

THE

# ROMSEY SHOW

EST. 1842

# 14th September 2024



# Tradestand Information

# About The Romsey Show

The Romsey Show takes place each year on the second Saturday in September. The Show is run by registered Charity, The Romsey Agricultural & Horse Show Society and held on the magnificent Broadlands Park in Romsey, Hampshire. With a regular annual attendance of around 20,000, the Show welcomes people of all ages and interests, from families to businesses. There is something for everyone to enjoy at The Romsey Show.

Attractions include equine and livestock competitions, the popular Countryside Area with the family dog show, exciting Main Ring entertainment, the Sheep Show, Floral Art, WI, Horticulture, Skills Kitchen and more!

There are plenty of opportunities for businesses to promote and sell at the show. Trade stands feature everything from clothes and rural crafts to garden furniture and tractors. Our Food Zone and Food Courts across the site offer both locally sourced and international quality food and drink.

The Show supports a variety of local organisations including the Romsey Sea, Air and Army Cadets, as well as the Young Farmers, providing a platform for them to promote their cause. The Show has an emphasis on supporting local businesses and people and is put on in support of the community alongside focusing on the charity's aims of promoting agriculture, equine, forestry, horticulture, rural crafts and more.

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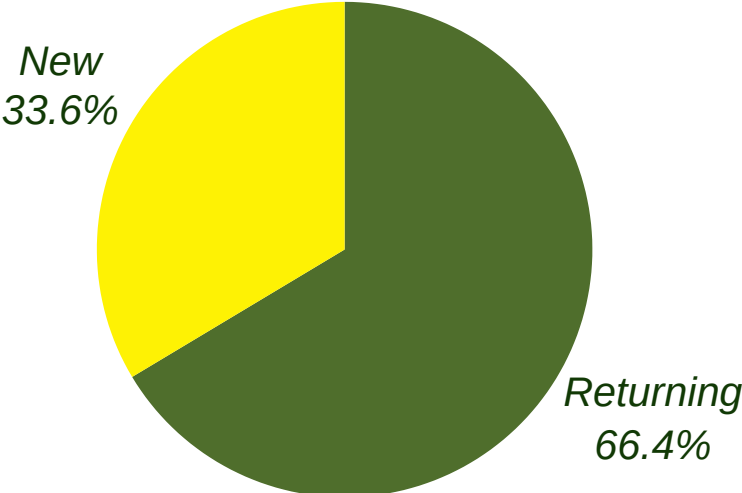


# Our Visitors & Marketing

The average attendance at the show is around 20,000 people.

- The age range of adult visitors is evenly spread between the categories of 30-70 years. The Show also welcomes a large number of pre-school and primary school aged children.
- Diverse coverage of the show is provided through local publications, press, social media campaigns and radio.
- 11,492 followers on social media (Facebook, Instagram & X). The 2023 Show social campaigns had a reach of over 150k people.

2023 Visitor profile



# Exhibiting at the Show

The Romsey Show offers a variety of spaces for you to promote your company to visitors from the local area and neighbouring counties. Many visitors use the Show as a chance to start their Christmas shopping and to purchase autumn/winter essentials.

The Show has a high number of both repeat visitors and exhibitors. Visitors enjoy the balance of seeing what new stallholders have to offer as well as returning to their favourite exhibitors they expect to see at the Show.

## Trade Stand Types:

- Outside Spaces
- Shopping & Craft Marquees
- Food Zone
- Public Catering
- Horticulture
- Countryside Information & demonstrations

More details on these stand types can be found on the pages below.

## Why The Romsey Show?

- Meet your customers face to face.
- Trade all day 8am - 6pm.
- Showground location close to the M27 & M3.
- Costs include staff passes & show guide listing
- Showground access available from Thursday pre-show.

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# Outside Trade Pitches

Outside spaces are marked areas of the showground, located within a row of trade stands on parkland terrain. There is a separate booking area for food/drink businesses (see further down).

Pitch sizes start from 3x6m and corner spaces can be booked for a premium. Traders must bring their own cover/equipment. If you wish to leave a vehicle on your space, it must fit within the total trade space booked and for smaller pitches consider how the vehicle will access the pitch, as many trade spaces are back to back on trade avenues. All other trade vehicles must be parked in the Trade Car Park by 8am (opening time) until 6pm.

Outside trade pitches include free Wi-Fi for payments, providing a basic bandwidth.

Electricity is not provided as standard for outside pitches. Exhibitors can bring their own diesel generator. NO Petrol is permitted. Contact the Show Office if you have any queries re. electrical supply.

Previous traders can request the same pitch as 2023 on their booking (subject to showground changes) if booked before 30th June 2024.

An early booking discounted price is offered until 31st May 2024 (with full payment).

Please see the next page for Outside stand costs for 2024.

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# Outside Pitches- costings

Frontage (m)	Depth (m)	Early standard pitch	Standard pitch	Early Corner Pitch	Corner Pitch	Pass allocation included
3	6	£160	£181	£202	£224	3
6	6	£234	£272	£304	£335	3
9	6	£351	£383	£426	£469	4
12	6	£426	£479	£522	£575	4
15	6	£522	£575	£618	£682	4
6	12	£367	£410	£485	£548	4
9	12	£538	£596	£644	£714	5
12	12	£639	£708	£761	£841	5
18	12	£804	£889	£964	£1,065	5
24	12	£969	£1,070	£1,209	£1,230	5



# Shopping & Craft Marquees

There are two Shopping & Craft Marquees located in the centre of the showground opposite each other. Spaces are marked on the grass within the marquee and located around the edge of the marquee only, with several entrances.

