



Light Aircraft Association

Sywell Rally

1-2-3 Sept 2017



FLYING FOR FUN!

Britain's Biggest International Fly-In Event

- 1000+ aircraft, kit-built, home-built, vintage, classic, microlights, gyroplanes
- Trade Exhibition • LAA Young Flyers marquee
- 'Speakers Corner' presentation theatre
- Evening entertainment • Camping • Air-side access



Fly in arrivals strictly PPR. Must pre-book landing slot and adhere to published AIC. www.sywellaerodrome.co.uk

www.laa.uk.com

Dear Exhibitor

Many thanks for considering the LAA Rally as a means of promoting your company. The Light Aircraft Association, with over 7,600 members and more than 2,700 aircraft currently flying on LAA Permits in the UK (plus another 1,600 projects in progress) is by some margin the largest powered sport flying organisation in the UK and the LAA Rally is at the heart of our diverse organisation. It is the perfect showcase for new products and ideas, while at the same time it maintains the Association's tradition as the place to meet old friends and make new ones.

If you attended last year's 70th Anniversary event, you won't need telling that we demonstrated our resilience by 'riding the storm' of heavy rain and high winds. Despite that, over 3,500 people attended the event, around 10% more than in previous years. Had it not been for the poor weather, it is likely that visitor numbers would have been well in excess of 5,000 and this year as last, if weather permits, we expect to attract around 1,000 visiting aircraft over the weekend, making the LAA Rally the UK's biggest international fly-in event.

I was also delighted to be told by more than one key exhibitor: "*We sold more on the Friday of the LAA Rally than the whole of another weekend-long event*" and with the demise of the Flyer Live show at the end of the year, this year's LAA Rally will represent the prime opportunity for you to access a core market of flyers, who are directly engaged in leisure and sport aviation.

One new initiative at last year's LAA Rally was the creation of a fourth additional 'feature' marquee, which housed a display of early aircraft representing the 70th Anniversary of the creation of the Association, as well as giving added indoor space for visitors. It was supplemented by the 'Speakers Corner' auditorium area, sponsored by Adams Aviation and Garmin, which proved highly popular. We're planning for both areas to feature again this year, with the marquee being dedicated to 'LAA Young Flyers', with Schools' Build-A-Plane displays and other outreach projects attracting an even wider audience. Another development for 2017 is that dedicated high-speed exhibitor internet access is being made available in conjunction with Sywell Aerodrome, an important benefit.

What won't change is our passion and enthusiasm for flying for fun, creating an atmosphere which I hope you will enjoy and share, leading to both a commercially successful and entertaining weekend.

Look forward to seeing you at Sywell in September!

Very best regards

A handwritten signature in black ink, appearing to read 'S. Slater', with a stylized flourish at the end.

Stephen Slater
Chief Executive
Light Aircraft Association

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Exhibitor Terms and Conditions 2017

Welcome

Whether you have exhibited with us before or if this is your first time at The LAA Sywell Rally, this manual aims to answer your questions. If you don't find the information you need, please do not hesitate to contact us.

Disabled Access

EU Regulations relating to disabled persons state that disabled persons should be given the same opportunities as able-bodied persons. This includes the ability to attend exhibitions and look at any of the exhibits. In particular, we would ask that you please ensure that your stand and exhibits are easily accessible to those disabled visitors with wheelchairs.

Electricity

Electricity can be supplied to the main tent pavilion units and **MUST** be pre-ordered. Outside exhibitors requiring electricity should contact the Light Aircraft Association for viability or use of your own small generator may be acceptable.

Electricity will only be provided (barring mechanical failures) between 9.15 am and 5.00 pm Friday to Saturday and 9.15 am to 4 pm on Sunday.

Exhibitor's passes

You will receive 4 passes for your stand and may buy more if you need extra. **You will be issued with coloured wristbands as exhibitors of the show.** You will need to wear these to gain access to the site and airside.

Liability of Exhibitors

Your attendance at the LAA Sywell Rally is at your own risk, in every aspect, including from fire and/or damage to, or loss of exhibits, stands, furniture, fittings and/or empty packing cases, from any cause and at any time. You must take out insurance (see below) to protect you from any risk of loss or damage. No liability can be accepted for damage to properties as a result of a third party dilapidation and all possible precautionary protection should be arranged.

Insurance

You need to demonstrate that you are insured to exhibit. It might already be part of your existing insurance policy, but if not you can buy a "traders' insurance" policy. We require a copy of your public liability insurance before the event. A minimum of £2M cover is required.

