

TRADE STAND INFORMATION, PRICING AND GUIDELINES



www.royalnorfolkshow.co.uk

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About Us

The Royal Norfolk Show is one of the country's largest two-day agricultural county shows with a history spanning over 170 years. Continuing the traditions of the past, but leading the way forward in embracing the future, the Royal Norfolk Show has welcomed visitors who have seen, connected, engaged and even tasted all that Norfolk has to offer.

Taking place at the Norfolk Showground, the Royal Norfolk Show provides its visitors with two days of packed experiences. From highly competitive livestock and equestrian classes, top level showjumping and a major food and drink festival, the Show thrills and entertains. It is also the place for businesses to see and be seen.

This major outdoor agricultural show consistently attracts tens of thousands of people across two days in midsummer. As such, it offers unique marketing and media opportunities to a wide range of people, businesses and organisations.

The Royal Norfolk Show is organised by the Royal Norfolk Agricultural Association, a charity which supports agriculture in the region and further afield. The charity offers opportunities to businesses, organisations and individuals to engage with a range of demographics.

Why should you exhibit?

- Over 80,000 visitors across two days
- Over 12,000 school children attended
- Over 600 businesses took part
- Over 100 Food Hall Food & Drink producers exhibited (Based on 2024 Show)



Section One

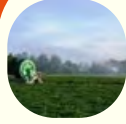
Stand Booking Options



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 and green energy.



BAND 3

MOTOR & MARINE

Motor vehicle manufacturers/dealers, motor bikes, caravans, commercial trucks, haulage, boats and the marine industry.



BAND 4

GENERAL & RETAIL

All other trade not included in Bands 1-3.

Plots are offered as **GRASS SPACE ONLY** starting sizes are from 3x6m (3m frontage). Frontage options increase in 3m increments. You will need to provide your own marquee structure, sales units, screening materials, furniture and display items.

Would you like the same stand as 2024 show? – We will endeavour to provide the same space where possible, however, this may not be possible as there could be some variations of use.

IMPORTANT: Stand sizes are always listed in the regular format with the first number indicating the frontage length with the stand depth listed as the second number, i.e. 6x9m = 6m frontage and 9m depth.

OTHER TRADE STAND AREAS & BOOKING OPTIONS

EQUINE VILLAGE:

Space reserved for Equine related businesses and services with generous open trading space positioned central to all our equine rings. No shedding options available.

GARDEN VILLAGE:

Found on the North of the Showground just inside the King George VI Gate for gardening, landscaping and horticulture stands. The Garden Village will also feature Show Gardens and School Gardens. If you would like to get involved with a garden please contact us further information and application forms. Deadline date to apply is Friday 28 February 2025.

SHOW GARDENS: There are two plot sizes 4x5m & 6x6m – no cost to enter.

Contact – maria.skitmore@rnaa.org.uk

SCHOOL GARDENS: Plot sizes 2x2m or Wheelbarrow Displays – no cost to enter.

Contact – francesroberson@rnaa.org.uk

HEALTH & WELLBEING VILLAGE:

Located just inside Red Gate, the Health & Wellbeing Village is reserved for organisations dealing in health, care, medical and wellbeing services.

CRAFT STALLS:

The RNAA no longer offer stalls in a covered Craft Marquee. General Band 4 open space stands can be booked from starting size 3m frontage x 6m depth.

WOODLAND / WOODLAND CRAFTS:

Nestled under the canopy of the trees on the West of the Showground near to the Broads and Countryside village. To enhance visitor education we encourage crafters in the woodland area to demonstrate how their craft is made.

BROADS VILLAGE:

Space for small water-based companies and activities situated around the picturesque lake next to the Countryside Ring.

CHARITY STANDS:

As a Charity ourselves, the RNAA are sorry to advise that we do not offer any special rates for Charity Groups wishing to book stands.

