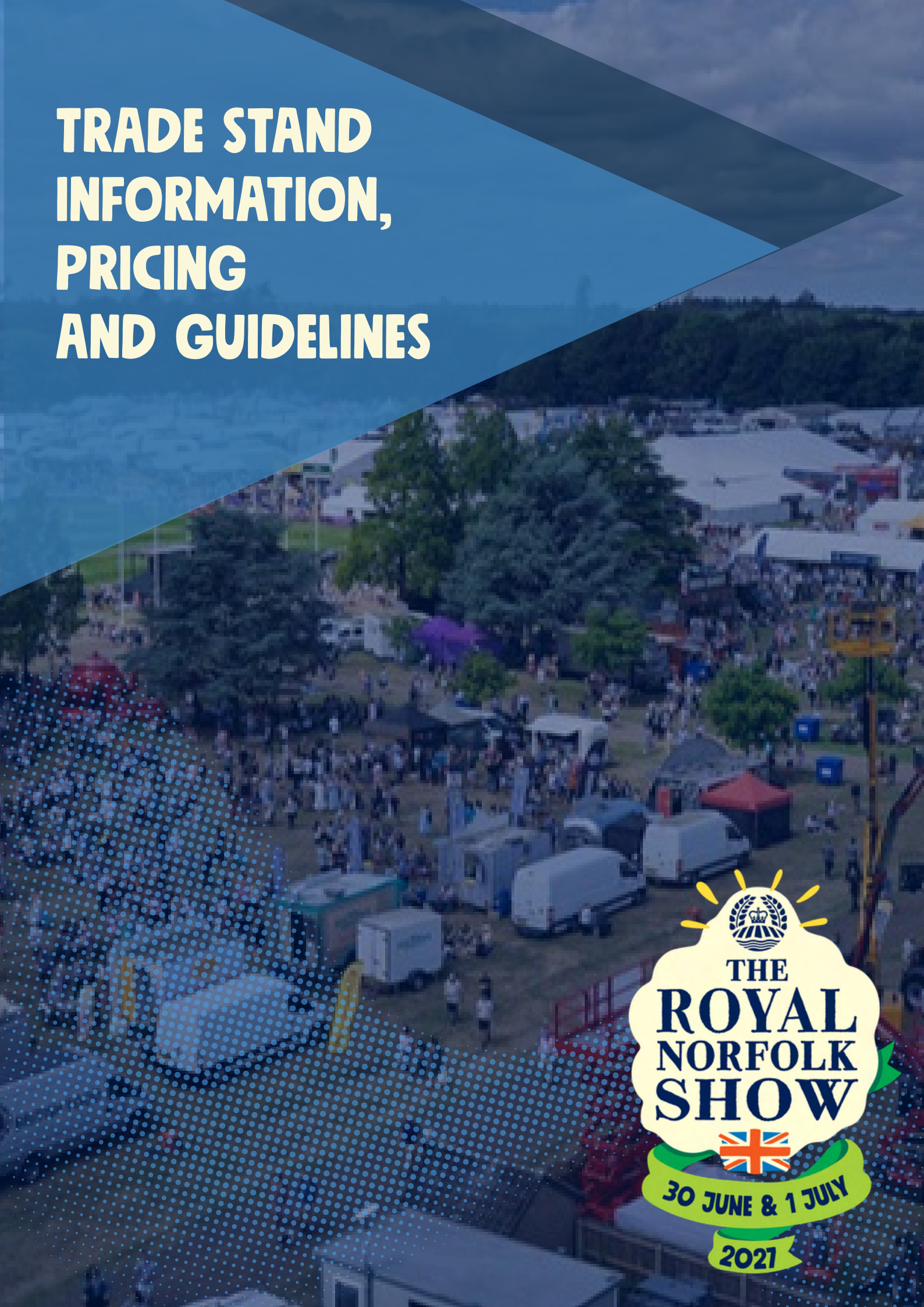
TRADE STAND INFORMATION, PRICING AND GUIDELINES



THE ROYAL NORFOLK SHOW

30 JUNE & 1 JULY

2021

Contents

About Us	3
Section 1 – Trade Stand Booking Options	4-6
Section 2 – Trade Stand Prices	7-8
Section 3 – Upgrade your Trade Stand	9
Section 4 – Food & Beverage Trade Stands incl Food Hall	10-12
Section 5 – Showground Services	13
Section 6 – Tickets and Passes for Set up and Show Days	14-16
Section 7 - General Booking Guidelines	17-18
Section 8 – Setting up / Clear down and Show Days	19
Section 9 - How to Book your Trade Stand	20
Section 10– Payment of your Trade Stand	21
Section 11 - Trade Stand Awards	22
Section 12 - Contact us / How to find us	23-24







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 been 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?

- **Regularly over 80,000 visitors across two days**
- **Over 16,000 school children booked last Show**
- **Over 700 businesses took part**
- **Over 100 Food Hall Food & Drink producers exhibited**
- **Almost 50% Norfolk based trade stands**
- **75% traders rebook year on year**



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 the last Show? – We will endeavour to provide the same space where possible for the previous show traders, 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.

Section One

Other Trade Stand Villages & Options

We offer a variety of specialist trade stand areas across the Showground, allowing exhibitors to showcase their business in the most relevant and engaging environment.

Equine Village
A dedicated area for equine-related businesses and services, positioned centrally among the equine rings. This area offers generous open trading space (no covered or shedding options available).

Garden Village
Located to the north of the Showground, just inside King George VI Gate, the Garden Village is ideal for gardening, landscaping and horticulture exhibitors. The area also features Show Gardens, Garden Club Gardens and School Gardens.

If you would like to take part in any of the garden features, please contact us for further information and application forms.