Public Opening times

Friday 1st September: 09.30 am to 5.00 pm
Saturday 2nd September: 09.30 am to 5.00 pm
Sunday 3rd September: 09.30 am to 4.00 pm

Exhibitor Opening times

Vehicles will not be permitted on the Exhibition site during opening hours unless they form part of your outside display (motorhome or similar). Access for loading and unloading will be:

Thursday 31st August: 2.00 pm till 6.30 pm
Friday 1st and Saturday 2nd September: 7.45 am to 9.15 am and from 5.00 pm
Sunday 3rd September: 7.45 am to 9.15 pm and from 4.15 pm.

Please note that it contravenes health & safety regulations to dismantle stands, including the removal of displays, whilst the public are still in the marquees. Therefore exhibitors are not to break down their stand until after 4pm on the Sunday.

Rubbish

You will be responsible for clearing your own rubbish from the exhibition area on an ongoing basis and on vacation of the plot. There will be a small skip available but please take larger items away with you. **Failure to clear your site will incur an additional charge.**

Security

The Light Aircraft Association Ltd pays for security officers to patrol the exhibition marquees outside of the opening times. However, you are responsible for the security of your goods and neither the Light Aircraft Association Ltd nor Sywell Aerodrome Ltd take any responsibility for loss of goods during the period of the Show.

Smoking

No smoking is allowed inside the main marquees or airside.

Space in the Marquees - Grass

There are three exhibitor marquees in which grass plots are available in 3m x 3m blocks. Prices and marquee layout details can be found in the Annexes.

Outside Space - Grass

All outside plots are 10m x 10m. If you wish to increase the width you can order increments of 10m spaces. Please be aware that you need to book sufficient space for your display which must remain inside that boundary. **Due to continued problems of breaching health and safety regulations, aircraft/stands encroaching onto another exhibitor's area or public thoroughfares, will be removed.** Prices and marquee layout details can be found in the Annexes.

Tables and Chairs

The Light Aircraft Association Ltd does not provide tables and chairs. See Annex 2 for details on how to book your own.

Terms and Conditions

You need to sign your order form to confirm that you have read and accept our terms and conditions.

Payment

Full payment is required upon booking to secure your plot(s). No plots will be allocated until payment has been received. Please note payment is non-refundable.

Exhibitor Parking

Exhibitors are required to abide by the Exhibitor opening times for build-up and break down. Exhibitors will be provided with an Exhibitor Vehicle pass which must be displayed at all times. Any vehicle attempting to enter the Exhibitor's Car Park without a vehicle pass will not be allowed to enter and will be directed to the main car park, which is free. The Exhibitor car park is of limited size so it is to everybody's benefit if it is restricted to exhibitor vehicles only, particularly those carrying merchandise. **PLEASE DO NOT DOUBLE PARK YOUR VEHICLE. There is a free car park on the opposite side of the road.**

Health and Safety

Under the Management of Health & Safety at Work Regulations 1999, exhibition stands are considered to be a workplace. It is therefore your responsibility to ensure that all your staff and subcontractors have received sufficient Health & Safety training, that you abide by the latest regulations and are provided with, and use, the correct protective clothing and equipment to enable them to carry out their work in a safe manner in accordance with the regulations and the Act.

Risk Assessment

You need to send us a completed H&S risk assessment before you exhibit. A sample H&S form can be found in the annexes. Please ensure that a copy is available on-site as this may be requested during the show.

Alcohol and Drugs

The abuse of alcohol, drugs and other substances can affect work performance and safety. Any person found to be under the influence of alcohol, drugs or other substances, which in the opinion of the Organisers and their representatives constitutes a danger to themselves or any other person using the venue, will be removed from the venue by security and, if necessary, further action will be taken to remedy the situation.

Internet Connection for Exhibitors

Exhibitor internet access can be made available. Please contact Sywell Aerodrome for information (info@sywellaerodrome.co.uk).

Distribution of Promotional Material

All promotional material and advertising including banners, flags, the dispensing of literature and promotional material etc ... must be conducted from your stand. You cannot hand out leaflets at the entrance to the event, in the gangways or in any other part of the exhibition site. Nor can you place banners, flags or other promotional material around the site. If you wish to advertise/promote your company outside of your stand, please contact Neil Wilson (LAA Marketing/Advertising) on 07512 773 532 or neil.wilson@laa.uk.com who can advise on available competitive packages.

Dogs

Dogs are **not** allowed airside at Sywell Aerodrome, even if they fly in with aircraft owners.

