

Welcome  
to **Yorkshire**  
yorkshire.com

Welcome  
to Yorkshire  
at the  
Great  
Yorkshire  
Show

10th - 12th July 2018

Media Pack



## Our Stand

The Great Yorkshire Show attracts crowds in excess of 135,000 over three days and is a prime opportunity to showcase your business. Welcome to Yorkshire has one of the **most prominent and visually impressive** stands at the show. This year the size of the plot will be 32m x 34m. Our stand is easily accessible and open for passing visitors to both sides of avenues; it is located near the main ring and the Big Wheel, one of the show's major attractions, guaranteeing us tremendous footfall.

### OUR 10 THEMES

#### OUTDOORS

Walking • Cycling • Adventure  
Coast • Countryside • Wildlife

#### HERITAGE

Castles • Stately homes  
Museums • Churches • Gardens

#### SPORT

Equestrian • Cricket • Rugby  
Horse racing • Tour de France

#### FAMILY ACTIVITIES

Outdoor activities • Attractions • Theme parks

#### EVENTS & FESTIVALS

Sport • Food • Music • Cultural

#### DELICIOUS

Food & drink • Pubs & Breweries  
Yorkshire chefs • Restaurants

#### CITY LIFE

Shopping • Restaurants • Cafes and bars

#### ARTISTIC

Sculpture • Galleries  
Performing arts • Theatres

#### INDULGENCE

Luxury and treats • Spas  
Shopping • Hotels • Restaurants

#### COASTAL

Outdoor activities  
Attractions • Accommodation  
Events • Beaches

# How to get involved?



## Interactive zones

Some examples of our interactive zones have included a Yorkshire beach, an Alpaca farm, a Spa zone and a Yorkshire pub. We have a number of exciting zones planned for 2018 and are able to offer a bespoke package depending on what you would like to get out of the opportunity. As a sponsor of one of the zones, you will receive:

- Brand association and logo around the interactive zone for the 3 day event and exposure to 40,000 visitors on our stand
- Company representatives and literature to promote your business
- Company profile of 500 words, logo and direct link to your company website
- Company association and feature on our June/July consumer e-newsletter
- PR/photo opportunities
- Opportunity for data capture via business card drop or competition
- Use of Welcome to Yorkshire logo for brand synergy on all literature

Price **£POA**

# Stand share

## Gold

Inside - 2 available



This year we are offering partners the opportunity to take a Gold space inside (6m x 3m), offering direct alignment to the popular bar and beach areas. Our stand partners in these areas will be able to utilise our graphic backdrops with your own branding, which we can help design if required at no extra cost. This offers a contemporary and stylish space from which to promote your business. Further details and example imagery are available.

## Gold

Outside B - 1 available



Once again we offer partners the opportunity to make the most of the high footfall and engaging activities our outdoor stand space has to offer. With this package you will benefit from a 6m x 3m plot, on which you can use your own company branded tent to showcase your product offering to full effect. If required, we can advise on tent design and artwork production.

## Gold

Outside A - 2 available



An opportunity to utilise Welcome to Yorkshire's existing high quality and eye catching outdoor tents (6m x 3m) from which you can showcase your product. Space can be used as you see fit – previous occupants have turned this into a luxurious bedroom or a quirky outdoor experience.

### All Gold packages include:

- 3 day exhibition stand presence
- 4 tickets to a corporate hospitality event
- Opportunity for data capture from your own stand via business card drop or competition
- Company profile of 500 words and company logo, plus link to your website on yorkshire.com
- Use of Welcome to Yorkshire logo for brand synergy on all literature
- 4 staff tickets for the show each day
- Stand space of 6m x 3m
- Chance to take part in Welcome to Yorkshire Summer data capture competition

# Stand share

## Silver

8 available



Our colourful pod spaces offer a compact yet approachable base from which to promote your business, located in the busy interior of the stand. Our silver package is a great option from which to engage with the public, distribute your literature and run competitions. You can be as creative as you like here and we encourage you to make your pod a busy one, anything is possible!

All silver packages include:

- 3 day exhibition stand presence
- Opportunity for data capture from your own stand via business card drop or a competition
- Company listing with a 200 word description on our website, yorkshire.com
- 2 staff tickets for the show each day
- Pod and totem stand presence
- Chance to take part in Welcome to Yorkshire Summer data capture competition

## Beach



Our famous beach is a highlight of the Great Yorkshire Show for all ages, measuring 5.6m by 7.6m. Each year we transfer real sand from the Yorkshire coast to bring a taste of the seaside to the show. The perfect place for children to play and adults to unwind. Be part of the coastline for three days with the following association

- Your logo on the beach backdrop
- Dual branded hand waving flags to be distributed by WTY staff each day
- Branded buckets and spades
- Opportunity for data capture by business card drop or competition
- 2 staff tickets for the show each day
- 2 tickets to a corporate hospitality event
- Company listing with a 500 word description and a company logo on our website, yorkshire.com
- Chance to take part in Welcome to Yorkshire Summer data capture competition
- Creative opportunities to be discussed, we are open to hearing your thoughts on how to make it the best beach yet!

