THE ROYAL BATH & WEST SHOW



3 - 5 JUNE 2027

TRADING OPPORTUNITIES 2027

DISCOVER MORE AT
THE ROYAL BATH & WEST SHOW

www.bathandwest.com


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SUPPORT BRITISH FARMING
NFU

Welcome

Dear Exhibitor

We are delighted to welcome you back to the Royal Bath & West Show in 2027.

The Royal Bath & West Show has been celebrating the very best of Great British Entertainment, Agriculture, Food and Drink for over 150 years. This year is an especially exciting year fot the Show, as the Society celebrates it's 250th anniversary.

With over 600 trade stands, we have a dynamic range of trading opportunities for your business. From agricultural experts, to local artisan crafters - we can offer you the perfect platform to meet new customers, sell your product and enhance your brand.

Please find enclosed all the information you should require to trade with us at the 2027 Show.

Lucy Champion | Trade & Sponsorship

01749 822230

lucy.champion@bathandwest.co.uk

The Royal Bath & West Show 2026 in Numbers!

Over 100,000 visitors

55% of visitors travelled over 20 miles

90% of visitors spend 4 hours or more at the Show

15% of visitors visit the Show just to buy Food & Drink!

62% of visitors live in the countryside

@Bathandwestshows
Over 23k Followers
90k Organic Reach

@Thebathandwest
Over 1.3K Followers
Over 13K Impressions

@RoyalBathandwest
Over 9.7k Followers
Over 260k Impressions

Website Analytics

www.bathandwest.com

Xk Individual Users | Xk Sessions | Xk Web Page Views | X minute session duration | X pages per session

Competition Entries

1100 Equine Entries | 400 Egg Entries | 500 Cider Entries | 700 Bees & Honey Entries | 2000 Livestock Entries

Press Coverage Includes:

ITV West Country | BBC Points West | BBC Radio 4 | BBC Radio Somerset Western Daily Press | Farmers Guardian | Greatest Hits Radio | Bath Voice

The Team Who Build The Show

23 Permanent Members | 8 Temporary Members | Over 400 Volunteers | 50 Contractors

The above information is correct at time of printing.

Trade Stand Pricing Schedule

A	**Prime Outside Trade** | £27.50 per m^2 + VAT. Minimum size of 6m frontage x 3m depth. Positions are all external on grass. These positions are located on Avenue A, Avenue B, and Fifth Avenue.
B	**General Outside Trade** | £24.75 per m^2 + VAT (minimum charge of £250 + VAT) Minimum size of 3m frontage x 3m depth. Positions are all external and located on grass or hard standing across the show.
C	**Agricultural Trade & Rural Products/Services** | £7.60 per m^2 + VAT. Minimum 6m frontage x 6m depth. Positions are all external and are located on grass or hard standing.
D	**Woodland & Countryside** | External: £9 per m^2 + VAT. Minimum 6m x 6m frontage. Internal: £70 per unit + VAT. 3m frontage x 2m depth. External positions are on grass within the Woodland and Countryside Area. Internal positions are located in the Woodland and Countryside Conservation Centre.
E	**Motor Trade** | £19 per m^2 + VAT. Minimum size 10m frontage x 10m depth. External positions located on grass across the Show. Please contact the office to request a quote for positions over 250m2
F	**Gift & Lifestyle Marquee**| 3m x 3m - £700 + VAT. 6m x 3m - £1,400 + VAT. Located within Trader Shedding on First Avenue, on grass.
G	**Food & Drink (Outdoor)** | £83 per m^2 + VAT. Minimum 3m frontage x 3m depth Located next to Exmoor Hall. Positions are for producers selling condiments (i.e. Chutney & Gin). Products sold are not for immediate consumption.
H	**The Regional Food & Drink Pavilion** | £87 per m^2 + VAT. Located in Exmoor Hall. Minimum 2m frontage x 3m depth
I	**Orchards & Cider/Bees & Honey** | £26.25 per m^2 + VAT Located in the relevant marquee
J	**Bark & West** | £20 per m^2 + VAT 3m x 3m frontage. A canine focused area. Positions are all external and located on grass or hardstanding.
K	**Artisan Craft Area** | £25 per unit + VAT Minimum size of 3m frontage x 3m depth Positions are all external and located on grass opposite the Arts Centre. Suitable for Artisan Country Crafts
L	**Discover the Future** | £27.50 per m2 + VAT. STEM Engagement Zone based near Lakeside Farm
M	**Horticultural Trade** | £19 per m^2 + VAT per m^2. Minimum 3x3m. 1st and 2nd Avenue.

