

## Exhibit at the 2017 York Rally – 24<sup>th</sup> & 25<sup>th</sup> June 2017

The York Rally is an annual gathering of cyclists on the Knavesmire in York. Originally *The Grand All-Yorkshire Cyclists Rally*, then the *CTC Rally*, and recently the *York Cycle Show*, it ran for almost 70 years since its foundation in 1945 until its temporary demise after the 2012 event.

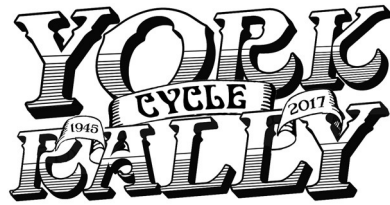
**After much fundraising a new group of independent volunteers revived the Rally in 2015 to huge success, repeated in 2016. We'll now build on that for the 2017 event.**

The **2017 York Rally** will feature both traditional attractions and exciting new features: we are aiming to attract both cyclists and non-cyclists to come along for a grand day out with the whole family. There'll be masses to see and do whether you cycle already or not! The 2017 Rally is under the management of a new independent committee, and we intend to refresh the Rally and to bring a new audience to it. This will make it a sustainable, annual festival which will run, we hope, for another 70 years,

We have also taken the opportunity to make the trade stands considerably more affordable than in previous years. We are also shifting the emphasis from 'cheap bargains' to 'quality goods and specialist services'.

As exhibitors, you can be part of the revived Rally and meet an exceptionally well-targetted audience. Specifically:

- **Cycle tourers:** the traditional Rally visitors. If you have touring-specific bikes, goods or services, you need to be at the Rally,
- **Cycle racers:** We have National Series Grasstrack racing back at the Rally, and will also have 400+ participants and supporters for a Summer Series Cyclo-Cross event on site.
- **Cycle commuters:** we're working with City of York Council's iTravel York scheme to bring commuter-friendly activities to the Rally.
- **Leisure cyclists:** we're working with Sustrans and City of York Council to promote the Rally to current and would-be leisure riders. We also hope to have Breeze and Sky Ride Local on board.
- **Children and their parents:** we have participatory activities lined up with, we hope (subject to Lottery funding) lead-in activities at schools across the region. The next generation are your future customers!
- **Child carrying, specialist and cargo bikes.** The amazing *Pedal Power Invention Convention* will showcase cycle logistics as never before, and the Rally has become a meeting point for fans of recumbents, folders, tandems and other specialist cycles.
- **Charity riders:** Subject to final confirmation we are hoping to host a mass charity ride, starting and finishing at the Rally, and bringing many hundred more 'non-cyclist' riders to the event.



Since previous Rallies, the site has been considerably upgraded in terms of drainage, and we have also changed the layout to make the most of the surfaced road to minimise the effect of any wet conditions.

Our stand price list shows our usual discount for early booking and we require only a small deposit. **Please return your form ASAP to confirm and to benefit from the earlybird prices.** The plot sizes and prices shown are our standard generic sizes, but we can accommodate other stand sizes on request. We will be happy to discuss special prices for larger & non-standard pitch and exhibition sizes. Please contact our Trade Co-ordinator Charlie Hodge if you have any queries or special requests.

For the 2017 York Cycle Rally, as in previous years, we can offer traders and exhibitors.

- A choice of dedicated retail and exhibition marquees.
- Separate retail and exhibition areas for outside stands.
- Links and coverage on the York Rally website.
- A full weekend of spectator attractions and entertainments.
- Multi-outlet catering and on-site bar.
- Various sponsorship opportunities to exhibitors and traders.

We are enclosing:

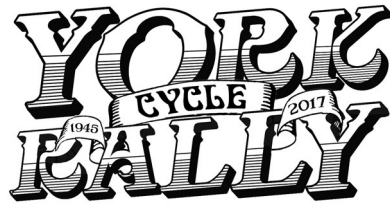
- Booking Terms and Conditions
- Stand and Programme Advertising Booking Forms
- Price List

We produce a full colour programme and welcome your advertising bookings. We can offer half and full page adverts. Book your space now by completing and returning the Advertising Booking Form and get your message across to the thousands of visitors to the Show.

If you would like any information about sponsorship opportunities at the York Cycle Rally, please contact us for details.

