



# **EXHIBITOR MANUAL**

## **PRESCOTT BIKE FESTIVAL**

**JUNE 23rd 2024**

**PLEASE SUBMIT ALL FORMS AND PAYMENTS ONLINE**

**PLEASE READ THIS MANUAL CAREFULLY  
THERE ARE CHANGES FOR 2024**



**[www.prescottbikefestival.co.uk](http://www.prescottbikefestival.co.uk)**

Please note that the contents of this Exhibitor Manual form part of your contract with us and your confirmed booking denotes your acceptance of those terms

# PRESCOTT BIKE FESTIVAL

## *Note from the Organisers*

You asked us to:

- avoid the clash with the ABR Festival
- keep prices competitive
- have more displays in the Orchard

I am pleased to tell you that we've ticked all the boxes for 2024/

Prices held again, so no price increases since 2019. You are a key part of our visitor experience and we will continue to be selective, bringing only the best and those who really add value to the day. Quality over quantity every time.

After a pretty miserable few years, we enjoyed a good comeback in 2022 and 2023 was pretty much as we expected. Numbers are returning to pre-pandemic levels. The Festival is: lots of bikes running the hill (private entries own and our invited special stuff) and loads of bikes to look at and talk about over a beer, coffee and some decent food. Bikes, bikes and more bikes. The only opportunity to run a motorcycle at the world famous Prescott Hill in a non competitive environment.

2024 will herald our 12<sup>th</sup> Festival and looking forward to getting stuck in to what we're really good at, showcasing motorcycles and engineering excellence.

We've successfully built the Festival over the past 13 years and 2024 sticks with our winning formula and reinforcing the message, It's All About Blood Bikes. Public support for the charities has never been higher and we hope 2024 will see that reflected in our visitor numbers.

Our visitors come from the many facets of motorcycling / motor enthusiast and from across the socio-economic spectrum. We also attract the family, ensuring that the widest audience is achieved. We also attract high income visitors providing you with excellent B2B and high end retail opportunities.

Please download and read the Exhibitor Manual. We will enforce the rules so please familiarise yourself with them. Please pay particular attention to Set Up and Breakdown instruction.

And lastly, don't forget that all proceeds go to the charities, Severn Freewheelers and the Nationwide Association of Blood Bikes and we thank you for your support.

# **CONTENTS**

Key things to remember

Payment and Submission Deadlines

Directions

Exhibitor Information – General

Pass Allocation Information

Trackside Banner and Sponsorship Opportunities

Terms & Conditions of Booking

Site Map

Information about Blood Bikes

**PLEASE SUBMIT ALL FORMS AND PAYMENTS ON LINE**

## KEY THINGS ARE HERE – PLEASE READ

**Saturday** is Set Up Day and we're closed to the public but we do have our Bike Fest Party in the Clubhouse on Saturday Night for exhibitors, Run the Hill Entries, Paddock Specials, VIP's and our Featured Club guests. Always a good night pre-show day.

**Sunday** is The Big Day and we anticipate around 3k visitors, weather permitting.

### SET UP

Please be patient with the marshals on set up, particularly if ground conditions are soft. We've done this many times and know exactly how to get you in and out with the minimum of fuss.

You **MUST** display your vehicle pass clearly on your windscreen, vehicles without passes will not be admitted. Motorcycles do not require vehicle passes.

Everyone in the vehicle **MUST** have a valid wristband. Additional wristbands can be purchased via the website or on the day.

Break down cannot be a free for all and you will only be allowed vehicle access to your pitch under the marshals' instruction. You will be called in area order. Breakdown before the Show closes at 17:00 (or 30 minutes after the track closes on Sunday) will not be permitted. Marshals will be on hand to ensure breakdown runs smoothly and everyone gets out in a timely manner, follow their instructions and everything will be fine.

**No vehicles over 3.5 tons are permitted in the Orchard** without prior arrangement with the organisers. If permission is granted you will be responsible for the costs of ground reparation if necessary.