Food and Drink Mobile Catering | Please contact Lucy Champion (lucy.champion@bathandwest.co.uk) to discuss.

A limited number of sites are allocated to charities for which a 20% discount is given. South West based charities will be given priority on these stands.

The Show does not provide any shell scheme.


KEY:
CAR PARK
PRIME OUTSIDE TRADE
GENERAL OUTSIDE TRADE
AGRICULTURAL TRADE & RURAL PRODUCTS
WOODLAND AND COUNTRYSIDE
GIFT & LIFTSTYLE
FOOD & DRINK (OUTDOOR)
THE REGIONAL FOOD & DRINK PAVILION
ORCHARDS & CIDER / BEES & HONEY
BARK & WEST
ARTISAN CRAFT AREA
DISCOVER THE FUTURE
HORTICULTURAL TRADE
FOOD & DRINK OUTDOOR
To A37
A371
PRESTLEIGH ROAD
B3081
N
S
ENTRANCE TO PURPLE CAR PARK
MAIN ENTRANCE
PURPLE ENTRANCE
GREEN ENTRANCE
YELLOW ENTRANCE
ENTRANCE TO BLUE, YELLOW & RED CAR PARKS
ENTRANCE TO GREEN CAR PARK
RING 4
RING 3
RING 2
COLLECTING RING
HEAVY HORSES
VINTAGE FAIRGROUND
PILTON TENT
FORGE
MAIN RING
MAIN LAWN
GRANDSTAND SHOW OFFICE
COUNCIL PAVILION
RURAL ENTERPRISE CENTRE
ARTS CENTRE
TRADE STAND & CONTRACTOR CAMPING
BARK & WEST
POULTRY AND SMALL ANIMALS
SHEEP SHEARING
LAKESIDE FARM
PICNIC AREA
SAFETY ZONE
LAKE
SHEEP LINES
CATTLE LODGING RINGS
CATTLE HALL
CATTLE HALL
CATTLE HALL
PIG & SHEEP PAVILION
ARMY
THE GREAT SOMERSET GARDEN FESTIVAL
BEES & HONEY
ORCHARDS & CIDER
DORSET AXEMEN
FOOD & DRINK PAVILION
FOOD & DRINK PARKING
WOODLAND RING
WOODLAND & COUNTRYSIDE CONSERVATION
VINTAGE VEHICLES
PONY CLUB GAMES
SIXTH AVENUE
NINTH AVENUE
TENTH AVENUE
EIGHTH AVENUE
AVENUE A
AVENUE B
AVENUE D
AVENUE E
AVENUE G
To A37
BAGBOROUGH LANE

Allocation of Tickets & Passes

Each Exhibitor will receive the following allocation of wristbands and passes for personnel manning their stand:

WRISTBANDS

Metres	Bands issued
3m - 5m frontage	2
6m - 9m frontage	3
Over 9m frontage	4

A wristband admits one person into the Show for the duration of Show. Wristbands are NON transferable.

TRADE STAND RESTOCK PASS

Admits the vehicle into the Show during set up and on Show days within the permitted vehicle movement times to restock stands. During the Show opening hours (8am - 7pm) the vehicle must be parked in the public car parks.

This pass does not admit the driver. All occupants must possess appropriate entry wristband or ticket.

CARAVAN / TENT PASS

Caravan Pass – £35 + VAT

Tent Pass – £17.50 + VAT

TRADE STAND STATIC VEHICLE PASS

Available to purchase for £64 + VAT and admits the vehilce to park behind or as close to the stand throughout the Show.

PRE SHOW VEHICLE PASS

Metres	Passes issued
3 - 6m	1
7 - 9m	2
10m +	3

Admits the vehicle and all its occupants access onto the Showground until the evening of Wednesday 2nd June 2027.

