

This Bulletin is the **first** in a series of **three** leading up to the Exhibition.

APF 2016 Contact Details

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Please take a few minutes to read the information below and ensure it is read by those who will be responsible for organising your stand. It does contain important information that you do need to know.

Exhibitor Information Notes

We have been very encouraged by the huge interest and level of bookings already received for APF 2016, with lots of new exhibitors. We have already sold over 2400m of frontage along the demonstration circuit and 96 % of our static area leaving just 7 full static display sites left.

There is huge range of visitor attractions. We will be staging the Husqvarna World 25m poleclimbing championships, the A W Jenkinson and Tilhill European Chainsaw Carving championships, the European Horse Logging championships, the Komatsu UK Forwarder Driving championships, axe throwing and a large woodland crafts and vintage machinery area.

Please note additional exhibitor information can also be found on our website including local accommodation, marquee companies and much more.

Site Visits



The whole of the Exhibition area is on a private estate so you **MUST NOT** visit the site outside of official site visits. The next site meetings are April 13th and June 22nd both at 11am at The Kings Court Hotel, Kings Coughton, Alcester, Warks B49 5QQ



Your Site

Please remember your site was booked 'as seen'. Bridging ditches, clearance, levelling etc. are entirely your responsibility. If you booked a static site or have taken over the organisation of your stand from a colleague we strongly advise you to visit the site pre-show. Any trees that can be felled on your site have been marked. Please note that you will not be able to fell any more trees than are marked. If you need more trees you will need to book more space. If you need to order timber the timber order form will be sent out in the next bulletin. We will have a JCB to hire to help you prepare your site and this can be booked when you receive your Machinery Requisition form in the next bulletin. If you have any queries about your demonstration site or what you can fell please ring our Chief Co-ordinator Mark Steele on 07770 625752.

Catalogue Entry

Forestry Journal are again producing the exhibition catalogue for us this year. You are entitled to a free listing as part of your booking. They will be in contact directly to ask for your entry. Do not leave this too late and miss out. The catalogue is a valuable source of reference after the Exhibition for visitors.

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Sponsorship

We are delighted that many of our sponsors have agreed to support APF 2016 again and we welcome A W Jenkinson, Euroforest, Forestry Commission, Forestry Journal, HAIX, Komatsu and Tilhill Forestry. We still have some high profile sponsorship opportunities available if you wish to increase your companies profile at the exhibition. Companies benefit from not only the on site publicity during the event but also from being mentioned in our entire advertising campaign in forestry, arboricultural and farming press both in the UK and abroad, through our extensive social media networks, our website and in our leaflets sent out to 30 000 targeted visitors. Opportunities exist for sponsoring our main entrances, car parks, seminar tent, woodland crafts area and school visits as well as simple banner sites. We have something to suit all budgets and we are happy to put together a bespoke package for your company. If you are interested in sponsorship please call Ian to discuss this in more detail and see how you can boost your company's profile at the exhibition.

Insurance & Safety Planning



We will need to see a copy of your Public Liability Insurance for at least £5 million. Please do not send it if it expires before the show dates, wait until you receive your new policy. **Please note we do NOT want to see a copy of your Employers Liability insurance.** The £5 million level of cover is required whether you are on a static or a demonstration site, the requirement applies to all exhibitors.

All exhibitors are required to produce and send us an acceptable Risk Assessment and Competence Questionnaire prior to the exhibition and before we send out tickets and passes. Blank formats are available on our website. Our Outline Risk Assessment, which you will need to consider, is also on our website. Your risk assessment should cover set-up and dismantling as well as exhibition day activities.

Electricity

If you are on the static display area and require electricity please make sure you have booked this with us in advance. You are Not allowed to have your own generators in this area. Exhibitors on the demonstration circuit may use their own generators subject to them being fit for purpose, operated in line with manufacturer's instructions and located so as to keep noise to an acceptable level. They should be protected from tampering, should not contribute to fire risk and must have a suitable fire extinguisher located nearby.

Booking Forms & Site Payment

Please note that sites will not be deemed booked until we have received a completed booking form and full payment has been made. Any exhibitors who have reserved a stand prior to February 1st and who have yet to make full payment will be notified and be given 7 days in order to make payment before they are removed from the current maps until payment has been received.

Maps

There are updated maps on our website under exhibitor information. Please check these carefully to ensure that A) You are on the map, B) You are in the location you thought you were and C) Your stand size is correct. Please let us know immediately if you feel anything is not correct.

Timber

We will be sending out a Timber Ordering Form with the next bulletin. As advised at the site meetings we will have sawlogs, bars, chipwood, brash, stone and woodchips available. We will not this time be able to supply any non-standard produce hardwood logs, hardwood firewood etc. If you need this type of timber please make arrangements to source it direct. If you have any queries on what we can supply please contact Roger Wicks on 07470 304 551.

Tickets

Tickets, car passes etc will be sent out from August onwards when we have received your insurance details, risk assessments etc. We will again be running our guest ticket scheme where you can order tickets to send out to your customers but we only charge for these if they are subsequently used. We have now also got an online ordering facility on the website for

Publicity



We have our APF 2016 leaflet available now. If you would like some to distribute to your customers just let us know how many you would like and we will send them to you free of charge.

Website

Our website is regularly updated. If you need copies of any forms, terms & conditions, list of exhibitors, maps etc. please visit it and go to the exhibitor section. We are keen for you to be able to promote your company so we will be listing your website address alongside your name. If it is not already on your booking form please let us know your website address.



Seminar Tent



We will have our own fully equipped seminar tent this year, situated just inside the main entrance. This is available to hire for any product launches, seminars, meetings etc. For more details and available time slots contact Ian Millward. If you wish to sponsor the seminar tent please also contact Ian Millward.

Accommodation

For all details about local accommodation please see the Accommodation and Camping information on our website in the Visitor section. Exhibitors are reminded they are allowed to sleep on their stand as long as they inform us in advance and obtain night security passes on arrival to avoid being torn apart by the guard dogs! We will have shower facilities on site. We will also have an on-site campsite this year equipped with toilets and showers. Pitches can be booked for £14 per person per night.



Setting Up

Please note **NO** setting up will be allowed on site before Saturday 10th September to allow us time to ensure all our temporary roadway is in place. If you really need to get equipment in place before then you must get permission from Mark Steele beforehand. Please ensure you inform your tenting contractors and stand builders of this. They will be turned away before this date.. Contact Mark Steele on 07770 625752.

Catering

We welcome back Food To Eat to this year exhibition. They will be delighted to quote you to supply sandwiches, delivered direct to your stand, lunches, barbeques and other receptions. For more information contact them on 07734 923219 email: debby1810@aol.com

APF at The Game Fair 2016

29/30/31st July Ragley Estate, Alcester,
Warwickshire



Last year we had a record number of bookings and we have again secured an excellent discount on stand prices and a very prominent position on the showground. Booking through the APF Exhibition is 25% cheaper than booking direct with the Game Fair because of the amount of space we reserve. The Game Fair attracts around 140 000 visitors and the Estate and Land Management area is a major feature of the show. A booking form can be downloaded from the website.

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