

# the schoolwear show



FOR INDEPENDENT RETAILERS

## EXHIBITOR MANUAL

We are delighted that you have agreed to exhibit at The Schoolwear Show held at the Cranmore Park Exhibition Centre on the 16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> October 2011.

The information has been compiled to assist you with the planning of your participation in the Exhibition and should ensure a smooth and trouble-free run up to the event. Please take time to read this manual carefully and ensure you return the set-up form at the back of this booklet by:

**Friday, 23 September 2011**

### SET-UP

Date	Opening Hours
Friday, 14 October	8.00 am – 5.00 pm
Saturday, 15 October	8.00 am – 4.00 pm

### SHOW DAYS

Date	Opening Hours
Sunday, 16 October	9.30 am – 5.00 pm
Monday, 17 October	9.00 am – 6.00 pm
Tuesday, 18 October	9.00 am – 4.00 pm

### BREAKDOWN

Date	Hours
Tuesday, 18 October	4.00 pm – 8.00 pm



## **CONTACTS**

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

**EMAIL:** [info@theschoolwearshow.co.uk](mailto:info@theschoolwearshow.co.uk)

### **FORCE TWELVE**

#### **Force Twelve Schoolwear Ltd**

P O Box 113  
Manchester  
M12 6AH

#### **Andy McConnell – Rowlinson Ltd**

Tel: 0161 477 7791

Fax: 0161 480 2083

[andy@rowlinson-knitwear.com](mailto:andy@rowlinson-knitwear.com)

#### **David Burgess – David Luke Ltd**

Tel: 0161 272 7474

Fax: 0161 272 6363

[david@davidluke.com](mailto:david@davidluke.com)

#### **Gary Lory – Gymphlex Ltd**

Tel: 01507 523243

Fax: 01507 524421

[gary.lory@gymphlex.co.uk](mailto:gary.lory@gymphlex.co.uk)

#### **Nigel Plenderleith – Blue Max Banner Ltd**

Tel: 0161 474 8000

Fax: 0161 474 7655

[nigel.plenderleith@bm-b.co.uk](mailto:nigel.plenderleith@bm-b.co.uk)

#### **Andy Smith – William Turner & Son Ltd**

Tel: 0161 480 8582

Fax: 0161 480 0985

[andy@william-turner.co.uk](mailto:andy@william-turner.co.uk)

#### **Cath Gibson – Blue Max Banner Ltd**

Tel: 0161 474 8091

Fax: 0161 474 7655

[Cath.Gibson@bm-b.co.uk](mailto:Cath.Gibson@bm-b.co.uk)

### **AIS LTD, CRANMORE PARK**

#### **AIS Ltd, Cranmore Park**

Cranmore Avenue  
Shirley, Solihull  
B90 4LF

#### **Joyce Daly – AIS Ltd**

Tel: 0121 683 1415

Fax: 0121 713 4482

[joyce.daly@aistores.co.uk](mailto:joyce.daly@aistores.co.uk)

