



TRADESTANDS

STAND OPTIONS

OUTSIDE SPACE

Open grass space forms the main trade stand area of the Show and is the most widely available. All plots are priced into bands depending on your type of business:

BAND 1 - Agricultural machinery: Agricultural machinery and implements.

BAND 2 - Agricultural Allied: Businesses related to agriculture e.g. seeds, fertilisers, feedstuffs, forestry, stabling/horseboxes, agricultural merchants etc. Also machinery in other industries e.g. construction.

BAND 3 - Motor & Marine: Motor vehicle manufacturers/ dealers, motor bikes and boats.

BAND 4: General Exhibitors: All other traders not included in the above; includes charities.

Plots are offered as a grass space only with a minimum size of 6x6m. You will need to provide marquees, sales units, own screening materials, tabling and any display items.

OUTSIDE AREAS AVAILABLE

AGRICULTURE The very heart of the Royal Norfolk Show. For those businesses in Bands 1 & 2, with the area extending to other commercial and domestic industries such as construction, green energy etc.

MOTOR & MARINE For all motor manufacturers, motor bikes, commercial trucks, haulage and the marine industry.

GENERAL RETAIL An extremely high footfall area of the show dedicated to shopping.

COUNTRYSIDE, Adjacent to areas of high footfall. There is a limited amount of 3 x 6m Countryside forestry & wood area's available, on a first come first serve basis.

TOURISM VILLAGE A dedicated area for Tourism businesses. Stands are priced under Band 2 or 4, depending on your classification.

EQUINE VILLAGE A dedicated area for equine business, situated south of the Light Horse Ring and central to all our Equine rings. Please select the Equine Village when booking. Stands are priced depending on your classification.

GARDEN VILLAGE An all-encompassing horticultural area.

GARDEN VILLAGE

STAND SIZE	3 x 3m (Outside)	3 x 6m (Outside)	6 x 6m (Outside)	9 x 6m (Outside)
TOTAL SIZE (m2)	9	18	36	54
PRICE	£115	£190	£220	£300

UPGRADE YOUR STAND

OUTSIDE AREAS AVAILABLE

Standard sites are available across all areas of the showground, but we can also offer premium sites, giving key positions in the area below and are available at an additional cost. Upgrades are subject to availability. If applicable please tick which upgrade you would like during the booking process. You will then be invoiced accordingly if your stand application is successful.

CORNER

Corner gives you two open trading sides on both an Avenue and a Drive or Walk; your stand must be open on both sides.

Price: stand price plus an additional 10%

PREMIUM

Premium includes all space on 'hard road' sites on Avenues 4 & 9, and featured avenues within the main retail section including Royal (5) and President's (6) Avenues.

Price: stand price plus an additional 10%

PREMIUM CENTRAL

Premium Central sites that surround the Grand Ring and/or Members' Pavilions & Lawn area on Avenues 5, 6 & 9, and 3rd & 6th Drives.

Price: stand price plus an additional 25%

Stands along 6th Drive: stand price plus an additional 10%

COVERED SPACE

ADNAMS FOOD & DRINK EXPERIENCE

Based in the Showground Arena, our Food Hall is one of the most popular areas of the Show. Alongside the Adnams Beach Hut, we feature the finest array of food and drink from around the UK. Our focus will be to promote the fantastic produce created within our fine county of Norfolk - small Norfolk-based businesses will be given priority and a discounted rate.

Plots are offered as open space in a standard size of 3x3 with concrete floor; additional frontage is available in 3m increments. You will need to provide your own screening materials, tabling etc. Food Hall layout changes year-on-year and specifications are not guaranteed.

General price: £605 +VAT per 3x3m plot (Food Hall National)

Reduced price for Norfolk exhibitors: £182 +VAT* per 3x3m plot (Food Hall Norfolk)

Reduced price for regional exhibitors: £380 +VAT** per 3x3m plot (Food Hall Regional)

* reduced rate offered to small artisan-style producers based in Norfolk; larger Norfolk businesses will come under the regional rate.

** stands based in Suffolk, Cambridgeshire and Lincolnshire.

CRAFTS

Our Craft area is in a prominent position at the top of the retail section facing 1st Drive and allows us to showcase all the wonderful craft businesses in Norfolk and across the region. Priority will be given to businesses based in Norfolk, but space is open to those across East Anglia. Plots are offered as open space in a standard size of 3x3m. A marquee is not provided you will need to provide, marquees/gazebos, own screening materials, tabling and any display items.

Our Woodland Craft area is located in the picturesque woodland near the countryside area and Broads Village. Plots are offered as open space in a standard size of 3x3m. A marquee is not provided you will need to provide, marquees/gazebos, own screening materials, tabling and any display items. We encourage crafters selling their items in the woodland area to also demonstrate how their craft is made.