ROYAL NORFOLK SHOW LAYOUT MAP 2024

(layout changes will apply for 2025)

Broads Village

Countryside Village

- Farrier Competition

Shopping

NEW Health & Wellbeing Village

Sports / Fun Zone

Agriculture / Ag Allied

- Starting Handle Club
- Ag Demonstration Area
- Innovation Hub
- Norfolk Farm Machinery Club

Motor & Marine

Equine Village

- Equestrian Shopping

STEMM Village & Discovery Zone

Garden Village

Military Village

Food & Drink

- Mysabar
- Adnams Food & Drink Experience

Art

Craft

Livestock

- Sheep Shearing
- Rare Breeds Animal Farm
- Sheep
- Goats
- Rabbits, Poultry & Cavies
- Pigs
- Cattle

Sponsors, Members & Corporate

- Sponsors & Corporate Hospitality
- Norfolk Lounge
- Long Acre Hospitality
- Judges' & Stewards' Pavilion
- President's Pavilion
- Vice Presidents' & Members' Pavilion
- RNAA Stand
- Trophy Display

Band Stands

- Members RNAA Bandstand
- Schools Stage
- Acoustic Stage
- New Noise Stage

Toilets

- Food & Refreshments
- Baby Changing

First Aid

- Picnic Area
- Car Parking

Buggy Bus Stop

- Rings
- Event Mobility

Chaplaincy

- Show Office
- Schools Gate
- Pick up/ Drop off point

Please remember to wash your hands when touching the animals.
The Royal Norfolk Show raises funds for the RNAA's charitable purposes.

Section Two

Upgrade your stand



Standard sites are available across all areas of the showground, but we can also offer premium sites, giving key positions, at an additional cost. Upgrades are subject to availability. If applicable please advise 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% surcharge.

PREMIUM CENTRAL

Premium Central sites that surround the Grand Ring and/or VP/Members' Pavilions & Lawn.

Price: stand price plus an additional 25% surcharge.

ROYAL AVENUE

Royal Avenue is reserved for high-end retail and fashion traders situated along Avenue 5.

Price: stand price plus an additional 25% surcharge.

Section Three

Stand Prices



BAND 1 – AGRICULTURAL MACHINERY: Business for agricultural machinery and implements with larger size plots.

Price – Charged at £3.50 per square meter

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 and green energy.

Price – Charged at £8.80 per square meter

BAND 3 – MOTOR & MARINE: Motor vehicle manufacturers/ dealers, motor bikes, caravans, commercial trucks, haulage, boats and the marine industry.

Price – Charged at £11.00 per square meter

BAND 4: GENERAL & RETAIL EXHIBITORS: All other traders not included in the above.

Price – Charged at £13.60 per square meter

Don't forget options to upgrade your stand:

- Corner plot – stand price plus an additional 10% surcharge
- Premium Central – stand price plus an additional 25% surcharge
- Royal Avenue – stand price plus an additional 25% surcharge

EXAMPLE:

Based on a trade stand size / cost calculation for 12 x 6m stand in Band 4 on a corner

12 x 6 = 72 square meters

72 x £13.60 = £979.20

£979.20 x 10% (£97.92)

Total stand cost £1077.12 plus VAT (at 20%) – £1292.54

All trade stand prices listed are excluding VAT (added at 20%).



Section Three

Stand Prices



EQUINE VILLAGE:

- 3m frontage x 6m – £225 plus VAT
- 6m frontage x 6m – £335 plus VAT
- 9m frontage x 6m – £450 plus VAT
- 12m frontage x 6m – £560 plus VAT

GARDEN VILLAGE:

- 3m frontage x 3m – £130 plus VAT
- 3m frontage x 6m – £210 plus VAT
- 6m frontage x 6m – £245 plus VAT
- 9m frontage x 6m – £400 plus VAT
- 9m frontage x 12m – £730 plus VAT
- 9m frontage x 15m – £890 plus VAT
- 12m frontage x 12m – £950 plus VAT

SHOW GARDENS & SCHOOL GARDENS:

No cost

WOODLAND / WOODLAND CRAFTS:

- 3m frontage x 3m – £140 plus VAT
- 6m frontage x 3m – £220 plus VAT

BROADS VILLAGE:

- From £155 plus VAT. Broads Business stand £310 plus VAT.

For further information and opportunities please contact Rob Leigh,
Email rob.leigh@broads-authority.gov.uk

ALL STANDS: Space only on grass – no structure provided.

SHEDDING: None available in any section of the Show.