#### **Charlotte Roberts – AIS Ltd**

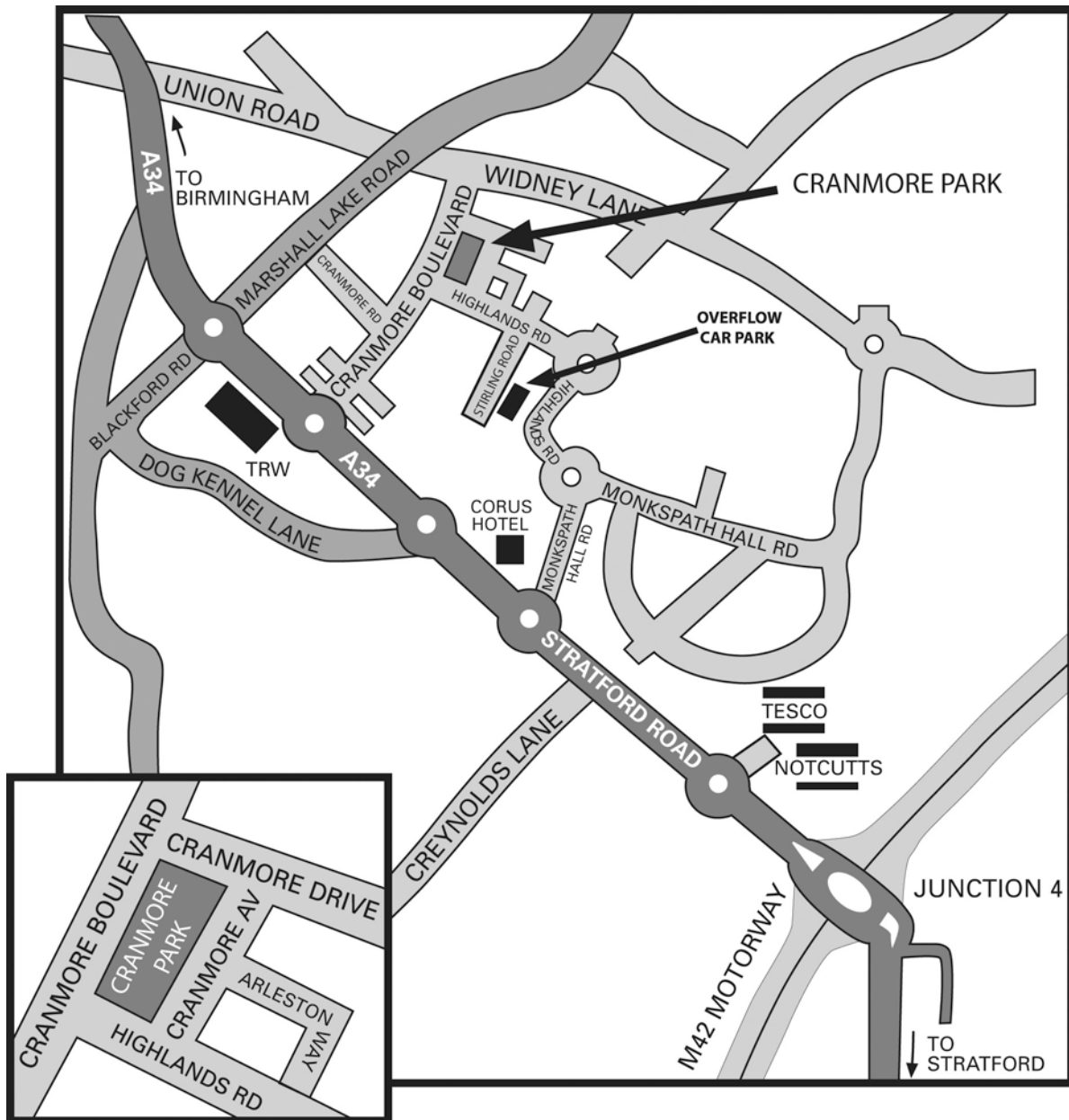
Tel: 0121 683 1415

Fax: 0121 713 4482

[charlotte.roberts@aistores.co.uk](mailto:charlotte.roberts@aistores.co.uk)



# CRANMORE PARK MAP & DIRECTIONS



Go to – [maps.google.com](https://maps.google.com)  
Search – Cranmore Avenue, Shirley  
Click – street view  
Sat Nav Postcode – B90 4LE

---

## **DIRECTIONS TO THE SCHOOLWEAR SHOW**

### **Junction 4 – M42 (Local Directions)**

A34 Stratford Road follow signs for Birmingham  
At the fourth island turn right onto Cranmore Boulevard  
At the second mini roundabout turn right onto Highlands Road  
First left into Cranmore Avenue

### **M6 – North of Birmingham**

Leave M6 at junction 4A for M42 south  
Leave M42 at junction 4 for A34 Birmingham  
Follow local map and directions

### **From North East – M1**

Leave M1 at junction 23A for A42 Birmingham  
A42 leads into M42  
Leave M42 at junction 4 for A34 Birmingham  
Follow local map and directions

### **From South West – M5**

Leave M5 at junction 4A for M42  
Leave M42 at junction 4 for A34 Birmingham  
Follow local map and directions

### **M6 – South of Birmingham**

Leave M6 at junction 4 for M42 south  
Leave M42 at junction 4 for A34 Birmingham  
Follow local map and directions

### **From South – M40**

Leave M40 for M42 North  
Follow signs to NEC and Birmingham Airport  
Leave M42 at junction 4 for A34 Birmingham  
Follow local map and directions

### **From South East – M1**

Leave M1 at junction 19 for M6  
Leave M6 at junction 4 for M42 south  
Leave M42 at junction 4 for A34 Birmingham  
Follow local map and directions

### **Sat Nav Address**

Cranmore Park Exhibition Centre  
Cranmore Avenue  
Shirley  
Solihull  
B90 4LE

---



## **SHOW SET-UP**

The Show set-up will be on **Friday, 14 & Saturday & 15 October 2011**. The Exhibitors' Floor Plan is attached at Enclosure 1.

### **SHOWROOM OPENING HOURS**

<b>DATE</b>	<b>OPENING HOURS</b>
Friday, 14 October	8.00 am – 5.00 pm
Saturday, 15 October	8.00 am – 4.00 pm

Please ensure you arrive in good time to **complete your displays by 4.00 pm** on Saturday, 15 October 2011 to allow the cleaning team to safely access the showroom.

Loading of all exhibits into the showroom will be via the roller shutter entrance in Highlands Road (see map on pg 2). Under no circumstances are fork lift trucks to be used in the showroom. Pallets must be delivered on a vehicle with a tail lift. Please off-load as quickly as possible and park where directed by our security staff.

All suppliers and supporting contractors are to sign in at the security desk positioned by the 'roller shutter' door. Passes will be issued and must be worn at all times.

Sandwiches and refreshments will be available between 12.00 noon – 1.15 pm on set-up days. Please indicate if you require catering on the Set-Up Form, attached at Enclosure 2. This is payable in cash on the day in the restaurant.

All waste (packaging, crates etc) is the responsibility of the exhibitor. Please take your rubbish and packing materials away with you both after set-up and at the breakdown of the show.

### **DELIVERIES**

You may wish to send items by courier to arrive a Cranmore Park ahead of the Show. Please organise your delivery to be made on Thursday, 13 October between 8.00 am – 12.00 noon.

Please ensure that **ALL** parcels are very clearly marked as below:

#### **Your Company Name**

c/o Charlotte Roberts  
The Schoolwear Show  
Cranmore Park  
Cranmore Avenue  
Shirley  
Solihull  
B90 4LF

**Please note: Packages not labeled clearly may be refused.**

---

## **DISPLAY ASSISTANCE**

Our display team will be available in the showroom during Friday 14<sup>th</sup> and Saturday 15<sup>th</sup> October. If you wish to use their service please indicate on the set-up form. We do require a high standard of presentation. This service will be charged at £25 per hour.

