



EXHIBITOR MANUAL 2021

Dear Exhibitor

LAA Sywell Rally 2021

Welcome to the 2021 LAA Rally in this our 75th Anniversary year and many thanks for considering the Rally as a means of promoting your organisation. The Light Aircraft Association, with some 7,800 members and more than 2,800 aircraft currently flying on LAA Permits in the UK (plus another 1,500 projects in progress) is the largest powered sport flying organisation in the UK, and the Rally is the highlight of our Anniversary year.

Despite the enforced break last year due to COVID the LAA Rally goes from strength to strength attracting exhibitors, builders, flyers and enthusiasts from around the world. The 2019 event saw almost 800 aircraft and some 5000 people visit over the three days, making it the pre-eminent fly-in event in Europe and receiving positive feedback from exhibitors, members and visitors alike – 'one of the best yet'.

Our plans for 2021 are taking shape, in partnership with Sywell Aerodrome and in full compliance with UK Government COVID-19 guidelines. The Government's announcement of a roadmap out of lockdown enables us to plan for as near normal a Rally as possible. However, to ensure that we can offer exhibitors and visitors a Covid-safe environment it has been necessary to adapt our layout plans to include more open public spaces and the avoidance of fully enclosed exhibition marquees. We will also adhere to any prevailing guidelines at the time of the Rally to ensure a COVID safe event. Addendum's to the Exhibitor pack will be issued as necessary advising of any further layout and operational changes required in order to comply with prevailing guidelines.

This year in an expanded programme to celebrate 75 years of the Association and 'Flying for Fun' we aim to feature some of the iconic aircraft, events and people that have shaped our past as well as showcasing all that is best in current and future sport and recreational flying. In addition to exhibitors' stands, Speaker's Corner aims to provide a wide programme of informative talks and presentations and offers an ideal opportunity to get your message directly to your audience. So, do you want a slot? We also have a number of exciting sponsorship packages to promote further your business presence and we would welcome the opportunity to discuss these with you.

The 2021 LAA Anniversary Rally provides the perfect opportunity to showcase new products and ideas to a core market of flyers, aircraft builders and restorers, together with the opportunity to network with fellow exhibitors, industry regulators and in recent years, visiting ministerial delegations, all conducted in a relaxed and friendly atmosphere.

Our exhibition space rates for 2021 remain unchanged and represent excellent value for money so whether you are a longstanding exhibitor at the LAA Rally or considering exhibiting for the first time I look forward to welcoming you at the 2021 Rally!

I know that after a gap of some 18 months without major sport and recreational aviation events there will be considerable interest amongst our members to attend the Rally to celebrate our 75th year. I very much hope that you will be able to join us at Sywell too. If you require any further information regarding exhibiting at the Rally, please don't hesitate to contact Penny Sharpe (penny.sharpe@laa.uk.com) who will be pleased to assist.

Very best regards



Eryl Smith

LAA Rally Chairman



Light Aircraft Association

TERMS AND CONDITIONS FOR EXHIBITORS

TABLE OF CONTENTS

Welcome	1
Disabled Access	1
Electricity	1
Exhibitor Passes	1
Liability of Exhibitors	1
Insurance	1
Public Opening Times	1
Exhibitor Opening Times	2
Rubbish	2
Security	2
Smoking	2
Space in Chalets	2
Space Outside	2
Tables and Chairs	3
Terms and Conditions	3
Payment	3
Exhibitor Parking	3
Health & Safety	3
COVID Contingency Measures	3
Risk Assessment	3
Alcohol and Drugs	4
Internet Connection	4
Distribution of Promotional Material	4
Dogs	4
Flying-In	4
Music, TV, Video, Live Acts	4
Sub-letting	4
Sywell Emergency Procedures	4



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

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 Exhibitor Village chalet units and MUST be pre-ordered. Outside exhibitors requiring electricity should contact the Light Aircraft Association for availability or for use of your own small generator which 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 you 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 3rd September: 09.30 am to 5.00 pm

Saturday 4th September: 09.30 am to 5.00 pm

Sunday 5th 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 static display (motorhome or similar). Exhibitors must not exceed the site speed limit and have hazard warning lights on at all times when manoeuvring on the exhibition site. Access for loading and unloading will be:

Thursday 2nd September: 2.00 pm till 6.30 pm

Friday 3rd and Saturday 4th September: 7.45 am to 9.15 am and from 5.00 pm

Sunday 5th September: 7.45 am to 9.15 am and from 4.15 pm.

