

TRADE PACK



**SUNDERLAND  
INTERNATIONAL  
AIRSHOW** 

FRI 22 – SUN 24 JULY 2016

  
Sunderland  
City Council

Sunderland  
Live



The multi-award winning Sunderland International Airshow has grown over the past 27 years to become Europe's largest free seafront show, combining air and ground activity across a 1.5 mile stretch of stunning coastline.

With the recent addition of a Friday evening flying and stage programme, along with spectacular fireworks and trading opportunities, Sunderland International Airshow now offers 24 trading hours, attended by over 100 exhibitors, many returning year after year.

## AUDIENCE

Attracted a record 950,000 people in 2015 across the 3 day event, with a strong family based demographic.

Average party size is 4

76% of visitors are travelling from outside of Sunderland

69% of visitors are homeowners



## LOCATIONS

To celebrate the 28th Anniversary of the Sunderland International Airshow the event site has undergone a re-design.

The site will be divided into Zones (Villages) but there will be a themed approach to each zone so please read the criteria for each zone carefully before applying.

### ZONE 2 – SEAFRONT

To reflect the growth of creative industries within the region, Zone 2 will focus on good quality handmade crafts and artisan produced goods only. This includes any food packaged to be taken away.

Please note this area is hardstanding therefore structures will need to be secured to manufacturers guidelines. There is no power or water in this location. Any exhibitors selling items will require a street trader's licence, at an additional cost and must be in place prior to the event.

### ZONE 3- RECREATION PARK

Following on from the relocation of the RAF into Recreation Park in 2015, this year will see the development of Recreation Park into a Military Village containing Royal Navy, Army and military themed exhibitors.

Please note exhibition spaces in this area have access to a standpipe and limited power, at an additional cost (see Additional Requirements form). There is no street trader's licence required for this area. These spaces are situated on grass.

### CLIFFE PARK

In 2016, Cliffe Park is the destination of choice for all high profile exhibitors on the Seafrost. This site houses the hospitality and stage area and a stunning backdrop of the flying display.

Please note exhibition spaces in this area have access to a standpipe. There is no access to power. Diesel generators only. Exhibitor spaces situated on grass. Any exhibitors selling goods will require a street trader's licence for this area at an additional cost and must be in place prior to the event.

### ZONE 4 – BEDES CROSS

Opposite the entrance to Roker Park and with a backdrop of the sea this site is suitable for any family themed exhibitors.

Please note, there is no access to power or water in this area. Exhibitor spaces situated on grass. Diesel generators only. Any exhibitors selling goods will require a street trader's licence for this area at an additional cost and must be in place prior to the event.

### ROKER PARK

Beautiful landscaped gardens and play areas make this site perfect for family themed exhibitors.

Please note, there is no access to power or water in this area. Exhibitor spaces situated on grass. Diesel generators only. Any exhibitors selling goods will require a street trader's licence at an additional cost and must be in place prior to the event.

### ZONE 5

A new site for 2016, Marine walk provides direct access on to the beach and up into Roker Park providing great opportunities for all exhibitors. Additional activity on this site will include a Family Enclosure and Premier Seating Enclosure.

Please note this area is hardstanding therefore structures will need to be secured to manufacturers guidelines. There is no power or water in this location. Any exhibitors selling items will require a street trader's licence at an additional cost and must be in place prior to the event.





## ADDITIONAL OPPORTUNITIES

We are proud to have developed enhanced packages for many established brands including DFDS Seaways, Intu Metro Centre, Disney and BBC, tailored to the individual requirements.

Additional opportunities include:

- SPONSORSHIP OF ZONES, STAGE, FREE PRINTED MAP, HOSPITALITY AND MORE
- HOSPITALITY PACKAGES
- ADVERTISING ON BIG SCREEN, AUDIO ANNOUNCEMENTS AND IN THE OFFICIAL PROGRAMME

## ROAMING RIGHTS

We are offering exclusive rights to roam selected areas of the Sunderland International Airshow event site, giving you the unique opportunity to have staff roaming the site, engaging visitors and directing them to your exhibition space.

Zone 1 – Seaburn Showfield - £1,500

Zone 2 – Ocean Park and Seafront - £2,000

Zone 3 – Recreation Park and Cliffe Park - £2,500

Zone 4 – Bedes Cross and Roker Park - £2,000

Zone 5 – Marine Walk - £1,000

Please note: this is only available alongside a minimum of 9m x 9m exhibition space.

**For information about these or any other opportunities please contact Karen Makepeace on 0191 5618402 or [karen.makepeace@sunderlandlive.co.uk](mailto:karen.makepeace@sunderlandlive.co.uk)**