Please note if you request this service you must ensure that you arrive before Midday to ensure the display team have sufficient time to merchandise your stand.

Display services invoices will be sent out following the event.

## **STAND SIGN**

For navigation purposes each stand will be provided with an A4 name sign which will also indicate their stand number and the Schoolwear Association logo (SA) if the exhibitor is an SA member.

## **SIGNAGE**

Please bring your own logo board bearing your trading name(s). Ideally these should measure 1 metre wide x 40 cms deep so they fit the flat section at the top of a slat wall panel. Please also provide photography or graphics images to enhance the image of your stand.

## **MARKETING**

Cranmore Park marketing team are able to provide header logo boards, banners and posters, if required (all images would need to be submitted in PDF format, via email for the attention of [charlotte.roberts@aistores.co.uk](mailto:charlotte.roberts@aistores.co.uk)).

**HEADER LOGO BOARDS** (1000 mm x 450 mm, single sided, mounted lambda print) 1 board fits the flat section at the top of a slat wall panel.

**BANNER** (2460 mm x 1000 mm, PVC single sided) the cost per banner, per slat wall panel is £110 + VAT.

Please complete the set-up form if you require any marketing assistance.

**Please note:** If you are making full panel, made to measure signage of your own, please check the measurements of your stand with Charlotte Roberts before printing.

E-mail: [charlotte.roberts@aistores.co.uk](mailto:charlotte.roberts@aistores.co.uk)

Tel: 0121 683 1415

---

## **STAND FITTINGS**

All stands feature a slat wall scheme with shelving, metal fixtures and fittings.



You will have access to our fixture and fittings stock room during set-up which will contain the following fixtures and garment rails;



### **Shelves**

80cms x 30cms

96cms x 40cms



### **D Rail**



### **Straight Arm**



**Stepped Arm**



**Waterfall Arm**



**Hat Display Arm**



**Four Way Stand**



**Prongs**

The floor covering in the showroom consists of fixed carpet tiles. The tiles are a beige and silver grey mixed pattern. **YOU ARE NOT PERMITTED TO USE ANY ADHESIVE TAPE IN THE SHOWROOM ON THE CARPET, IF YOU REQUIRE ASSISTANCE OR INFORMATION ABOUT THE USE OF WOODEN FLOORING ETC., PLEASE CONTACT CHARLOTTE.** The shell scheme has 1 metre wide ivory slat wall panels with aluminium slats and vertical 5cms wide aluminium posts between each panel. Most panels are 2.5 metres high and have a top section (with no slats) 40cms deep by 1 metre wide, some perimeter panels are slightly shorter.

You must use only low tack sticky pads provided by Cranmore Park; no other method of attaching photography or signage can be used.

**Please note: Damage to the slat wall panels and carpet tiles must be paid for.**

---

## **SHOP FIT**

You are welcome to bring your own shop fit, to fit inside the stand size that you have selected but please let us know that you intend to do so on the set-up form. **If you are intending to bring a shop fit you must arrive on Friday, 14 October.**

## **POWER**

Electrical sockets are situated at regular intervals throughout the showroom, in the floor. Extension leads are available but must be secured by the AIS Facilities Team.

Electrical sources can be accommodated for all 'light' electrical use – i.e. laptops, printers etc. No 'heavy' electrical items can be accommodated i.e. electrical heating fans, generators etc.

**Please ensure that all electrical equipment that is brought into the showroom is PAT tested.**

**NO POWER TOOLS ARE TO BE USED INSIDE THE SHOWROOM, A SAFE AREA WILL BE PROVIDED OUTSIDE THE ROLLER SHUTTER ENTRANCE.**

## **SHOW GUIDE**

We will publish a show guide to be given out to AIS Members ahead of the show. Please complete the set-up form with the relevant details we need to complete this guide.

## **INVITATIONS:**

The first mail shot and invitations to over 2500 customers have already been despatched. A further mail shot will follow in September. A small amount of invitation cards are available for exhibitors through Andy Smith, 0161 480 8582.

**Independent Retailers** are also able to apply online via the Schoolwear Show web site at [www.theschoolwearshow.co.uk](http://www.theschoolwearshow.co.uk).

**Please note that the organisers reserve the right to refuse admission to anyone who is not an independent schoolwear retailer.**

## **CWB PUBLICITY**

As an Exhibitor your company will be included in the Childrenswear Buyer Magazine Show Guide. In addition, please be aware that, CWB will approach you nearer the time of the Show to arrange pre-show publicity within their magazine. This is a free service and allows you the opportunity to promote your company product within the Schoolwear Show advertising which will be issued within CWB prior to the show.

---

**WEBSITE:**

The website address: [www.theschoolwearshow.co.uk](http://www.theschoolwearshow.co.uk) is the place for retailers to find details of The Schoolwear Show and exhibitors.

Your basic company profile on the site is included in the cost of your Stand. If you have already exhibited at the show and your online profile is correct you do not need to do anything. Please **check your profile now** (see website under exhibitor listings).

If you have not exhibited before or want to update your details, please complete the enclosed Buyers' Guide Form, attached at Enclosure 3 and return to Dan Turner.