Please note that it contravenes health & safety regulations to dismantle stands, including the removal of displays, whilst the event is still open to the public. 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 small skips available around the site but please take larger items away with you. Failure to clear your site will incur an additional charge. Recycling bins will be on site this year – please use these properly and break down boxes before disposing of them.

Security

The Light Aircraft Association Ltd pays for security officers to patrol the exhibition area 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.

Exhibitor Village Chalet Units

Replacing our usual enclosed Exhibitor marquee these units are configured as runs of chalets and can be configured as individual or multiple (combined) units. Each unit is 3m wide x 4.5m depth to provide our standard 3x3m exhibitor pitch plus an additional 1.5m depth to provide protection against the elements and allow for social distancing in front of the display stand. Electrical services can be supplied subject to pre-booking. Exhibitors will be responsible for securing their units at the end of each day. Prices and layout details can be found in the Annexes.

Outside Space - Grass

All outside Exhibitor 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. For information and availability of electrical supply to outside exhibitor plots or use of a self-supplied generator please contact the LAA at the time of making your booking.



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 accepted 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 unless under exceptional circumstances or the LAA cancels the Rally for any reason.

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.

COVID Contingency Measures

The Rally event will be organised and take place in full compliance with UK Government's COVID-19 guidelines. At the time of issue of this pack the Government's Roadmap out of Lockdown anticipates that from 21 June it will be in a position to remove all legal limits on social contact and further ease the restrictions on large outdoor events.

In the event that social distancing and other restrictions remain the event organiser reserves the right to amend the layout and protocols in conjunction with Sywell Aerodrome to ensure compliance with Government guidelines and that a safe and secure event can take place. The event organiser's decisions will be final in these matters. Addendum's to the Exhibitor pack will be issued as necessary advising of any layout and operational changes required in order to comply with prevailing guidelines.

Risk Assessment

You need to complete H&S risk assessment before you exhibit. A sample H&S form can be found in the Annex 1. 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.