Price: £319 +VAT per 3x3m plot (Craft Area)

Price: £200 +VAT per 3x3m plot (Woodland Craft Area)

RETAIL SHEDDING

A number of canvas bays are available for stands within the retail area. These are offered to high quality exhibitors who require smaller stand space or prefer to have a marquee provided.

Plots are offered in a standard size of 3m frontage x 6m depth with grass floor. Price includes your own individual marquee bay with tie-front curtain at the opening and banner rail. Additional frontage is available in 3m increments and you will need to provide your own tabling etc.

Price: £605 +VAT per 3x6m plot

STAND PRICES

The table below gives the most popular stand sizes and price for each band. The prices below are exclusive of VAT.

Stand Size		Total Size in m2	Stand Price (excluding VAT)			
Frontage	Depth		BAND 1	BAND 2	BAND 3	BAND 4
6 m	6 m	36	--	£355	£427	£536
9 m		54	--	£531	£640	£627
12 m		72	--	£563	£699	£835
15 m		90	--	£703	£875	£1,045
18 m		108	--	£843	£1,050	£1,253
6 m	9 m	54	--	£422	£525	£627
9 m		81	--	£633	£788	£941
12 m		108	--	£843	£1,050	£1,253
15 m		135	--	£1,054	£1,312	£1,567
18 m		162	--	£1,264	£1,575	£1,880
6 m	12 m	72	--	£563	£699	£835
9 m		108	--	£843	£1,050	£1,253
12 m		144	--	£1,125	£1,400	£1,670
15 m		180	--	£1,405	£1,748	£2,088
18 m		216	--	£1,685	£2,098	£2,506
9 m	18 m	162	£519	£1,264	£1,575	£1,880
12 m		216	£691	£1,685	£2,098	£2,506
15 m		270	£865	£2,107	£2,622	£3,131
18 m		324	£1,038	£2,528	£3,146	£3,758
21 m		378	£1,210	£2,948	£3,671	£4,384
24 m		432	£1,383	£3,370	£4,196	£5,010
27 m		486	£1,555	£3,791	£4,719	£5,637
30 m		540	£1,729	£4,212	£5,244	£6,263
15 m		315	--	--	£3,058	£4,687
18 m	21m	378	--	--	£3,671	£5,624
21 m (limited availability)		441	--	--	£4,283	£6,562
24 m		504	--	--	£4,894	£7,499



CATERERS

The Royal Norfolk Show aims to offer the highest quality and variety in the food and refreshments provided to its visitors.

Caterers offering locally sourced produce will be given priority consideration.

Returning and New Caterers

Returning and New Caterers must complete the online tradestand application through our booking portal. During the process you will need to upload your own document including the following information below. Further booking instructions are located under the How To Book section of this document

- description of the unit
- pictures of your unit/stand (your application will not be considered without this)
- space required for the unit in its operational position in metres (i.e. with any awning, tow bar, bottled gas cages, seating, trellis etc)
- space required for any additional stock vehicle
- proposed menu (in detail with portion sizes)
- proposed pricing
- clear sourcing/supplier information
- VAT information

If your application is successful, £100 deposit must be paid via the portal to secure your stand. We will then issue you with a written catering contract. Your contract will be sent once we have this information. Please note that you will not necessarily be placed in the same position as previous years, although this will be discussed with you before any final location is confirmed.

Catering Commission Rates

Unless specifically agreed in your written catering contract, the following commission rates will apply. These figures are based on sale – Ex- VAT if registered or gross if unregistered.

Bars/ Alcohol 18.5%

Food sales, including coffee and tea 22.5%

Ice Cream/Confectionery 25%

Any caterer operating one entire food court site 25% total site sales

SERVICES

ELECTRICITY

* GENERATORS ARE NOT PERMITTED *

All electricity is provided by our contractor Eastern Power Systems (EPS)- 01603 759523
Please call EPS for advice if you are unsure of your requirements. Ensure you book the correct electricity type/amount for your needs, as you will be charged for any changes that have to be made on arrival/over Show days.

Please book your electrics directly with EPS. The forms are available to download during the booking process. Booking electricity for the Adams Food and Drink Experience, Craft Tent or Garden Village only, is a fixed price booked through RNAA application process.

Price: Craft Tent - single 13/16amp socket £130 +VAT

Garden Village - single 13/16amp socket £105 +VAT

Food Hall - single 13/16amp socket £143 +VAT

Food Hall refrigerated van hook up - single 16/32amp socket £71.50 +VAT

(hook-up area is in the Food Hall car park and you need to provide your own adaptor)

WATER

Taps for public drinking water are provided outside the loo blocks across the showground (not for hosepipes).

