



Royal Welsh Winter Fair 2026

Monday 30 November & Tuesday 1 December

Trade Stand Exhibitor's Guide

'Before You Apply'

Making an Application

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

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

Contact Details

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Tradestands Team

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How to Apply

Please use the link on our website where you will be asked to submit a detailed '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 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 Winter Fair is a very popular event and we receive a high number of applications from traders wishing to return year-on-year.

Returning traders will be contacted by the Trade Stand Department and will have the closing date of early August 2026 to notify whether they wish to:

- Rebook and accept the same stand as 2025.
- Request a change of size or location for 2026.
- Not exhibit in 2026.

New Stands

Once the above process has been completed we will then start to allocate available spaces to new traders. Please submit your Expression of Interest as soon as possible and by 1 September 2026.

Confirmation

If your Expression of Interest is successful, we will contact you with a proposal of a stand location we can offer you. In order to secure your stand space, you will be required to consider and accept the proposal within 14 days. If we do not hear from you within 14 days (to accept or decline) the allocation will be withdrawn and offered to another trader.

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

Successful applicants will then be sent an invoice for the space which indicates that the stand has been confirmed (invoice payment must be received within the payment terms).

Trade Stand Options

The Royal Welsh Winter Fair stand spaces are split up into various areas.

Trade space areas are either located on a frontage x depth calculation or by module price, and include an allocation of passes per stand size (see 'Tickets & Passes').

Stand Rates - All stated prices + VAT

Outdoor Commercial/Retail Space (on hard standing)

£14.90 per square metre

Outdoor Agricultural Space (on hard standing or grass)

£10.45 per square metre

Glamorgan Hall (£27.12 per square metre)

£366.12 price per module (3m frontage x 4.5m depth)

Exhibition Hall 1 (Ground floor fixed depth 4.5m)

£26.80 per square metre

Exhibition Hall 1 (Balcony fixed depth 3m £22.20 per square metre)

£199.80 price per module 3m frontage x 3m depth

Exhibition Hall 2 (includes Breed Society Stands)

£26.25 per square metre (Fixed depth of 4m)

Cattle/Livestock Buildings

£20.25 per square metre

Shopping Pavilion 1 (Green Pavilion £49.10 per square metre)

£176.76 price per module (3m frontage x 1.2m depth)

Shopping Pavilion 2 (Montgomery Pavilion £49.10 per square metre)

£176.76 price per module with fascia board (3m frontage x 1.2m depth)

Gift Hall (Goat Building)

£29.25 per square metre / £175.50 price per module (3m frontage x 2m depth)

£29.25 per square metre / £263.25 price per module (3m frontage x 3m depth)

Modules come with two sides and a back wall. Please see photo below.

Made of ply and with a height of 2.4m, but do not come with a fascia as in the photo.



Additional Items

Services such as electrics, extra tickets and passes can be ordered via your online account (or by emailing tradestands@rwas.co.uk)

Electrics - All stated prices + VAT

13 amp Single Power Point	£81.00
Double Power Point	£92.60
3kw Spur	£92.60
16 amp Ceeform Socket	£96.10
32 amp Ceeform Socket	£104.20
5 ft Fluorescent Light	£48.60
Single Phase 63 amp Ceeform Socket	£277.80
Three Phase 63 amp Ceeform Socket	£506.30

Tickets & Passes

Free Complimentary Ticket Allocation will be issued with the stand booking using the following table:

Areas up to 37 sq. metres	3 x event badges
Areas up to 75 sq. metres	4 x event badges
Areas up to 112 sq. metres	5 x event badges
Areas up to 150 sq. metres	6 x event badges
Areas up to 187 sq. metres	7 x event badges
Areas up to 225 sq. metres	8 x event badges
Areas up to 262 sq. metres	9 x event badges
Areas up to 300 sq. metres	10 x event badges
Areas up to 337 sq. metres	11 x event badges
Areas up to 375 sq. metres	12 x event badges
	(Maximum issued)

Setup Pre Event - Setting up of your stand may take place on
Wednesday 25 November - Friday 27 November between the hours of 9.00 am and 5.00 pm
Saturday 28 November 10.00 am - 4.00 pm
Sunday 29 November from 9.00 am - 7.00 pm.

Early Setup on Event Day (Monday 30 November)

Stand holders who find it necessary to setup their stand on Monday 30 November may do so between the hours 7.00 am - 8.00 am. Please note that vehicles wishing to enter the showground during this period must display the red £50 Deposit Servicing Pass. Please check that you have requested the Deposit Servicing Pass.

Building Opening Times

The Shopping Pavilions (SP1 & SP2) and Gift Hall (GIF) will be opened as per list below:

Sunday 29 November - Halls will be opened from 9.00 am and locked at 7.30 pm

Monday 30 November - Halls will be opened from 06.30 am and locked at 7.30 pm

Tuesday 1 December - Halls will be opened from 07.00 am and locked at 7.30 pm

Event Opening Hours

Monday 30 November - 8.00 am to 7.00 pm (late night shopping)

Tuesday 1 December - 8.00 am to 6.00 pm, or until the end of the Auction, whichever is the later.

Breakdown

No vehicle will be allowed onto the showground and no stand shall be unmanned or dismantled before 6.00 pm on Tuesday 1 December and entry could be delayed should the event run later.

Exhibitors Guide, Rules & Regulations

Please read the exhibitor guide, rules and regulations before submitting your Expression of Interest.

Sub-Letting

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

Exhibitors are not permitted to: *[list of Banned Items]*

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



The Royal Welsh Winter Fair has a huge range of commercial opportunities for companies with products including agriculture, homeware, gifts, arts & crafts, health and beauty, pet supplies, and much more.