FORWARD AREA CAR PASS

1 x Free of Charge per Trade Stand

Admits the vehicle to the Forward Area of any public Car Park, prior to 10am or until full. All occupants must possess appropriate entry wristband or ticket.

WIFI - Wifi is available to purchase for the duration of the Show. A booking form will be sent to you once your trade stand has been confirmed.

Trade Stand Awards

All Trade Stands that attend the 2027 Royal Bath & West Show will be judged on their attractiveness, staff presentation and branding in the following catagories:

Class 1	The Steeple Challenge Cup for the Best Agricultural Trade Stand.	2026 Winner: Tractor Ted
Class 2	The Steeple Challenge Cup for the Best Non-Agricultural Trade Stand 6 metres Frontage and under.	2026 Winner: Taylor Williams Jewellery
Class 3	The Wilson Davies Challenge Rose Bowl (offered by Mr A Davies & the late Mr W R Wilson, MBE) for the Best Non-Agricultural Trade Stand, over 6m & up to 12m Frontage.	2026 Winner: Back British Farming Official
Class 4	Best Trade Stand over 12m.	2026 Winner: National Grid
Class 5	A Challenge Shield offered by West of England Farmers Ltd for the Internal Food and Drink Trade Stand which best promotes its commodity.	2026 Winner: South Paddocks Ltd
Class 6	An award for the External Trade Stand in the Food & Drink Area which best promotes its commodity.	2026 Winner: Hawkstone
Class 7	Awarded for the Best Trade Stand in Gift & Lifestyle	2026 Winner: Amory London
Class 8	The Sugg Bros Perpetual Challenge Trophy for the Best Motor Trade Stand.	2026 Winner: Davan Caravans
Class 9	The Godfrey Lipscombe Cup for the best exhibit in the Woodlands & Wildlife Area.	2026 Winner: Make Together Ltd
Class 10	Best Agricultural Machinery Exhibit.	2026 Winner: Hunt Forest Group

Important Points

Here are a few brief points to note when booking to trade at the 2027 Royal Bath & West Show. Exhibitors must be familiar with the full Terms & Conditions which can be found at – www.bathandwest.com.

APPLICATION PROCESS

Existing and new exhibitors must complete and return the appropriate application form via Showing Scene to gain a position within the Show.

Existing exhibitors have until Friday 4th December 2026 to notify the organiser whether they wish to:
- Rebook the same stand as 2026
- Rebook but change size/location for 2027
- Not exhibit in 2027

Once the date has passed, existing exhibitors wishing to move will be allocated followed by new exhibitors.

No stand is booked until a confirmation e-mail is received.

The organiser reserves the right to reject any trade stand applications.

Catering trade stands have until Friday 15th January 2027 to apply for their stand.

PRODUCTS EXHIBITED

Exhibitors are only to sell / promote the items listed on their application. If an exhibitor is seen to be selling / promoting an item not listed they could be asked to leave site.

Remember: When booking your stand to include sufficient space to allow for tow bars, guy-ropes, stanchion plates. Going outside the paid stand space will result in an instant fine.

All Contractors must report to the Society Office (under the Grandstand) prior to setting up.

SET UP

Exhibitors have access to their stands from the following dates:

Outside Space	Monday 24th May 2027
Indoor Areas	Sunday 30th May 2027

Patrolling security starts from Monday 24th May 2027

Stands are to be open and manned from 9:00am – 6:00pm on all 3 days of the Show.

BREAKDOWN

Upon close of Show at 6:00pm on Saturday 5th June, exhibitors have until the following dates to remove their stand:

Outside Space	Thursday 10th June 2027
Indoor Areas	24 Hours after Close of Show

Vehicles for the removal of stands will be allowed to enter the Show from 7:00pm on Saturday 5th June 2027 at the discretion of the show organisers. All lorries arriving prior to 7:00pm will be directed through Blue Gate and park free of charge in the holding area.

TENS (TEMPORARY EVENT NOTICE)
Exhibitors selling alcoholic beverages must comply with the requirements of the 2003 Licensing Act and can obtain their own TENs License from Mendip District Council. Please see www.mendip.gov.uk/tens. Please only apply for this once you have recieved your TENS email from us in the spring. This will include your final trade stand number.