We look forward to hearing from you. Should you have any queries, please get in touch. Our contact details are shown below, and on the Booking Terms and Conditions and on our website [www.yorkrally.org](http://www.yorkrally.org)

Charlie Hodge, Trade Co-Ordinator, York Rally  
trade@yorkrally.org  
07825229201



## York Rally 2017: Traders Price List

Earlybird rates are available for bookings received and paid in full before 10<sup>th</sup> March 2017

<b>Retail Stands</b>	<b>Size</b>	<b>Standard</b>	<b>Earlybird</b>
Inside	3 x 3 m	£270.00	£220.00
Outside	4 x 4 m	£180.00	£130.00

<b>Exhibition Stands</b>	<b>Size</b>	<b>Standard</b>	<b>Earlybird</b>
Inside	3 x 3 m	£170.00	£120.00
Outside	8 x 4 m	£200.00	£150.00

Charities, Tourist Boards, Cycling Publications	3m x3m	£120.00	£100.00
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Cycle Clubs / Associations	3m x3m	£80.00	£60.00
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Trestle Table Hire	6 ft	£10	£10
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### **Show Programme Advertising Rates**

A5 Full Page (190h x128w mm)	£70.00
A5 Half Page (90h x128w mm)	£40.00
Back Cover	Please enquire

We are not registered for VAT.

To book, please contact Charlie Hodge by email: [trade@yorkrally.org](mailto:trade@yorkrally.org) or phone on 07825229201



**Stand Booking Form for the York Rally 24<sup>th</sup>-25<sup>th</sup> June 2016**

<b>Name of organisation making booking:</b>	
<b>Address:</b>	<b>Contact details:</b> Name: ..... Tel:..... Mobile:..... E-mail: ..... Website:.....
<b>Brief description of goods/services offered:</b>	

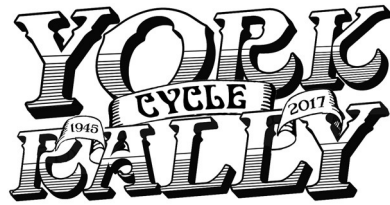
**I wish to book the following stands:**

<b>Retail Stands:</b>	<b>Quantity</b>	<b>Price Earlybird / Standard</b>	<b>Total</b>
• Inside - 3m x 3m		£220 / £270	£
• Outside - 8m x 4m		£130 / £180	£
<b>Exhibition Stands:</b>	<b>Quantity</b>	<b>Price Earlybird / Standard</b>	<b>Total</b>
• Inside - 3m x 3m		£120 / £150	£
• Outside - 8m x 4m		£150 / £200	£
• Charities, Tourist Boards, Cycling Publications 3 x 3m		£80 / £100	£
• Cycle Clubs / Associations (1st stand only) 3m x3m		£60 / £85	£
<b>Equipment:</b>	<b>Quantity</b>	<b>Price Earlybird / Standard</b>	<b>Total</b>
Trestle Table Hire - 6ft		£10 / £10	£
<b>Generators:</b> I <i>will/will not</i> (delete as applicable) be bringing a generator for my stand.			
<b>GRAND TOTAL:</b>			£

**I have read and agree to abide by the Booking Terms and Conditions. Booking is provisional until deposit payment received.**

**Print name:** ..... **Signed**..... **Date:** .....

Please return completed booking forms to [trade@yorkrally.org](mailto:trade@yorkrally.org)



**York Rally 2017 Show Programme Advertising Booking Form**

<b>Name of organisation making booking:</b>	
<b>Address:</b>	<b>Contact details:</b> Name: ..... Tel:..... Mobile:..... E-mail: ..... Website:.....
<b>Brief description of goods/services offered:</b>	

**I wish to book the following advertisements:**

<b>Advertising space:</b>	<b>Quantity</b>	<b>Price</b>	<b>Total</b>
• Back cover (148w x 210h)	If available!	POA	£
• Full page (135w x 195h)		£70	£
• Half page (135w x 90h)		£40	£
All dimensions in mm.			
<b>GRAND TOTAL:</b>			£

**I have read and agree to abide by the Booking Terms and Conditions. Booking is provisional until deposit payment received.**

**Print name: ..... Signed..... Date: .....**

**Please return completed booking forms to [trade@yorkrally.org](mailto:trade@yorkrally.org)**



# Show programme advertising copy details

## Advert sizes

SIZES (all in mm):

- Full page: 195h x 135w
- Full page bleed: 210h x 148w **plus 3mm bleed allowance on all edges please**
- Half page: 95h x 135w
- Half page bleed: 102.5h x 148w **plus 3mm bleed allowance on all edges please**

Please note that for ads which bleed (i.e. run right off the edge of the page), our printers request that no text or important images come within 5 mm of the page edge. This is due to industry-wide fold and finish tolerances. Text in this area may trim off when finished. Please add 3mm bleed to ALL edges to give us flexibility in placement unless you have been guaranteed a particular location.