## **SET UP & PUBLIC OPENING TIMES**

### **FRIDAY 21<sup>st</sup> June (SET UP ONLY, NO PUBLIC ADMISSION)**

Strictly by exception and pre-arranged with the organisers only.

Set up from 12:00 to 18:00.

Overnight camping is **NOT** available.

### **SATURDAY 22<sup>nd</sup> JUNE (SET UP ONLY, NO PUBLIC ADMISSION)**

Set up from 09:00 to 19:00

Overnight camping permitted

### **SUNDAY 23<sup>rd</sup> JUNE (THE BIG DAY)**

Set up / restocking from 06:30 to 08:30

No vehicle admittance or movement after 08:30 and until 17:00

Overnight camping is **NOT** available.

### **NOTES**

All exhibitors **MUST** be set up by 08:30 on Sunday 23<sup>rd</sup> June

## **PAYMENT & SUBMISSION DEADLINES**

### **Exhibitor Space Booking Form**

- Full space fees are due on booking
- Exhibitor application closes

May 31<sup>st</sup> 2024

### **Additional Passes Request**

- Payment due on booking

June 14<sup>th</sup> 2024

### **Banner Order Form**

- Payment due on booking
- Banner delivery to site (latest)

May 31<sup>st</sup> 2024

June 21<sup>st</sup> 2024

**PLEASE SUBMIT ALL FORMS AND PAYMENTS ON LINE**

# DIRECTIONS TO THE PRESCOTT BIKE FESTIVAL

## **Venue**

Bugatti Owners Club, Prescott Hill, Gotherington, Cheltenham, Gloucestershire, GL52 9RD

<http://www.prescott-hillclimb.com/directions.aspx>

## ***From Birmingham and the South West***

M5 to Junction 9, Exit towards Tewkesbury A438 / Evesham A46

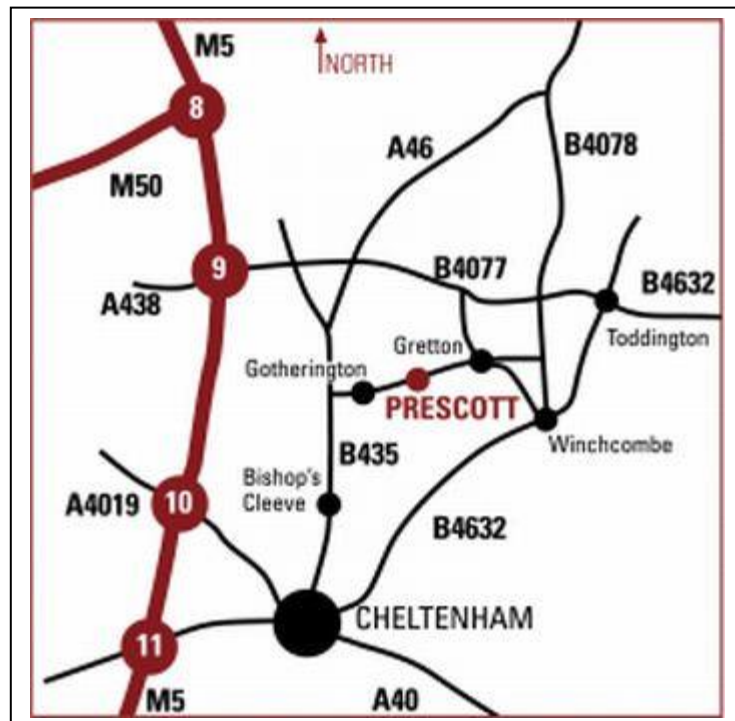
At roundabout off motorway slip road take A46 to Evesham – stay on this road until you see signs for Prescott Motor Sports

At Teddington Hands Roundabout follow the brown signs to Prescott Motor Racing

## ***From London via A40 to Cheltenham then A435 towards Evesham***

Prescott is situated 5 miles north east of Cheltenham off the A435 (Evesham Road) between Gotherington & Gretton. On leaving Cheltenham, stay on the A435 until you see brown signs for Prescott Motor Racing

Note there are 14' height restrictions from both main access roads – alternative routes are available.



