

**TRADE STAND
OPPORTUNITIES 2024**

DORSET COUNTY SHOW

7 & 8 SEPT 2024

Celebrating **rural life** in Dorset
Dorset's end of **harvest celebration**

PRICES ARE EXCLUDING VAT @ 20%

OUTSIDE SPACE

AGRICULTURE

Stand Frontage (M)	Depth	Price	
6	6m	£ 122.00	
9		£ 185.00	
12		£ 245.00	
9	12m	£ 370.00	
12		£ 493.00	
15		£ 616.00	
18		£ 740.00	
21		£ 863.00	
24		£ 986.00	
27		£ 1,110.00	
30		£ 1,233.00	
9		24m	£ 740.00
12			£ 986.00
15	£ 1,232.00		
18	£ 1,480.00		
21	£ 1,726.00		
24	£ 1,972.00		
27	£ 2,220.00		
30	£ 2,466.00		

GENERAL TRADE

Stand Frontage (M)	Depth	Price
3	6m	£ 250.00
6		£ 408.00
9		£ 612.00
12		£ 817.00
15		£ 1,021.00
18		£ 1,225.00
6	9m	£ 554.00
9		£ 681.00
12		£ 907.00
15		£ 1,135.00
18		£ 1,362.00
6		12m
9	£ 737.00	
12	£ 983.00	
15	£ 1,230.00	
18	£ 1,476.00	
21	£ 1,722.00	
24	£ 1,968.00	
27	£ 2,214.00	
30	£ 2,338.00	

Outside Trade Stands are all located on grass with some positions located on a slope. There are larger options available than those listed above.

INTERNAL SHOPPING

SHOPPING @THE AVENUE

PRICE REDUCTION

Stand Frontage (M)	Depth	Price
3	3m	£ 285.00
6		£ 475.00

Shopping@The Avenue is for high quality home and gift style products.

LIFESTYLE & GIFT PRICE REDUCTION

Stand Frontage (M)	Depth	Price
3	3m	£ 285.00
6		£ 475.00

This is an internal Marquee for Trade Stands wishing to have internal space. Whether promoting a service or wishing to sell jewellery, this is the place for you.

PRICES ARE EXCLUDING VAT @ 20%

FOOD & DRINK

FOOD & DRINK AREA

The Food & Drink Area was introduced in 2023 and quickly became the hub of the County Show. This is an outside area where producers can sell food to take home along with foods to consume onsite for immediate consumption.

The Food & Drink Area will consist of a semi circle of stands with islands of stands in the centre. The Area will feature small marquees filled with picnic benches so visitors have somewhere to eat. Surrounding the area will be colourful festival style flags to add to the atmosphere. The Show also welcomes performers to the picnic tents.

The Dorset County Show is positive about the promotion of Dorset Food & Drink, therefore has offered a discount to those with a registered address in Dorset.

Stand Frontage (M)	Depth	Price (ex VAT)	
		Dorset Trader	General Trader
3	3m	£ 200.00	£ 265.00
6		£ 400.00	£ 530.00
Island (3 sides open) 6	6m	£ 500.00	£ 600.00
Food & Drink to go Surcharge		£ 290.00	£ 320.00

FOOD HALL

Dorset's Largest Larger! The Food Hall at the County Show spans a huge 25m x 50m! Opening out onto the nearby Food & Drink Area and Hill Top Ring. This popular Marquee offers internal space for Food & Drink producers.

Stand Frontage (M)	Depth	Price (ex VAT)	
		Dorset Trader	General Trader
3	3m	£ 220.00	£ 300.00
6		£ 440.00	£ 600.00
Food & Drink to go Surcharge		£ 250.00	£ 250.00

Sale of alcohol - Exhibitors wishing to sale alcohol must ensure they have the appropriate permissions in place including a TENs Licence.

CRAFTS

DORSET ARTISAN CRAFTS MARQUEE

Stand Frontage (M)	Depth	Price
3	3m	£ 180.00
6		£ 360.00

This price is for 2 YEARS only per Trader. The Trade Stand Holder is then required to pay a standard rate equiviliant to Shopping@theavenue and Lifestyle & Gift.

CRAFTERS AVENUE

Stand Frontage (M)	Depth	Price
3	3m	£ 150.00
6		£ 300.00
6	6	£ 350.00

These positions are located outside on grass. To qualify for this option, the Trade Stand Holder must hand make all the items they wish to sell at the Show.

