



BFREPA LIVE 24

THE BRITISH FREE RANGE EGG SHOW

THURSDAY 28 NOVEMBER 2024

In partnership with:



Sponsored by:



Boehringer
Ingelheim

28th November 2024

**The International Centre,
Telford, Shropshire, TF3 4JH**

**TRADE EXHIBITOR
INFORMATION**

Telford International Centre

Telford is home to Telford International Centre (TIC) a leading UK event and conferencing venue, based at the heart of the country.



THE VENUE HAS OVER 1,500 ON-SITE PARKING SPACES

Please use TF3 4JH for satnav.



THERE ARE HUNDREDS OF HOTEL ROOMS

Within a few minutes' walk of the venue.



IT'S JUST A 15MIN WALK FROM TELFORD CENTRAL TRAIN STATION

See the walking route map for getting from the station to tic.



A MULTI-MILLION POUND SOUTHWATER CONVENTION QUARTER

Purpose-built to offer visitors a range of cafes, bars and restaurants.

TIC's central location means it is easily accessible from anywhere in the UK. There are over 1500 car parking spaces on-site, all within easy walking distance of the venue.

Situated just over a mile from Telford Central Station, TIC is a 15-minute walk or two-minute taxi drive away. There are regular services from Birmingham New Street, Wolverhampton, and Shrewsbury.

The International Centre is less than an hour by road from Birmingham International airport, with rail connections from Birmingham International Station.

SAT NAV POSTCODE: TF3 4JH

WHAT THREE WORDS: GENTLE, MOTIVATES, PARTY

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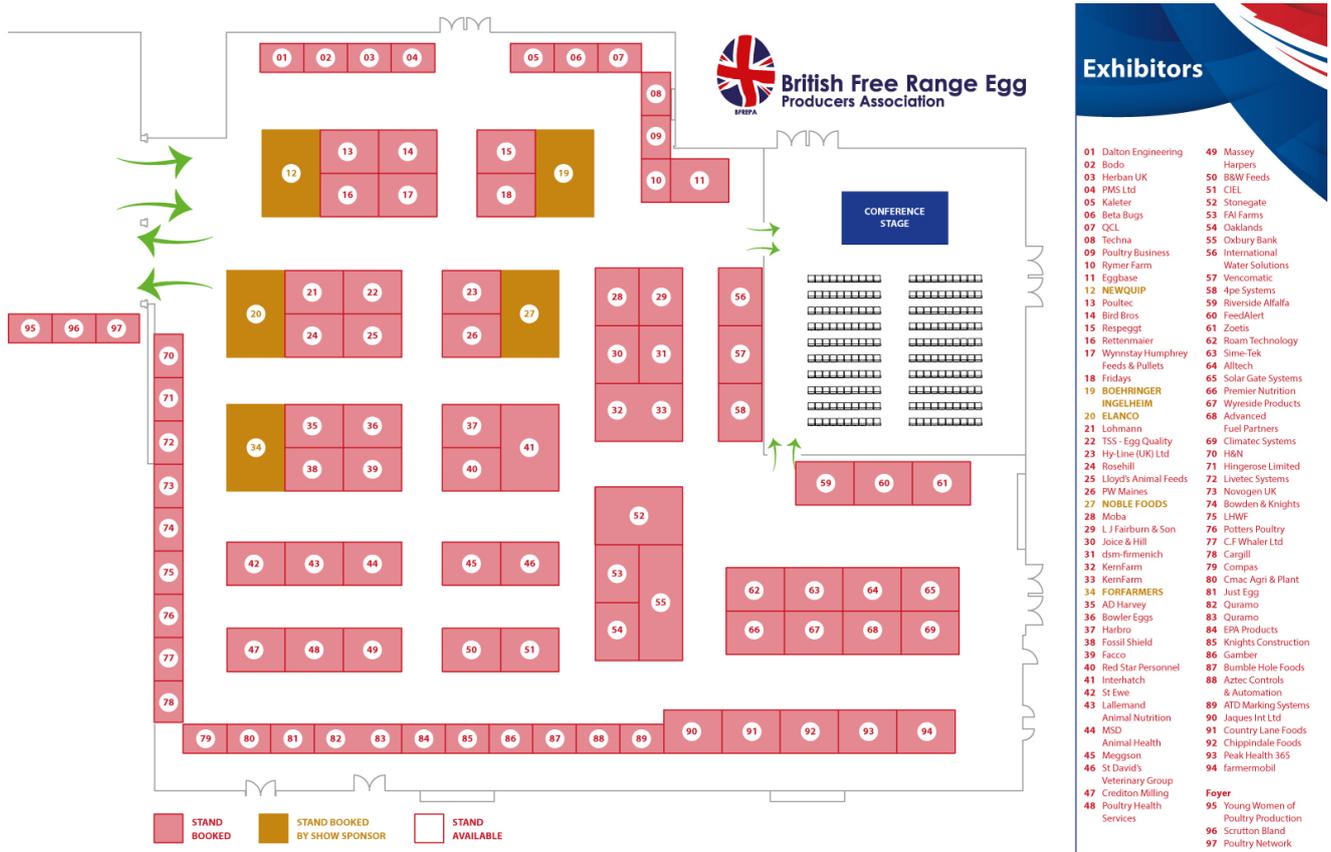
Exhibitor Area