## EXHIBITOR INFORMATION – GENERAL

*This information should be read in conjunction with the general Terms & Conditions and form part of those Terms & Conditions.*

### On Arrival

Enter at the Prescott Hill Climb site and event marshals will check your exhibitor / vehicle passes.

If you have the correct Exhibitor passes and on-site vehicle passes you will be directed towards the gate and allowed to enter. Please remove your vehicle as quickly as possible to the Exhibitor Parking area if it can't be contained within the exhibitor parking behind your stand. Any vehicles that remain customer facing must be liveried. You will be escorted to your pitch and in the event of inclement weather, this process takes longer – please be patient.

### Exhibitor Entry Times (For Set-Up, Top Up and Breakdown)

Friday June 21 <sup>st</sup> 2024:	12:00 to 18:00 by prior arrangement only
Saturday June 22 <sup>nd</sup> 2024:	09:00 to 19:00
Sunday June 23 <sup>rd</sup> 2024:	06:30 until 08:30 ; then after 17:00
Monday June 24 <sup>th</sup> 2024:	By prior arrangement only

### **Vehicles will not be granted access to the site outside these times.**

We will email you specific Set Up and Breakdown instructions with your Exhibitor Pack, please ensure your staff are fully aware of the instructions.

### Event (public) Opening Times

Sunday June 23<sup>rd</sup> 2024: 08:30 until 17:00.

Please ensure that your stand is open during all hours of the show. See above Key Notes. Exhibitors that close up on the Sunday before the show closing time plus 30 minutes may be refused trade space at future shows.

### Health & Safety

You must make your declaration online

Exhibitors **MUST** provide one or more fire extinguishers of an appropriate type for their stand. Extinguishers must be in working order, clearly visible and easily available. There will be regular checks made throughout the show to ensure that these are in place.

Exhibitors holding gas cylinders must ensure that these are stored in a safe and secure place. Also, please inform the organisers before the show, so that we can make the on-site fire officer aware of them.

### Security, Noise and Movement

Although we take every care to provide security marshals it is the responsibility of the exhibitor to ensure the safety and security of their stand and staff.

The use of generators and loud music is **strictly prohibited** between the hours of 11pm and 6am.



Please note that there is to be **NO** exhibitor vehicle movement on site from 08:30 until 17:00 on Sunday June 23<sup>rd</sup> 2024

## **Bonfires & Barbeques**

No fires or barbeques are allowed on site at any time. Any exhibitor contravening these regulations will be evicted from the site without a refund.

## **Dogs & Animals**

Dogs and other animals are **NOT** allowed on site. Failure to comply will result in the exhibitor being asked to move themselves and the animal off site.

## **Catering**

There will be no catering available on Friday 21<sup>st</sup> June. Limited catering on Saturday 22<sup>nd</sup> June from 12:00. Full catering facilities will be available on Saturday 22<sup>nd</sup> June from 18:00 and Sunday 23<sup>rd</sup> June from 07:30 in the Clubhouse

## **Parking, Camping and the Road Traffic Act**

All on-site vehicles must stay parked within the designated exhibitor parking areas or on the exhibitor's stand. Vehicles must not block access to or from any other stand.

Exhibitors may camp behind their stands if space allows, no camping materials to be visible from the stand frontage. Exhibitor camping is available on Saturday evening in the designated Exhibitor Camping Area. No camping on Friday or Sunday.

Absolute care and attention must be shown at all times when riding/driving on site.

There is a maximum speed restriction of 10mph. Under no circumstances must children ride on site. Any person ignoring this request may be liable to police prosecution.