If you need to use a lot of water or would like a private supply, we can provide a cold-water standpipe and tap. Please complete form and return with a plan showing the location you require the supply. The form is available to download during the booking process.

Price: Private cold water supply pipe & tap £137.50 +VAT

WI-FI / PDQs

Internet access is available through the mobile telephone networks and the RNAA adds a temporary mast during show week. However, due to the sheer volume of mobile traffic during the Show we cannot guarantee coverage at all times.

If you need a guaranteed signal you can arrange a satellite wi-fi broadband connection through our contractor NCI Systems. You can also hire card payment machines with an inclusive wi-fi connection just for processing payments. The form is available to download during the booking process.

To book Wi-fi: www.nci.co.uk/rns

GENERAL BOOKING POINTS

The latest date for ordering services is 30th April 2022.

The RNAA will not be held responsible in the unlikely event of the disruption/loss of any electricity/water supplies or Wi-Fi services.

ANIMALS

The Association must be notified at the time of submitting Your Application Form if you intend to have animals on your Stand. Animals cannot be added at a later date. A list of animals and quantities will be required at time of booking.

All decisions whether to permit animals on Your Stand (and any changes to the number or scope of permitted animals) shall be at the sole discretion of the Royal Norfolk Agricultural Association.

All animals subject to movement control, animal performance licenses, disease-free certification and additional relevant bio security information must be accompanied at the show by the appropriate documentation. All appropriate documentation must be submitted and approved by the end of April. Bio-security forms will be forwarded and must be completed and returned to the RNAA by no later than the April before Show Opening.

TICKETS AND PASSES

We issue all exhibitors with a “free” allocation of tickets and vehicle passes to help towards staffing as follows:

Stand Frontage	RNS Show Passes	2 Day General Car Parking Passes
Up to 6m	4 (2 per day)	1
7-9m	6 (3 per day)	2
12-21m	8 (4 per day)	3
24m and over	10 (5 per day)	4

All stands will receive 1 Set Up/Clear Down Pass.

EXTRA TICKETS

If you need additional tickets over and above the free allocation you can buy these at the discounted rates during the booking process.

HOW MANY TICKETS DO I NEED?

It doesn't matter which day you use them, but all our tickets can only be used on one day. Every person working on your stand needs a ticket for entry. Once a ticket is scanned at the gate, it cannot be used again.

Please note that all our tickets are non-refundable, non-transferable and not for re-sale. If you are found selling them, your stand will be shut down for the remainder of the Show and you will not be invited back to future shows.

BUYING ADDITIONAL TICKETS & PASSES

You can buy extra tickets or vehicle passes during the booking process at the discounted rates below. They are not available on Show days, or at the main entrance gates.

The prices below include VAT:

SINGLE DAY ADMISSION TICKET	£22.50	Discounted single day entry for staff
2 DAY CAR PASS	£16	Allows parking in any public car park for the duration of the Show
1 DAY CAR PASS	£8	Allows parking in any public car park for either the Wednesday or the Thursday
SET UP/ CLEAR DOWN/ SHOW DAY	FREE	Required for the entire set up period of 22-30 June.
NIGHT SECURITY PASS	FREE	Also required for clearing down from 7.30pm on 30 June through to Sunday 3 July.
T PASS	FREE	Enables vehicle & driver on to the showground for re-stocking on Show days at limited times; £50 deposit payable on entry (show days only) For exhibitors organising their own overnight security. Allows vehicle & driver on to the showground between 6pm-8am only. For vehicles that form part of a tradestand, or need to be brought in each day and removed in the evening. Also used to validate parking behind your marquee.
CARAVAN PASS EAST	£40	Caravan Park East (south side of the Food Hall) Pre-booking only; space is limited.

BOOKING GUIDELINES

YOUR SPACE

All our stands come as 'open space' to give you the flexibility to arrange your stand as you wish. With the exception of the Adnams Food and Drink Experience (which has a solid floor), all the space we offer is situated on grass. All our outside stands back onto each other - no space is allocated between stands for storage. If you have to keep a stock vehicle behind your stand, allow for the space in the plot size you order. It must be kept out of sight during the Show.

When you're working out your required plot size, remember to allow for the extra space needed for tow bars and guy ropes/foot plates on marquees. It is your responsibility to arrange your own furniture, screening materials, carpeting, plants etc., and if outside, your own marquee.

ARRANGING YOUR MARQUEE

Unfortunately we are unable to arrange marquees for outside exhibitors (with the exception of those provided with 'Shedding' stands).

