

Administration Charge

Modified for the website 2/5/11 with additional information.

Dear Exhibitor,

As you may be aware, we are introducing a small administration charge to help us offset the ever -rising costs of the services we provide for exhibitors. We are aware that some people feel strongly that this charge is unfairly targeted, being payable by all exhibitors. This decision was not taken lightly and was the result of many hours discussing and deliberating its pros and cons.

The Rally has, in recent years made a loss with just a small profit last year. To date, we have managed to keep our head above water financially. However with only a very slight reduction in the money taken the situation could have been very different. Whilst we do attract large numbers of visitors due to the quality and variety of the exhibits we offer, we do also have one of the most expensive cost bases of any of the major rallies in the area. We pay for the use of the land, and have to fully insure visitors and exhibitors, comply with statutory public event laws, publicise the event and so on before the obvious costs of site services, tent hire and such are even thought about. Site services such as the provision of toilets, rubbish removal, site security (all of which have to be carried out by licensed personnel) floodlighting, generators, signage and much, much, more are all increasing in cost.

This new £5.00 administration charge is one of a series of measures that are being implemented to both increase financial efficiency, and secure income levels as best as possible. It is only a contribution towards the cost of this rally. We think that raising the gate price would have a negative effect overall, given its present level and the current financial position of many families. We feel we must strive to continue to give our patrons the best possible visitor experience for their ticket price.

We hope that you understand why we feel that this small charge is both very reasonable and whilst regrettable, a very prudent measure to help ensure the continued future of our successful and enjoyable rally.

We look forward to receiving your continued and much valued and appreciated support for this fantastic event.

Yours in expectation of a great 2011 rally,

NOTE

This admin fee is per exhibitor and not exhibit. So if you bring two tractors and a car you will only pay one £5 not £15. If you exhibit in more than one section make this aware to the section secretary as you only need to pay the fee once. Please state which secretary has received your £5 fee. Any problems contact the show secretary. steam-fair@lsvc.org or (01566) 779366