Helmets must be worn whenever riding on site. Limit riding on the grass to that which is necessary to gain access to your stand.

## **Ground Damage & Waste Disposal**

Please try to avoid driving / riding on the grass. Take care when driving over grass to your plot. We are aware that this isn't always possible. However; if it is believed that excessive ground damage has been caused by your vehicle, reparations may be required from you.

We do provide bins on site. Please try to keep your plot clean of rubbish and try to pick up any coat hangers, zip ties and flyers before leaving the site. Please deposit all rubbish in the bins / skips provided. If excessive waste is left on your plot then you will be asked to pay a charge of £500.

Please keep in mind that we will not charge for reasonable damage or waste, but we do feel that those that don't respect the rules and leave Prescott in an unpleasant state that should incur the consequences. Thank you for your compliance.

## **Bad Weather**

It's England, it rains sometimes. Unless it is absolutely unsafe, the Prescott Bike Festival is going ahead however we may cancel or postpone due to extreme adverse weather. You need to insure your own losses if inclement weather adversely affects your expectations. Wet ground

conditions can usually be managed – just follow the marshals instructions, keep calm and all will be well.

## **Covid-19**

We, like you, don't know what's going to happen in 2024 but be assured that your safety comes before everything. Full refunds, roll overs will be made available if we postpone due to any legally enforced covid restrictions.

## **Contact in case of Problems**

If you require assistance at the show site, please contact the Signing In Hut, which is marked on your site plan

## **Exhibitor - Key Stand Information**

### ***Stand Definitions***

#### ***Non Commercial & Club Stand:***

Display stand only for companies exhibiting for promotional purposes. Specifically; charities, Advanced Riding Groups, Bike Safe etc. No trading activity is allowed or gathering of sales data. The sale of club related paraphernalia only is permitted.

#### ***Commercial Stand:***

All other exhibitors

### **Booking Space**

There are no maximum restrictions on frontage or depth. The minimum booking we can accept is for a 3m x 3m space.

For all exhibitors you book your pitch size according to your exhibit space requirements, the space behind (we are unable to guarantee you will have any) you can use for parking / camping. Please do not abuse this facility and book 5m depth when you really need 7m or 10m. We will monitor this on event day and charge for additional exhibitor space if necessary.

If your pitch allows for exhibitor parking / camping to the rear, it is your responsibility to fit in this space, if you can't – your vehicle must be moved to the exhibitor parking area.

All vehicles not liveried and camping equipment must not be visible to the public.

The schematic is a guide only and we reserve the right to move you, without notice.

No vehicles over 3.5 tons are permitted in the Orchard without prior arrangement with the organisers. If permission is granted you will be responsible for the costs of ground reparation.

### **Space Fees**

- Full payment is required on booking. All fees are subject to VAT. You will receive an invoice for fees paid.
- All fees are based on frontage and depth; we cannot guarantee there will be space behind for your vehicle.

***Non Commercial and Club Stands:*** £5.00 per square metre.

***Commercial Stands:*** £7:00 per square metre

## **PASS ALLOCATION 2024**

### ***ON-SITE FOUR WHEEL VEHICLE PASSES***

The on-site passes should be used by those vehicles bringing/carrying stock and equipment to the stand. Vehicles carrying staff only should use the Car Park. Please be aware that no further on-site vehicle passes in addition to your allocation will be issued.

Any vehicle that tries to enter the show site outside the times permitted above will be refused entry - whether or not they have an on-site vehicle pass. Please keep this in mind when deciding on travel arrangements to the show.

