

16 May, 2011



MARGATE'S BIG EVENT 2011

Dear Exhibitor,

Welcome to the Big Event 2011 taking place this year on 18 and 19 June in Margate. Once again the trading hours will be between 10.00 am and 10.00 pm on Saturday and from 10.00 am to 6.00 pm on Sunday. Assuming that you will be trading with us this year, I have pleasure in enclosing an application pack which you should return to us as soon as possible to reserve your space.

You will be only too aware that this year has been a difficult one for events all over the country with financial cut-backs taking their toll and many festivals being cancelled. Our council's view is that Margate's Big Event is important to our area and so is determined to keep it alive through this challenging period. To do this we have moved the show onto Margate seafront (away from Palm Bay) and we have scaled down the level of flying over the two days.

The flying we do have will still be high profile headlined on Saturday by the Vulcan and on Sunday by the Red Arrows. We will also have some land based festival entertainment supported by quality bands and music.

Footfall at previous years events has been estimated at around 80,000 over the two days and we have every reason to believe that given it's new location the event will continue to attract these numbers. Prices are being held at a reasonable rate for 2011 (i.e., £350 per 3 square metre stand) and as VAT is not payable on this site.

We apologise that we are a little late in contacting you this year but we are still expecting a high take up so please get in touch by return if you would like us to reserve you a space. You can call either Wendy or myself on 01843 577638 or 577167 or e-mail events@thanet.gov.uk

Looking forward to working with you and with best wishes.

Yours sincerely,

A handwritten signature in cursive script that reads "Gillian".

Gillian Shepherd
Event Manager