



Danske Bank



TRADE EXHIBITORS MANUAL

Thursday 12 December 2024



Contact Details

Royal Ulster Agricultural Society
Eikon Exhibition Centre
Halftown Road
Lisburn
BT27 5RD Sat Nav use BT27 5RL
T: 028 90665 225 E: info@ruas.org.uk



Show Office (located inside the front of the Eikon):

from Tuesday 10 December only
before this date staff are located in RUAS Office behind the Eikon.



Trade Stand Enquiries

Jenny McNeill
T: 028 9068 6183 M: 07825 146 830 E: jenny@ruas.org.uk



Livestock Enquiries

Karen Hughes
T: 028 90 686 186 M: 07585 440 359 E: karen@ruas.org.uk



Marketing & Media Enquiries

Gemma Dickey
T: 028 90 686 181 M: 07825 146 840 E: gemma@ruas.org.uk

OPENING HOURS

Thursday 12 December 2024 9.00am – 6.00pm
Trade exhibitors will have access wearing official wristband from 7.30am.

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Contractors / Service Providers

AV Equipment

Event AV (NI) Ltd T: 028 7035 1331 / 07825 512215 E: info@event-av.com

Focus AV T: 07874 006777 E: roy@focusav.co.uk

You can use any other supplier that you wish to use.

Caterers

Vanilla Black Catering

T: +44 (0) 7968 487264 E-mail: peter@vanillablackcatering.com

Exhibitors are permitted to provide only tea, coffee and biscuits for hospitality purposes on their stands. Any other catering required eg sandwiches, pastries, finger food, soup etc must be ordered through the official caterers Vanilla Black.

Carpet

Thre360 Group order form and pricing available on website

<https://winterfair.org.uk/trade-stands/exhibitor-downloads>

Electrics

Event Technical Services (ETS)

Order online at <https://winterfair.org.uk/trade-stands/exhibitor-downloads>

T: 028 90 665 296 E: orders@eventtech.uk

All electrics required on stands must be ordered through the official contractor ETS.

Please note that orders placed after 27th November (14 days before the Show) will incur surcharges.

Plumbing

Ciaran Quinn Plumbing & Event Services

Order form available on website <https://winterfair.org.uk/trade-stands/exhibitor-downloads>

E: quinnplumbingandevents@yahoo.com T: [077033 23663](tel:07703323663)

Stand Fitters / Stand Design / Graphics / Furniture etc

Thre360 Group

T: 028 9600 1463 E: hello@thre360group.co.uk

To order any additional stand build items you may require or to see dimensions of shell scheme walls etc see <https://winterfair.org.uk/trade-stands/exhibitor-downloads>

All smaller stands are built from shell system provided by Thre360 Group. **All panels are blue-tac compatible only. Strictly NO other fixing to be used direct to the panels and metalwork, including: Velcro, Sellotape, Pins, Nails, Screws & Staples. Any damaged / soiled panels will be charged at a replacement value of £35 each. Any adhesive residue will be charged at minimum £35**

Other stand fitters / designers / printers / graphics / signage

blacksheep

T: 028 9065 7407 E: info@blacksheepni.com

MAD Colour

T: 07778 467684 E: adam@madcolour.com

Excite Exhibition & Display

T: 028 92 673030 E: info@excitedisplay.co.uk

Platinum Expo

T: 028 90 817 555 E: victoria@platinumexpo.com

Redhead Conference & Exhibition

T: 028 38 832 889 E: info@redheadni.co.uk

Refrigeration Equipment

Lowe Refrigeration

T: 028 9260 4619 E: info@lowerental.com

Hospitality Units

UMEX

T: 028 42 772 300 E: james@umexhire.com

Butlers

T: 028 94 473 996 E: info@butlersevents.co.uk

Wi-Fi

Wi-Fi is available for all trade stands in the Eikon and Logan Hall and is a free service but we cannot guarantee either the speed or reliability of connectivity particularly at peak times. Should you require a more robust Wi-Fi connection for your trade stand you can find an order form on the website.