Application deadline: Wednesday 1 April 2027.

There is no cost to enter.

- Show Gardens: 4m x 5m or 6m x 6m plots
- Garden Club Gardens: 1.5m x 1.5m plots – contact maria.skitmore@rnaa.org.uk
- School Gardens: 2m x 2m plots or wheelbarrow displays – contact francesroberson@rnaa.org.uk

Health & Wellbeing Village
Situated just inside Red Gate, this area is reserved for organisations specialising in:

- Health
- Care
- Medical services
- Wellbeing products and services

Craft Stalls
The RNAA no longer offers spaces within a covered craft marquee.
Instead, outdoor 3x3m open space stands are available in a dedicated Craft Zone.

Woodland & Woodland Crafts
Located beneath the trees on the west side of the Showground, close to the Broads & Countryside Village.

- Plots are open space only
- Exhibitors must provide their own marquee/gazebo, screening, tables and display equipment
- To enhance the visitor experience, we strongly encourage crafters to demonstrate their craft live on site

Broads Village
A scenic area around the lake near the Countryside Ring, designed for small water-based businesses and activities.

Charity Stands
As a registered charity, the RNAA regrets that we are unable to offer discounted rates for charity stand bookings.

ROYAL NORFOLK SHOW LAYOUT MAP 2026



Section Two

Stand Prices

Trade stands are grouped into four bands, depending on the type of business or products being exhibited.

Band 1 – Agricultural Machinery
For businesses exhibiting agricultural machinery and implements, typically requiring larger plots.
Price: £3.64 per m²

Band 2 – Agricultural Allied
For businesses supporting agriculture, such as seeds, fertilisers, feed, forestry, stabling/horseboxes and agricultural merchants. This band also includes machinery from related industries such as construction and green energy.
Price: £9.09 per m²

Band 3 – Motor & Marine
For motor vehicle manufacturers and dealers, motorcycles, caravans, commercial trucks, haulage, boats and marine-related businesses.
Price: £12.00 per m²

Band 4 – General & Retail Exhibitors
For all other exhibitors not covered in the above categories.
Price: £14.83 per m²

