



Smallholding & Countryside Festival 18 - 19 May 2024

New Exhibitors Guide

Closing Date of Applications 1st March 2024



Making an Application

Before completing your request for a stand please read through this document. This will give you information on the following:

- How to Apply
- Selection Criteria
- What Happens Next
- Tradestand Rates
- Electrical Charges
- Key Contacts



How to Apply

Please use the link either on our website or listed on this email where you will be asked to submit your expression of interest.

Selection criteria

- Relevance and quality of product.
- Balance of product categories within the Show.
- Geographical relevance.
- Previous behaviour at Shows
- Prompt payment of Show invoices.
- Permanent business address, and clear contact details.
- Photos of Stands or a quality website.
- Courteous, professional and friendly staff.



What Happens Next....

Returning Stand Allocation

The Royal Welsh Smallholding & Countryside festival is popular event and we receive a high number of applications from exhibitors wishing to return year-on-year.

Returning exhibitors have until the closing date of 1st February 2024 to notify the Tradestand Department whether they wish to:

- Rebook and accept the same stand as 2023
- Request a change of size or location for 2024
- Not exhibit in 2024

New Stands

Once the above process has been completed we will then start to allocate spaces to new stands.

We will then contact you with a stand proposal.

Confirmation

If your application is successful, we will contact you with a proposal of a site we can offer you.

In order to secure your site, you will be required to accept the proposal within 14 days.

If we do not hear from you within 14 days (to accept or decline) the allocation will be canceled.

If the space offered is unsuitable please return the 'offer of trade space' immediately. This will enable us to find you an alternative position if available.

Successful applicants will then be sent an invoice for the space and any additional products you requested on your application form such as electric, additional tickets etc.

Tradestand Options

The Smallholding Countryside Festival stand space is split up into various areas. Trade space is allocated on a frontage x depth area calculation. Please pay attention to the minimum space you can book on the table below. Trade rental includes an allocation of passes per stand size.

Outdoor Spaces (on grass)	
Outside Space -> Agri - Open Space	£8.75 per square meter
Outside Space -> Commercial - Open Space	£12.10 per square meter
South Glamorgan Hall -> Agri - Module	£15.00 per square meter
South Glamorgan Hall -> Agri - Open Space	£14.50 per square meter
South Glamorgan Hall -> Commercial - Module	£29.80 per square meter
South Glamorgan Hall -> Commercial - Open Space	£28.80 per square meter
Breed Society -> Agri Module	£15.00 per square meter
Goat Building -> Open Space	£5.35 per square meter
Hall 1 -> Craft Module	£14.10 per square meter
Shearing Pavilion -> Wool Zone - Module	£12.50 per square meter
All stands are a minimum of 3 x 3m.	

Electrical Services

Services such as, electrics, extra tickets and passes should be requested on the application form or by speaking directly to the Tradestand officer.

Electrics - Outside Space (price per connection excluding VAT)	
Single Power Point	£79.20
Double Power Point	£96.81
3kw Spur	£96.81
16amp Ceeform Socket	£100.43
32amp Ceeform Socket	£108.90
Single 13amp (Shopping and Gift Halls)	£50.82
5ft Fluorescent Light	£50.82
Single phase 63amp Ceeform Socket	£29.41
Three phase 63amp Ceeform Socket	£340.01
Additional Tickets	
Additional Day Tickets at discounted Trade Rate	£14.00
Other Extras	
6ft Trestle Table	£8.00
Chair	£4.00
Straw Bale	£5.50
All prices are + VAT	

Tickets & Passes

Free Issue 2 Day: Issued for the sole use of Exhibitors or any of the show staff on the following basis:

Areas up to 37.5 sq. metres	3 x event badges.
Areas up to 75 sq. metres	4 x event badges.
Areas up to 112.5 sq. metres	5 x event badges.
Areas up to 150 sq. metres -	6 x event badges.
Areas up to 187.5 sq. metres -	7 x event badges.
Areas up to 225 sq. metres -	8 x event badges.
Areas up to 262.5 sq. metres	9 x event badges.
Areas up to 300 sq. metres	10 x event badges.
Areas up to 337.5 sq. metres -	11x event badges.
Areas up to 375 sq. metres -	12 x event badges
	(Maximum issued)

Build Up - Setting Stands up Priopr to the event.

Exhibitors may start setting up 1 week prior to the event. Vehicles will need to be unloaded and off site BEFORE 8am on Saturday 18th May 24.

Breakdown -removal of stands, Sunday 19th May 2024

No part of a stand in any area may be closed or dismantled before 5.00 pm on Sunday 19th May, the last day of the Show, vehicle movement will be allowed after 6pm on Sunday 19th May.

Strictly No vehicle movement on site between the hours of 8am and 6pm both days, 18th & 19th May 2024.

Employing Persons 16 years of age or younger -

If you intend to employ persons 16 years or younger you will need to obtain the relevant permits from Powys County Council prior to the event.

Sale of Vapes -

The tradestand Officer must be informed prior to the event if you intend to sell vapes or any vape related products.

Exhibitors are not permitted to:

- Use aircraft for advertising.
- Use of drones.
- Selling or donating inflated or deflated balloons.
- The sale of Cap Guns, BB Guns, BB Gun ammunition, Laser Pens and Explosive Devices.
- Distribute Handbills outside the confines of your stand.
- To sell Chinese Air Lanterns.
- The raffle of live animals.
- To place advertising banners outside of your stand space.



Regulations

Please read the [Tradestand Application Notes](#) before submitting your expression of interest.

Trade applications will be accepted on the strict understanding that space or 'pitch' allocated is used solely for the display, promotion or sale of the items or services listed by the exhibitor on the application form. Exhibitors and stand personnel must conduct their business only within the space allocated to them.

Sub-letting

Exhibitors may not sub-let, part or share occupation of their assigned stand unless with the prior written approval of RWAS. The Exhibitor may share occupation of the stand with other companies that are in the group as the exhibitor or which are associated in business with the Exhibitor or for whom the Exhibitor acts as an agent. Any stand or building found to be infringing this rule will be asked to close down and cease trading.

Stand Opening Time

Stands must be open for the full 2 days
9am to 5pm daily.

Tradestands must be staffed at all times during Show opening hours.

Show Layout Map

A show layout plan can be found in the the Tradestand application notes

Gŵyl Tyddyn a Chefn Gwlad Frenhinol Cymru 2024

2024 Royal Welsh Smallholding & Countryside



Key Show contacts

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Tradestand Officer
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Reception

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