Section Four

Food and Beverage Stands



OUTSIDE MOBILE CATERERS – FOOD & BARS

The Royal Norfolk Show aims to offer the highest quality and variety in the food and refreshment provided to its visitors. **Only traders with 4&5 STAR FOOD HYGIENE RATINGS will be considered.** Priority will be given to traders that attended the last show, and where possible same Food Court positions will be offered, where requested (subject to layout changes). If we are unable to position you in the same spot we will liaise with you before a final location is confirmed.

Outside Mobile Catering traders will need to provide the following documentation:

- Description of the unit (you must only bring your 4 or 5 star unit, units can not be exchanged)
- Pictures of your unit/stand (your application will not be considered without this)
- TOTAL SIZE OF FRONTAGE & DEPTH SPACE required for the unit in its operational position in metres, including space needed for awning, tow bar, bottled gas cages, trellis etc
- 4M DEPTH will be included behind your catering unit for additional stock vehicle. A STATIC VEHICLE DISPLAY PASS will be needed for your stock vehicle. This space is not available for caravans or motorhomes. Please see ticket options for static vehicle pass and trade caravan pass.
- We encourage traders to bring their own seating for outside their stand to supplement seating provided in the larger food courts by the venue
- Proposed menu (in detail with portion sizes)
- Proposed pricing
- Clear sourcing/supplier information
- VAT information
- Provide current and valid Food Hygiene certificates, equipment safety test certificates, and Risk & Fire Assessments
- **IMPORTANT – Ensure that you have adequate HAND WASHING FACILITIES and adequate REFRIGERATION for food temperature controls within your trading unit**

Mobile Bar traders are required to provide information as listed above for mobile caterers and are permitted to trade using the Norfolk Showground's Premises Licence (you do not need to apply for a TENS licence). **You must actively ask & check ID and clearly display Challenge 25 posters.**



Section Four

Food and Beverage Stands



OUTSIDE MOBILE CATERERS – FOOD & BARS

Food & Hygiene Safety Standards:

The RNAA works very closely with the local District Council to ensure all outside mobile caterers conform to the highest standards and checks will be made during set up and show days on all units. Please ensure that you bring all your event documents and certificates to the Show with you.

Booking Deposit – To secure your booking returning traders will be invoiced 50% of the commission value from the last show. Successful new applicants will be charged a deposit of £150 plus VAT (£180).

Electricity and WIFI are not included and should be booked separately, if required.

Water – Each Food Court has at least one public / general use water stand pipe. A dedicated water supply can be purchased in advance, if needed.

Commission Rates:

The following commission rates will apply to gross takings from all trading show days. 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.

Commission is calculated, and will be invoiced to you post event, based on trading sales across all show days (less deposit payment). You will be required to send us your daily Z readings at the end of the show.



Section Four

Food and Beverage Stands

ADNAMS FOOD HALL FOOD & DRINK EXPERIENCE



Based in the 3000sqm Norfolk Events Centre, the Adnams Food Hall is one of the most popular areas of the Show. We feature the finest array of food and drink from around the UK, focusing on the fantastic produce created with our fine County, with Norfolk-based businesses given 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 stands, screening materials, tabling etc.

The Food Hall layout may change year-on-year and specifications are not guaranteed.

- **Food Hall NORFOLK** – £280 +VAT per 3x3m plot (reduced for Norfolk traders with NR postcode)
- **Food Hall REGIONAL** – £520 +VAT per 3x3m plot (reduced price for traders based Suffolk, Cambridgeshire and Lincolnshire)
- **Food Hall NATIONAL** – £750 +VAT per 3x3m plot

Wi-Fi is included for all Food Hall trade stand bookings.

Food Hall electrical requirements should be booked using the e-Net Trade Stand Portal with options for 13 & 16 amp sockets. Please contact us directly for requests for 32 amp supply.

External electrical hook-up for refrigerated vans can be booked in advance and parking bay numbers will be issued.

Handwashing facilities are available in the Events Centre kitchen.

NEW FOR 2025 – To mark the 2025 Royal Norfolk Show Theme ‘Celebrating Norfolk Food and Drink’ there will be a NORFOLK CHEESE & WINE AREA in the Food Hall. Please contact us if you would like more information or be involved.