Parking behind your stand is not permitted unless a Static Vehicle Pass has been purchased.

NO Balloons, Chinese Lanterns or Drones are allowed at the Show

GENERATORS & ELECTRICITY

No generators are permitted at the 2027 Royal Bath & West Show. All Exhibitors must book & pay for electricity when applying for their stand via Showing Scene.

DELIVERIES

Deliveries for Trade Stands must have the stand name clearly marked on the parcel along with the stand number and contact number for both the carrier and exhibitor. Parcels will be delivered to the Trade Stand Office at the Main Gate from Wednesday 2nd June 2027.

FOOD HYGIENE

Food Hygiene certificates must be available for inspection on Show Days. Washing up areas will be provided by the Bath & West for the Food & Drink Pavilion.

TELEHANDLER

The Telehandler must be pre-booked and paid for in advance by 1st May 2027. Please complete the form included in the brochure.

Maximum weight is 3 tonnes.

Due to Health & Safety, Telehandlers are NOT available on the evening of Saturday 5th June 2027.

By applying to the Show, Exhibitors are agreeing to the full Terms & Conditions at www.bathandwest.com

Water Request Form - Standpipe

THIS FORM MUST BE COMPLETED TO RECEIVE A STANDPIPE

Completing this form does not guarantee a water supply, it is completely dependent on the Stand location in comparison to the Showgrounds water supply.

Water Supply and Consumption: £250 inc. VAT

Name of Exhibitor	
Contact Name	
Telephone no.	
Email address	
Water required date	

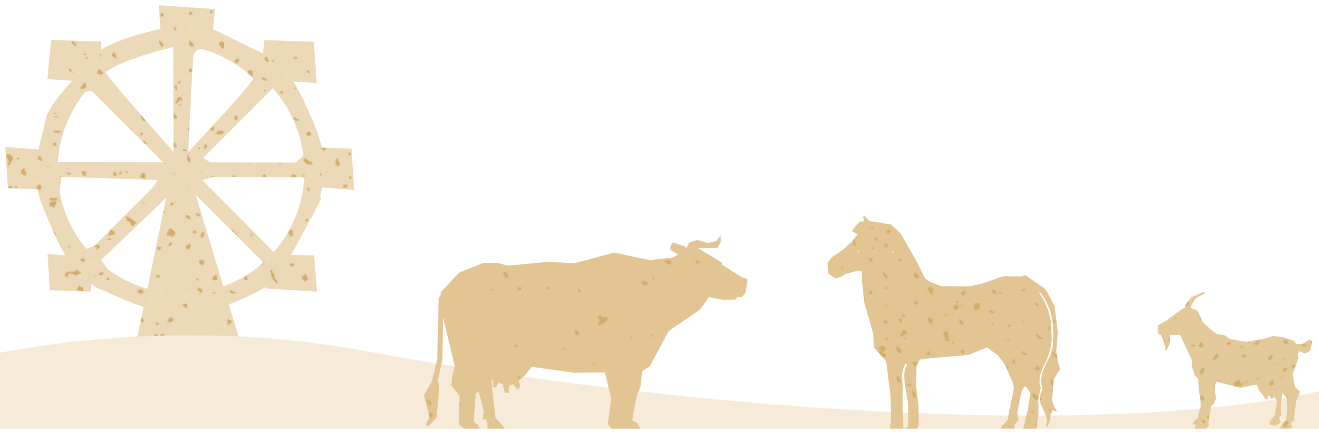
The Organiser would like to emphasise that it is only responsible for the water supply to the stand using 20mm blue poly, it is the Exhibitors responsibility to ensure the sufficient capture of waste and removal. This can be requested as part of the installation for an additional fee (if it is possible) or waste water can be disposed of at any of the elsan points located at the permanent toilet blocks.

Under no circumstances should any grey water be disposed of by discharging onto any part of the showground other than into the sewer system.

Thereafter, any additional plumbing requirements to be undertaken by a water industry approved plumber (WIAPS). A copy of the WRAS certificate for your installation must be available for inspection on the stand.

Water supplies will be terminated from 18:30 on Saturday 5th June 2027.