The trade exhibition and conference will take place in Hall 3 shown on the plan below.



Trade Exhibition Plan



This link will take you to the up to date exhibition plan [Conference Stands \(bfrepa.co.uk\)](https://bfrepa.co.uk)



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Exhibitor Stands

BFREPA are delighted to host the 2024 National Free-Range Egg Show at the Telford International Centre on Thursday 28th November 2024 in partnership with Noble Foods. We will be using Hall 3, which allows us to hold everything in one space and provides greater flexibility for everyone, compared with previous years. The centre is a disabled-friendly venue with everyone being able to access all public areas of the event. There is ample free car parking on site.

Wi-Fi is available for internet browsing during the event, however it is advisable to check if you need more internet to utilise other equipment.

Trade exhibitor stand packages include 2 x day delegate tickets which include 2 servings of tea/coffee, a bacon roll on arrival and a 2-course hot fork lunch as part of the exhibition stand booking.

Additional day delegate packages can be added on request at a cost of £55.00 plus VAT which can be booked through our website or directly to kate@bfrepa.co.uk.

Stand options:

All stands are going to be set up using a shell scheme system similar to the image below included in the price. We have three sizes available.

Headline Sponsor Stand: 6m x 4m - £2,200.00 + VAT

Premium Stand: 4m x 3m - £1,150.00 +VAT

Standard Stand: 3m x 2m - £950.00 +VAT

To reserve your trade stand pitch please contact Keith Wild in the first instance on 03301 744755 (Option 2) or by email to keith.wild@bfrepa.co.uk.



The shell stands can be fitted out with several additional extras including:

- Electricity
- Carpet
- Shell scheme overlay graphics (this can be taken away from the event for future use if required)
- Stand Furniture
- Internet

Stagecraft UK are our service provider for the stands, and they can provide and fit the stand to your personal requirements including artwork, which is yours to take away from the event if you want to. You can find out more information and details about the costs by logging into the Stagecraft portal to place your order by clicking here [BFREPA 2024 – TIC \(tictelford.com\)](https://www.tictelford.com). If you require additional extras which are not listed, please contact Kate@bfrepa.co.uk or 03301 744 755 (Option 1).

Build Up and Breakdown

Set up is on Wednesday 27th November up until 10pm. Contracted stand builders have priority access from 8:30am and exhibitors from 11:00am.

Forklift Availability

Should you require the services of a forklift, please let us know and this can be arranged for an additional fee. It may be possible for several traders to share the fee. If you need to arrange any deliveries to the event centre, please let Kate Dickinson (kate@bfrepa.co.uk) know especially if it is going to be before set up day.

Breakdown can take place from 4:30pm on Thursday 28th November up until 10pm. Any fees incurred by BFREPA due to stand holders not breaking down their trade stand by the deadline time, may be passed onto the exhibitor. Should exhibitors require to arrange pick up following the event, please let Kate Dickinson (kate@bfrepa.co.uk) know especially if it is going to be after the event.

For your safety, and the safety of others, the following guidelines must be adhered to during these times:

1. No persons under the age of 16 are permitted in the exhibition halls during these periods
2. No vehicles will be allowed to load / unload or enter / exit the venue until authorised by a member of the venue security team
3. No large items i.e., pop-up stands or trolleys may be taken through any of the main public entrances. All equipment must exit the building via the roller doors at the rear and side of the halls
4. Stands must not be broken down until all public are clear from the hall
5. Roller doors at the side and rear of the halls will not be opened until the venue security team & organisers are happy that the area is clear of general public, and the Event Manager gives approval to do so.
6. All staff to wear hi-vis during set up and break down.