Section Five

Showground Services



*** GENERATORS ARE NOT PERMITTED UNDER ANY CIRCUMSTANCES ***

ELECTRICITY:

ALL TRADE STANDS INCLUDING MOBILE CATERING UNITS:

- All electricity is booked and provided by our contractor Eastern Power Systems (EPS). **BOOK DIRECTLY AND IN ADVANCE with EPS by Friday 23 May 2025.**
- 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. The EPS Booking form can be downloaded from the Royal Norfolk Show website or from the e-Net portal.
- EPS – Call 01603 759 523, Email: info@easternpowersystems.co.uk.
- EPS – On Show Days call 01603 213 717

ADNAMS FOOD HALL TRADE STANDS:

- **Electricity bookings for the Food Hall should be made using the E-NET TRADE STAND PORTAL**
- Price: 13/16 amp socket (Food Hall) – £170 plus VAT
- Price: Refrigerated van hook-up single 16/32 amp socket (Food Hall) – £85 plus VAT
- (Note: Hook-up area is in the Food Hall car park. You will be issued with a bay number for parking and you need to provide your own adaptor)

WATER:

- Water supply bookings should be made using the E-NET TRADE STAND PORTAL
- Taps for public drinking water are provided outside the toilet 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. When making your booking please ensure you list the grid reference on your online e-Net application showing the location you require the supply within your stand.
- Private cold water supply pipe & tap £160 +VAT (£192)

WI-FI / INTERNET SERVICES / IP & PDQ'S:

- 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 we strongly recommend that you arrange a satellite WiFi broadband connection.**
- A dedicated WiFi broadband connection service can be provided to you for your stand at the Show by RURAL BROADBAND, email: eventwifi@ruralbroadband.co.uk or call 01485 572253 for further information.

GENERAL SERVICE POINTS TO NOTE:

- If you are found using a generator you will either have to pay for an electrical connection or stop using your equipment
- You will be fined if found to be using another exhibitors electricity supply (electricity and water supply bookings are for single stand use only)
- All electrical equipment should be PAT tested for safety under the Health & Safety at Work Act 1974/99
- Gas cylinders or other combustible substances are not permitted in the Food Hall under any circumstances
- Private water supplies can not be used for irrigation for the purposes of grass and grounds maintenance
- Late bookings for services may incur a surcharge

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

GRASS CUTTING:

All external trade stands are on grass and mowing will take place ahead of the start of set-up. You may like to consider arranging your own grass cutting on arrival.

Section Six

Tickets and Passes

TICKET PACKS:

- Ticket packs will be posted to the booking contact name and address at the end of May.
- **PLEASE CHECK THE CORRECT NAME & ADDRESS IS LISTED ON THE E-NET PORTAL.**
- If your ticket pack should be sent to an alternative address, please ensure this address is listed on the e-Net Trade Stand portal by mid-May before we start our ticket packing process.
- If you would prefer for us to hold your ticket pack in the RNAAA/Show Office for your arrival, this can be arranged, just let us know.
- **IMPORTANT** – if your show booking contact should change at any time during the booking process, please call the show office, with the name of the new point of contact and email address so that we can update our system.
- **Be aware** – *you may be charged for replacement tickets if your ticket pack details are incorrect and are issued to the wrong address.*



Section Six

Tickets and Passes



We issue all exhibitors with an allocation of 'free' personnel admission tickets and car parking passes as part of their stand booking to help towards staffing. The number of tickets is based on the size of stand booked, as listed below.

Stand Frontage (metres) Bands 1-4 and all Villages	Royal Norfolk Show Entry Tickets	2-Day General Car parking Passes
Up to 6m	4 (2 per day)	2
7-11m	6 (3 per day)	2
12-23m	8 (4 per day)	3
24m and over	10 (5 per day)	4
Food Hall - per 3x3m stand	4 (2 per day)	2
Mobile Caterers & Bars per unit	6 (3 per day)	2
Set Up / Clear Down Passes	Stands up to 11m frontage Set up passes 2 passes	Large Stands - Set up passes 12-17m frontage - 6 passes 18-23 frontage - 8 passes Over 24m frontage - 10 passes

- **Entry Tickets are valid for one day only. Once a ticket is scanned it can not be used again.**
- **EVERY PERSON working on your stand will need a ticket for EACH DAY they are working at the show.**
- **Extra passes and tickets over and above the 'free' allocation can be requested or purchased.**

Please note 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:

- Extra entry tickets or car passes can be purchased on the e-Net trade stand portal at a discounted Trade Stand holders rate. Tickets and passes purchased using this method will be included in your ticket pack posted to you in June.
- Once the online trade stand booking portal has closed (mid-May), tickets with a value can be purchased on the Royal Norfolk Show Ticket Website page. A code will be provided to give you the traders discounted ticket rate. Tickets purchased using this method will be E-Tickets and emailed to you at the point of purchase. Please contact the RNAA Office for any additional ticket enquiries that are not available on the website.

