle access to the Western Lawns to unload stock in the morning and reload after the event site is clear of public.
4. There is no electricity supplied on site. Power must be supplied by your own HSE approved generators. A Council Safety Officer will check all generators once on site.
5. The use of microphones, loudspeakers, megaphones or other voice enhancers is forbidden
6. All exhibition stands must be open and manned from 11.00am – 5.00 p.m. during the event.
7. Further information regarding set up and getting out times will be sent out nearer the time.
8. Exhibitors offering food for sale to the public must comply with the relevant sections of the Food Safety Act 1990, Food Safety Regulations 1995 and the Food Safety (Temperature Control) Regulations 1995.
9. A condition of your booking is that you comply with any requests from officers employed by Eastbourne Borough Council relating to the safety, hygiene and admittance of the public to your stand.
10. Please note Eastbourne Borough Council will not be liable for any loss of earnings, or any other losses incurred as a result of the event for any reason being cancelled or abandoned.
11. A photograph of your trade stand must accompany all applications for exhibition space. Exceptions will only be made if you attended the event in 2007 with the same stand.
12. If you are a previous exhibitor it is possible to request the same area (if available at time of booking) but there is no guarantee of the same exact pitch. **Change of space on arrival or during the show IS NOT POSSIBLE.**

13. Traders and exhibitors are expected to provide their own marquees and exhibition stands if required, which should be risk assessed and meet health and safety standards. A copy of your risk assessment and a separate fire risk assessment must be supplied before you are allowed on site to ensure that you comply with the Regulatory Reform (Fire Safety) Order 2005. Further information is available from HM Government website [www.communities.gov.uk](http://www.communities.gov.uk) on the fire safety law and guidance for businesses section and downloading or reading Guide 9 relating to outdoor events.
14. All exhibitors will be required to sign and complete a user licence which will detail permitted activities and your legal responsibilities whilst trading on Eastbourne Borough Council land.
15. Security guards will be patrolling the site overnight on Friday 1 and Saturday 2 May, although it should be noted that Eastbourne Borough Council cannot be held responsible for any theft or damage. Please be aware that there can be strong winds so you must ensure that your stand structure is of a secure, sturdy nature.
16. Eastbourne Borough Council will work closely with Trading Standards throughout the event, and will supply information on exhibitors if requested. All goods sold on Council land must be of marketable and satisfactory quality, and comply with all Trading Standards legislation.
17. Your own public liability insurance should apply when members of the general public are on your stand. You will not be allowed on site without providing a copy of your **public liability insurance to the value of no less than £5 million. A copy of your insurance certificate must be supplied with your application**
18. We are unable to allow the sale of ice cream, drinks and ball bearing guns on stands. All goods will be checked by Trading Standards during the show.
19. All rubbish must be cleared from your site at the end of each day and put in the large Euro Bins provided. Any rubbish not cleared away at the end of the event will be photographed as evidence and then a charge will be made to you as a fine. You will also jeopardise your chances of returning to Eastbourne Borough Council events in future years.
20. No tents, caravans or mobile homes are allowed on site during the event and traders and exhibitors are not permitted to sleep on site.

Thank you for your co-operation.



# SPONSORSHIP

There are many opportunities available for those wishing to market their products or services through sponsorship of the whole event or individual displays. Packages can be tailored to suit the specific needs of the business. If your company is looking to improve their profile and target 20,000 people please contact Jayne Howard for further details on 01323 415442 or email [jayne.howard@eastbourne.gov.uk](mailto:jayne.howard@eastbourne.gov.uk)

## TRADE BOOKING FORM

Size of space required in metres: Width: \_\_\_\_\_ m X Depth \_\_\_\_\_ m

Total M<sup>2</sup> ( multiply width by depth) = \_\_\_\_\_M<sup>2</sup>

Space cost: \_\_\_\_\_ M<sup>2</sup> x £20.00 per sq. m = £ \_\_\_\_\_ TOTAL COST for trade space at Magnificent Motors on 2 - 3 May 2009.

(To give you an example: if you required a 3m x 3m trade space, you require 9 sq. metres. The cost of 9 sq. metres is 9 x £20 = £180.00. )

I agree to abide by all the terms & conditions:

Company Name:	
Contact Name:	
Address:	
	Post Code:
Telephone:	Mobile:
Fax:	Email:
Signature:	Date:
Position in Company:	
Description of trade (please provide photograph):	

I enclose a cheque made payable to Eastbourne Borough Council for the sum of £.....

Please return completed form to:

Events Team,  
Eastbourne Borough Council, 1 Grove Road, Eastbourne,  
East Sussex, BN21 4TW

Telephone: 01323 415404      Fax: 01323 736373  
Email: [events@eastbourne.gov.uk](mailto:events@eastbourne.gov.uk)