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Parking

Onsite FREE parking is available for visitors and exhibitors to The National Free-Range Show.

Deliveries

No deliveries will be accepted by Telford International Centre without prior agreement. If you need to arrange for a delivery or collection to be made for your stand, please note deliveries/collections will only be accepted during normal working hours 09:00 – 17:00 Monday – Friday.

Please contact kate@bfrepa.co.uk or 03301 744755 (Option 1) to arrange a delivery/collection and obtain the relevant label. All deliveries should be clearly labelled with the delivery labels.

Please note should a delivery arrives outside of tenancy hours; the delivery may get turned away and any collection without collection labels will be disposed of. BFREPA cannot accept any responsibility for incorrect labelling or missing goods.

Provision of Alcoholic and Non-Alcoholic Drinks on Stand

Exhibitors are permitted to serve alcoholic refreshments or other non-alcoholic drinks from their stand to visitors at the National Free Range Egg Show. A corkage fee may be applicable. Please refer to the Telford International Centre portal exhibitor stand services where this can be booked. [BFREPA 2024 – TIC \(tictelford.com\)](https://www.tictelford.com)

Exhibitor Badges

All exhibitor staff will need to wear day delegate badges during the event and must wear hi-vis on build day on 27 November 2024 and during breakdown. Tickets and badges are non-transferrable. Please contact Kate@bfrepa.co.uk if you wish to amend a day delegate's details.

Insurance

The Organisers, whilst taking every reasonable precaution, expressly declines any responsibility for any loss or damage, which may befall the property of an Exhibitor from any cause whatsoever. The Exhibitor must insure their legal liability as stated in the [Terms and Conditions of Booking](#), including:

- Suitable and sufficient Public Liability Insurance of no less than 5 million pounds
- Employers Liability of no less than 5 million pounds

A copy of the Public Liability Insurance certificate must be held on your stand throughout the duration of the event and must be provided upon request from the event organisers or the enforcing authorities.

Rigging, Drop Wires & Hanging Banners

All rigging must be ordered through Stagecraft and the web portal for trade stand services.
[BFREPA 2024 – TIC \(tictelford.com\)](https://www.tictelford.com)

Risk Assessment & Method Statement

Fire Safety - Stand Construction

There are strict regulations governing the materials, which may be used in the construction of stands and in the demonstration of products. All materials must comply with British Standard Numbers BS476 and BS5570 and/or BS3120. Exhibitors should ensure that their Contractor are made aware of these requirements.

The Organisers/Venue/Local Authority reserve the right to remove any items which do not meet statutory requirements or which in their view, constitute a hazard. Failure to comply with this requirement could lead to stand closure.

Method Statements (larger stands only)

For larger Clear Floor Space and stands a Method Statement detailing how the stand will be built and operate is required.

The deadline for returning your Method Statement is the 30 October 2024.

Security

Event security will be in place throughout the build, live and breakdown period and the awards dinner.

Exhibitors are reminded to be vigilant at all times and report anything suspicious to security staff or event organisers.

Although every reasonable security precaution is taken throughout the Build Up, Open Period, and Breakdown, The Organisers cannot be held responsible for any loss, damage, or accidents which may occur to any Exhibitor's (or Contractor's) property or personnel.

We strongly recommend that any small or attractive items be kept under constant supervision.

Event Protester Policy

We are aware there are currently sensitivities around a number of issues across the sector and would like to reassure exhibitors we have **zero tolerance** to disruption at the event and retain the right to refuse entry for any reason, should it be deemed necessary.

The Security team will immediately remove anyone from the event who makes a nuisance of themselves.

If you believe your organisation or business may be targeted or if you have any intelligence about proposed activity at the event, please share it with us.