Section Six

Tickets and Passes

Ticket type	Cost (includes VAT)	Description
Single Day Show Ticket	£28.00	One day only entry ticket at discounted rate. One ticket per person. Valid for Show Days only. Applies to either Wed or Thurs (not both days).
Exhibitors 2 Day Car Parking Pass	£24.00	Allows parking in any public car park for the duration of the Show. PASS TO BE DISPLAYED IN VEHICLE.
Exhibitors 1 Day Car Parking Pass	£12.00	Allows parking in any public car park for EITHER Wed or Thurs (not both days). PASS TO BE DISPLAYED IN VEHICLE.
Caravan Pass (Strictly no camping)	£ TBA	Allows overnight stay for traders in caravan/camper vans. Pass valid for set up and show days. Tents are not permitted. PASS TO BE DISPLAYED IN VEHICLE.
Set up/Clear Down Pass (for vehicle access - 1 pass per vehicle)	FREE	Enables vehicle & driver access for entire set up/clear-down. People passes are not required for set up/clear down days. Also, gives vehicle access out of Show hours between 6pm and 8am (over-night) for restocking purposes. VEHICLES LEFT ON STANDS WITHOUT A SET UP/CLEAR DOWN PASS WILL BE TOWED
For Night Security Pass (for vehicle access) Please use Set up/clear down pass	N/A	For exhibitors organising their own overnight stand security. Allows vehicle and driver access between 6pm – 8am (over-night) only.
Trade Stand Vehicle Display Pass (also known as T-Pass)	FREE	For vehicles that form part of a display on a trade stand, or need to be brought in each day and removed in the evening. Also, used to validate parking behind your marquee for stock. Stock vehicles must be parked at the back of your stand or screened from public view. Vehicles must strictly remain within the boundary of your own stand and not encroach on any neighbouring stand.
Food Hall Parking (Use Gate 7 opposite Park & Ride)	£12.00 per day	Allows parking in Food Hall Car Park for set up and show days NEW LOCATION FOR 2025 - outside the pay gates. PASS TO BE DISPLAYED IN SCREEN. SET UP PASS to be used for vehicle access to Food Hall outside show hours for restocking
Food Hall Parking with Electric hook-up	£85.00	For refrigerated vehicles. Food Hall Parking including Food Hall electric hook-up Bay Number for parking will be issued PASS TO BE DISPLAYED IN VEHICLE SCREEN

Section Seven

General Booking Guidelines



TRADE APPLICATIONS: Priority will be given to Trade stand holders from last Show. We will deal with any requests to change stand size or location for previous exhibitors until the end of the year.

NEW TRADER APPLICATIONS: Expressions of Interest can be made on the RNS Website Trade Page. We are likely to receive more applications than we have space available, so there is no guarantee that space will be offered – whilst we continue until we are full, we anticipate that the majority of plots will be filled by end of March/beginning of April. If we have suitable space available, we will contact you with details of the site(s).

YOUR SPACE: All our stands come as 'open space' situated on grass to give you the flexibility to arrange your stand as you wish. With the exception of the Adnams Food and Drink Experience in the Food Hall (which has a solid concrete floor). All our outside stands back onto each other – no space is allocated between stands for storage. **If you need to keep a stock vehicle behind your stand, ensure you allow for the space in the plot size you order (no caravans).** Stock vehicles must be kept out of sight/screened 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.

AISLES ARE TO BE KEPT CLEAR – ANY TRADER EXCEEDING THEIR STAND BOUNDARY INTO THE AISLE WILL BE ASKED TO REMOVE ANY OFFENDING ITEMS BACK INTO THEIR STAND SPACE.

ARRANGING YOUR MARQUEE: 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. Unfortunately we are unable to arrange marquees for outside exhibitors (with the exception of those provided with 'Shedding' stands in the Equine Village).