Flying-In

Exhibitors flying in are reminded of the need to pay Sywell landing fees and must pre-book a slot (Thursday from 2:00pm onwards, Friday, Saturday and Sunday). For full details see <http://www.sywellaerodrome.co.uk/>

Music, TV, Video, Live Acts

If you propose to play music on your stand or if you propose to use a TV, video or other electronic means to play sound recordings or show films, you must obtain all appropriate licences. Please also ensure that music and commentary for demonstrations, videos, presentations, etc. are kept at a level which will not interfere with neighbouring stands. By law you require two separate licences – a performing rights licence and a phonographic performance licence. It is your personal responsibility to obtain these licences, at your cost.

Sub-letting

You are reminded that you must not transfer, sub-let or sub-divide your stand, whether for financial consideration or otherwise, or enter into any agreement to do so. The organisers reserve the right to ensure that all products not belonging to the contracted company are removed and any contracted company found sub-letting will be asked to leave and might not be offered a stand in future years.

Airside Fencing

There will be a financial penalty for any exhibitor seen tampering or dismantling the airside fencing.

Sywell Emergency Procedures

These are available upon request from Sywell Aerodrome Ltd.

Light Aircraft Association
Annex 1 – EXHIBITOR RISK ASSESSMENT

Name and Address	Task or Activity	Date of Assessment
		Name of assessor
		Signature
		Review date

Stand

Hazard(s)	Who and What might be harmed?	Severity	Likelihood	Rate	Existing Controls	Additional Action Controls Needed	By Whom	By When	Date Done

RISK RATING

ACTION LEVELS

Likelihood	Severity	Points	Risk	Action
1 – Very Unlikely	1 – Minor first aid injury / little environmental effect	1 – 2	Trivial	No action required
2 – Likely	2 – Three days absence from work / temporary damage	3 – 5	Tolerable	Apply reasonably practicable rule
3 – Possible	3 – Three days absence from work / complaint of environmental damage	6 – 12	Medium	Some action required
4 – Unlikely	4 – Major injury or environmental damage	15 – 16	High	Positive action required to control and reduce the risk
5 – Very Likely	5 – Faulty or very serious damage	20 – 25	Intolerable	Immediate action – cease the activity or do not start

Annex 2 – PRICE LIST

Main Marquee A, B and C:

3m x 3m £230.00

Outside Open Space Plot:

10m (D) x 10m (W) £230.00

Per additional 10m x 10m (W) area (i.e. to make 10 x 20, 10 x 30) £190.00

HAVE YOU BOOKED SUFFICIENT SPACE?

Please be aware that you need to book sufficient space for your display, which must remain inside that boundary. Due to problems which have occurred in the past, aircraft which encroach public thoroughfares or other exhibitor areas will be removed as this is a breach of Health and Safety regulations.

Optional Extras

Electricity (marquee and certain outside plots) £100.00

Extra Exhibitor Pass £ 4.16

**** EXCLUSIVE EXHIBITOR INTERNET ACCESS – PLEASE CONTACT: INFO@SYWELLAERODROME.CO.UK ****

For exhibitors wishing to hire their own marquees, tables or chairs, LAA's contact is:

Big Top Marquees, Tel: 01933 350 336 or info@bigtopmarquees.co.uk

All prices are excluding VAT which will be added at the standard prevailing rate

Draft Layout Subject to Change

Annex 3 – EXHIBITOR BOOKING FORM

Company Name:
Name of Contact:
Address:
Post Code:
Tel No:
E-mail:
Website:

<u>INSIDE</u>	Marquee A, B or C	Marquee Plot Number/s	Price per plot	TOTAL
3m x 3m			£230.00	
<u>OUTSIDE</u>	Plot Number / s			
10m deep x 10m wide			£230.00	
Additional 10m deep x 10m wide add-on			£190.00	
Extras				
Electrical Supply			£100.00	
Extra Exhibitor Pass			£ 4.16	
TOTAL				
+ VAT @ 20%				
GRAND TOTAL				

Full Payment is required to confirm booking

I confirm that I have read and accept the LAA Exhibitor Terms and Conditions DATE:

SIGNATURE:

Card Details: (Cheques to be made payable to LAA)

Check List:

- Booking Form
- Completed Risk Assessment
- Copy of Public Liability Insurance (£2M)
- Payment

Annex 4 – Marquee Layout

**PLEASE CHECK AVAILABILITY BEFORE BOOKING
LAYOUT SUBJECT TO CHANGE
MARQUEES ARE 30M X 12 M**



Annex 5 – OUTSIDE LAYOUT

