

*There's a new consumer cycling show for
the North of England – and you're invited
to exhibit FREE OF CHARGE!*

York Cycle Festival 22 & 23 June 2024



**Bringing together three authentic
enthusiast-led events for:**

- 🚲 Touring/bikepacking
- 🚲 MTB, gravel and off-road
- 🚲 Road, sportive and Audax

Book now: trade@yorkrally.org or 07954 227309

York Cycle Festival: 22-23 June 2024

Key facts

- 🚲 **Location: York Knavesmire**
- 🚲 **Expected visitors: 3000+**
- 🚲 **For visitors: free entry, free parking, activities**
- 🚲 **On site: food, craft beer, live music, auction, jumble, rides, grasstrack racing, camping, more.**

Visit us online: yorkcyclefestival.org

Exhibit for free, camp on site

In 2024's difficult trading climate, we know the cost of exhibiting at shows can be daunting. But we want you there! So we have made it free of charge to exhibit, for anyone supporting the event by booking camping on site – it's great value, much cheaper than a hotel and a fantastic team experience!

Otherwise, for commercial exhibitors staying off site, we will charge a nominal £50 towards costs.

There's trader camping right near the trade area and 24 hour security for your stand's safety.

Book now: trade@yorkrally.org or 07954 227309

York Cycle Festival: 22-23 June 2024

Show programme advertising

Advertise in our 32 page, A5 full colour show programme for lasting exposure. Distributed at the event and free to download online forever.

Book using the form below, and full artwork guidance is provided at the end of this trade pack. We can help with artwork if needed, often free of charge.

Visit us online: yorkcyclefestival.org

Book now

We'd love to host you at the York Cycle Festival 2024. It's a true grass roots event, 100% volunteer organized by an experienced team with a proven track record of running York cycle events and trade shows since 2015.

To book, please fill out the form below or contact our dedicated trade show volunteer:

Ian Alexander, Trade Co-Ordinator
trade@yorkrally.org
07954 227309

Book now: trade@yorkrally.org or 07954 227309

Stand Booking Form for the York Cycling Festival, 22-23 June 2024

Please note that an editable (Word document) version of this form is available for download at <https://yorkrally.org/traderexhibitor-information/> or on request from trade@yorkrally.org

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

I wish to book the following:

Retail/Commercial Stands:	Quantity	Price	Total
Outside - 8m x 4m, with camping booked on site (please book via: https://yorkrally.org/campsite)		FREE (Donation welcome)	£
Outside - 8m x 4m, no camping booked		£50.00	£
Exhibition/Club/Display Stands:	Quantity	Price	Total
Outside - 8m x 4m		FREE (Donation welcome)	£
Inside the club marquee - 3m x 3m		FREE (Donation welcome)	£
Equipment:	Quantity	Price	Total
Trestle Table Hire - 6ft		£20	£
Show programme advertising: <small>(please ask about other sizes/locations)</small>	Quantity	Price	Total
Double page spread (296w x 210h)		£180	
Full page (135w x 195h)		£105	
Half page (135w x 90h)		£65	
Generators: Will you be bringing a generator for your stand? Please circle:			Yes / No
York Rally A5 Flyers: We'd be hugely grateful if any traders could help drive people to the Rally by distributing York Rally A5 flyers by e.g. including them in mail order packages you send out. If you could help with this, please let us know approx how many flyers you could distribute by early June and we will send them to you ASAP.			100 / 500 / 1000 / more

I have read and agree to abide by the Booking Terms and Conditions.

Name: **Signed**..... **Date:**

Please return completed booking forms to trade@yorkrally.org

Booking Terms & Conditions for Exhibitors & Traders

YORK CYCLE FESTIVAL 2024

Trading Hours are:

- Saturday June 22: 10:30 - 18:00
- Sunday June 23 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

8m x 4m for outdoor units and may be booked in multiples of these sizes. Non-standard plot sizes are generally no problem, please just contact us.

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.

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. Any leaflets or brochures for distribution may be placed in the information tent, where the majority of visitors pass through prior to entering the Festival.

Any queries concerning allocation of space should be brought to the attention of the Trade Co-ordinator.

If you have any large banners or similar for display outside your stand please contact us and we will try to make arrangements for these to be displayed.

Outdoor Sites

Outdoor sites are available for both retail/commercial and club/charity stands.

Vehicles in the outdoor exhibition 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 £56 per day for food sellers, £41 per day for those not selling food & £15 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:

<https://www.york.gov.uk/business-licences/occasional-street-trading-consent>

Please contact us if you have any licensing queries.

Programme Advertising

Programme advertising must be ordered on the Booking Form. Positioning in the Programme is at the discretion of the organisers, but please enquire if you have any particular preference.

To guarantee inclusion, Booking Forms must be returned to the Trade Co-ordinator by 22nd April 2024. Early booking discounts, if available, are stated on the price list.

Advertising copy must reach the Publicity Officer Peter Eland (publicity@yorkrally.org) by 1st June 2024. 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 Cycle Festival officials.

Security and Insurance

Security staff will be on duty 24 hours during the event.

Nonetheless it is impossible for them to be everywhere. So exhibitors will be responsible for the security and insurance of their goods at all times.

No liability will be accepted by the York Cycle Festival for goods and/or property that is lost, stolen or damaged before, during or after the event.

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 you can book securely online:

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 2024, we are offering our exhibitors the opportunity to place advertising banners at various possible locations around the site at no extra charge. This will be subject to available space and 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 2024 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 Cycle Festival officials and/or to Emergency Services/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.

Ian Alexander
Trade Co-ordinator, York Rally
Tel 07954 227309
E-mail: trade@yorkrally.org

York Cycle Festival 2024

Show programme advertising artwork details: **artwork deadline is 1st June 2024!**

Advert 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), 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 www.wetransfer.com, or there are other options too. Please just contact us.

Advert booking and related enquiries to:

Ian Alexander, York Rally Trade Co-Ordinator: e-mail trade@yorkrally.org or phone 07954 227309

Artwork and production enquiries to:

Peter Eland, York Rally Publicity: e-mail publicity@yorkrally.org or phone 07876 244818