STAND NUMBERS – THESE CHANGE EVERY YEAR:

The total number of exhibitors varies for each Royal Norfolk Show, so all stands **WILL BE RE-NUMBERED** every year and your stand number is extremely likely to change. Your stand number will not be set until May and will be printed on your ticket pack letter. Call the Show Office 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.

REFUND POLICY:

Refunds will apply strictly as follows:

- Prior to 31 March 2025, a full refund will be issued
- Between 1 April and 30 April 2025, 75% will be refunded
- From 1 May 2025 onwards, no refunds will be given



YOUR STAND IS NOT CONFIRMED UNTIL YOUR DEPOSIT FEE IS PAID

Section Seven

General Booking Guidelines



ANIMALS:

The Association must be notified at the time of submitting your Application Form if you intend to have animals on your Stand and by no later than 1 April. Animals cannot be added at a later date. A list of animals, quantities and relevant licenses and movement documents 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 1 May. ANIMALS WITHOUT APPROVED DOCUMENTATION WILL NOT BE ALLOWED ON SITE.

HEALTH AND SAFETY – MANDATORY REQUIREMENTS All traders will be required to provide adequate information supporting the type of stand and the content and activity taking place on the stand.

- Risk Assessment
- Fire Assessment
- Public Liability (minimum 5 million cover)

HOSPITALITY:

Exhibitors are permitted to arrange guest hospitality within their trade stands. You will be required to notify us using the e-Net portal if your hospitality involves the use of a catering supplier and if you are serving alcohol. Catering suppliers must provide food hygiene documents and have adequate hygiene practices in place as per the requirements set out for outside mobile caterers (see section four). . Challenge 25 posters must be displayed where alcohol is served.

TRADE STAND TERMS AND CONDITIONS – please read

During the E-Net online booking process you will tick the option to confirm that you have read and understood the RNAA's Trade Stand Terms and Conditions – please ensure that you are familiar with our Terms and Conditions before you place your booking.

T&C's can be found on the Royal Norfolk Show website <https://trade.royalnorfolkshow.co.uk/trade-stands>

SECURITY & INSURANCE: As part of our T&C's you agree that you will ensure the relevant security and insurances are in place for your trade stand. This is your own responsibility. **The RNAA does not accept any responsibility of liability for security and insurances for your own trade stand.**

GATE ACCESS AND TIMES:

All gates are locked at midnight and there is no vehicle access until 6am.
Vehicle access for Trade – Gate 42 (just past Premier Inn Hotel on left)

TRADE STAND OFFICE – Opening times:

- From Monday 16 June: 08:00 to 17:00 Main Show RNAA Office
- Saturday 21–Sunday 22 June: 10:00 to 14:00 Main Show RNAA Office
- Monday 23 June: 08:00 to 18:30 Trade Stand Office at Gate 44
- Tuesday 24 June: 07:00 to 18:30 Trade Stand Office at Gate 44
- Wednesday 25–Thursday 26 June: SHOW DAYS 06:00 to 07:30 Trade Stand Office at Gate 44
- Friday 27 June: From 09:00 Main Show RNAA Office

Section Eight

Setting up / Clearing down and Show Days



SETTING UP:

- Set up starts from Monday 16 June 2025
- Remember – you and all contractors need a Set Up/Clear Down Pass for vehicle access
- If you don't have a Set Up Pass, then you can park in one of the main public car parks
- Set Up Passes are not required for staff (just vehicles)
- Your stand will be marked with a metal post and your stand number, white lines with mark corners. **If you are unsure of your stand location or boundaries on arrival please contact the Trade Stand Office**
- A Static Vehicle pass (T-Pass) is required for any vehicle staying on your stand (including stock units)
- Please be considerate of other exhibitors – don't block roadways or neighbouring stands
- Machinery or large vehicles should unload in the Holding Yard at Gate 42. If you have large items for stands (exhibition trailers etc), we highly recommend you arrive earlier
- Forklift (FOC, must be booked in advance, call Blakes on 07702 537 119). Available from 08.30 to 16.00 on Friday 20 June and on the Monday 23, Tuesday 24 June & Friday 27 June to help with unloading (not available on show days).
- For any breaking of ground, you MUST report to the Trade Stand Office and an underground survey undertaken before any work commence
- Toilets at St Walstan's and East of the Grand Ring on Avenue 9 will be open from Monday 16 June. All toilet blocks will be open from Saturday 21 June. Food will be available at the corner of the Grand Ring (East corner) on the Monday/Tuesday of show week between the hours of 9am–2pm
- During show week, the gates are locked at midnight and no vehicles will be allowed on site. Late arrivals will be held in the Holding Yard overnight. Staff can access the site on foot, but you will need to show a valid ticket for entry.
- Trade Stand Stewards are on site from Saturday 21 June to assist you.