<https://winterfair.org.uk/trade-stands/exhibitor-downloads>

If you are using a PDQ machine please make sure they are up to date and within our Wi-Fi band specifications. PDQ machines that are not up to date may not be reliable on our network.

5Ghz Wi-Fi Spec:

We operate within the 5GHz frequency utilising Band A: 5150 – 5350 MHz (Channels 36 – 64) or Band B: 5470 – 5725 MHz (channels 100 – 140)

Wireless Security: WPA-Enterprise (WPA/WPA2, TKIP/AES)

2.4Ghz Wi-Fi Spec:

2.4Ghz Spec: s 802.11 n/ac

Wireless Security: WPA-Enterprise (WPA/WPA2, TKIP/AES)

Most PDQ machines will work on the 5Ghz Wi-Fi network. Whilst there is availability of 2.4Ghz WiFi, we do not recommend PDQ devices that solely rely on this technology. 2.4Ghz devices are subject to interference from electrical items and are less likely to be reliable.

Best Trade Stand Competition

The purpose of the competition is to encourage exhibitors to create trade stands of a high quality that are interesting, creative, innovative and inviting to visitors. All stands are automatically entered into the trade stand competition.

Judging will take place on the morning, with presentations being made around lunchtime.

Presentations will be photographed and circulated on social media and the website.

Trade stands will be judged by an experienced judge.

A trade stand may only win the same category award for a maximum of 2 years in a row. The stand would then be exempt from winning the same award for 1 year.

Award Categories

1. Best Machinery display
2. Best Trade Stand, not displaying machinery, more than 24sqm in size
Reserve
3. Best Trade Stand, not displaying machinery, under 24sqm in size
Reserve
4. Most Festive Trade Stand

DIRECTIONS & ACCOMMODATION

Directions to Balmoral Park

Balmoral Park borders the M1 motorway on the outskirts of Lisburn and is a short distance from Sprucefield Shopping Centre and Down Royal racecourse. From North, West and Belfast via M1 exit junction 7 or 8. Balmoral Park is 12 miles from Belfast city centre. See website for map. Balmoral Park is 20 miles from Belfast International Airport and approx. 15 miles from George Best Belfast City Airport.

Accommodation

The Haslem enquiries@haslemhotel.com or the Premier Inn Lisburn are the closest hotels to Balmoral Park. There is a variety of accommodation available in the surrounding area.

<https://www.visitlisburncastlereagh.com/places-to-stay>

Belfast City Centre is approx. 12 miles from Balmoral Park.

WINTER FAIR LAYOUT

You will receive trade stand layout plans by email in advance of the Show detailing your location, stand size and stand number. These will also be viewable on the trade stands page of the website nearer to the event.

Eikon

If your stand is located in the Eikon Exhibition Centre your stand number will start with **EK...** The show office, first aid, media centre, a café, ATM, show ring and toilets are all located within this space.

Logan Hall

If your stand is located in this hall your stand number will start with **L..** This space is a 5,000sqm building with a covered link to the Eikon Exhibition Centre. There will be a coffee dock and toilets in this hall. The entrance to the Winter Fair for all visitors is via the Logan Hall.

Additional catering units and bar will be located between the Logan Hall and the Eikon.

CARPET ON STANDS

There is no carpet provided on stands in the Eikon or Logan Hall. If you wish to put carpet on your stand please ensure that you or your supplier uses NEC approved carpet tape. Other types of tape can be too sticky and cannot be removed from the floor. We can provide a roll of carpet tape at £8 each if required. Thre360 Group our stand fitters can provide carpet if needed and their contact details are on page 2.