Contact: Dan Turner  
Address: William Turner & Son Ltd, Conway Centre, Stockport, Cheshire UK  
SK5 7PS  
Fax: 0161 480 0985  
E-mail: [daniel.turner@william-turner.co.uk](mailto:daniel.turner@william-turner.co.uk)

Updates must be received before Monday, 3<sup>rd</sup> October 2011.

For £200 pa (inc. design) your company can have a banner advertisement on the site, linking to your own website. If you had a banner ad last year and would like to keep it, you will be invoiced shortly. If you would like to arrange a banner ad or amend your old one please contact Dan Turner.

Show your customers you are exhibiting and help publicise the Show by adding a link to [www.theschoolwearshow.co.uk](http://www.theschoolwearshow.co.uk) from your website.

**HOTEL ACCOMODATION:**

We have again reserved accommodation at preferential rates at The Holiday Inn, Homer Road, Solihull.

These rates are for single or double occupancy and include VAT and breakfast  
Booking reference –  **AIS151011**

<b>HOLIDAY INN * * * *</b> <b>Homer Road</b> <b>Solihull</b> <b>West Midlands</b> <b>B91 3QD</b>	<b>T: 0121 623 9988</b> <b>F: 0121 711 2696</b>	<b>15<sup>th</sup> Oct 2011 £80</b> <b>16<sup>th</sup> Oct 2011 £80</b> <b>17<sup>th</sup> Oct 2011 £100</b>
--	--	--

For full listings of local hotels with negotiated rates, please see the following two pages.

Please note that when making a booking, you will need to quote 'AIS'. We suggest you book early. The corporate rates are not guaranteed throughout the year, as charges will increase should there be a major event at the NEC.

For further information on hotels please visit;  
<http://www.cranmorepark.co.uk/hotels.php>

## HOTEL ACCOMMODATION 2011

<i>HOTEL</i>	<i>ADDRESS</i>	<i>TEL/FAX NO</i>	<i>SPECIAL RATE £</i>
<p><b>ST JOHNS HOTEL ****</b></p> <p>Offers leisure facilities including gym and swimming pool</p>	<p><i>Warwick Road Solihull West Midlands B91 1AT</i></p>	<p>Tel: 0121 711 3000 Fax: 0121 705 6629</p>	<p><b>Mon - Thurs</b> Single 83.00 Twin 89.00</p> <p><b>Fri - Sun</b> Single 60.00 Twin 70.00</p> <p>Rates include full English breakfast, car parking and VAT</p>
<p><b>CORUS HOTEL ***</b></p> <p>Offers leisure facilities including gym and swimming pool</p> <p>Bedroom refurbishment in progress throughout 2011</p>	<p><i>227 Stratford Road Shirley Solihull West Midlands</i></p>	<p>Tel: 0870 609 6133 Fax: 0121 733 3801</p>	<p><b>Mon - Thurs</b> Single 60.00 Twin 70.00</p> <p><b>Fri - Sun</b> Single 60.00 Twin 70.00</p> <p>Rates include full English breakfast, car parking, <b>complimentary wifi</b> and VAT</p>
<p><b>RAMADA SOLIHULL ***</b></p>	<p><i>The Square Solihull West Midlands B91 3RF</i></p>	<p>Tel: 0121 711 2121 Fax: 0121 711 3374</p>	<p><b>Mon - Thurs</b> Twin/Double 79.00</p> <p><b>Fri - Sun</b> Twin/Double 69.00</p> <p>Rates include full English breakfast, car parking and VAT</p>
<p><b>VILLAGE HOTEL</b></p> <p>Offers leisure facilities including gym and swimming pool</p>	<p><i>The Green Business Park Shirley Solihull B90 4GW</i></p>	<p>Tel: 0844 980 0118</p>	<p><b>Mon - Sun</b> Double 92.00</p> <p>Rate include full English breakfast, car Parking and VAT</p>
<p><b>FOREST OF ARDEN **** MARRIOTT HOTEL &amp; COUNTRY CLUB</b></p>		<p>T: 01676 522 335 F: 01676 523711</p>	<p>£129 – B &amp; B single occupancy £139 – B &amp; B double occupancy</p> <p><b>Rooms must be booked by 14<sup>th</sup> October to receive the above special rates. Link address to book:</b></p>

<http://cwp.marriott.com/cvtgs/schoolwearassociation>

**Schoolwear Association Moulin Rouge Function Location**

**SMALL HOTELS AND BED & BREAKFAST – SOLIHULL**

NAME	NUMBER OF BEDROOMS	RATE INC. BREAKFAST & SERVICE £	EN SUITE	CAR PARK
<b>THE LIMES COUNTRY LODGE</b> Forshaw Heath Road Earlswood Solihull Tel: 0121 744 4800 Fax: 01564 702409	8 rooms Satellite TV Broadband	Single 50.00 Double 65.00 Premier Double 75.00 Continental breakfast 5.00	Yes	Yes
IVY HOUSE Warwick Road Heronfield Knowle Solihull Tel: 01564 770247 Fax: 01564 778063	10 rooms TV Tea & Coffee	Single 35.00 Twin/Double 55.00 Family 65.00 Includes full English breakfast	Yes	Yes
HERON'S NEST <b>(Inn keeper's Lodge)</b> Warwick Road Knowle Solihull Tel: 01564 771177 Fax: 01564 730862 <b>Reservations: 0845 1551 551</b>	12 rooms TV	Per room: Sun-Thurs 62.00 Fri & Sat 51.00 Includes continental breakfast Prices are subject to change without prior notice	Yes	Yes
THE FOREST HOTEL 25 Station Approach Dorridge Solihull B93 8JA Tel: 01564 772120 Fax: 01564 732680	12 rooms	Single Superior 92.50 Double Superior 115.00 Includes continental breakfast	Yes	Yes

