

SIR JACKIE STEWART CLASSIC

Presented by Rolex

Thirlestane Castle, Lauder 18th & 19th June 2022

EXHIBITORS HANDBOOK





THE SIR JACKIE STEWART CLASSIC PRESENTED BY ROLEX IS A MAJOR NEW MOTORING EVENT TAKING PLACE AT THIRLESTANE CASTLE, SHOWCASING THE CAREER OF THREE-TIME FORMULA ONE WORLD CHAMPION, SIR JACKIE STEWART, OBE.

SET AGAINST THE BACKDROP OF ONE OF SCOTLAND'S FINEST STATELY HOMES, FEATURING LIVE MOTORSPORT ACTION, AN AWARD-WINNING CLASSIC CAR SHOW AND A HIGHLY COMPETITIVE DOWN THE LINE CLAY PIGEON SHOOT. IT WILL BE A TRULY OUTSTANDING EVENT AND THE LARGEST OF ITS KIND IN SCOTLAND IN 2022.

EVENT OBJECTIVES

- Raise money and awareness for Race Against Dementia ("RAD"), a charity established by Sir Jackie Stewart, whose wife - Helen, Lady Stewart - lives with dementia
- Celebrate Sir Jackie's career and his legacy in Scotland
- Celebrate Scotland particularly the top Scottish brands
- Sustainability showcase green technology, particularly in the automotive sector, to help visitors make greener choices





EVENT OVERVIEW

4th – 20th June (exact dates tbc)

 Premium online silent auction, in aid of Race Against Dementia

Saturday 18th & Sunday 19th June

- 20,000 anticipated visitors
- High performance sprint up the Castle driveway, featuring a mixture of contemporary and modern cars
- Display of Sir Jackie Stewart's most iconic race cars and some of his principal memorabilia

- Celebration of Scottish culture, food and drink; Retail Village, Food Village, Arts & Crafts Area
- Contemporary car show (Saturday)
- Award winning classic car show (Sunday)
- Education zone; a showcase of sustainable technology and new STEM (science, technology, engineering and maths) career opportunities for young people
- Children's play zone





BEFORE YOU APPLY

Please read through all documentation before completing your application online through the website.

Details include:

- ♦ How to apply
- ◆ Criteria
- Pricing
- Next steps
- ◆ Details on exhibition stands
- ★ Key information





HOW TO APPLY

Simply:

- → Read through this document
- ◆ Ensure you meet the criteria
- Complete the online application form here:
 Apply online today

Applications for free standing trade close on 1st May 2022.





EVENT CRITERIA

- Your products/ services should have relevance and quality to the event.
- You must have exhibited at a trade show or event of this size in the past and have experience in managing and running your own stand/ space allocation.
- □ Have full responsibility of your stand/ space/ products and be self sufficient
- ☐ You will be required to provide us with an image of a previous stand to ensure it is inline with the quality of this event.
- Should you be successful in being allocated an exhibitor space you must:
 - Provide a risk assessment for your stand
 - ☐ Provide a copy of your Public Liability Insurance documentation (min value £5m)
 - □ Certificates of compliance
 - Provide your company logo, social media handles, website/online details
 - Provide any relevant food hygiene certificate, safety certificates(such as gas/electric) etc if relevant.
 - ☐ Pay within 14 days through online link provided
- □ Have a permanent business address, quality website and clear contact details
- ☐ Excellent customer service when at shows and events.
- Commitment to a 2 day event. Set up Thursday or Friday/ dismantle Sunday post 5pm
- Good after-sales service
- □ Complete the application form in full



EXHIBITORS OVERVIEW

DETAILS	TASTE OF SCOTLAND	RETAIL	ARTS & CRAFT	FREESTANDING TRADE	CATERERS
SIZE OF SPACE	2 x 3m	3 x 3m	2 x 2m	From 3m x 3m	Varying
COVERING	Marquee	Structure	Marquee		None Space only
SPACES AVAILABLE	30	20	30	Trader provides own gazebo/marquee	Many
LOCATION	Prime central location	Prime central location	Central location	Various	Catering Village and varying locations
PRICE	£125 (plus vat)	£150 (plus vat)	£106 (plus vat)	Starting from £150 (plus vat)	Varying





FREE STANDING TABLE DISPLAYS

There will be free standing trade areas located throughout the venue.

All sizes of pitches can be catered for.

You will be self sufficient with your own infrastructure such as gazebo and display.

Open to all types of retailers





WHAT IS INCLUDED IN THE PRICE IF SUCCESSFUL

- Allocated space
- → Brand exposure to a large audience
- Your business promoted on the Event website
- Exposure via our social media channels there will be posts on exhibitors
- Opportunity to advertise in our event programme



ALLOCATION

This event will attract visitors from across the UK and beyond being the largest and best of its kind in Scotland in 2022.

We anticipate a large number of applications of exhibitors.

Applications will be assessed and allocated based on:

- Quality brands
- ♦ Commitment to 2 days
- Engaging content / products
- Suitability
- Varying offerings from exhibitors
- → Design / layout of stand based on image submitted
- ♦ Online visibility and presence
- Ensuring no conflict of interests with event partners
- Relevance



CONFIRMATION

Successful applicants will be notified within 7 days of your applictaion. In the meantime, Save the date.