Build-up Times & Gates

ALL STANDS SHOULD BE IN AND BUILT BY WEDNESDAY 11 DECEMBER 8.00PM

Day	Time	GATE Access
From Wed 4 Dec – Fri 6 Dec (Large Machinery/Equipment only)	9.00 – 4.00pm (Wed & Thurs) 9.00 – 2.00pm (Friday)	Gate 3, Halftown Rd
Monday 9 December	8.30am – 5.00pm	Gate 1, Halftown Rd
Tuesday 10 December	8.00am – 6.00pm	Gate 1, Halftown Rd
Wednesday 11 December	8.00am – 7.00pm	Gate 1, Halftown Rd
Thursday 12 December (For small items that can be carried in only)	7.30am – 8.00am Show open to public at 9.00am	Gate 1, Halftown Rd

NO STAND WILL BE ALLOWED TO BUILD UP ONCE THE SHOW HAS OPENED AT 9AM ON THURSDAY MORNING. This is a health and safety issue and you will be stopped from doing so.

Livestock on stands – Please see page 9 for full details.

Large free build stands / Machinery stands:

If your stand is a large build, displays large equipment or machinery or requires the use of a forklift, you must have it in place by 6pm on **Tuesday 10 December**. Access to stands with a forklift in the Eikon or Logan Hall may not be possible after this time as shell etc will be in place on stands which limits access. **Access for large machinery/equipment/free build stands is possible from Wednesday 4th December**. If we need you in place by a certain day due to access to your stand we will be in touch well in advance of the event.

Contractors building stands – should note that where the back of a stand is visible to the public they must ensure that it is made presentable and not left uncovered or unfinished looking.

Machinery Exhibits displayed in an elevated position

Exhibitors of Loaders, Telehandlers, Excavators, Cranes or machinery attachments displaying their machine in an elevated position must ensure that mechanical ram props are in place, even if the machine incorporates safety check valves on main lift rams or other standard safety features. This point of safety will be strictly enforced. Exhibitors should supply the Society with a letter from the manufacturer which covers the recommended method of elevated display in crowded show scenarios for each specific machine.

Forklift

JCB 2550 available to lift loads up to max 2.5 tonnes. The service is offered first come first served. Please be patient during busy periods. All deliveries that require unloading must arrive no later than 4pm each day and 1pm on Friday.

Loading Ramp

A loading ramp is available on site. It is only available until 5.00pm on Tuesday 10 December. Contact Davy Browne, Grounds Manager, 07825 146 810 on arrival or the Show Office.

Height Restriction

Maximum height of any stand is 3m. Please contact jenny@ruas.org.uk if you wish your stand to be higher than 3m for approval.

Breakdown Times

Exhibits can breakdown after Show close at 6.00pm until 9pm and Friday 13 December – 8.00am – 3.00pm via Gate 1. **All exhibits including large machinery must be removed from Balmoral Park by 3pm on Friday 13 December.** We may have an event building up in the halls on Saturday 14 December and the halls must be cleared.

Corporate Tickets

Available to Trade Exhibitors only - Invite your prospective clients or customers to the 2023 Winter Fair. Order form on trade stands page of website.

How it works - Eg 50 tickets ordered, only 30 scanned at the gates; you will get a partial refund for the 20 tickets not used. A minimum order of 20 tickets applies. You are always charged for the first 20 tickets.

Tickets must be paid in full when ordering. Tickets are valid for any one day of the Show. Your company name will be printed on the ticket. Logos cannot be printed on tickets.

NB: Tickets cannot be resold or offered for resale. If a ticket is sold or used in breach of this condition, the tickets will be cancelled without a refund and the ticket holders of the tickets will be refused admission. Full details of terms & conditions can be found on our website.

Order form with prices available on website <https://winterfair.org.uk/trade-stands/exhibitor-downloads>

Advertising in Show Catalogue

Advertising space is available within the Show catalogue. We produce a free full colour (1,500 copies) catalogue for visitors at the event. Full page and half page ad space is available. An excellent way to advertise to your target market. Contact Jenny 028 90 686 183 jenny@ruas.org.uk

Ad Costs

Full page cost £175 + vat
Half page cost £100 + vat

Ad sizes

Full page 148mm x 210mm
Half page 148mm x 100mm

Wristbands

Exhibitor wristbands allow trade exhibitors access to the exhibition areas on Winter Fair day. No wristbands are required for build-up.