Stand Upgrade Options
You can enhance your stand position with the following upgrades:

- **Corner Plot:** +10% of stand price
- **Premium Central Location:** +25% of stand price
- **Royal Avenue Location:** +25% of stand price

(All prices exclude VAT, which is added at 20%)

Example Cost
For a 12m x 6m (72m²) Band 4 stand on a corner plot:

- Base cost: 72m² × £14.83 = £1,067.76
- Corner supplement (10%): £106.78
- Total (excl. VAT): £1,174.54
-
- Total (incl. VAT): £1,409.44

All prices shown are exclusive of VAT (20%).





Section Two

Stand Prices

Equine Village
- 3m x 6m – £250 + VAT
- 6m x 6m – £365 + VAT
- 9m x 6m – £495 + VAT
- 12m x 6m – £615 + VAT

Garden Village
- 3m x 3m – £142 + VAT
- 3m x 6m – £227 + VAT
- 6m x 6m – £268 + VAT
- 9m x 6m – £438 + VAT
- 9m x 12m – £799 + VAT
- 9m x 15m – £974 + VAT
- 12m x 12m – £1029 + VAT

Show Gardens, Garden Club Gardens and School Gardens: Free to enter (no cost). Application forms are available on request.

Woodland / Woodland Crafts
- 3m x 3m – £155 + VAT
- 6m x 3m – £245 + VAT

Broads Village
- Small spaces from £175 + VAT
- Broads business stand: £340 + VAT

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

Important Information
- All stands are space only on grass — no structures are provided.



Section Three

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 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% 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 Four

Food and Beverage Stands

Outside Mobile Caterers – Food & Bars
The Royal Norfolk Show is committed to offering visitors a high-quality and diverse range of food and drink. To maintain these standards, only traders holding a 4 or 5 Star Food Hygiene Rating will be considered.

Priority will be given to traders who attended the previous Show. Where possible, we will offer the same Food Court locations on request (subject to any layout changes). If this is not possible, we will discuss alternative positioning with you before confirming your final location.

Application Requirements
All outside mobile catering and bar traders must provide the following:

- A description of your unit (only your 4 or 5 star-rated unit may be used — no substitutions)
- Clear photographs of your unit/stand (applications without images will not be considered)
- The total frontage and depth required for your operational set-up (including awnings, tow bars, gas cages, trellis, etc.)
- A detailed menu, including portion sizes and proposed pricing, clear sourcing and supplier information and VAT details

You must also provide valid and up-to-date:

- Food Hygiene certificates
- Equipment safety test certificates
- Risk Assessment, Fire Risk Assessment and Public Liability Insurance valid for event dates

Space & Vehicle Information

- A 4 metre depth behind your unit is included for one additional stock vehicle only (this space cannot be used for caravans or motorhomes — please refer to trade caravan passes if required)
- One static vehicle display pass is included with all mobile catering and bar bookings
- Traders are encouraged to provide their own customer seating for outside their own stands, if possible

Food & Hygiene Safety Standards
The RNAA works closely with the local District Council EHO Officers to ensure all outside mobile caterers meet the highest food safety standards. All units will be subject to checks during both set-up and show days. Please ensure you bring all relevant documentation and certificates with you to the event.

Food Safety Essential Requirements
All traders must complete the **Food Compliance & Business Information Form** which can be found on the Traders Portal and all units must have:

- Adequate hand-washing facilities
- Appropriate refrigeration to maintain safe food temperatures
- Adequate screens & covers for food protection

Failure to comply may result in you being asked to cease trading/leave the venue

Mobile Bar Requirements
Mobile bar operators must provide all of the above information, plus:

- Confirmation of a named Responsible Person who will be present at the Show
- Agreement to operate under the Norfolk Showground Premises Licence (a TENs licence is not required)
- A commitment to operate a Challenge 25 policy, including actively checking ID and clearly displaying Challenge 25 signage

Section Four

Food and Beverage Stands

Booking Deposit
To secure your booking:

- Returning traders will be invoiced 50% of the commission value from the previous Show
- New successful applicants will be charged a £150 + VAT (£180) deposit

Please note:

- Electricity and Wi-Fi are not included and must be booked separately if required

Water Supply
Each Food Court has access to at least one shared public water standpipe.
If required, a dedicated water supply can be purchased.