Please see below for the amounts of passes that you should have been issued. (The numbers given are per total pitch frontage)

Motorcycles do not require vehicle passes

### ***PASS ALLOCATIONS***

#### **Commercial Pitches**

<b>FRONTAGE</b>	<b>ON-SITE VEHICLE</b>	<b>EXHIBITOR</b>
5m or less	1	2
6m to 10m	2	3
11m to 15m	2	4
16m plus	3	5

#### **Club Pitches**

<b>FRONTAGE</b>	<b>ON-SITE VEHICLE</b>	<b>EXHIBITOR</b>
5m or less	1	4
6m to 10m	2	5
11m to 15m	2	7
16m plus	3	9

**Additional passes can be purchased on the day or pre-ordered using the form on the website at a price of £18 each, there is no limit on the amount of passes you may purchase.**

**NO EXCEPTIONS WILL BE MADE WITH REGARDS TO PASS ALLOCATIONS EVERY TRADER/CLUB WILL RECEIVE THEIR ALLOCATED AMOUNT AS SHOWN ABOVE.**

# TRACKSIDE BANNER OPPORTUNITIES

**PRICES HELD FOR 2024**

## Trackside Banners

***Price: £50 + VAT per banner***

**Benefits:** Your brand/company name placed in a prominent position on the Hill Climb track.

**Requirements:** You will be required to arrange delivery to the Prescott Hill Climb by June 21st 2024. It is your responsibility to collect your banners during breakdown. Any banners not collected on the Sunday will be disposed of. Payment must be made before the event. Banners must be no larger than 8ft x 3ft or 2.5m x 1m. Limited banner space is available so book early.

**How to Order:** Book online with your space booking.

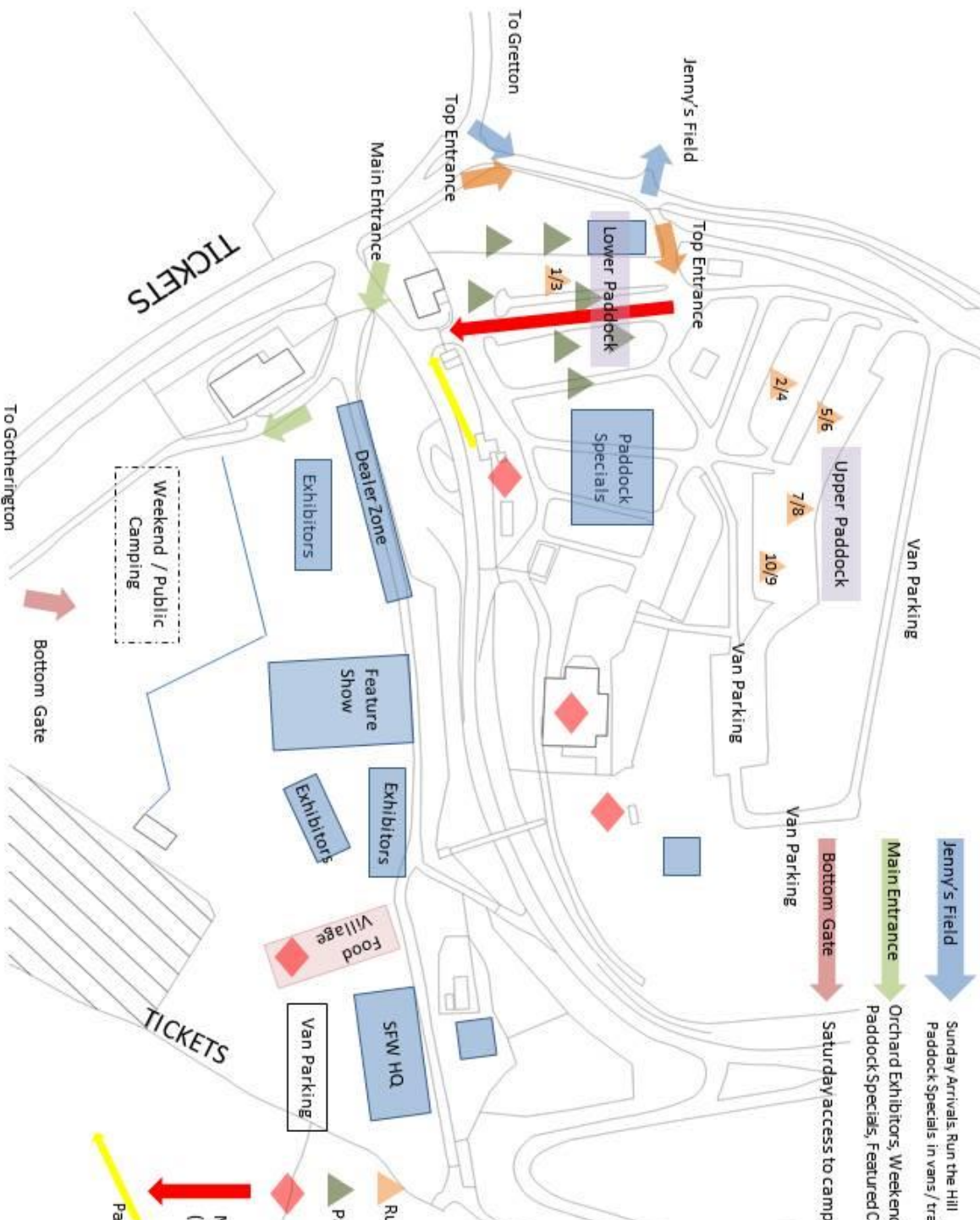
We have several Sponsorship and Show Guide advertising opportunities available, please contact us for further details.