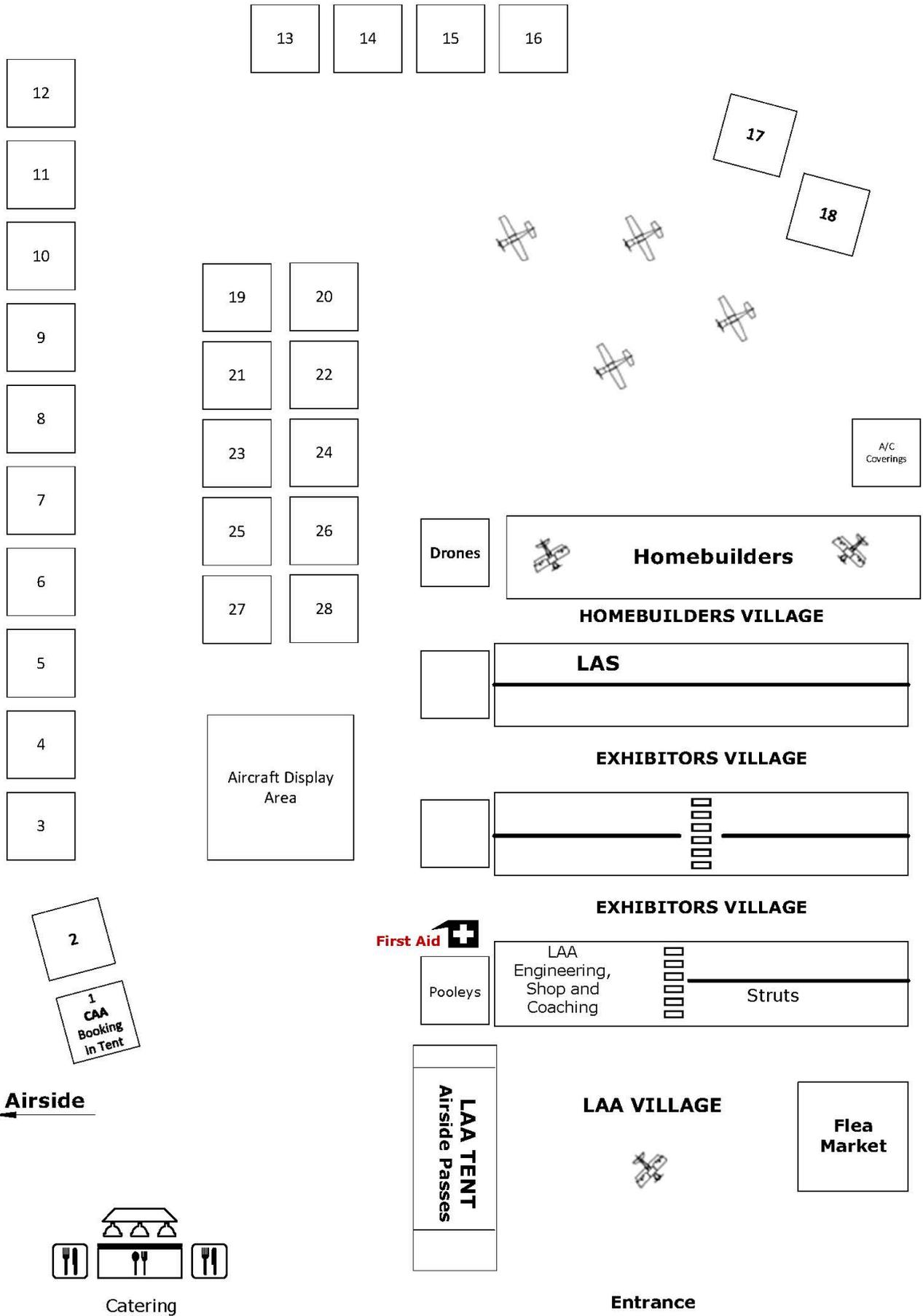
Sub-letting

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.

Sywell Emergency Procedures

These are available upon request from Sywell Aerodrome Ltd.

Annex 1 - Overall Layout 10m x 10m Plots

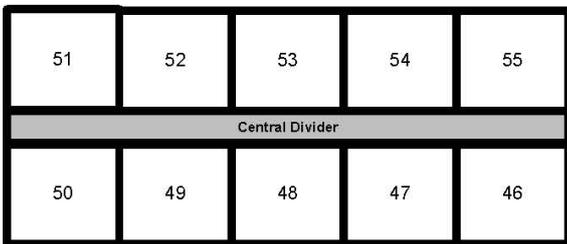
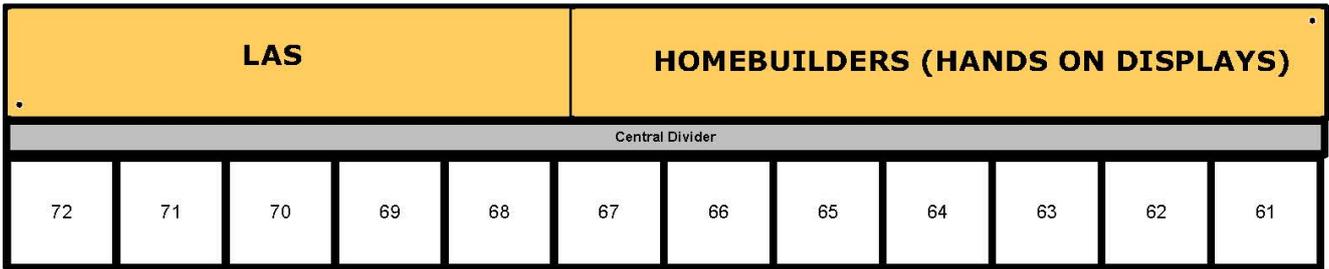