In the space below please provide a detailed descriptive diagram indicating where the water supply is required within the layout of your Stand. All applications for water supply will only be accepted if accompanied with this form.



Please ensure that all details on this form are correct.
Please return form by 1st April 2027 to: lucy.champion@bathandwest.co.uk

Telehandler Hire

All telehandlers need to be pre-booked and pre-paid by 1st May 2027.

Please return to Nicole (nicole.dimaline@bathandwest.co.uk)
NO TELEHANDLERS WILL BE AVAILABLE WITHOUT PRE-BOOKING
PLEASE NOTE: TELEHANDLERS UNAVAILABLE ON SATURDAY 5TH JUNE 2027.
More information: (e.g. Special notes in respect of what will be unloaded/loaded. Please provide specifications of weight and size).
Please note: Maximum weight 3 tonne

OFFICE USE ONLY

STAND NO:

"SOCIETY" means The Royal Bath and West of England Society
"EXHIBITOR" means person/s hiring loading / unloading facility

INDEMNITY:
In booking the service the Exhibitor shall indemnify and keep indemnified the Society and its agents, servants and employees from and against all actions proceedings costs claims and demands for loss damage nuisance or injury or any other matter made by any person firm or company or by any employee of the Exhibitor or by any employee of the Society on account of or arising in any way in consequence of or in the course of the use on behalf of the Exhibitor its employees and invitees of loading / unloading facility situated at the Royal Bath and West Showground and from and against all expenses incurred by the Society in connection with any such actions, proceedings claims and demands.

Signed by: _____Print Name: _____

Company: _____ _____Date: __ __ / __ __ / 2027

Details of Unloading / Loading Request

For machine and driver to undertake the loading OR unloading of exhibits as detailed below **(a separate booking is required for each operation):**

Exhibitor:

_____

Date: __ __ / __ __ / 2027
Not available to book on 5th June 2027 and ***only*** *available from 8am - 11am on Sunday 6th June 2027.*

Estimated task time:

_____

Charge: **£44** plus VAT

Signature:

_____

PAYMENT DETAILS (payment is required before forklift use)

Name on card: _____

Card Number __ __ __ __ / __ __ __ __ / __ __ __ __ / __ __ __ __ Expiry date: __ __ / __ __ / __ __

Security Code (last three digits): __ __ __

If preferred, please contact Nicole (nicole.dimaline@bathandwest.co.uk)

Publicity Materials

As part of the advertising campaign for the 2027 Royal Bath & West of England Show, the Marketing Department will be producing a range of publicity materials, which will be used to promote the Show throughout the South West and beyond.

If you are able to help by distributing leaflets and posters or displaying a roadside board, please complete the form below and return it to us by 1st April 2027. Many thanks for your help.

We will be exhibiting at the Royal Bath & West Show between 3rd - 5th June 2027 and are able to distribute:	
	Quantity
Leaflets:	
Show Posters:	
Roadside Board(s):	
Company Name:	
Company Address:	

PLEASE RETURN YOUR FORM BY FRIDAY 2ND APRIL TO:
Rosie Breakwell, Bath and West Shows Ltd, The Showground, Shepton Mallet, BA4 6QN

Social Media

We do our best to acknowledge as many Exhibitors as possible on our Social Media pages. Once your attendance at the Show is confirmed you will receive a media pack which will include social media graphics. Please share this on social media and tag us so we can share across our social channels. When mentioning the Show online, please tag us in and use the hashtags #RBW27 and/or #RBW250.