Health & Safety Information

1. A Health & Safety Risk Assessment form is enclosed with this pack and must be completed and returned to Kate Dickinson, BFREPA Events Manager (kate@bfrepa.co.uk) prior to the event. The following items are classified as items of special risk and should be included in your risk assessment:
 - Balloons
 - Flagpoles
 - Animals
 - BBQ, garden pools and water features
 - Compressed gas
 - Laser products and displays
 - Naked flames (note candles are not permitted within the venue)
 - Pyrotechnics
 - Radioactive substances
 - Smoke machines
 - Strobe lighting
 - Vehicle displays
 - Welding and hot works
 - Working displays and machinery structures over 4m in height
 - Children under 16 years of age
2. It is the responsibility of the Exhibitor to hold the necessary Public Liability Insurance cover for third party risks and to ensure all their staff and contractors work in accordance with the relevant Health & Safety legislations. The Exhibitor's public liability insurance must also include all and any risks including personal injury with a recommended minimum of £5 million insurance cover.
3. BFREPA has taken reasonable precautions to ensure the health and safety of everyone present, for those measures to be effective, please take reasonable precautions to avoid and prevent accidents occurring and obey the instructions of BFREPA's Officials, Stewards, and event centre staff. Please clear rubbish and debris regularly during the event.
4. Any Exhibitor providing food and/or drink during the event must have the relevant food safety certification.
5. Exhibitors must not use any loudspeaker apparatus, noisy engines, or any other offensive practices to cause annoyance to adjoining exhibitors.
6. There is no smoking or use of e-cigarettes. There are external smoking shelters situated outside the building.
7. Any exhibitor wishing to display any item deemed as a weapon or replica weapon must inform the venue prior to the event to gain approval.
8. The show hall will be locked from 22.00 27 November until 8:00 28 November 2024 and monitored by security during those hours, however it is the responsibility of exhibitors to safeguard their property. BFREPA does not accept responsibility whatsoever for any losses in the build-up/take down or during the event.
9. All stands must be staffed continuously during the hours 9:00 until 16:30, when the event is open to visitors. Early departure is not permitted.
10. Stands must be taken down by 22:00 on Thursday 28th November 2024.

Cancellations/Refunds

1. BFREPA reserves the right to cancel all or part of the event for any reason to the extent permitted by the Unfair Contract Terms Act 1977, BFREPA will not be liable for any loss or damage whether caused by the negligence of the association or its staff/agents or in any other way whatsoever. BFREPA will in no circumstances be liable to the Exhibitor for any loss of business, profit or production or any similar loss or damage whether direct, indirect, or consequential and be under no obligation whatsoever to compensate the Exhibitor.
2. Any Exhibitor who cancels a booked stand pitch, for whatever reason shall forfeit all fees paid to BFREPA. If the stand pitch can be re-let for the same price, then a refund will be paid less 20% administration fee.
3. Cancellations must be made in writing to the BFREPA event manager, Kate Dickinson (kate@bfrepa.co.uk).



BFREPA Free Range Awards Gala Dinner 2024 in association with the Pullet Hatcheries & Breeders Association



BFREPA and the Pullet Hatcheries and Breeders Association are delighted that our event partner **Nobel Foods** and key sponsors, ForFarmers, Newquip, Elanco and Boehringer Ingelheim are all joining us again to celebrate the best of the UK's free range egg industry's achievements and recognise all those that make it a success.

This is a fantastic opportunity to socialise and network following a day of learning about developments in the free-range egg industry.

Venue: The Ironbridge Suite, Telford International Centre, Telford, Shropshire, TF3 4JH

Date: Thursday 28th November 2024

Time: 7:00pm

Dress Code: Lounge Suits

Carriages: 1:00am

The Awards will follow pre-dinner drinks at 7.00pm and a three-course dinner with table wine from 7.45pm.

Our celebrity host this year is actor Stephen Mangan.



Stephen Mangan is an acclaimed actor who has appeared in some of the UK's best TV comedies of recent years, including *Episodes*, with Matt LeBlanc. He has also starred in the acclaimed BBC drama *The Split*, and appeared in a number of films including the James Hunt/Niki Lauda biopic *Rush* and as the voice of Pat in *Postman Pat: The Movie*.

Stephen came to prominence with his role as the delusional and hilarious, un-PC anaesthetist Guy Secretan in the hit Channel 4 hospital sit-com *Green Wing*. His on-screen double act with Julian Rhind-Tutt was one of the show's high points and they carried their characters from the hospital to various locations around the world in a series of Barclaycard ads.

Since then Stephen's natural ability with a range of comic characterisations has seen him star in shows including *I'm Alan Partridge* (people still shout 'Dan!' at him), *Free Agents*, *Dirk Gently*, *Adrian Mole: The Cappuccino Years*, and *The Armando Iannucci Show*. He's also portrayed Tony Blair twice in separate Comic Strip films, and played Arthur Conan Doyle in

ITV's Houdini and Doyle. He also co-wrote and starred in the psychotherapy comedy Hang Ups, and the Sky sitcom Bliss.

A RADA graduate, he has also taken on more serious stage roles in the West End and in touring productions, including The Tempest, The Norman Conquests and A Christmas Carol. He is also the author of the children's tale *The Fart that Changed the World* and is penning a film adaptation of Harry and the Wrinklies.