Annex 2 – Individual chalets – 3m (wide) x 4.5m (depth)

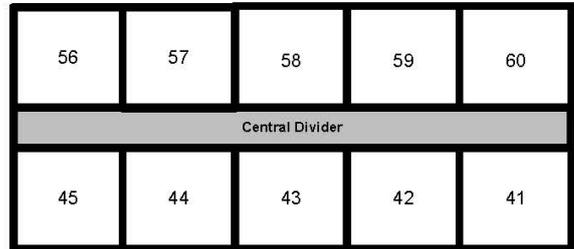
Outside Displays



No Entry



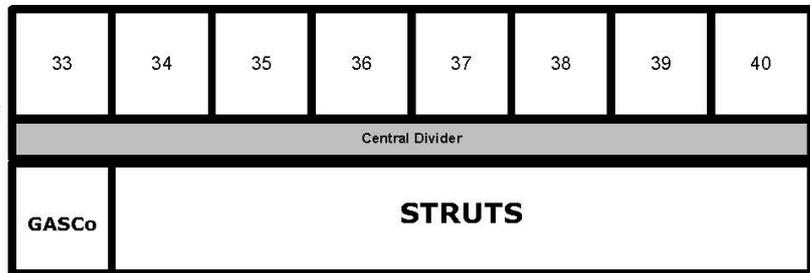
Walkthrough
6m gap



No Entry



Walkthrough
6m gap



To LAA Village, Exhibition Village and Homebuilders Village



Annex 3 – Price List & Payment Methods

All prices are Plus VAT

Prices are for the whole 3 day event

Enclosed 3m x 4.5m chalet units : £250.00 per unit

Corner chalets units (33, 45, 46, 55 and 56) : £265.00

10m x 10m grass plots : £250.00

Per additional 10m x 10m (W) area (i.e. to make 10 x 20, 10 x 30) : £210.00

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.

Electricity : £120.00

Outside exhibitors requiring electricity should contact the Light Aircraft Association for availability or for use of your own small generator which may be acceptable.

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

Tables, Chairs and Marquees

The Light Aircraft Association Ltd does not provide tables, chairs or marquees.

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.

Payment Methods

Upon receipt of your booking form, the LAA will invoice you. Payment is required by return to guarantee your booking.

Pay online quoting ref: Company name/invoice number

By Internet Banking:

Account No: 26225220

Sort Code: 60-30-03

If paying from abroad:

SWIFT code is: NWBKGB2L

IBAN is: GB81 NWBK 6030 0326225220

By Debit/Credit card

Call LAA HQ with card details – 01280 846 786

By Cheque

Please make cheques payable to LAA Ltd



Light Aircraft Association

Annex 4 – Exhibitor Booking Form

Company Details

Company Name:

Invoice Address:

Contact Name:

Contact Telephone Number:

Email Address:

Website Address:

Booking Details

Outside Plot Numbers:

Chalet Plot Numbers:

Do you require electricity? Yes No

Outside exhibitors requiring electricity should contact the Light Aircraft Association for availability or for use of your own small generator which may be acceptable.

Confirmation

I confirm that I have read and accepted the LAA Exhibitor Terms and Conditions.

Your booking will not be confirmed nor guaranteed until full payment has been received.

Name:

Signature:

Date:

Office Use Only:

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Annex 5 – Risk Assessment

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

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

Stand

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



Photo by Neil Wilson

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