Each space is 3m frontage x 2.4m depth, with spaces next to each other. There are a small number of corner spaces available for a premium. The corner spaces provide trading space to the front and one side. Exhibitors can hire tables, chairs and an electrical supply for an additional cost. S&C Marquee pitches include free Wi-Fi for payments, providing a basic bandwidth.

Previous traders will be offered the same pitch location as the previous year until June (subject to layout/booking numbers). The early pricing structure is offered until 31st May 2024 (with full payment due).

Early standard pitch	Standard pitch	Early Corner Pitch	Corner Pitch	Pass allocation included
£160	£175	£202	£218	2 per space



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# Food Zone Pitches

The Show has a Food Zone area, home to all the food and drink businesses selling “take home” produce. If you wish to sell food or drink for consumption at the Show, please see details for Public Catering Concessions below. The Food Zone also hosts a selection of catering outlets, the performance stage, picnic area, honey tent, floral art and the skills kitchen, making it a popular area for visitors on the day.

Spaces in the Food Zone measure 3m x 3m and are outside, exhibitors must bring their own gazebo. Multiple spaces can be booked. Food Zone pitches include free Wi-Fi for payments, providing a basic bandwidth.

The Show limits the number of businesses selling the same produce to ensure everyone has a fair chance to trade. Spaces are allocated to returning exhibitors from the 2023 Show, following this, allocation is on a first come basis. For new exhibitors it is recommended that you email the Show Office to check there is space before you spend the time doing the application online.

<b>Pitch cost 3m x 3m</b>	<b>Pass allocation</b>
£130	2 per pitch



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# Public Catering Concessions (PCC)

If you wish to sell food or drink for consumption at the Show this comes under Public Catering Concessions.

The Romsey Show has a long tradition of high quality in all areas, especially in terms of catering. We aim to provide our visitors with a unique and diverse catering experience at the Show and therefore we look for public catering concessions that suit our following aims:

- A diverse range of high quality products at reasonable prices
- A range of traditional products
- A mix of local, British and street food of different origins
- Proof of product provenance
- Products with a story
- Award winning products
- Catering staff who are enthusiastic and knowledgeable about the produce they sell
- Attractive and unusual Catering Units
- Catering units using ONLY compostable/reusable containers/items.

For new exhibitors it is recommended that you email the Show Office to check there is space before you spend the time doing the application online as concessions fill up quickly. We limit the number of concessions selling similar produce and previous PCC attendees are offered spaces first each year.

Ice-cream & the members/ main bar concessions are separate - these are under contract for 2024.

Please see below for PCC rates.

# PCC Rates

The rates for catering pitches are calculated using a non-refundable deposit paid on application, plus 20% of takings post-show, minus the deposit already paid.

Pitch size	Non-refundable deposit	Pass allocation included
Up to 4m x 6m	£300	3 passes
6m x 6m	£400	4 passes

For example:

Deposit paid pre-show £300.

Takings at show £2,000.

Total due post show = £100.



If you are interested in a PCC pitch, please email the Show Office using the details below.

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# Horticulture

The Horticulture marquee at the Show is located opposite the Food Zone.

Spaces are £30, which includes the following:

- Staging for a display - providing a maximum background height of 6ft 6 and maximum frontage of 10ft for your display.
- Space for two 6ft selling tables (exhibitor to bring their own tables).
- 3 exhibitor wristbands for entry.

Exhibitors may sell plants from their own nursery throughout the day.

Judging of the displays will take place on show day, with prize money given for 1st - 3rd place.



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# Countryside Info & Demonstrations

The Countryside Area at the Show showcases a selection of countryside themed entertainments and educational stands for visitors to enjoy including falconry, gun dogs and woodwork.

The Show has a selection of stands within the countryside area, which are free for exhibitors from a business or organisation either providing information on the countryside and/or demonstrating a countryside craft.

Spaces offered have either 3m or 6m frontage x 6m depth. It may be possible to accommodate other sizes, please do ask. If you are interested in exhibiting in this section, please email the Show Office.



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# Showground Map

Below is a copy of the 2023 map, as we are finalising the 2024 version. If you would like to discuss your location at the Show, please contact the Show Office and we can send a more detailed plan. All trade blocks have decent visitor footfall as they are on main walkways.



# Trade Stand Competitions

The Show holds a number of competition classes for trade stands, which all exhibitors are automatically entered into. On show day a judge will visit all the trade stands at the Show before making their decision. Winners are presented with a rosette on the day and some categories also win a cup.

The categories for the most attractive & well laid out trade stand are:

- Frontage over 9m
- Frontage under 9m
- Any size belonging to a charity
- Any size - youth group
- Rural Industries stand (within Shopping & Craft marquees)
- Shopping stand (within the Shopping & Craft marquees)
- Food Zone stand



# Advertise in the Show Guide

Graham Walton Publishing produces our Schedule and Show Guide. The Show Guide is sold at the main entrance on show day and includes timetables for the various show rings, details on entertainments taking place, a map of the showground and more!

All exhibitors are listed in the back of the Show Guide with basic details, this is included in the cost of the pitch. For exhibitors interested in additional promotion, there are various options available for full colour adverts within the guide/schedule.

Prices start at £93 + Vat for a quarter page in the Show Guide. Half and full pages are also available to book.

Contact GW Publishing today [sales@gwpublishing.co.uk](mailto:sales@gwpublishing.co.uk) for more information.

## Any questions? Contact us!

**Alexa Morson**  
Show Secretary  
[info@romseyshow.co.uk](mailto:info@romseyshow.co.uk)  
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