Stand Costs & Commission Rates
Mobile catering and bar bookings operate on a commission basis, calculated on gross takings across all show days:

- Bars / Alcohol: 18.5%
- Food sales (including tea and coffee): 22.5%
- Ice cream / confectionery: 25%
- Full food court operators: 25% of total site sales

RNAA & Dines (payment & commission platform)
All mobile caterers and bars are required to use the Dines payment platform and Dinespad hardware to trade at the Show.
For further information visit - www.dines



Section Four

Food and Beverage Stands

The Food & Drink Experience Hall
Located within the 3,000sqm Norfolk Events Centre, the Food & Drink Experience is one of the most popular areas of the Royal Norfolk Show. It showcases a wide variety of high-quality food and drink from across the UK, with a particular focus on produce from Norfolk, where local businesses benefit from discounted rates.

Stand Details
Stands are offered as open space plots on a concrete floor, with a standard size of 3m x 3m. Additional frontage can be booked in 3m increments.

Exhibitors are required to provide their own:

- Stand structure or display
- Screening Materials
- Tables and display equipment

Please note that hall layout and specifications may vary each year and cannot be guaranteed.

Stand Pricing

- Norfolk Stand (NR postcode): £300 + VAT per 3m x 3m plot
- Regional Stand (Suffolk, Cambridgeshire, Lincolnshire): £565 + VAT per 3m x 3m plot
- National Stand: £815 + VAT per 3m x 3m plot

Wi-Fi is included for all indoor Food & Drink Experience exhibitors.

Electricity & Refrigeration
Electrical requirements must be booked via the **e-Net Trade Stand Portal**, with options available for 13 amp and 16 amp supplies. If you require a 32 amp supply, please contact us directly.

If you require external electrical hook-up for refrigerated vehicles, this can be booked in advance. You will be issued with a pass and allocated parking bay, which must be clearly displayed in your vehicle.

Food Safety Requirements
All exhibitors must ensure they have:

- Adequate hand-washing facilities on their stand
- Appropriate food protection measures, such as sneeze guards for fresh produce
- Temperature controls for hot and cold food

Additional hand-washing facilities are also available within the Events Centre kitchen.



Section Five: Showground Services

Generators are not permitted under any circumstances.

Electricity – For General Trade Stands & Mobile Catering (Excluding Food & Drink Experience Hall)
All electricity is supplied by our official contractor **Eastern Power Systems (EPS).**

- All bookings must be made directly with EPS in advance. Please ensure you book the correct supply for your needs — changes on arrival or during the Show will incur additional charges
- The EPS booking form is available via the Royal Norfolk Show website or the E-Net Trade Stand Portal.
- **Booking deadline: Friday 28 May 2027**
- Telephone: 01603 759523
- Email: info@easternpowersystems.co.uk
- On Show days: 01603 213717 or visit the EPS Office on Avenue 11 behind the South Jubilee Food Court

Electricity – Food & Drink Experience Hall
Electricity for Food Hall exhibitors must be booked via the E-Net Trade Stand Portal:

- 13/16 amp socket: £185 + VAT
- Refrigerated vehicle hook-up (16/32 amp): £130 + VAT

Refrigerated vehicles must park in the designated Food Hall car park, with parking pass and allocated bay number clearly displayed. Please note: you must provide your own adaptor.

Water Supply
Water services can be booked through the e-Net Trade Stand Portal.

- Public drinking water taps are available near toilet blocks (not suitable for hose use)
- If you require a dedicated supply, a private cold-water standpipe and tap can be installed

Cost: £175 + VAT
When booking, please provide your stand grid reference so the supply can be correctly located.