## Formats

We prefer ads to be supplied as (in rough order of preference):

- PDF file. If possible, please use the PDF X1a/2001 specification (this will be a preset in most page layout software). Otherwise, please ensure that all fonts are embedded, and all graphics have a resolution of at least 300dpi. Colour graphics should be CMYK colour.
- TIFF image files – at a resolution of at least 300dpi please. If not already in CMYK mode, we will convert the colours: very slight colour shifts may occur.
- JPEG image files. Please use the 'maximum quality/minimum compression' setting. If not already in CMYK mode, we will convert the colours: very slight colour shifts may occur.
- Other formats (Word, Publisher, Coreldraw etc.). We can manage most things but please contact us in advance to ensure best results.
- If you cannot produce a good looking advert yourself we may be able to help – if you provide text and images, simple ads can usually be laid out free of charge.

Please send ad copy by email (to [publicity@yorkrally.org](mailto:publicity@yorkrally.org)), up to about 20 Mb file size – if larger, please get in touch first. Larger files are no problem: we recommend the free file transfer service [wetransfer.com](http://wetransfer.com), or there are other options too. Please just contact us.

### Advert booking and related enquiries to:

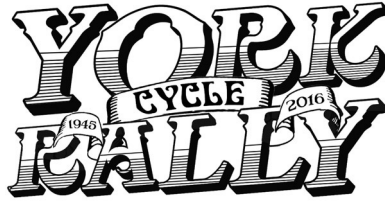
Charlie Hodge, York Rally Trade Co-Ordinator: e-mail [trade@yorkrally.org](mailto:trade@yorkrally.org) or phone 07825 229 201

### Artwork and production enquiries to:

Peter Eland, York Rally Publicity: e-mail [publicity@yorkrally.org](mailto:publicity@yorkrally.org) or phone 0787 624 4818

## Deadline

**Final deadline for all ad copy for the 2017 programme is 1st June 2017.  
Earlier is much appreciated!**



## **Booking Terms & Conditions for Exhibitors & Traders**

### **YORK RALLY 2017**

#### **Trading Hours are:**

- Saturday June 24<sup>th</sup> 10:30 - 18:00.
- Sunday June 25<sup>th</sup> 10:30 - 16:30

Goods may only be sold during these hours and within the stand area booked for this purpose.

#### **Access times** to set up/re-stock in the retail and exhibition areas are:

- Friday 16:00 - 21:00
- Saturday 8:00 - 10:30 and 18:00 - 20:00
- Sunday 9:00 - 10:30

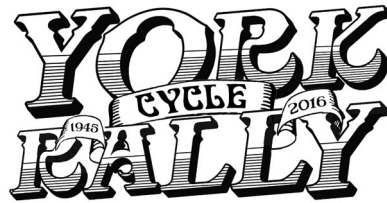
The Trade Show closes at 16:30 on Sunday, after which stands must be cleared immediately. All rubbish and waste must be put in the skips provided, or taken away. Please flatten all cardboard boxes and recycle where possible.

#### **Exhibition and Retail Areas**

Space for traders and exhibitors is 4m x 3m for indoor units and 8m x 4m for outdoor units and may be booked in multiples of these sizes. We will be pleased to quote for any non-standard plot size you may require. Please contact the Trade Co-ordinator. All indoor units back onto the marquee walls and the height of a stand is limited by the slope of the roof to 2.4m at the back and 3.4m at the front. Individual stands will be identified by white lines on short cut turf. Please note that there is no flooring, shell scheme or lighting in the retail and exhibition marquees.

Any number of adjacent or separate units may be booked. The exact position of indoor and outdoor stands will be decided by the Trade Co-ordinator. Every effort will be made to match traders' and exhibitors' requirements and to avoid placing directly competing products adjacent to each other.

When setting up, exhibitors must stay within the space booked and paid for, and this includes displaying posters and/or advertisements. Any leaflets or brochures for distribution may be placed in the information tent, where the majority of visitors pass through prior to entering the Show. Any queries concerning allocation of space should be brought to the attention of the Trade Committee.



### **Outdoor Sites**

Outdoor sites are available for both retail and exhibition. Vehicles in this area may not be moved during trading hours. Vehicles which are not part of a stand must be clear of the area by 10:00 on Saturday and Sunday. Any gazebos, marquees etc erected by exhibitors must be securely fixed and safe.

### *Trestle Table Hire*

6ft tables are available, but must be booked in advance. Please order on the booking form. Additional tables will NOT normally be available at the Show.

### **Trading Licenses**

Traders within any of our marquees are covered by our site license.

**HOWEVER! Any retailer or trader who wishes to book outdoor space must obtain for themselves, beforehand, an occasional Street Trading License, from City of York Council.** The cost of licenses is £27.50 per day for food sellers, £20 per day for those not selling food & £14.50 for charities.

If you are exhibiting (and perhaps taking advance orders), but not retailing anything, then no license is required.