## Demo



A unique opportunity allowing businesses to showcase their products on the Welcome to Yorkshire stand. Our ever popular Yorkshire pub will act as the perfect location to engage with the crowds and present your product in a show and tell format. This is your chance to tell the story of how your brand came to life and get people talking about your business. This opportunity is perfect for food and drink suppliers and arts and craft producers. You will have up to 30 minutes to engage with a captive audience, hold sampling sessions and a Q&A, followed by an hour stand space from which to sell your product.

Please note the products being sold must not be sample size and cannot be consumed on site immediately after purchase. You will be required to supply your point of sale, and we would advise cash sales.

# Booking form

Welcome to Yorkshire is giving you the opportunity to promote your business by being part of our stand.

If you are interested in joining Welcome to Yorkshire at this year's show, please complete and return the form to:

**Nicola Christian,**  
**Partnerships Manager,**  
**Welcome to Yorkshire**  
**0113 322 3570**  
**nchristian@yorkshire.com**

Please indicate which opportunity you are interested in booking by highlighting below:

**Gold**

Inside      Outside A      Outside B

**Silver**

**Beach**

**Demonstration**

Please indicate preferred date(s) and how many sessions you would like to book. You can be involved on more than one day. There are 4 demonstration sessions per day. Costs are based on one demonstration session only.

	Tuesday 10th July	Wednesday 11th July	Thursday 12th July		
Number of sessions		1      2	3      4      5		

Name: .....

Signature: .....

Organisation: .....

Address: .....

Post code: .....

Tel: .....

Email: .....

**Payment method (please tick box)**

1. Enclosed cheque made payable to: Welcome to Yorkshire

2. Please forward an invoice

PO number if required: .....

Please contact Nicola Christian for further information:

**Nicola Christian**

Partnerships Manager

Welcome to Yorkshire

Dry Sand Foundry, Foundry Square,

Holbeck, Leeds LS11 5DL

T 0113 322 3570

M 07581 575 221

E [nchristian@yorkshire.com](mailto:nchristian@yorkshire.com)

## TERMS AND CONDITIONS

1. All stand participants involved in the Welcome to Yorkshire stand, must settle in full outstanding monies owed prior to the show, otherwise space cannot be guaranteed.
3. Cancellations cannot be accepted after the deadline date of Friday 4th May 2018. Participants shall remain liable for the cost of the stand space booked.
4. The final deadline date for booking space is Friday 4th May 2018.
5. Booking forms supplied after the final deadline date cannot be guaranteed.
6. WtY will not be liable for any loss or damage, during build up, breakdown and for the period of the show.
7. In any event, it is expressly agreed that WtY's total liability shall be limited to a refund for the fee paid for the entry and that no liability shall attach to WtY in respect of any other loss or consequential loss of any kind.
11. Where the participant is not a member of such a body as aforesaid, he/she will, nevertheless, adhere to the Codes of Conduct where appropriate to his/her business activities in all respects.
12. To deal promptly and courteously with all enquiries from stand visitors.
13. To adhere to WtY's stand guidelines including dress code, meal breaks etc.

### Invoicing and payment

14. Stand space is reserved until such time as payment is made in full to WtY – refer back to terms & conditions deadline.
  15. Invoices will be raised following receipt of signed booking forms and will be due and payable from the date of issue and payment must be received as per terms and conditions.
  16. In the event of non-payment of an invoice or invoices, we reserve the right to charge interest on overdue invoices. Should this be necessary we give notice that interest will be charged at standard bank base rates plus 4% to compensate for the additional workload created by overdue payments.
  17. Acceptance of these credit terms includes acceptance of the levying of interest charges at our discretion. If legal action is required to effect payment, we give notice that all legal and court costs, plus interest, will be added to the amount sought via the courts in the event of non-payment.
  18. In the event that settlement is subsequently made by credit or debit card, we will charge an additional 4% to cover merchant fees and additional administration costs.
- Participants' responsibilities including Code of Conduct**
8. At all times to maintain the highest possible standards of courtesy, cleanliness and service, and to enhance the reputation of Yorkshire as a major touring destination. The participant is required to notify WtY of any matter that might adversely impact the reputation of WtY or Yorkshire as a major touring destination.
  9. To describe fairly to all persons the amenities, facilities and services to be provided, whether by advertisement, brochure or other means and to make clear exactly what is included in all prices.
  10. Where the participant is a member of the British Hospitality Association, the Association of British Travel Agents or other similar bodies, he/she will adhere to the Code of Conduct formulated by that body.