ELECTRIC

Electric must be booked through the County Show. There is a strict no generators rule. Electricity is available from Friday 6th September from 17:30 until 18:00 on Sunday 8th September. The supply will be delivered as a 'cee form' socket and an adaptor will be required - no adaptors are provided with the booking.

If booking, ensure you have booked the right kilowatts for your equipment. Tripping of electricity can be through overloading or faulty equipment - the Show runs on generators and will not have availability if overloading and not booking a sufficient supply.

Electric bookings close on 1st August 2024.

Post this date, any availability will be on a first come first served basis and incur a surcharge.

SUPPLY TYPE	PRICE (ex VAT)	PRICE (post 1st Aug ex VAT)
13 amp commercial supply Max 1 Kilowatts - Low voltage. Strictly no kettles	£95.00	£135.00
16 amp commercial supply Max 2.5 kilowatts	£170.00	£210.00
32amp – Max 4 Kilowatts commercial supply	£199.00	£245.00
32amp – Max 6 Kilowatts commercial supply	£245.00	£290
16 amp to single 13 amp adaptor (only valid if used with above supply)	£35.00	£45.00
32 amp to twin 13 amp adaptor (only valid if used with above supply)	£65.00	£80.00
Three Phase Supply	FOA	FOA

SHOW CATALOGUE & GUIDE

Book an advert within the Show Catalogue & Guide.

The Show Catalogue and Guide includes timetables, competitors, trade stands, map and more! 4,000 copies are sold at Show entrances and across the Showground.

Advert Prices:

Some advert locations maybe reserved for Show Sponsors

Back Cover: £650 +VAT

Inside Front Cover: £600 +VAT

Inside Back Cover: £400 +VAT

Centre Pages (double): £800 +VAT

Full Page Colour: £300 +VAT

Half Page Colour: £250 +VAT



Full Page Adverts are A5 size.

PLEASE READ PRIOR TO BOOKING FOR THE COUNTY SHOW

APPLICATION PROCESS

2024 Trade Stands

Those that traded at the 2023 Show have until the 1st April 2024 to return their form and to guarantee a position within the Show. While it is impossible to guarantee all Trade Stands their 2023 position, we will endeavour to meet this request - noting especially any layout changes. Trade Stand spaces will only be reserved once a completed and signed application form has been received by the Show Office. Once received, and accepted into the Show, the Office will send an invoice of which a 50% deposit must be made to hold a stand position. If you wish to request a specific position or area within the Show, these requests will be reviewed on a first come, first served basis after the 1st April.

If a position has not been reserved by the 1st April, this will be offered to new Exhibitors or those requesting to move position.

New Trade Stands

We will accept Trade Stands up until the Show or until full. However, for the best possible position we recommend returning a form by 1st April. To apply for a Trade Stand at the 2024 Dorset County Show please complete and return an application form to the Show Office. If your application is accepted, you will be allocated a space and an invoice sent for the amount.

Payment

Once accepted into the Show, you will receive an invoice. 50% deposit must be made at the time of booking, your place within the Show is not booked until the deposit has been received. If a deposit payment is not received the position will be reallocated. Full payment must be received by 1st July - if payment is not received your stand will be reallocated.

FAQs

Parking on a Stand

Parking is permitted if the vehicle fits within your booked and paid for stand boundaries. All stands back onto other stands so there is no parking outside of your stand area. There is a dedicated Traders Car Park.

Sleeping on a Stand / Onsite Camping

Sleeping is permitted within a stand space - for parking a motorhome or caravan on a Stand, please see the above FAQ. The Show offers a Campsite at £40 +VAT. This must be booked through the Show Office.

Site Facilities

There are toilets across the site. There are showers situated in the Campsite and in the Livestock Parking.

Catering Facilities

Thurs 5th & Fri 6th Sept - Food available during the day at the Country Kitchen.

Fri 6th & Sat 7th Sept - Evening meal and drinks available in the Members Pavilion.

The Members Pavilion Bar is open until 23:00 on Sat 7th Sept with music.

Dorchester is within walking distance of the Showground with a range of food options.

Security

The Show provides Security throughout the set up (Monday 2nd - Monday 9th September 2024). However, any items left are the Trade Stands responsibility. The Show cannot be held liable for any lost or damaged items.