Stand Size

1-9sqm	4 wristbands
10-18sqm	6 wristbands
19+sqm	10 wristbands

If you require additional wristbands you can order from Jenny McNeill jenny@ruas.org.uk at £8 each.

Parking

Free parking within Balmoral Park will be available during build up, on Winter Fair day and at breakdown.

2 passes will be issued to you for your company for the trade car park behind the Logan Hall. If you have additional staff attending they can use the visitor car park which is also free at the main entrance.

General Information (also see full Terms & Conditions on website)

- **Advertising Banners etc**

Please note that the Roads Service has notified us that Article 87 of the Roads (NI) Order 1993 states that it is an offence for “any person who without lawful authority displays any advertisement, upon the surface of the road or upon any tree, structure or other works in or on a road”.

Banners and branding can only be placed within your stand area and not in any other area of the event.

- **Alcohol**

Due to licencing laws in Northern Ireland alcohol is not permitted on stands at the Winter Fair.

- **ATM**

Available in the front of the Eikon.

- **Cleaning of Stands**

It is the responsibility of exhibitors to clean their own stand space prior to show opening.

- **Cancellation Policy**

Where an exhibitor cancels a trade stand booked for any reason, written notification must be sent by email to jenny@ruas.org.uk.

Below indicates the percentage of stand rental which will be refunded.

2024 dates	Refund of stand costs
On or before 14 th November	full refund if space is resold.
15 th November – 12 December	No refund

- **First Aid**

The First Aid room is located beside the Show Office at the front of the Eikon.

- **Gas Installations**

Butane gas may be used within the halls but must be removed overnight. Propane gas must be piped into the building from an exterior location, agreed in advance and under no circumstances will propane gas be permitted in any buildings or marquees. All trade stands with an LPG installation will be required to provide a Gas Safe certificate confirming the safety of the LPG installation.

- **Generators**

No generators are permitted on site. Electric supply must be booked through the official contractor ETS.

Livestock on Stands

All livestock to be exhibited on trade stands must be delivered and unloaded between 6.30am & 7.30am on Thursday 12 December and must remain on the stand until permission has been given by the Show Organisers that it is safe to move the animals after the Winter Fair closes at 6.00pm. No animal must be moved during the event. Please let Jenny McNeill know if you intend to have an animal on your trade stand in advance of the Show.

Animals on stands must be securely tethered in pens which are not open ended. Clean bedding, water and feed must be provided. Should an animal become agitated or require a vet during the event please contact the Show Office. **Under no circumstances should the exhibitor attempt to remove the animal without contacting the Show office first.**

It is the responsibility of the exhibitor to ensure that any animal brought to the Winter Fair has all the correct paperwork to travel to and from the event. Please refer to the Prize Schedule available online for full details. Only animals free from disease restrictions, including Tuberculosis, Brucellosis, Bluetongue and Bovine Viral Diarrhoea (herd or individual animal restrictions) may be permitted to move to a Show.

