



Hop Farm Wedding Expo

Exhibitor Pack

26th January 2025





THE KENT WEDDING CENTRE

Exhibitor Price List - Exclusive Black Friday Discounts

The Hop Farm Wedding Show

Standard (3m x 2m pitch) includes 1 x 6ft table or 1 x 5ft round @ ~~£150+vat~~ **£99+vat**

Large (6m x 2m pitch) includes 2 x 6ft trestles or rounds @ ~~£250+vat~~ **£190+vat**

13a Electric connection) ~~£30+vat~~ **£20+vat**

For larger stands, cars or other outdoor stands please enquire.

Other marketing opportunities - These can be booked standalone or with a stall.

Goody Bag Marketing

Flyer, brochure or sample placed into the free goody bag given to every couple as they enter. £40 + VAT per event

Visitor Guide Advertising

1/2 page: ~~£40+vat~~ **£30+vat** per event

Full page: ~~£75+vat~~ **£55+vat** per event

The visitor guide is professionally printed and will be circulated to all couples.

Artwork must be supplied print ready. If artwork needs to be created or amended, additional charges will apply.

Enhance Your Business Exposure at the Kent Wedding Centre and Shire's Oast Wedding Venue

Take your business to the next level with a concession at the Kent Wedding Centre—a year-round wedding department store. As a supplier, you'll gain prominent exposure within this bustling hub, including preferred supplier status at the renowned Shire's Oast Wedding Venue, in one of Kent's most prestigious locations. Benefit from inclusion in all wedding centre brochures distributed throughout the year, listing on our website and regular social media posts. Whether you opt for a wall space or a larger display area, your services will be prominently featured every day, turning each visit into a potential customer engagement opportunity offering seamless lead generation. Additionally, enhance your reach with our upgraded digital marketing packages, tailored to further boost your visibility. Secure your spot today and become a preferred supplier in the heart of Kent's wedding industry.





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About

This exciting, brand new show incorporates our extensive wedding village at the Hop Farm. Couples will park at the front of the venue and walk around our three areas:

- The Kent Wedding Centre
- Shires Oast
- The Dray and Dray Marquee Expo

What is included?

- Exhibitor lunch, and refreshments throughout the day.
- Listing in the visitor programme (can be upgraded to an advert).
- Table, chairs and table cloths (please let us know if you do not require this).
- Digital marketing assets for the event.
- Loading and set up the day before the event, and in the morning of the event.
- A guaranteed no more than 10% of any one trade type exhibiting.
- Inclusion in social media marketing for the event.

Opening Hours:

- The exhibition will be open from 10:30am to 3:00pm

Booking Process

- Bookings can be accepted either by phone (01622 873434) or by emailing info@shiresoast.co.uk.
- A 50% deposit is required to secure your booking with the balance payable no later than 6 weeks before the event.
- Unfortunately we are unable to reserve any spaces without the deposit payment.
- Once the deposit payment has been made, we will send you a link to our online booking form to collect all the necessary information we need. We will also need a high res image of your logo, and up to 3 photos emailing to us in order to include you in social media marketing and in the brochure.
- All bookings are subject to our terms and conditions
- **Please note, it is advised to dress warm for this event - Whilst the building and the marquee will be heated, due to the time of year it may be difficult at times to maintain a comfortable temperature.**





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Terms and Conditions

1. Definitions

In these Terms and Conditions, the term 'Participant' refers to any individual, company, or entity that has applied for and been allocated a stand or space at the exhibition. The term 'Event' pertains to the specific exhibition detailed in the Booking Confirmation. The term 'Organiser' refers to The Kent Wedding Centre and its partners.

2. Booking Procedure and Payment Terms

Bookings for exhibition space can be made through our website or via a paper booking form. A deposit of 50% is required to confirm the reservation, with the remaining balance due one month prior to the Event. Full payment is necessary for securing the space; part payments will not be accepted unless agreed upon in advance. The Organiser reserves the right to cancel the booking if payment is not completed within the stipulated period, and cancellation terms will apply.

3. Space Allocation

Upon receipt of the Booking Confirmation and required payment, the Organiser will allocate the exhibition space. While efforts will be made to accommodate Participant preferences, space allocation is at the discretion of the Organiser and will consider the overall needs of the Event. The Organiser reserves the right to refuse any booking without providing a reason.