SHOW DAYS:

Show opening times, your stand must be open during these times.

Wednesday & Thursday 08:00 – 18:00 (you are able to stay later and trade until 8pm on Wednesday).

- All members of staff working on your stand will need a valid ticket for each day they work.
- Please don't try to leave tickets at specific gates for collection. There is no facility to hold these and your staff/guests may be directed to a different gate depending on their route in. Tickets can be held at the trade stand office at Gate 44, but only for collection before 08:30.
- There is strictly no vehicle access on show days unless you hold a set up/clear down pass for restocking stands. Any vehicles in the showground must leave and be moved in the car park by 08:00.
- Parking: 1-day and 2-day parking passes are available, costing £12 and £24 respectively (incl VAT).

CLEARING DOWN ON THURSDAY:

- You can start to clear down from 18.00. NO STRUCTURAL MOVEMENT UNTIL 19.00.
- Vehicle movement will only be allowed from 19.30 via Gate 42 – Set up/clear down pass needed.
- The gates will be locked again at midnight and re-open at 06.00 on Friday.
- Please remove all cash/valuables if you are leaving your stand overnight before clearing down.

A FEW ADDITIONAL REMINDERS

- **The Royal Norfolk Show is a prestigious event; take pride in your stands and ensure they look smart.**
- SALE/CLEARANCE SIGNS ARE NOT PERMITTED (special show offers are fine)
- Remember that your entire stand, including marquees, footplates, vehicles, tow bars, banners, planting, seating etc must keep within the boundary lines of your plot – STRICTLY NO SPILLING INTO THE AISLES
- All trading must take place within the boundary lines of your plot – you are not allowed to move out into the avenues or hand out leaflets around the showground
- Vehicles parked in unauthorised locations or without the appropriate pass will be towed.

YOU ARE RESPONSIBLE FOR ARRANGING ADEQUATE SECURITY & INSURANCE ON YOUR STAND FOR THE WHOLE SHOW DURATION

ALL STANDS MUST BE CLEARED AWAY BY WEDNESDAY 2 JULY AT THE LATEST

Section Nine

How to Book

The e-Net Trade Stand Booking portal will enable traders to manage their own account and all their event booking requirements, including the ability to print invoices, receipts, upload documents, order tickets and vehicle passes.

2024 SHOW TRADERS

If you were a trader at the Royal Norfolk Show in 2024 you will be given priority booking for 2025.

2024 Traders will receive an invitation proposal, giving the option to CONFIRM (same stand size / location as 2022), QUERY (request a change of stand size or location) or DECLINE (not attend). The deadline to reply to your proposal is **MONDAY 9 DECEMBER 2024**, if we have not heard from you by then your attendance can not be guaranteed and your stand space will be released.

Please note – the layout of the showground may change slightly year on year and therefore you may not be able to book exactly the same space.

Options to book show services (water, electric, Wi-Fi, extra tickets and vehicle passes etc) on the Engage booking system will open in February.

NEW TRADE STAND APPLICATIONS

We will ask you to register your Expression of Interest for new trade stand applications via the RNS Website page. Historically, we do receive a vast number of new requests and we will not be able to accommodate all requests. We will be in touch with you in the New Year if we are able to offer you any option based on your request type.

There is no official deadline for making new applications, but we would recommend you apply as soon as the site is open to avoid disappointment and to allow us time to assess your application.



AMAZING
ATTRATIONS

Section Ten

Paying for your trade stand



A 25% non-refundable deposit is required to confirm the booking. Payable at the point of booking.

No trade stands are confirmed until a minimum payment of 25% is paid and received.

The balance invoice will be emailed to you and is payable by end of April.

Payment of any additional services on the E-Net Trade Stand booking portal (tickets, passes, water etc) are payable with a credit card at check-out.