**All rates include both week and weekend bookings unless otherwise stated.**

PREMIER INN (Robin Hood) Stratford Road Hall Green Birmingham B28 9ES Tel: 08701 112948 Fax: 08701 112949	51 rooms	The Premier Inn rates are not discounted as this is not possible. However, we have included the contact details for information purposes as we are aware that a number of members do use these hotels.	Yes	Yes
PREMIER INN (Plough) Stratford Road Shirley Solihull Tel: 08701 977232 (opt 1) Fax: 0121 733 7075	51 rooms	Premier Inn rates can be secured online 12 months in advance. We recommend that you book as far in advance as possible to secure the cheapest rate. Rates are typically £55 - £60.	Yes	Yes
PREMIER INN (Barn) Stratford Road Hockley Heath Solihull Tel: 01564 782144 Fax: 01564 783197	55 rooms	Breakfast: English 7.99 Continental 5.25	Yes	Yes



## **SHOWROOM OPENING HOURS FOR EXHIBITORS**

<b>DATE</b>	<b>OPENING HOURS</b>
Sunday, 16 October	8.30am – 5.30pm
Monday, 17 October	8.30am – 6.30pm
Tuesday, 18 October	8.30am – up until 8.00pm

Access to the showroom is available to exhibitors half an hour before the show opens and half an hour after the show closes on each day and until 8.00 pm for breakdown on Tuesday. **For security reasons no access can be given at any other time.**

## **BADGES**

**For security reasons we ask that all members of your team wear the name badges and lanyards provided at all times during this show.** These will be contained in your welcome pack, which will be on the table on your stand on Sunday, 16 October 2011. The lanyards are colour coded differently to identify visitors from exhibitors.

Please list **all** stand personnel on the Set-Up Form.

## **CATERING**

Lunch and refreshments are provided each day for all attending retailers and exhibitors. The Dining Room, on the ground floor, serves hot food (12.00 noon-2.00pm) Light refreshments and salads are available in the upstairs Eating House on the first floor. There is also a coffee lounge on the first floor, which is open all day for complimentary tea and coffee.

**NO FOOD OR DRINKS (EXCEPT WATER) ARE ALLOWED IN THE SHOWROOM AT ANY TIME.**

## **SECURITY**

Whilst every reasonable precaution is taken to ensure the safety and security of personal equipment and the premises are monitored during opening hours, we cannot accept any responsibility for any injury, loss of, damage or any consequential losses which may befall your personnel and their property.

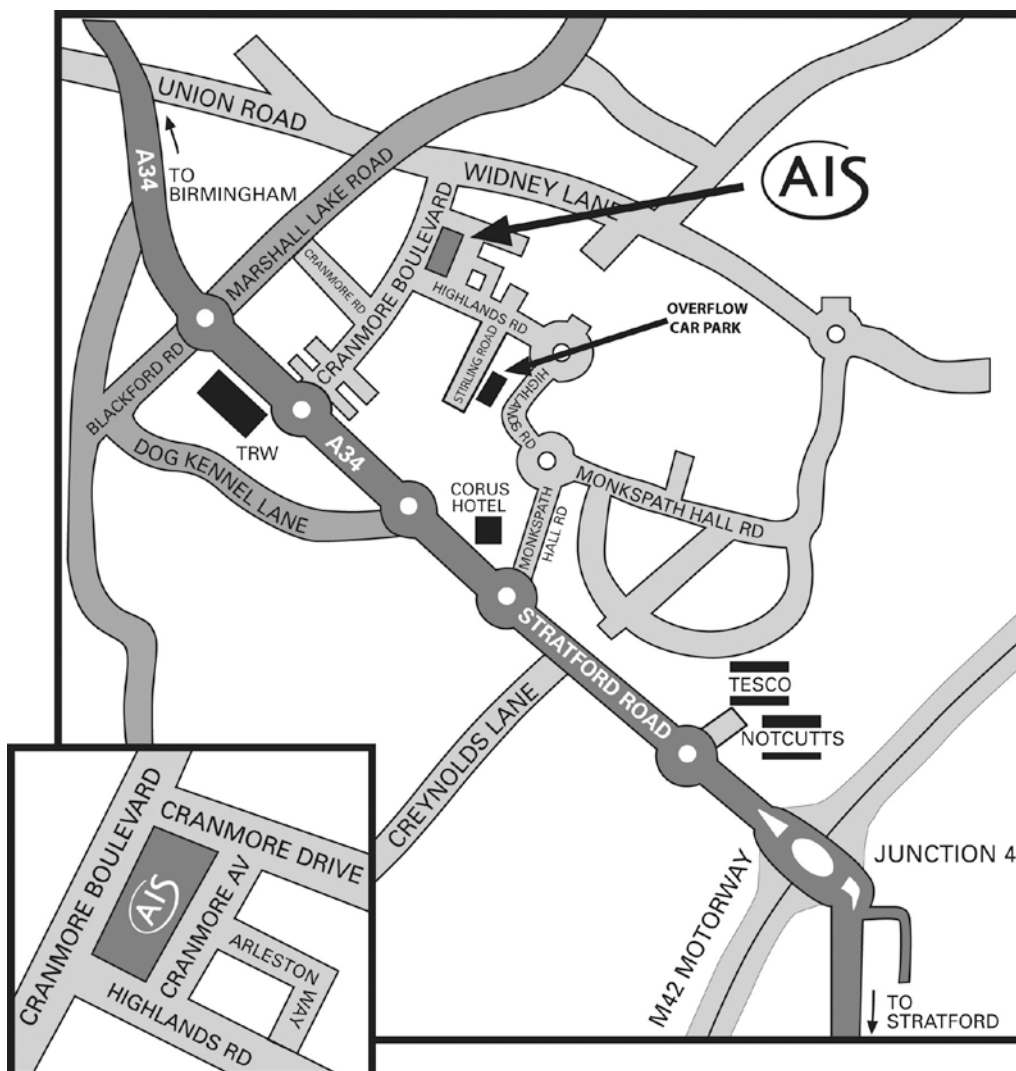
We recommend that valuables, particularly of a portable nature, are not left unattended on your stand and that you take them with you when you leave the premises each evening.