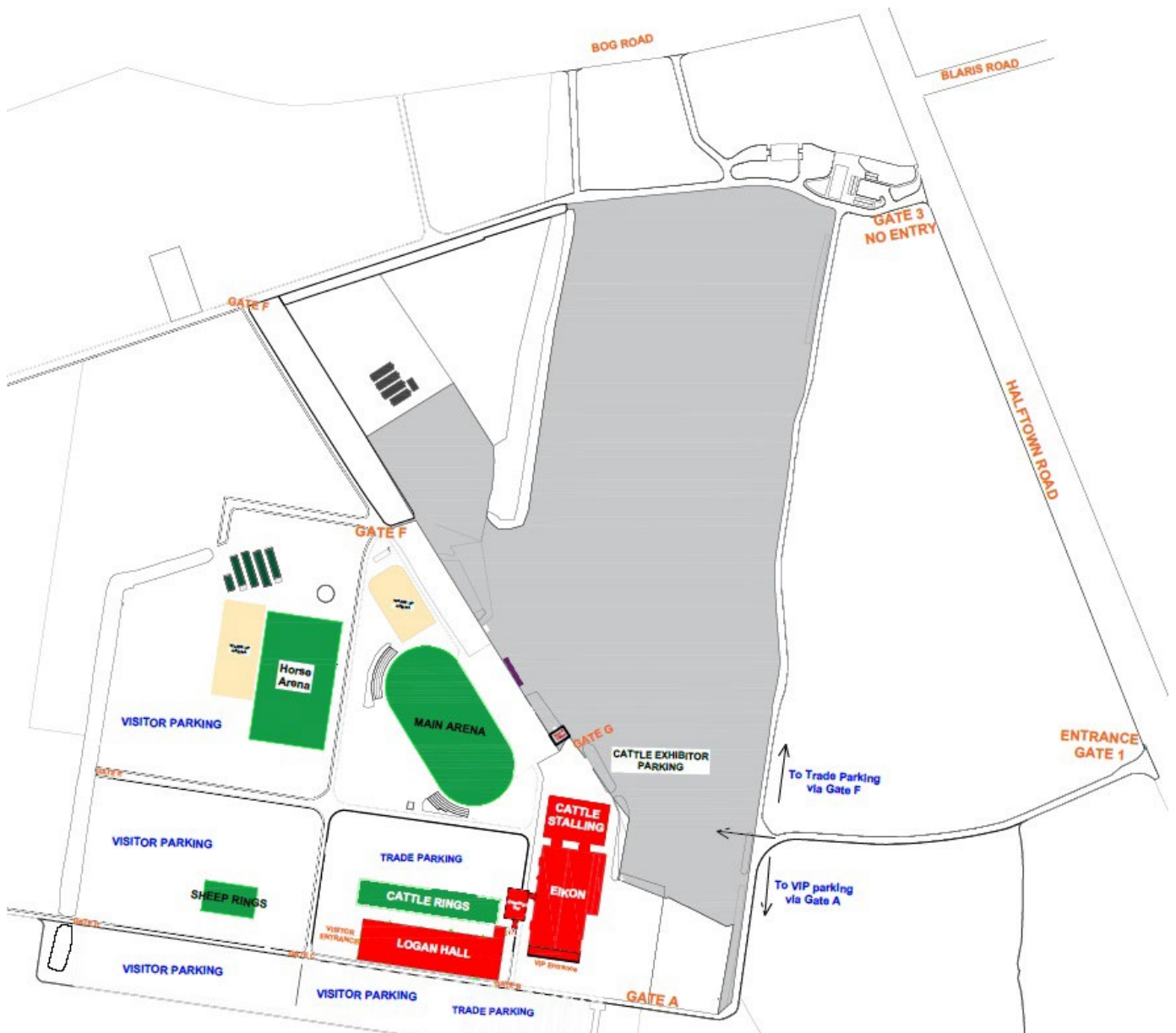
To minimise the risk to their own herd, exhibitors are encouraged to quarantine show animals and have them tested for Tuberculosis by their Private Veterinary Practitioner at least 42 days after their last appearance at a show and before re-integration to the main herd.

Procedures for movement of cattle are listed in the Show Guidance for exhibitors. A copy can be downloaded from the DAERA website.

Exhibitors from outside Northern Ireland

It is the sole responsibility of cattle exhibitors from outside Northern Ireland to ensure that their animals meet all current veterinary import and export regulations to enable their animals to travel to the Royal Ulster Winter Fair, and return, with the necessary import and export certification.

Balmoral Park Site Plan



*Helping NI farms grow -
generation upon
generation*



danskebank.co.uk/agribusiness

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