Wi-Fi & Internet Services
For a dedicated and reliable connection, Wi-Fi broadband services are available via by our Show provider:

- All bookings must be made in advance and directly with our official contractor, a booking deadline will apply a few weeks ahead of the Show
- The wi-fi booking form will be available via the Royal Norfolk Show website or the E-Net Trade Stand Portal.

Note: Private Wi-Fi systems (including Starlink) are not permitted.
While the RNAA provides additional mobile coverage during the Show, signal strength cannot always be guaranteed due to high demand.

Important Service Notes

- Any exhibitor found using a generator will be required to connect to the official electrical supply or cease use immediately
- Using another exhibitor's electricity or water supply is strictly prohibited and may result in a fine
- All electrical equipment must be PAT tested in line with Health & Safety regulations
- Gas cylinders or combustible materials are not permitted in the Food Hall
- Private water supplies must not be used for irrigation or ground maintenance
- Late bookings for services may incur additional charges
- The RNAA cannot be held responsible for any interruption to electricity, water or Wi-Fi services

Grass Cutting
All external trade stands are located on grass. The site will be mown before set-up begins, but exhibitors may wish to arrange additional grass cutting on arrival if required.

Section Six

Tickets and 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.
- Car parking is FREE in all car parks and included with entry ticket.

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 passes can be requested or purchased using the e-Net Trade Stand Portal, which is available up until Show days. Tickets that are chargeable will be priced at a discounted rate for traders. Add the tickets to your portal basket and check-out using a credit card for payment. Download to retain on your device or print, as required.

TICKETS AND TICKET PACKS WILL BE ISSUED ELECTRONICALLY

Your tickets and ticket pack information will not be posted.

E-Ticket Packs be available to download from the trade stand portal at the end of May. Please ensure that all invoices are paid in full to avoid any delay with your E-ticket pack being issued.

Admission tickets can be stored on mobile phones / devices or printed as hard copies for scanning at the gate on arrival.

All vehicle passes should be printed and the pass should be clearly displayed in vehicle front screen.

PLEASE LET US KNOW: If your show booking contact name and email address 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 and ensure that we hold the correct and most up to date contact details to keep in touch with you.



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	Band 1	Band 2	Bands 3 & 4 and all villages	2-day car park
Up to 6m	4 tickets (2 per day)	4 tickets (2 per day)	4 tickets (2 per day)	2
7-11m	6 (3 per day)	6 (3 per day)	6 (3 per day)	2
12-17m	10 (5 per day)	10 (5 per day)	8 (4 per day)	3
18-23m	16 (8 per day)	10 (5 per day)	8 (4 per day)	4
24m and over	20 (10 per day)	12 (6 per day)	10 (5 per day)	4
Food & Drink Experience per 3x3m stand - 4 tickets (2 per day) & 2 x 2-day car passes				
Mobile Caterers & Bars per unit - 6 (3 per day) & 2 x 2-day car park passes Plus 1 x Static Display Pass for storage vehicle behind your stand (strictly no caravans)				
Set Up / Clear Down Passes - Stands up to 11m frontage - 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.