## **CHILDREN**

It is a legal requirement that children under the age of 16 are not allowed in the showroom during build and breakdown of the show. During the show days children are allowed in the building but must be accompanied by a responsible adult **at all times**.

## **CAR PARKING**

**Please park as directed by Cranmore Park security personnel.** All buyers will be able to park on the main car park during this Show free of charge. Exhibitors are allowed to park on the car park on Sunday, 16 October, but will be asked to park at Stirling Road (overflow car park) on Monday and Tuesday (please refer to map on page 3).



## **CLEANING**

Your stand will be cleaned each evening including Saturday, 15 October.

---

## **CLOAKROOM**

The cloakroom is located to the left hand side as you enter the showroom. There is no charge to use this facility as it is not attended. We cannot accept responsibility for lost items.

## **DISABLED FACILITIES**

Cranmore Park is well equipped for easy access into the venue. Ramps, lifts and car parking spaces allow easy access.

## **SMOKING**

Smoking is not permitted inside the building. If you need to smoke, you must use the shelter that is provided in the car park. We would appreciate your co-operation in using this area ONLY and disposing of cigarette debris in the receptacles provided. Please do not smoke near the entrance to reception.

## **PHOTOCOPYING**

If you require colour photocopying during the show a charge of 15p per side will be made. If you require black and white photocopies then the charge will be free for up to 30 copies. For more than 30 black and white copies then there will be a charge of 5p per side. Please contact the reception desk.

## **FAXES**

Should you need to send a fax during the show please contact the reception desk. This service will be free of charge.

## **WIRELESS INTERNET**

Wireless internet access will be free of charge at this show. An activation code will be provided inside your welcome pack.

The activation code will only work for individual lap tops. If more than 1 person per stand requires the internet then you will need an additional activation code which you can request at the reception desk during the show.

No more than two activation codes will be given for each stand.

---



## **SHOW ENTERTAINMENT**

### **SUNDAY, 16 OCTOBER**

#### **SCHOOLWEAR ASSOCIATION FUND RAISING EVENT**

The Schoolwear Association will be holding their Annual Fund Raising Event at the Marriott Forest of Arden Hotel & Country Club (Nr Solihull) commencing at 7.30 pm on Sunday, 16<sup>th</sup> October. The evening will be Parisian themed and consist of a sit down meal, disco and fundraising auction with some fabulous prizes. Dress is black tie for the gents and cocktail dress for the ladies. There are opportunities to buy whole tables or individual tickets. For further information & tickets contact Jessica Wilson, 0161 272 5852, [Jessica.wilson@davidluke.com](mailto:Jessica.wilson@davidluke.com).

### **MONDAY, 17 OCTOBER**

After the show closes at 6.00 pm on Monday, 17<sup>th</sup> October, AIS invite both exhibitors and buyers to drinks and nibbles in the coffee lounge on the first floor.



## **SHOW BREAKDOWN**

DATE	HOURS
Tuesday, 18 October	4.00pm – 8.00pm

The show will breakdown at 4pm on Tuesday, 18 October.

**Please do not breakdown your stand until the close of the show is announced. All products and packing materials must be taken out via the roller shutter doors, at the rear of the showroom.**

**Please do not attempt to take anything through our reception area.**

Your stand must be completely dismantled, low sticky pads and Velcro strips must be removed from panels, all merchandise and any other items (including rubbish) must be taken with you otherwise you will be invoiced £50.00 for the cost of cleaning your stand.



## **HEALTH AND SAFETY GUIDELINES**

### **PORTABLE APPLIANCE TESTING (PAT)**

All portable appliances must be PAT tested and display a valid certificate if more than 12 months old. Equipment less than 12 months old may require a PAT

---

certificate if your own risk assessment deems it necessary. We reserve the right to refuse the use of any electrical equipment on site that does not display a valid PAT certificate or is deemed to be unsafe.

### **RISK ASSESSMENTS, METHOD STATEMENTS, & WORK INSTRUCTIONS**

You must complete and submit the Risk Assessment form supplied in this manual, attached at Enclosure 4. To prevent delays setting up your stand / event or the refusal to exhibit your goods and services you should send the above mentioned documents prior to your arrival for set-up to: Charlotte Roberts, AIS Limited, Cranmore Avenue, Shirley, Solihull, West Midlands, B90 4LF or email – [charlotte.roberts@aistores.co.uk](mailto:charlotte.roberts@aistores.co.uk).

