



Information pack

Beale Park Boat & Outdoor Show 2018

Dates: June 1,2,3 - 2018
(Friday, Saturday, Sunday)

Location: Beale Park, The Child Beale Trust, Lower Basildon, Reading, Berkshire, RG8 9NW

More than 20 years of tradition!

The best & most-loved show for a diverse range of boats of all shapes and sizes. Visitors can learn, experience and interact with experts from boat designers to kit builders and get the opportunity to try boats and get out on the water. The only place for true boat enthusiasts wishing to buy a boat and related gear.

Organised this year by **See it for Real Productions**, the owners aim to maintain the show's special ethos while building on the current structure – thus ensuring the show's long-term continuity.

Supported by local & national press in the lifestyle and boating communities, this year the show is on track to be bigger and better than ever before!

Boat traders include:

Wooden boat builders
New boats for sale (ribs & sail, etc)
Traditional boats
Model boats
Electric & steam boats
Kayaks, canoes, SUP boards
Model boats, and everything in between!

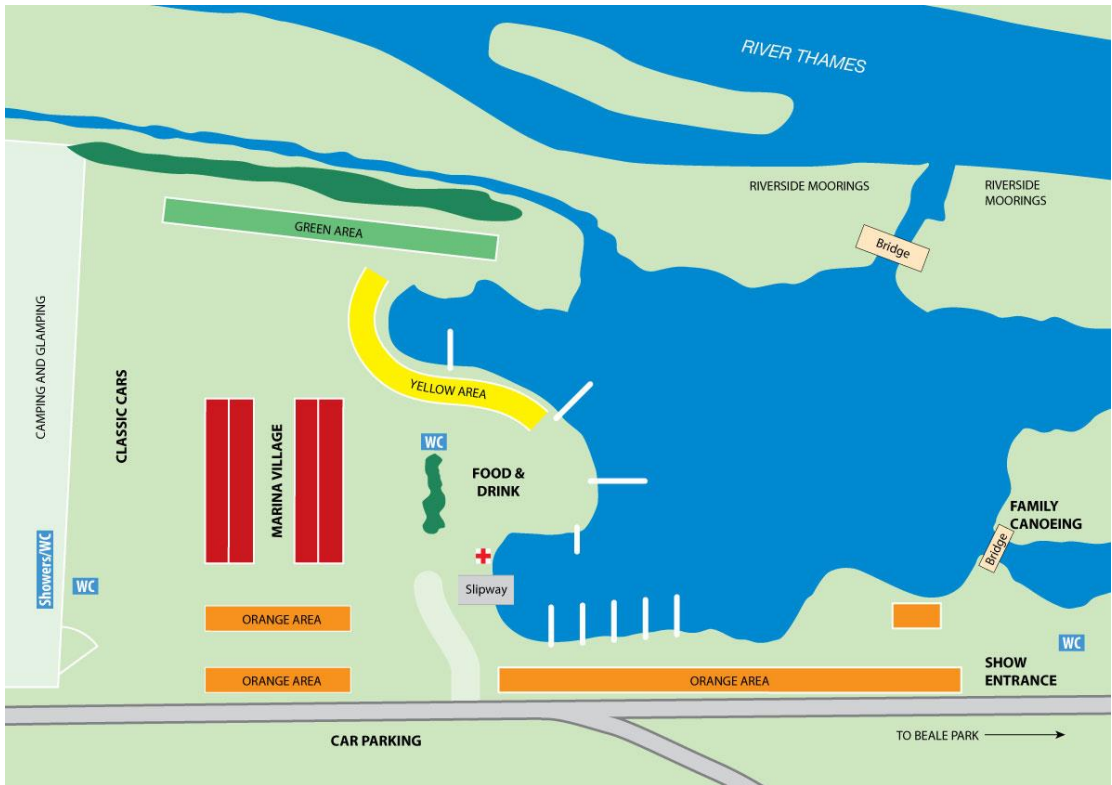
There will be free introductory boat & canoe rides, and tuition all three days.

Although The Beale Park Boat & Outdoor Show has a strong following among boat enthusiasts from all walks of life, in recent times the show has also attracted great & loyal support from families who can enjoy boats and an array of other activities & items for sell, including:

Activities include:

Live music
Good food & beer (open until 10pm)
Craft, lifestyle & produce traders
Campsite
Free parking
Cooking at Sea
Thames moorings
Boat jumble
Arts & crafts
Classic cars and much more!

(continues)



Trade stand prices to exhibit & sell you products at the show:

Open space: orange, yellow, green and red areas:

3m x 3m = £199.00

6m x 3m = £304.00

6m x 6m = £509.00

10m x 10m = £577.00

(Other sizes available on request)

Tented space: orange, yellow, green and red areas:

3m x 3m = £493.00

6m x 3m = £787.00

10m x 10m = £1,270.00

(Other sizes available on request)

Extras with open or tented space:

Chairs - £5.00 each, Tables - £13.00 each

Pontoons:

3m (long) x 2m (wide) – one side = £149.00

3m (long) x 2m (wide) – two sides = £299.00

6m (long) x 2m (wide) – one side = £299.00

6m (long) x 2m (wide) – two sides = £546.00

9m (long) x 2m (wide) – one side = £446.00

9m (long) x 2m (wide) – two sides = £892.00

(Other sizes available on request)

Camping is available:

3-5 nights - £33.00 (tent) or £40.00 (motorhome, caravan, camper van).

Glamping options also available on request.

(Toilets, cleaning facilities & hot showers provided)

Marketing:

Marketing will be focused on the local area, Twitter, Facebook and national boat magazines e.g. Watercraft, Classic Boats. Plus lifestyle magazines / newspaper / websites in the area & nationally will be approached for PR & advertising. There will be extensive signage around the show on public roads one month before show opening. There are planned postal drops to houses within 20 miles of Beale Park and local radio will be invited. All traders will be asked to promote the show via a direct link on their websites. The list goes on!

Background to Beale Park Boat & Outdoor Show:

The Beale Park Boat Show (more recently The Beale Park Boat & Outdoor Show) has been a fixed date in the diary for boat & outdoor enthusiasts for over 20 years. It began life in Richmond before the owner took it to Beale Park in 1999. It has been held every year since.

Beale Park is a 350-acre farm with a lake, access to the Thames and a Wildlife & Gardens Park (with free access to visitors of the show). It is located in a beautiful part of Berkshire near to traditional boating communities such as Henley & Pangbourne. Reading is the nearest big town. The lake at Beale Park Boat & Outdoor Show has direct access to the Thames waterway.

See it for Real Productions were invited to take over the management of the show and have been delighted with trader and visitor response. The new owners have been offered a 5-year option to run the show (so there is great security for the show's future).

Keep an eye on www.bealeparkboatandoutdoorshow.co.uk for further updates.

Beale Park Boat & Outdoor Show 2018 *in association with* **See it for Real Productions**
<http://www.bealeparkboatandoutdoorshow.co.uk/>

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