If your application is successful we will contact you with further details, requirements and provide you with more information on your stand at this time.

We will also advise unsuccessful applicants.



GENERAL FAQ'S

I. How did the event come about, and whose idea was it?

In early 2021 Sir Jackie Stewart and Edward Maitland Carew, of Thirlestane Castle, had discussions about hosting a fund-raising dinner at Thirlestane in aid of Race Against Dementia to coincide with the annual running of the BVAC Classic Car Show - which is celebrating its 50th year in 2022. After a visit to Thirlestane Castle, Sir Jackie saw potential in the venue and fashioned the idea to expand the fundraising dinner and classic car show into a very special motorsport festival - with the intention of making it the best event in Scotland

II. How much money do you expect to raise for Race Against Dementia?

The profits from the event – generated via ticket sales, sponsorship and our auction – will go to Race Against Dementia.

III. What size of crowd do you expect to attend over the weekend?

We are aiming to attract 20,000 people over the weekend.

IV. What are the timings off the event?

The event will be open to the public from 10.00hrs – 17.00hrs on Saturday and Sunday

V. What timings can we have access to set up?

You will be required to set your stands infrastructure (fridges/cabinets/displays/tables/gazebo) up between the hours of 0900-1700 on Thursday 16th or 1030-2000 on Friday 17th. There will be event security onsite 24 hours, but we will not take responsibility for stock, it will be left at your own risk. And you will need to ensure your area is secured before leaving site.

VI. When do tickets go on sale and how much will they cost?

Tickets are on sale to the general public via the website - Sir Jackie Stewart Classic - presented by Rolex



EXHIBITOR RELATED FAQ'S

When do applications close?

Applications for Taste of Scotland, Retail, Arts & Crafts and Catering have now closed. Free standing trade opportunities are still available and our deadline for applications is 1st May.

★ Can I apply for multiple stands on the online application form?

Yes, the application form can do this.

What is the process for the trade application?

We are aiming to attract 20,000 people over the weekend.

What are the timings off the event?

- 1. Complete the online application form.
- 2. We will review your application and respond within 7 days to advise if you have been successful.
- 3. If you are successful will require your confirmation of acceptance within 14 days of the offer whether you are to accept or reject. There will be a waiting list so please ensure if you are successful to respond or your allocation will be given to someone else.
- 4. Once accepted, you will be provided the details to make payment online and we will require you to submit your paperwork which includes Risk assessment, and all other relevant documentation within 14 days.

Can I apply using a paper application form?

All applications must be made online through the online application from. If you are having difficulties, please contact us and we will do what we can to support you.

Can I see a sitemap of the showground?

The sitemap is currently in development, and it will be shared and communicated on the website in due course.



EXHIBITOR RELATED FAQ'S cont.

Will I receive an allocation of tickets to attend the show?

You will be given a suitable number of tickets to the show for the 2 days for your stand. Should you have different staff attending each day this needs to be stipulated in your application.

Will I receive car parking passes for the show?

Traders will be allocated sufficient parking as close as we can to your trade area although we request only 1 essential vehicles to be parked in these areas, all staff should park in the public parking areas.

Can I set up on the Saturday morning before the event opens to the public?

All traders must be set up on either the Thursday 0900-1700 or Friday 1030-2000 due to the time constraints of the event. Stock does not need to be onsite, but all infrastructure must be in place before Friday 8pm. You will be able to get in on Saturday and Sunday morning from 0630-0900. Please be aware there will be show cars arriving so maybe a queue to get in.

+ How do I order additional services such as water and power?

- 1. There is no power supplied for free standing traders. Anyone requiring power can do so using a super silent diesel generator only. No petrol generators are allowed on site and will be removed.
- Access to water is available however this is by taking a bucket to the tap, no hoses are permitted.

What level of insurance is required for exhibitors?

Every applicant must have public liability insurance, a minimum of £5m cover. You will be required to evidence this documentation to secure your place.



EXHIBITOR RELATED FAQ'S cont.

♦ How do I know if my application has been successfully submitted?

A message will appear on your screen after submitting and you will receive an email confirming. Please do check your Junk folder in case it goes in there.

♦ When would I need to submit my documentation and payment if I was successful?

- 1. Licence / insurance and all other documentation required must be submitted on confirmation of a successful application within 14 days to confirm your attendance.
- 2. Website links, social media links and company logo's must also be supplied.
- 3. Payment within 14 days for your pitch.
- 4. Failure to submit documentation or make payment will result in your pitch being offered to another business.

♦ How is the event managing health and safety in relation to Covid-19?

Event organisers are continually monitoring guidance from Scottish Government and Borders Council regarding outdoor events and what measures are required to be in place. Everyone's safety and wellbeing is our priority and all measures required will be put in place. Given the quick additions/ changes in guidance this will be communicated as quickly as possible to all traders/ exhibitors and those attending the event to ensure they are always adhered to.





VENUE ADDRESS

Thirlestane Castle,

Lauder,

Berwickshire,

Scotland,

TD2 6RU







For further information contact:

ROLEX

Trade team

Email: trade@thirlestanecastle.co.uk

Thirlestane Castle, Lauder, Berwickshire, Scotland TD2 6RU