Details and application forms for occasional licences can be found at:

[http://www.york.gov.uk/business/Licences\\_and\\_street\\_trading/street/Street\\_trading\\_licence/Occasional\\_street\\_trading/](http://www.york.gov.uk/business/Licences_and_street_trading/street/Street_trading_licence/Occasional_street_trading/)

or for easier typing: <http://tinyurl.com/nj5ogfx>

Please contact us if you have any licensing queries.

### **Payment Terms**

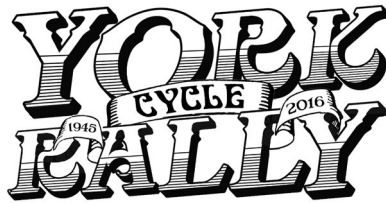
A deposit of 15% of the total cost is required immediately on receipt of invoice. The booking will be classed as provisional until the deposit is paid. The York Rally will send you an invoice with all of the payment details. Full payment is required by 20<sup>th</sup> May 2016. However, if the invoice is paid in full by 7<sup>th</sup> March 2016, the booking will qualify for the "Early Bird" discount rate.

Cancellations are only accepted in writing and are subject to the following administration fees:

- Cancellation received by 4<sup>th</sup> April 2017: £50
- Cancellation received between 4<sup>th</sup> April 2017 - 12<sup>th</sup> May 2017: £100

No refunds are available for any cancellations received after 12<sup>th</sup> May 2017.





### **Programme Advertising**

Programme advertising must be ordered on the Advertising Booking Form. Positioning in the Programme is at the discretion of the York Rally, but please enquire if you have any particular preference. To guarantee inclusion, Advertising Booking Forms must be returned to the Trade Co-ordinator by 22<sup>nd</sup> April 2017. Early booking discounts, as described above, are stated on the price list.

Advertising copy must reach the Publicity Officer Peter Eland (publicity@yorkrally.org) by 1<sup>st</sup> June 2017. Details of sizes, formats etc. are on the separate document attached.

### **Risk Assessments**

Traders are responsible for carrying out a Risk Assessment for their equipment, and for recording the results. The documentation must be available on site, for production on demand by York Rally officials.

### **Security and Insurance**

Security staff will be on duty in the Trade Show area:

- from 18.00 on Friday until 09.00 on Saturday
- from 17.30 on Saturday until 09.00 on Sunday

Exhibitors will be responsible for the security and insurance of their goods at all times. No liability will be accepted by the York Rally for goods and/or property that is lost, stolen or damaged before, during or after the Show.

### **Traders' and Exhibitors' vehicles**

Two vehicle passes will be issued to each trader and exhibitor. Additional vehicles must be parked in the main car park. Vehicles requiring to be moved during the Show, other than on arrival or departure at the event, must be parked in the main car park or off-site. Any vehicle without a clearly displayed Trade Pass will not be admitted further than the main car park.

### **Badges**

Traders and Exhibitors are requested to order badges on the Stand Booking Form. These must be worn at all times in the exhibition and retail areas and traders/exhibitors' vehicle park.

### **Camping**

Campsite Booking Forms are available from the Trade Co-ordinator or [www.yorkrally.org/campsite](http://www.yorkrally.org/campsite)

Tents, caravans and camper vans may alternatively be parked in the traders/exhibitors' vehicle park free of charge. Prior notification must be given via the Booking Form.



### **Sponsorship**

Sponsorship packages are available. For further details, please contact the Trade Co-ordinator.

### **Exhibitors' Advertising Banners.**

For 2017, we are offering our exhibitors the opportunity to place advertising banners around the competition arena at no extra charge. This will be subject to available space in the arena at the Event Co-ordinators discretion. Please let us know in advance if you wish to take up this offer.

### **Generators**

The Rally Committee will allow the use of electrical generators by traders at the 2017 event. This will only be permitted if prior notification has been given on the booking form.

To minimise noise disturbance, and maximise Health & Safety provision for visitors, the position and grouping of stands using generators will be determined by the Event Coordinator.

110 volt output type generators are preferred. Each generator must have a current safety certificate, which must be available for production on demand, during the event, to York Rally Officers and Emergency Service/H&S representatives.

Traders insurance must cover liability for use of generators.

Each generator must be sited outside the marquee, in an area demarcated by the Site Manager. This will create a minimum distance of 2 metres/6 feet from the marquee wall. The generator must additionally be protected from casual public access, by temporary netlon fencing or similar safeguard. Fuel top up must only be undertaken with the generator switched off. Fuel must be stored in secure, legally approved containers and these must be kept locked in the trader's vehicle, when not in use.

### **To book, or with any questions**

Please contact us! We look forward to hearing from you.

Charlie Hodge  
Trade Co-ordinator, York Rally  
Tel 07825229201  
E-mail: [trade@yorkrally.org](mailto:trade@yorkrally.org)