Section Six – Tickets and Passes

Ticket Type	Cost (includes VAT)	Description
Single Day Show Ticket (Trade Ticket)	£29.50 until 31 May £36.00 From 1 June	One day only entry ticket. One ticket per person. Valid for Show Days only. Applies to either Wed or Thurs (not both days). Parking is included with each entry ticket in all Public Car Parks. No pass required.
Orange Traders Car Park Pass	FREE	Parking in Orange Car Park any public car park for the duration of the Show. PASS TO BE DISPLAYED IN VEHICLE SCREEN.
Green Caravan Pass	£50	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 SCREEN.
Set Up/Clear Down Pass Also used as Night Security Pass - allows vehicle and driver access between 6pm - 8am only (over-night)	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
Trade Stand Static Vehicle 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. PASS TO BE DISPLAYED IN VEHICLE.
Food and Drink Experience Parking	FREE	Allows parking in Food Hall Car Park for set up and show days. SET UP PASS to be used for vehicle access to Food Hall outside show hours for restocking. Enter through Gate 7 then Gate 10. PASS TO BE DISPLAYED IN VEHICLE SCREEN
Food and Drink Experience Parking with Electric Hook-Up	£130	For refrigerated vehicles. Food Hall Parking including Food Hall electric hook-up Bay Number for parking will be issued. Enter through Gate 7 then Gate 10. 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 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 RESPONSIBILTY 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. 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, a full refund will be issued
- Between 1 April and 30 April, 75% will be refunded
- From 1 May 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, 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 for approval by the RNAA (by 1 April). 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 RNAA.

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. Bio-security forms will be forwarded and must be completed and returned to the RNAA by 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 Insurance Certificate to cover dates of the Show (minimum 5 million cover)

HOSPITALITY/SERVING ALCOHOL:
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 - Main Gate Gate 2 (opposite Premier Inn Hotel)

TRADE STAND OFFICE - Opening times:
From Monday 14 June: 08:00 to 17:00 Main Show RNAA Office
Saturday 26-Sunday 27 June: 10:00 to 14:00 Main Show RNAA Office
Monday 28 June: 08:00 to 18:30 Trade Stand Office at Gate 2
Tuesday 29 June: 07:00 to 18:30 Trade Stand Office at Gate 2
Wednesday 30 June -Thursday 1 July: SHOW DAYS 06:00 to 07:30 Trade Stand Office at Gate 2
Friday 2 July: From 09:00 Main Show RNAA Office

Section Eight

Setting up / Clearing down and Show Days

SETTING UP:

- Set up starts from Monday 21 June 2027. 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 Display 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 2.
- 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 01603 746 645. Available from 08.30 to 16.00 on Friday 25 June and on Monday 28, Tuesday 29 June & Friday 2 July 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 21 June.
- All toilet blocks will be open from Saturday 26 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 26 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 2, 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 is included in your entry ticket.

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 2 - Set up/clear down pass needed for vehicle access.
- 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 SHOW DURATION.
ALL STANDS MUST BE CLEARED AWAY BY MONDAY 29 JUNE AT 17:00 AT THE LATEST.

Section Nine

How to Book

E-Net Trade Stand Booking Portal

The e-Net Trade Stand Booking Portal allows traders to manage their account and all event booking requirements in one place. This includes the ability to:

- Upload required documents
- Order additional tickets and vehicle passes
- Book additional Show services

Last Show Traders

If you exhibited at the last Royal Norfolk Show you will be given priority booking for the next Show.
You will receive an invitation proposal with three options:

- CONFIRM – keep the same stand size and location
- QUERY – request a change to your stand size or location
- DECLINE – confirm you will not be attending

The deadline to respond is by early December.

If we do not receive your response by the deadline date, your attendance cannot be guaranteed and your stand space will be released.

Please note: the showground layout may change each year, so it may not always be possible to allocate exactly the same space.

Booking for additional services (water, electricity, Wi-Fi, extra tickets, vehicle passes, etc.) via the E-Net booking portal open in February.

New Trade Stand Applications

To apply for a new trade stand, you will need to submit an Expression of Interest via the Trade stand page on the Royal Norfolk Show website.

We receive a high number of applications each year and unfortunately cannot accommodate every request. If we are able to offer you a space based on your application, we will contact you in the New Year.

There is no formal deadline for new applications, but we strongly recommend applying as soon as the portal opens to avoid disappointment and allow time for your application to be considered. Bookings will be taken until all spaces are filled.



Section Ten

Paying for your trade stand

Payment Terms & Deadlines
A 25% non-refundable deposit is required to confirm your booking and must be paid at the time of booking.

Please note: no trade stand booking is confirmed until this minimum payment has been received.