There are **no limits to the number of tables** anyone can book, and we would be delighted if you wanted to bring along some of your customers to join us in the celebration of the National Free Range Egg awards.



Tables of ten including pre-dinner drink and wine can be purchased for £1200.00 + VAT.

Individual tickets can also be purchased costing £120 each + VAT.

For all enquiries for booking a table and tickets at the BFREPA Annual Awards Dinner please either book via our website [Event Tickets \(bfrepa.co.uk\)](https://www.bfrepa.co.uk), contact

kate@bfrepa.co.uk or complete and return the attached ticket application form.

Please note you will be asked to supply the names of the people attending the dinner for the seating plan.

Please note tickets are not transferable, however if you wish to change the name of the guest or visitor please contact [Kate@bfrepa.co.uk](mailto:kate@bfrepa.co.uk)



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BFREPA National Free Range Egg Awards

Nominations for the Free-Range Egg Awards 2024, in association with the Pullet Hatcheries & Breeders Association, and in partnership with Noble Foods are now OPEN.



Do you know someone worthy of recognition in the Free-Range Egg Sector? Do you have a member of staff who consistently goes above and beyond and deserves a nomination?

There are 8 different categories this year and awards will be presented at a special Gala dinner at the Telford International Centre on Thursday 28th November 2024. You can nominate by clicking the links below and or self-nominate yourself/business.

The categories this year are:

- Producer of the Year
- Environmental Sustainability
- Local Food Business of the Year (e.g. retail farm shop, bakery, local supermarket, wholesale egg products, restaurant etc)
- National Food Business of the Year (e.g. national supermarket or restaurant chain, catering or food service suppliers, new product launch)
- Marketing Initiative of the Year, whose advertising campaign for free range eggs or egg products has caught your eye?
- Breakthrough of the Year – what new product or technology is making a difference to your business or benefitting the free range egg industry as a whole?
- Lifetime Achievement – who has dedicated their career to the egg industry & deserves recognition for their lifetime of service?

- Free Range Champion! An individual or company that is doing sterling work to benefit the whole industry? Who deserves recognition for helping their fellow producers or community? It could be anyone, you decide!
- Employee of the Year Who do you employ who excels in their work? Who deserves recognition for loyal service and a job well done? It might be your stockman or woman, it might be your daily egg collector, but take this opportunity to reward their efforts.

DEADLINE FOR ENTRIES : 31st July 2024

All nominations must involve or be relevant to the British free range egg industry, so for example, if you are nominating a new food product, it must contain British free-range eggs.

For the Producer of the Year categories please also complete the Additional Information form. You may enter on your own behalf or nominate others. All nominations will be considered in confidence by a specially selected BFREPA panel, whose decision will be final.



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Accommodation

An allocation of rooms is being held at the Holiday Inn and The International Hotel for the evening of 28th November 2024 at a preferential rate. These two hotels are no more than a 5-minute walk across the car park from the International Centre conference venue.

We also have a room allocation held at the Ramada Hotel which is a short walk or car journey from the event centre.

The room allocation and discounted rates are available until **2nd October 2024**.

Holiday Inn:

Rate - £143.00 single occupancy / £155.50 Double occupancy. Rate includes full English breakfast, full use of the leisure facilities, Wi-Fi, parking, and VAT. This hotel is in easy walking distance of the International Centre.

International Hotel:

Rate - £132.00 single occupancy / £142.00 Double occupancy. Rate includes full Continental breakfast – includes bacon baps and beans. Wi-Fi, parking, and VAT. This hotel is in easy walking distance of the International Centre.

Guests can book by calling 01952 527 000 – press option 1 for reservations and then just advising which hotel / dates you would like to book and mention that you are attending the BFREPA National Free Range Egg Show 2024 event.

The room allocation will be sold on a first come first served basis.

Other Accommodation (5 Minute Walking distance)

Premier Inn, Telford

[Telford Hotel | Telford International Centre | Premier Inn](#)

Travelodge Telford Central

[Travelodge Telford Hotel - Book Now](#)

Within three miles of the Telford International Centre

Premier Inn, Telford North

<https://www.premierinn.com/gb/en/hotels/england/shropshire/telford/telford-north.html>

Ramada Hotel, Foregate, Telford, TF3 4NA

[Home - Ramada Telford Ironbridge](#)

Further details for hotel accommodation in the Telford area can be found at [Telford-Guide.pdf \(theinternationalcentretelford.com\)](#)