When you order your marquee, bear in mind that the space required for foot plates and guy ropes is not included in the size of the marquee you are quoted. For example, a 6x6 marquee with foot plates will actually need 6.3x6.3m of space, and with guy ropes will need 8x8m of space. If your marquee is too big for your site, you will need to change it or take it down.

STAND NUMBERS

The total number of exhibitors varies for each Royal Norfolk Show, so all stands are re-numbered every year.

We will email you your stand number. Don't forget to check your stand number before finalising any advertising!

CANCELLATIONS

If you need to cancel your stand, please notify the Events Sales Coordinator in writing. We reserve the right to re-let any space you cancel. Under no circumstances may you offer/sell your stand space to another company - if applicable, we will fill your space from the waiting list. Please see our Terms and Conditions for our full cancellation policy.

HOW TO BOOK

If you were due to exhibit in 2020...

You have first priority in booking for the 2022 Show, but we need to receive your request by 31 December 2021. If you want to change your stand size or make any requests for location, please note this on your online booking form. Locations will be allocated to returning exhibitors throughout January and whilst we endeavour to accommodate as many of you as possible, no guarantees can be made.

The Royal Norfolk Show is a prestigious event: we are one of only 9 shows in the UK with a Royal charter and we are the largest 2-day agricultural show in the country, with an average of 85,000 visitors every year. We pride ourselves on the quality of our stands and are highly selective when taking on new exhibitors.

We need to assess your suitability for the Show, as well as ensuring you are placed correctly if accepted, so please make sure your information is thorough, clear and well presented. Please [CLICK HERE](#) to access our online tradestand booking portal and follow the step by step application process below:

- Register for an account - Click Apply Now
- Enter your contact details, read the Terms and Conditions and tick the box
- Click Register My Account
- Enter Username and Password and Select Login
- Once registered you can access your account anytime by clicking Login from the portal homepage and entering your username and password
- Select the Registered Contact Details tab and enter your contact information.
- Select the Stand Applications tab
- To begin the application please select 'Make New Stand Application'.
- Select Show 2022 and click Use Selected Show
- Read the Terms and Conditions by clicking the T&C's link. Confirm you have read the T&C's and click continue
- Complete Section 1. Stand Details. Input all stand details that you require.
- Complete Section 2 Requirements. This section is for water, electricity and any addition tickets, vehicle passes as required. You can also select to upgrade your stand location here.
- Complete Section 3 Catalogue Details. This section is to provide details that will appear in the show Catalogue and on our website.
- Complete Section 4 On Site Contact Details.
- Complete Section 5 Documents. Please upload all relevant documents that should accompany your trade stand application as listed on the trade portal. Please note your application will be rejected if the relevant documents are not included with your application.
- Complete Section 6 Other Information.
- You can save your draft application at anytime by clicking Save Draft. Once all sections are complete please select Save and Submit.
- Once your application has been submitted the booking system will confirm the application has been submitted "Your trade stand application has now been submitted. We will be in touch soon"
- An email from our booking system will be sent to you to confirm we have received your application. Please check your junk folder regularly.
- Upon confirmation that your tradestand has been successful, a 25% deposit will be required to ensure your tradestand space. Full payment of your tradestand will be due by 30th April 2022.
- To pay either the deposit or the full amount, please log into the online trade portal and open your tradestand application. Click the green basket icon to proceed to the payment page.

There is no official deadline for making new applications, but we would recommend you apply as soon as possible to give us time to assess your application and place you on the waiting list ready to allocate space.

HOW WE ALLOCATE SPACE

We deal with any change to stand size/location for previous exhibitors first and this takes place after the initial December book deadline.

Applications for new traders will be open from 1st January 2022. This process takes several weeks and as we have many more applications each year than space available, there is no guarantee space will be offered - whilst we will continue until we are full, the majority of plots are filled by the end of March.

- If we have suitable space available, you will be contacted with details of the site/s
- At this point you can arrange any services required

PAYING FOR YOUR STAND

Once you receive confirmation that your stand has been successful, a 25% deposit will be required to secure your tradestand space. If you are a caterer a £100 deposit will be required. Payment is to be made through our online trade portal by Credit/Debit Card only.

You must make full payment for your stand and any services/tickets by 30th April 2022. Later bookings made during May/June will be due for immediate payment upon application confirmation.



CONTACT US

For more information, please do not hesitate to contact us or visit our website.

rnaa.org.uk
royalnorfolkshow.co.uk

Norfolk Showground
Dereham Road
Norwich
NR5 0TT

For trade stand and events enquiries:

Events and Sales Coordinator: **Maria Skitmore**

Tel **01603 731 963**

Email: **maria.skitmore@rnaa.org.uk**

Don't forget to tag and mention us in any of your Show advertising!



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