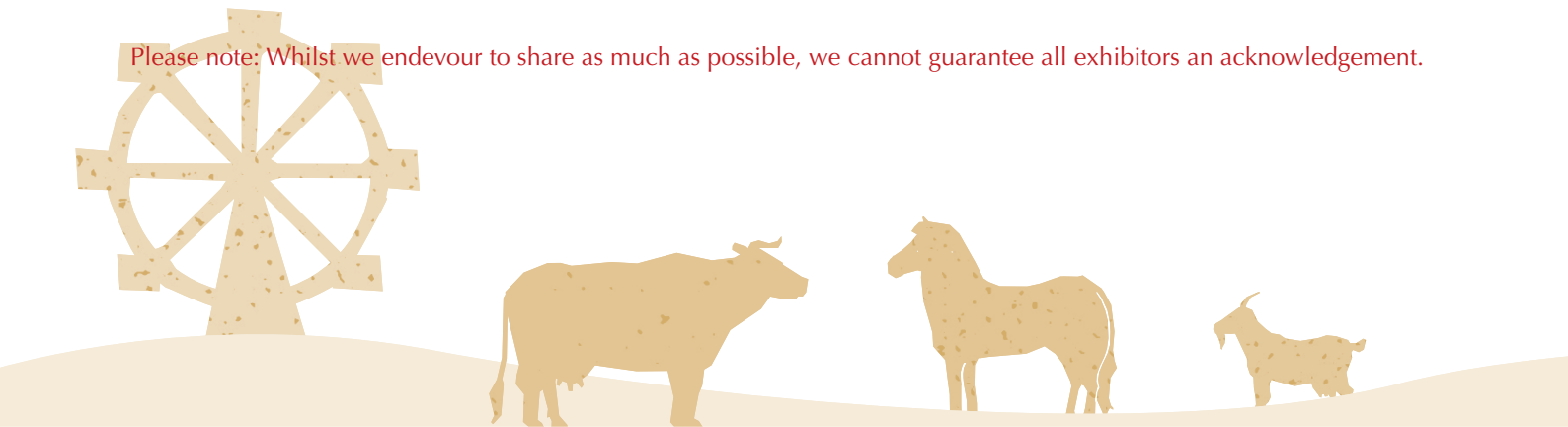
Please see our social medal handles below:

@Bath & West Shows

@Thebathandwest

@royalbathandwest

Please note: Whilst we endevour to share as much as possible, we cannot guarantee all exhibitors an acknowledgement.



Sponsorship Opportunities

Increase your brand exposure at the Royal Bath & West Show 2027. We have a range of Sponsorship opportunties available, which are all designed to enhance your brand awareness through our online channels and a greater presence at the Show.

Contact Lucy Champion to see what we can offer you:

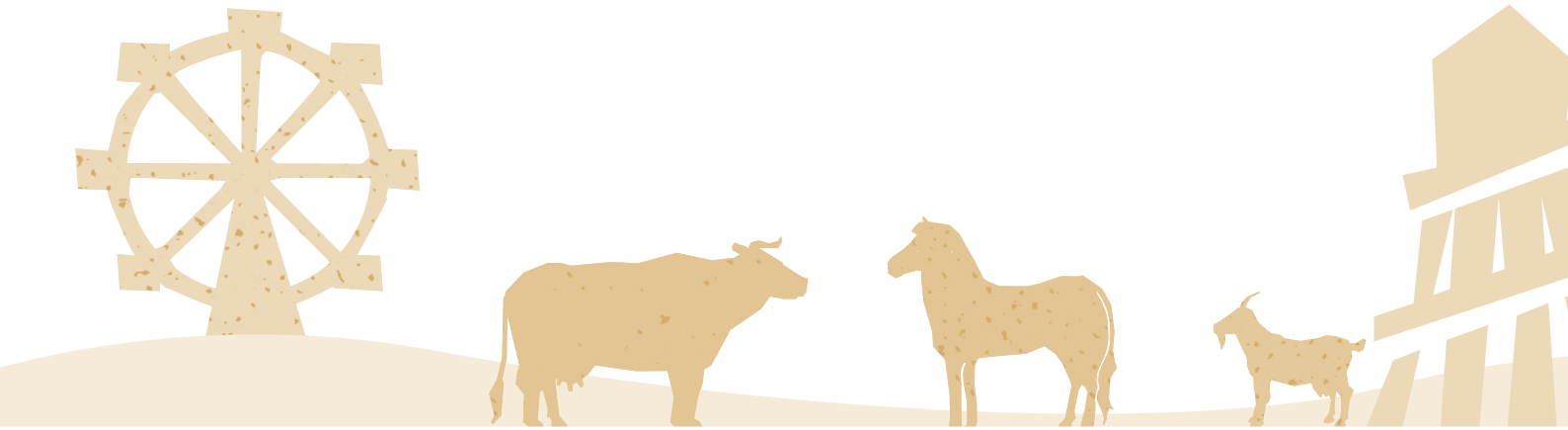
E: lucy.champion@bathandwest.co.uk | T: 01749 822230

Show Programme

Reach a captivated audience, showcase your business, and increase your presence at the show by placing an advert in our show programme. With options for every budget, from full pages to premium placements, your brand will be front and center. Don't miss this opportunity!

