



Royal Welsh Show 21 - 24 July 2025

New Exhibitors Guide



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 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 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 Show is a very 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 March 2025 to notify the Tradestand Department whether they wish to:

- Rebook and accept the same stand as 2024
- Request a change of size or location for 2025
- Not exhibit in 2025

New Stands

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

Closing date for New Expressions of Interest will also be 1st March 2025

Confirmation

If your expression of interest 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If we do not hear from you within 14 days (to accept or decline) the allocation will be withdrawn and offered to another trader.

If the space offered is unsuitable please return the 'offer of trade space' immediately. This will enable us try 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.

Tradestand Options


The Royal Welsh Show stand space is split up into various areas. Trade space is allocated on a frontage x depth area calculation. Trade spaces may be offered with a minimum 3m frontage and an agreed depth depending on the location on site - some Avenues will have more depth, however we will implement a Fire Safety gap behind Commercial/Retail Stands as advised by the Fire Officer. All spaces are 'open space' and on grass (unless otherwise stated). Trade rental includes an allocation of passes per stand size.

Outdoor Spaces (on grass - minimum frontage 3m)

Agricultural Machinery	£10.95 per square metre
Agricultural Non Machinery	£10.95 per square metre
Countryside Care	£10.95 per square metre
Green Area	£24.53 per square metre
Equine	£24.53 per square metre
Forestry	£10.95 per square metre <i>Minimum frontage 3m x 6m depth</i>
Horticulture	£10.95 per square metre <i>Minimum frontage 3m x 6m depth</i>
Automotive Area	£24.53 per square metre
Commercial/Retail Stands	£24.53 per square metre <i>Minimum frontage 3m x 3m depth (for example Charity stands 3m x 3m)</i>

South Glamorgan Hall - Shell Scheme Units

Indoor Space - Craft & Gifts Only (comes with WiFi and name-board)

2.50m x 1.83m	£220.42 per unit	
3.10m x 1.83m	£273.33 per unit	
3.70m x 1.83m	£326.23 per unit	
5.00m x 1.83m	£440.85 per unit	
3.00m x 3.00m	£433.62 per unit	
4.50m x 3.00m	£650.43 per unit	
6.00m x 3.00m	£867.24 per unit	
		(£48.18 per sq metre)

Electrical Services

Services such as water, electrics, extra tickets and passes can be ordered via your online account.

Electrics - Outside Space (price per connection excluding VAT)

Single phase supplies (240volt) up to 3kw c/w:	
13 Amp single socket outlet (Internal Use Only)	£206.75
16 Amp 'Ceeform' socket outlet (Blue Socket, External)	£206.75
13 Amp double socket outlet (Max load 5kw) (Internal Use Only)	£308.00
32amp 'Ceeform' socket outlet (Blue Socket, External)	£313.71
63amp 'Ceeform' socket outlet (Blue Socket, External)	£664.49
Three phase supplies (415/240volt) c/w:	
(16 Amps per phase) 5 pin 'Ceeform' Red socket	£360.76
(32 Amps per phase) 5 pin 'Ceeform' Red socket	£697.27
(63 Amps per phase) 5 pin 'Ceeform' Red socket	£805.65
Lighting point supply c/w: (you must have a power Supply before you can order the below)	
Terminating with 1m lighting track c/w 2 spotlights	£176.10
Extra lighting track spot light	£18.50
<i>If you require a different electrical connection to the above then please contact the Tradestands Office</i>	

Appliance Hire

Standard Larder Refrigerator	£142.59
Water Boiler (10gal/3kw)	£80.57

Electrics - Inside Space

Lighting point supply terminating with:	
Standard 100w spot light	£93.40
5 ft Fluorescent light	£93.40
Single phase (240volt) supply c/w:	
13 Amp single socket outlet up to 500w	£67.00
13 Amp single socket outlet up to 1000w	£93.40
13 Amp single socket outlet up to 3000w	£112.65

Water

Standpipe per connection - £95.00

Tickets & Passes

Free Issue 4-day wristband: Issued for the sole use of Exhibitors or any of the show staff on the following basis: Please note: the 4-day wristband may be swapped for the equivalent individual number of day tickets (upon request to the Tradestands Office)

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

Grass Cutting

We do not offer a grass cutting service but the grass will be cut as near to the show as possible.

Build Up and Breakdown

Build- up dates

The showground opens for set-up from Monday 14th July, 9am - 6pm daily until the 20th July when all stands must be set-up by midnight.

Breakdown -removal of stands, Thursday 24th July 2025

No part of a stand in the South Glamorgan Exhibition Hall, Food Hall or outside space may be closed or dismantled until 8.00 pm on the last day of the Show, the following vehicle movements will apply:

8.00 pm - 9.30 pm vehicles exit only.

9.30 pm - 10.00 pm entry for vehicles under 7.5 tons via Entrance D.

10.00 pm onwards - entry for large vehicles via Entrance D.

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.
- To sell Single Use Disposable Vapes.
- The raffle of live animals.
- To place advertising banners outside of your stand space.





Royal Welsh Show
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