The remaining balance will be invoiced to you by email in February and must be paid by the end of April.

Payment for Additional Services
Any additional services booked through the E-Net Trade Stand Booking Portal (such as tickets, vehicle passes, water or electricity) must be paid by credit card at checkout.

Our preferred payment method is online via the e-Net portal using a credit card.
Invoices issued will include a secure payment link for card payments.

If you would prefer to pay via BACS, please email to request a BACS payment link.

If you experience any issues using the payment links, you may pay by bank transfer using the details below:

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

Alternatively, you can pay by card over the phone by calling Maria on 01603 731 963.

Cheques should be made payable to RNAA.

Important Deadlines

- Final date to order services (electricity, water, etc.): End of May
- Ticket packs will be issued for download at the beginning of June, subject to full payment received



Section Eleven

Trade Stand Awards

All trade stand bookings will AUTOMATICALLY ENTER your business for a Trade Stand Award.

Each year, a series of Challenge Trophies are awarded to the most attractive, effective and well-presented exhibits across a range of categories. We strongly encourage all exhibitors to present and 'dress' their stands to the highest possible standard.

Judging will begin at 8:30am on Wednesday, with trophies presented by the Show President on Thursday morning.

Award Categories

- **The AMTDA Challenge Cup**
  - For the most effective and well laid out display of agricultural or horticultural machinery, implements or equipment (Band 1 stands)
- **The Barclays Bank Challenge Cup**
  - For the most effective and well laid out display by an exhibitor supplying the needs of the agricultural community (Band 2 stands)
- **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 that best demonstrates its facilities
- **The Somerleyton Cup**
  - For the most effective conservation and environmental exhibit
- **The Tourism and Leisure Trophy**
  - For the most effective and well laid out tourism and leisure trade stand
- **The Royal Norfolk Show Trade Stand Stewards Award**
  - Presented to the best overall trade stand, recognising effort, presentation and quality. All stands are eligible and the winner will be selected by the RNAA Trade Stand Team. Judging also includes the build-up period.

Important Information

- Trophies will be presented at the recipient's trade stand on the second day of the Show
- Trophies will not be engraved
- Trophies are not retained by exhibitors during the Show year
- We are planning to introduce an online public trophy catalogue in the future, showcasing past, current and future winners



Section Twelve

Contact us and How to find us

Further Information & Contact Details
For more information, please contact the Royal Norfolk Agricultural Association or visit our websites:

- rnaa.org.uk
- royalnorfolkshow.co.uk

Postal Address:
Norfolk Showground
Dereham Road
Norwich
Norfolk
NR5 OTT

Trade Stand & Events Enquiries
Events and Sales Coordinator: Maria Skitmore
Telephone: 01603 731 963
Email: maria.skitmore@rnaa.org.uk

How to Find Us
Norfolk Showground is conveniently located on the A47 west of Norwich, close to the A11 and just 20 minutes from Norwich Rail Station and Norwich International Airport.

By Car
Sat Nav postcode: NR5 OTP

- From the North and West:
  - Easily accessed from the A47 Norwich Southern Bypass via the A1074 Longwater Interchange
- From the South and East:
  - Travelling via the A11 from London and beyond, or the A140 from Ipswich, join the A47 westbound and follow signs for Norfolk Showground

By Train
The nearest station is Norwich Railway Station, approximately 7 miles from the Showground.
For journey planning and tickets, visit Trainline.