Setting up for the Show

Trade Stands can begin to set up from the following dates:

Outside Trade Stands: Monday 2nd September 2024

Food & Drink Area: Wednesday 4th September 2024

Internal Trade Stands: Thursday 5th September 2024

Those wishing to access the site for set up must have a Pre Show Vehicle Pass, these will be distributed prior to the Show. If you hire a contractor, you must ensure a pass has been given to your contractor and that contractor is aware of the stand name and number they are setting up for (the name the stand is booked under). Arrival will be through Gate 1. If there is poor weather during set up, the site maybe closed or vehicles will not be permitted to drive on the grass. Larger vehicles may also sent in via Gate 2. Please check the forecast for the week of set up and allow yourself more than just the day prior to the Show to set up.

If placing an exhibition unit on your stand, you must ensure you arrive early enough to manuevere the vehicle into position. If you arrive and cannot fit into your booked and paid for space due to stands set up either side, the Show will not offer an alternative position.

Visit the Show Office if you do not know where you are going, if you set up in the wrong location you will be moved.

Show Weekend

Trade Stands must be open between 08:30 and 18:00.

Vehicle Movement ends strictly at 08:00. Vehicles must be clear of all public areas between 08:00 and 18:00. Whether entering through Gate 1 or 2, you must park in the Traders Car Park. If found parking elsewhere including in Livestock your vehicle maybe towed.

Breakdown

The breakdown of stands cannot start until 18:00 on Sunday 8th September 2024. Vehicle Movement will not be permitted until 18:00 - vehicle gates remained locked until after this time to keep visitors safe. Please take all rubbish home with you - the Show is held on a working farm.

Tickets & Passes

Complimentary Ticket Allowance:

3m Frontage - 4 Tickets (2 per day) | 1 x Show Day Vehicle Pass | 1 x Pre Show Vehicle Passes.

6m Frontage - 6 Tickets (3 per day) | 1 x Show Day Vehicle Pass | 2 x Pre Show Vehicle Passes.

9m Frontage - 8 Tickets (4 per day) | 2 x Show Day Vehicle Pass | 2 x Pre Show Vehicle Passes.

12m Frontage - 10 Tickets (5 per day) | 2 x Show Day Vehicle Pass | 3 x Pre Show Vehicle Passes.

Contact the Office for allocations higher than 12m frontage.

Trade Stands can request additional Pre Show Vehicle Passes.

Additional Day Tickets: £15 +VAT

Weekend Camping Pass - £40.00 + VAT (Campsite opens from Thursday 31st August 2023)

The Tickets are sent as wristbands. The above 'per day' equates to the number of wristbands. These can be exchanged for tickets if preferred. However, if hoping to gain entry into the Members Area for food or drink after 18:00 on Saturday 7th September you must have a wristband on.

WIFI

The Show has a sub-contractor that offers WiFi to Trade Stands. Upon booking into the 2024 County Show a link to book the WiFi will be sent. All Trade Stands hoping to have WiFi must book and pay for it. The Show will not offer this to any Traders free of charge.

Interested in Trading at the Show? You simply need to complete a form.