4. Availability and Confirmation

It is strongly advised that Participants check availability before submitting a booking. The Organiser operates a policy that limits the number of similar businesses at each event to optimise exposure for all Participants. If a booking is made without checking availability, the Organiser will attempt to accommodate the Participant at a different Event, but this is not guaranteed. If no suitable alternatives are available, the cancellation policy will apply.

5. Amendments to Booking

Should a Participant wish to reduce their stand size or make changes to their booking after it has been confirmed, written notice must be provided at least one month before the Event. The Organiser may choose to apply the cancellation terms depending on the nature of the amendment. Resale or reallocation of the space is at the Organiser's discretion, and the Participant may not receive a refund for any reduction in space.

6. Stand Setup and Operation

Participants are required to adhere to the setup and breakdown schedule provided by the Organiser. Stands must be fully assembled and ready for public viewing at least 15 minutes before the Event begins. Should any issues arise, Participants must notify the Organiser immediately. Encroaching on adjacent spaces or exceeding the booked space is not allowed, and the Organiser may require adjustments or charge for additional space if necessary.

7. Cancellations and Refunds

If a Participant wishes to cancel their booking, written notice must be given at least one month prior to the Event. In such cases, the deposit may not be refunded, but efforts will be made to transfer the booking to another suitable Event. Cancellations made with less than one month's notice will incur the full cost of the booking. The Organiser reserves the right to cancel the booking under specific circumstances, such as non-compliance with these terms or changes in business operations, in which case the Participant will be liable for any outstanding payments.

8. Insurance and Liability

All Participants must secure appropriate Public Liability Insurance and provide evidence upon request. The Organiser is not responsible for any loss, damage, or theft of goods or personal items during the Event. Participants are accountable for their own displays and must ensure that all items are safely secured to prevent accidents or injury.





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9. Promotional Activity and Marketing

Participants are encouraged to actively promote their presence at the Event using marketing materials provided by the Organiser. Any promotional activity must be confined to the Participant's allocated space. Distribution of flyers, business cards, or other materials in any other part of the venue is strictly prohibited unless prior consent has been obtained from the Organiser.

10. Event Promotion and Organisation

The Organiser retains complete control over the promotion and organisation of the Event. While the Organiser may provide estimates regarding attendee numbers or marketing reach, these are not guaranteed. The Organiser may make changes to the Event's layout or schedule as necessary, without liability.

11. Stand Presentation and Conduct

All stands should be presented in a professional manner. The Organiser reserves the right to request the removal of any materials or displays that do not meet the required standards. Participants are expected to conduct themselves in a manner that is respectful to other exhibitors and attendees. Any behaviour deemed disruptive or inappropriate may result in the Participant being asked to leave without a refund.

12. Health and Safety Requirements

Participants must comply with all applicable health and safety regulations. Aisles and emergency exits must be kept clear at all times. The use of open flames or hazardous materials is strictly prohibited unless prior approval has been obtained from the Organiser.

13. Exhibitor's Personal and Business Property

Participants are responsible for their personal and business property throughout the Event. The Organiser assumes no liability for any loss or damage to such property. Participants must ensure that all materials are removed from the venue within the designated breakdown time. Any items left behind will be disposed of, and the Participant may be liable for associated costs.

14. Alcohol and Food Distribution

Participants wishing to distribute food or beverages must obtain prior approval from the Organiser and hold the necessary health and safety certifications. Alcoholic beverages may not be brought into the venue without explicit consent from the Organiser.

15. Alteration of Terms and Conditions

The Organiser reserves the right to modify these Terms and Conditions at any time. Any amendments will be communicated to Participants as necessary. The Organiser's decision on any matter relating to these Terms and Conditions shall be final.

16. Subletting and Transfer of Stand Space

Participants may not assign, sublet, or share any portion of their allocated stand space without the prior consent of the Organiser. Additionally, promoting other events or services that may conflict with the interests of the Event is prohibited.

17. Exhibitor Conduct and Behaviour

The Organiser reserves the right to remove any Participant whose conduct is deemed unprofessional or disruptive. This includes but is not limited to excessive noise, aggressive sales tactics, or any other behaviour that may negatively impact other exhibitors or visitors.

18. Dispute Resolution

In the event of a dispute between the Organiser and a Participant, all efforts will be made to resolve the issue amicably. Should this not be possible, the matter will be referred to an independent mediator or arbitrator, whose decision will be final.