By Bus
The following services stop directly outside the Showground:

- Konectbus – Service 4
- First Eastern Counties – Excel service

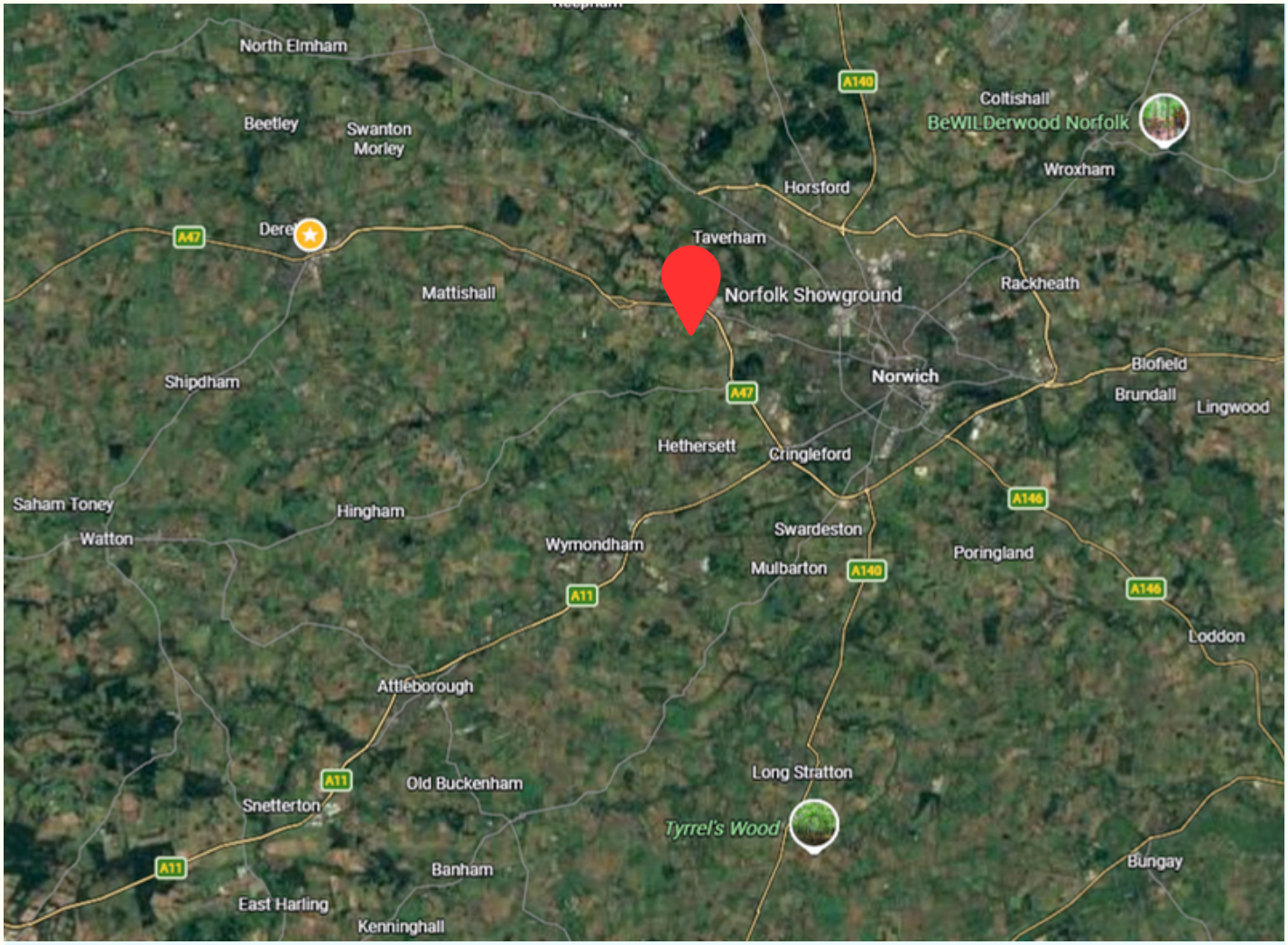
By Air
The nearest airport is Norwich International Airport, located approximately 6 miles from Norfolk Showground.

What3Words
steam.monitors.rams

We look forward to welcoming you and working together to make the Royal Norfolk Show a great success for everyone involved!

How to find us

The 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.





Norfolk Showground, Dereham Road, Norwich, Norfolk. NR5 OTT