



Book ahead with confidence

## **Hale Events Covid-19 Stand booking guarantee**

Because of the continuing uncertainty, as the company that organises the biggest trade shows in the South West, we are making a guarantee to all exhibitors: book now and we will limit your stand cost risk. If there is a Covid-19 related lockdown, and subsequent instructed/required event postponement as a result, then exhibitors' financial risk is limited to 10% of their stand cost. We cannot offer protection for other show related costs, but are happy to protect exhibitors where we can, and we will even transfer the total of any money paid to the following edition of the show.

No-one can currently insure against local lockdowns or other Covid-19 related problems.

We organise a mix of trade shows for Food, Drink, Gift and Tourism buyers in the region, all of which bring suppliers together with tourism businesses – shops, hotels, caravan parks and leisure attractions – to pre-order the gifts and goods that will boost their profit margins throughout the year.

Based in Somerset, we have run shows in the South West for 30 years, and as MD Mike Anderson makes clear, “We’re committed to showing solidarity with businesses that have supported us over the years, and help get them through this difficult period.”

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