### **CONTROL OF SUBSTANCES HAZARDOUS TO HEALTH (COSHH)**

All suppliers, contractors and event organisers using any chemical or substances on site that are hazardous to health must make available on site a COSHH risk assessment and Product Safety Data Sheet for each product used.

### **INSURANCE**

AIS will not be responsible for any loss or damage that may occur to a person or property of the exhibitor from any cause whatsoever. Merchandise and other items are brought into the showroom at your own risk and should be covered by your own insurance. Remember to insure (on an 'All Risk' basis) exhibits and equipment brought to the stand, including property hired or borrowed for which you are responsible. Cover should include transit to and from the venue. In addition, we will require proof that you carry Employers' Liability insurance with a minimum indemnity limit of £10M and Public Liability insurance with a limit of at least £5M. However, whilst our insurers recommend that suppliers have £5M of Public Liability cover, we would suggest that you consult with your insurance advisor that you have adequate cover.

### **SHOWROOM**

Under no circumstance should the construction of the slat wall panelling be altered. Only authorised personnel are to carry out modifications to the construction of the panels. There is a very high risk that the panels could collapse if altered in any way.

If you have concerns regarding the panels in your area please raise them with the show / event organisers prior to confirming your attendance or booking.

Do not overload the electrical sockets. Do not overload the slat wall panels.

### **FIRST AID**

Qualified First-Aiders are available if required. Please contact the reception desk. All first aid incidents must be recorded in the accident book.

### **ACCIDENTS / NEAR MISSES**

All accidents or near misses are to be reported to the show / event organisers or a member of staff where they are to be recorded and investigated.

---

## FIRE POLICY

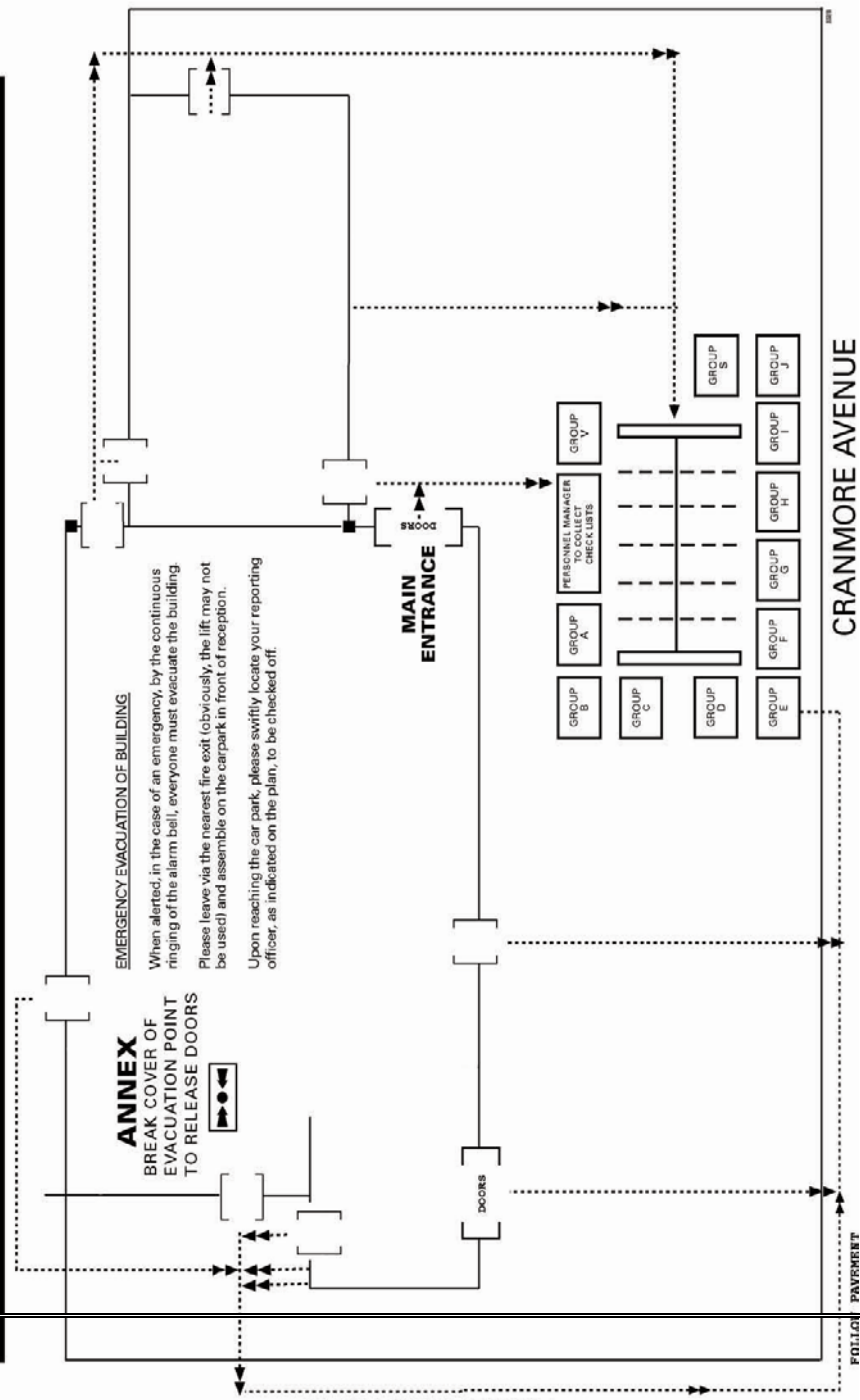
On hearing the fire alarm (a continuous ringing bell) All Staff, Visitors and Contractors must evacuate the building by the nearest exit. The receptionist should make an announcement using the public address system that the fire alarm has been activated and that everyone should evacuate the building by the nearest exit and assemble at the Fire Assembly point on the front car park.