# EVENT REGULATIONS & CONDITIONS OF BOOKING PRESCOTT BIKE FESTIVAL

Please read these regulations carefully as failure to comply with any of them may result in withdrawal of all access rights.

1. Stands may not be sub-let.
2. Any exhibitor having to cancel his/her booking for a stand space should notify the Organisers. **All wristbands and vehicle passes must be returned and your space fee is non returnable.**
3. Admission is by exhibitor and vehicle pass sent prior to the event.
4. All deliveries to stands must be complete 30 minutes before admission opening times on the day the Event opens to the public. After unloading, any vehicle not remaining within your stand area must be removed to the Exhibitors' Car Park.
5. The speed limit of 10mph must be observed when driving anywhere in the Prescott site.
6. Exhibitors must not operate vehicles, including minibikes, motorbikes, monocycles and skateboards between the stated public opening time on the days of the Event unless as part of the Event programme.
7. All equipment, display/sale items, vehicles, tents etc, must be kept within your allocated stand area and must not be placed in or intrude into the avenues between stands.
8. Only silent generators are permitted in the Event grounds.
9. Under the Explosives Act 1875 it is illegal to sell Flares from temporary stands as they cannot be registered.
10. All exhibitors must adhere to the regulations governing the use of liquid gas cylinders, generators and electrical supplies. In particular you must adhere to "Using gas bottles for business" (published by Calor Gas Ltd.) Web: [www.calor.co.uk](http://www.calor.co.uk) or emergency service number 08457 444 999.
11. Only goods relating to the Event may be displayed/sold. The organiser's decision as to what is relevant in this respect is final.
12. Stand displays must be complete by the stated public opening time of the Event and may not be dismantled in whole or in part until after the stated closing time. Unsold items or purchases must be removed from the Grounds immediately after the Event ends.
13. The sale of food and beverages is not permitted.
14. The use of any form of loudspeaker or amplified sound is not permitted.
15. Prior permission from the Organisers must be sought before Raffle Tickets may be sold, or charity collections made. **No form of advertising material may be displayed or distributed anywhere in the grounds other than on your stand.**
16. Any transaction at the Event is between the Vendor and Purchaser alone; no responsibility is accepted by the Organisers.
17. Exhibitors are responsible for any and all damage or injury to persons or property occasioned by any of the exhibitors, stands, appliances or any act of omission by them, their staff or contractors.
18. The Organisers are not responsible for the security of motorcycles or goods being offered for sale, prior to, during or after the Event.
19. Camping is only permitted for security reasons within allocated camping areas, which is free of charge for exhibitors.
20. Dogs and other animals are NOT permitted in the Event ground.
21. The Organisers reserve the right to refuse access to the Event grounds at their absolute discretion.
22. The Organisers reserve the right to eject anyone from the premises who acts in a manner detrimental to the enjoyment of others.
23. Exhibitors' admission passes are only valid if sold by Severn Freewheelers, or its authorised agents.
24. The Organisers reserve the right to refuse bookings without any reason being given. The completion of a booking form is not a guarantee of space being available.
25. The Organisers reserve the right to re-site any exhibitor at the time of, or before the event, if deemed necessary.
26. All electrical equipment brought onto site by you must have a current P.A.T certificate. (Obtained by a certified electrician to show that equipment, cables are safe & correct.)
27. Collections from stands are only allowed after public closing times.
28. Severn Freewheelers, **will not** be held responsible for the loss of or damage to stock or individuals in any way.
29. No **hot ashes or tyres** to be put in skips.
30. No vehicle movement, other than as part of the Festival programme is permitted anywhere at the venue during public opening times.
32. All stand space and tickets must be paid for in advance.
33. A no smoking policy is enforced in all internal buildings/marquees and temporary structures
34. The Organisers reserve the right to cancel the intended show at short notice if this is necessary because of an Act of God such as (but not limited to) unusual and catastrophic weather conditions affecting the showground or in the area generally, Government or Local Authority order or request which the organisers are obliged to adhere to or which they consider to be reasonable in the circumstances of the situation. In the event of cancellation Exhibitors should protect their losses against Abandonment and Cancellation or curtailment of the Event.