E. info@dorsetcountyshow.co.uk

T. 01305 264249

W. www.dorsetcountyshow.co.uk/trade



2024 SHOW LAYOUT WEST

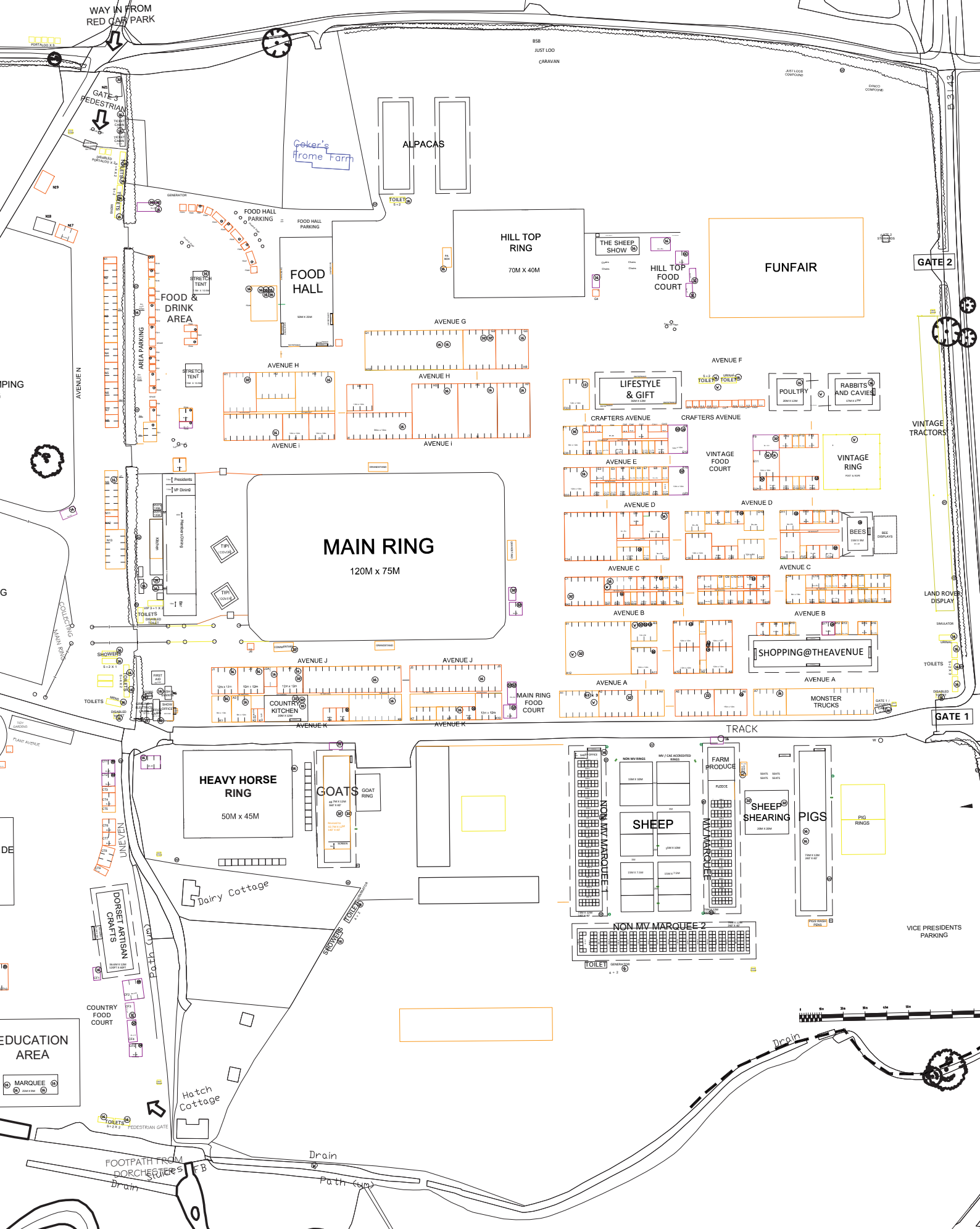
LAYOUT SUBJECT TO CHANGE

PUBLIC CAR PARK



PUBLIC CAR PARK

2024 SHOW LAYOUT EAST
LAYOUT SUBJECT TO CHANGE



DORSET COUNTY SHOW

7 & 8 SEPT 2024



60,000
VISITORS



500
TRADE STANDS

ENTRIES

1,051
SHEEP

1,319
HOMECRAFT

111
GOATS

658
HORTICULTURE

276
CATTLE

648
EQUINE

503,000
REACH ON SOCIAL
MEDIA IN AUGUST

340,000
WEBSITE
VISITORS

MEDIA

Media Highlights:



The Sunday Telegraph





WHAT IS AT THE SHOW?



The Hill Top Area

A new ring featuring new acts including
Heavy Horse Logging and Shetland Pony Racing

Food & Drink Area

Huge Food Hall adjacent to the Food & Drink Area
with music stage, picnic tents and festive flags!

Livestock

Cattle, Sheep, Pigs, Goats, Sheep Shearing

Equine

Showjumping, Scurry Racing, Showing, Heavy Horse Village & more

Rural Pursuits

Gun Dogs, Thatcher, Ferret Racing, Falconry

Horticulture

Plant Avenue, Floral Pavilion, Show Gardens
Vegetable & Fruit Classes

Woodland

Wood carving & Dorset Axemen

Poultry

Blacksmiths

Steam Section

Crafters

Dorset Artisan Craft Marquee
& Crafters Avenue

Homecraft

Bees & Honey

Rabbits & Cavies

and so much more...



YOUR COUNTY SHOW