- Use the nearest exit available to you
- Do not panic
- Do not stop for personal belongings
- Do not use the toilets
- Do not re-enter the building until you are told to do so or leave site.

Please note that the fire alarm is tested each Monday at 10.30am.

## EMERGENCY EVACUATION ASSEMBLY POINTS

### ON ACTIVATION OF ALARM REPORT TO ASSEMBLY AREA



ENCLOSURE 2.



## SET-UP FORM

REPLIES REQUIRED BY FRIDAY, 23 SEPTEMBER 2011  
TO CHARLOTTE ROBERTS – 0121 713 4482 OR  
[charlotte.roberts@aistores.co.uk](mailto:charlotte.roberts@aistores.co.uk)

**COMPANY NAME:** .....

### **SET-UP**

Please tick which day you will be coming to set-up:

Friday 14<sup>th</sup>

Saturday 15<sup>th</sup>

### **SHOP FIT**

Yes

No

**If you answer yes to shop fit, you must set-up on Friday, 14 October and your shop fit must be dismantled on Tuesday, 18 October.**

### **CATERING**

Please provide numbers of those personnel requiring lunch on set-up days on Friday, 14 and Saturday, 15 October. Lunch served between 12.00 noon – 1.15 pm. Nominal charges payable in cash on the day.

Friday 14<sup>th</sup>

Saturday 15<sup>th</sup>

### **DISPLAY ASSISTANCE**

Please tick the box if you would like to use this service: @ £25 per hour

### **MARKETING**

HEADER LOGO BOARDS (£50 +VAT). Please indicate how many boards you require:

BANNER (£110 + VAT). Please indicate how many banners you require:



---

**COMPANY NAME:** .....

**INFORMATION REQUIRED FOR THE AIS MEMBER BULLETIN**

We require a summary of information about your company to go into the bulletin which is sent to AIS Members ahead of the show.

**Company Profile**

**Please tell us what services you offer**

**Please tell us of any new items**

**Products**

**CONTACT:  
ADDRESS:  
TEL:  
FAX:  
E-MAIL:  
WEB:**

**Forms to be returned to:  
Charlotte Roberts, The Schoolwear Show, Cranmore Park, Cranmore Avenue, Shirley, Solihull, B90 4LF or fax to – 0121 713 4482, or email [charlotte.roberts@aistores.co.uk](mailto:charlotte.roberts@aistores.co.uk)**

---

**ENCLOSURE 3.**

**THE SCHOOLWEAR SHOW – BUYERS GUIDE ENTRY FORM.**

**COMPANY NAME:**.....

**PLEASE RETURN TO DAN TURNER – [daniel.turner@william-turner.co.uk](mailto:daniel.turner@william-turner.co.uk).**

Company Name in Full		
Strap Line (i.e. The best shoes since 1901)		
Website Address		
Email Address		
Principal Contact/s at the show		
Brand Names		
Postal Address		
Telephone/Fax Number		
Company Profile (max 100 words)		
I am interested in a banner advert (£100) – please ring me (tick box)		
Web Contact – who best to speak to regarding your entry		

**FAX BACK TO: 0161 480 0985 OR EMAIL: [daniel.turner@william-turner.co.uk](mailto:daniel.turner@william-turner.co.uk) by Sunday, 4 September 2009.**

**COMPANY NAME:** .....

Please send a copy of company logo. Either your brochure, letterhead or Jpeg image. This will be used as a hyperlink from your entry to your own website.

Tick up to 20 products supplied		SWEATS	
KNITWEAR		RUGBY SHIRTS AND SHORTS	
FABRICS		FOOTBALL SHIRTS AND SHORTS	
BELTS		SWIMWEAR	
SHOES		CRICKET SHIRTS & TROUSERS	
NAME TAPES/LABELS		HOCKEY SHIRTS & SKIRTS	
SPORTS EQUIPMENT		ATHELTIC SINGLETs	
SCOUTS/GUIDES		T-SHIRTS	
BAGS		TRAINING BIBS	
JACKETS		TRACKSUITS	
SKIRTS		CYCLING & EXERCISE SHORTS	
TROUSERS		BLOUSES	
SOCKS		LEOTARDS & TIGHTS	
SHIRTS		HOSE	
BLAZERS		SPORTS JACKETS	
SCRUNCHIES		HOODED TOPS	
PURSEBELTS		FLEECEs	
BOILERSUITS		BESPOKE SPORTWEAR	
TABARDS		EMBROIDERY	
HATS		SCREEN PRINTING	
GLOVES		LEIGIONNAIRES CAPS	
WRAPOVERS		CAPS	
ARMBANDS		CARDIGANS	
HAIR ACCESSORIES		TREWS	
LAB COATS		BREECHES	
APRONS		KNICKERBOCKERS	
PAINTING SMOCKs		SHORTS	
BADGES		BERMUDAS	
SCARVES		CULOTTES	
TIES			
POLOS			