# PBF11 June 25th 2023 Traffic Movement / Layout



## **About Blood Bikes**

Blood Bikes have been a feature in the UK since 1969. In recent years the number of blood bike groups has grown significantly and there are now hundreds of motorcyclists who freely volunteer their time to the service. People often ask why a blood service is needed and what is that we actually do. If you look at the aims of all the blood bike groups you will see some common themes:

- Saving money for the NHS
- Saving lives
- In addition to this the blood bike groups promote a positive image of motorcyclists to the public

### **Saving Money**

The National Health Service does not have unlimited resources. One area that is very costly to the NHS is courier services. Most hospitals operate an internal courier service to ferry diagnostic specimens, blood, notes, x-rays, scans and other medical equipment between themselves and other hospitals in the area. These services generally operate during office hours, which means that in the evening and at weekends the hospitals need to make alternative provision for items that need to be transported there and then.

So why should blood bike groups do this? It is very simple – if they didn't then more money would have to be found from the taxpayer. Blood bike volunteers give their time, and sometimes their own money, freely. In 2022, just one NABB member group made 4,500 deliveries and travelled over 140,000 miles – all of which was paid for by charitable donations.

### **Saving Lives**

There are times when blood, or other medical items need to be transported urgently because a patient's life is at risk. A blood bike can be relied upon to respond quickly and move with ease through busy traffic, even if it is not fitted with emergency lights and sirens.

### **Positive Image**

Some people have a negative opinion of motorcyclists. Whether this is because of impatient city-centre couriers, or scare stories about biker gangs, it is something that can unfortunately taint all motorcyclists. All the groups promote good practice among their volunteer riders, who hold an advanced riding qualification to ride on a marked-up blood bike. High-visibility jackets and marked motorcycles mean our riders are very visible to the public when riding so it is essential that they behave with the utmost professionalism at all times. People who see blood bike riders collecting money, or walking into a hospital ward are often amazed that the groups exist and walk away impressed with the work that they do. Slowly, person by person, we manage to change people's impressions of bikers. This isn't the groups' main reason for existing, but it is a happy side-effect of the work that we do.

Severn Freewheelers is a founding member of the Nationwide Association of Blood Bikes.