Our preferred method of payment is via the online E-Net Trade Stand booking portal using a credit card. Any invoice raised will be emailed to you with a link for payment for credit card payment. Please send a request by email if you would prefer to pay via a BACS link instead.

If you should encounter any problems using the payment links, our bank accounts details for BACS transfers are:

Account Name: RNAA
Account Number: 57036360
Sort Code: 30-96-17

Credit card details can also be telephoned through to the RNAA Office, if preferred. Please call Maria on 01603 731 963.

Cheques are made payable to - RNAA.

Latest date for ordering Services (Electric & Water): End of May.

Ticket Packs will not be issued until full payment has been received.



Section Eleven

Trade Stand awards



AUTOMATIC ENTRY IS MADE FOR TRADE STAND AWARDS WHEN PLACING A TRADE STAND BOOKING

Challenge Trophies are awarded each year for the most attractive and best laid out exhibits in the categories below. All stands automatically compete and we actively encourage exhibitors to 'dress' stands to look their absolute best. Judging starts at 8.30am on Wednesday. Trophies will be presented by the Show President on Thursday morning.

THE AMTDA CHALLENGE CUP – For the most effective and well laid out display of agricultural or horticultural machinery, implements or equipment (stands in Band 1)

THE BARCLAYS BANK CHALLENGE CUP – For the most effective and well laid out display by an exhibitor engaged in supplying the needs of the agricultural community (stand in Band 2)

THE NORWICH UNION INSURANCE SOCIETY CHALLENGE CUP – For the most effective and well laid out display by an exhibitor in the services industry

THE TIBENHAM CHALLENGE TROPHY – For the most effective and well laid out motor industry exhibit

THE BONDS CHALLENGE CUP – For the most effective and well laid out exhibit by a charitable or voluntary organisation

THE SIR RICHARD HADDON CHALLENGE CUP – For the educational exhibit which best demonstrates its facilities

THE SOMERLEYTON CUP – The most effective conservation and environmental exhibit

THE TOURISM AND LESIURE TROPHY – For the most effective and well laid out display by a tourism and leisure trade stand

THE ROYAL NORFOLK SHOW TRADE STAND STEWARDS AWARD – Presented to the best trade stand, reflecting the effort, presentation and quality of the stand. All stands are eligible and the winner will be chosen by the RNAA trade stand team. Judging also includes the build-up period.

PLEASE NOTE: Trophies will be presented at the recipient's trade stand on the second day of the Show. Trophies will not be engraved. We are hoping to develop an online public trophy catalogue in the future. This online catalogue will feature historic, current and future trophy winners and information. Trophies will not be given to exhibitors to keep in their possession for the show year.



Section Twelve



Contact us and how to find us

For more information, please do not hesitate to contact the Royal Norfolk Agricultural Association or visit our website by using the following:

rnaa.org.uk
royalnorfolkshow.co.uk

Norfolk Showground, Dereham Road, Norwich, Norfolk. NR5 0TT

For trade stand and events enquiries contact:

Events and Sales Coordinator: Maria Skitmore
Telephone: 01603 731 963 – Email: maria.skitmore@rnaa.org.uk

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



Royal Norfolk Show



@norfolkshow



@royalnorfolkshow



Royal Norfolk Show

How to find us:

Norfolk Showground is conveniently located on the A47 west of Norwich, close to the A11 and only 20 minutes from Norwich rail station and the airport.

By Car:

- Postcode for Sat Nav: NR5 0TP.
- From the North and West – easily situated just off the A47 Norwich Southern Bypass at the A1074 Longwater Interchange.
- From the South and East – Travelling to Norwich via the A11 from London any beyond or A140
- From Ipswich, take the A47 westbound and follow the signs for Norfolk Showground.

By Train:

The nearest Railway Station is Norwich, conveniently located approximately 7 miles from Norfolk Showground. For further details visit Trainline.

By Bus:

The following bus services stop directly outside the Showground:

- Konectbus Service Number 4 and First Eastern Counties Excel Buses.

By Air:

The nearest airport is Norwich International Airport, approximately 6 miles from Norfolk Showground.

What3words:

steam.monitors.rams

We look forward to hearing from you and working with you to make this year's Show the most successful Show it can be for everyone involved!



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