Bookings will open soon for the Show programme, let Izzy know if you would like to know when bookings are open.

E: izzy.brown@bathandwest.co.uk | T: 01749 822211



Contractors

A useful list of contractors:

ACCOMMODATION
www.bathandwest.com/accommodation

BANNERS
Wincanton Print
01963 33643

CATERING
Denela's Bakery
01749 342308
enquiries@denelas.co.uk

Peach & Sage
billy@peachandsage.com

Victoria O'Brien
07815 551586
info@victoriaobrien.co.uk

FLORAL & HORTICULTURE
Superplants
0800 068 0295
info@superplants.co.uk
www.superplants.co.uk

Three Counties
01963350650
julian.shave@threecountieslandscaping.co.uk

FURNITURE & ACCESSORIES
Event Spark
07971 974616
sales@eventsparks.co.uk
eventsparks.co.uk

GRASS CUTTING
Tom Yeoman
07970 276399

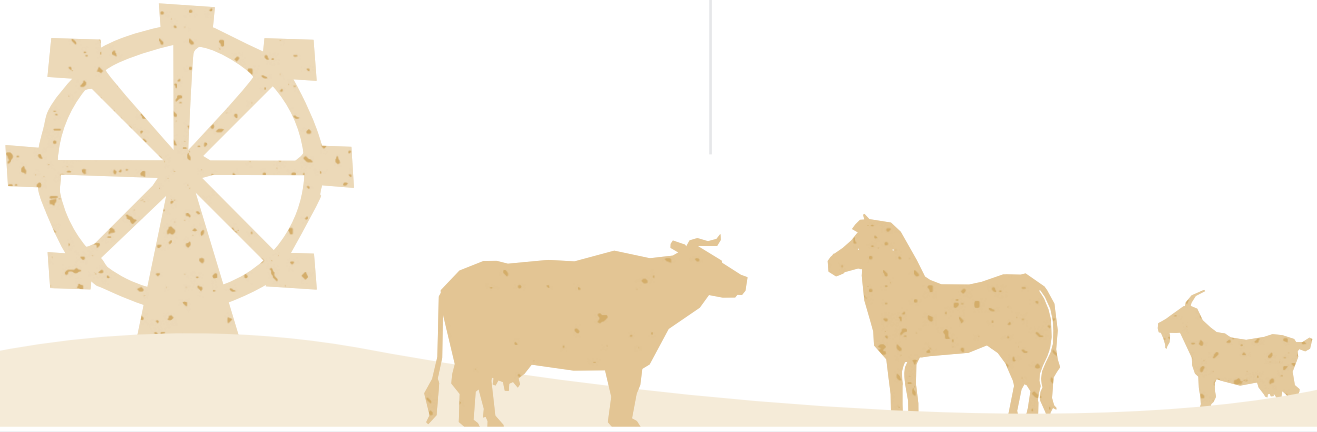
MARQUEES & FLOORING
Albion Wood Show Tents
01749 346002
tents@albionwoods.co.uk
www.albionwoods.co.uk

Danco Plc.
01454 250222
info@danco.co.uk
www.danco.co.uk

REFRIGERATION
Display Refrigeration
01452 721555
enquiries@displayrefrigeration.co.uk
www.displayrefrigeration.co.uk

STAND BUILDERS
ICS Exhibitions
admin@icsexhibitionsltd.co.uk

WATER
Bath & West Estate Office
01749 822244
Please complete the Water Booking Form



Any Questions? Get in touch:

Lucy Champion

SENIOR TRADE AND SPONSORSHIP EXECUTIVE

TEL 01749 822230

EMAIL lucy.champion@bathandwest.co.uk

Izzy Brown

TRADE AND SPONSORSHIP ADMINISTRATOR

TEL 01749 822211

EMAIL izzy.brown@bathandwest.co.uk