



EDENBRIDGE & OXTED

AGRICULTURAL SHOW

Celebrating the country way of life since 1837



Sun 25th & Mon 26th August 2024

INFORMATION FOR TRADE STANDS

- **40,000 visitors drawn from across the affluent South East region. Connect your brand with shoppers from across Kent, Surrey, Sussex, Essex and London.**
- **A farming and country-loving audience with specialist interests including riding, shooting, walking, fishing and rural life.**
- **Full of traditional character, our show attracts families enjoying an end of summer day out.**

The Edenbridge & Oxted Agricultural Show is a much-loved and long-established annual event that provides the perfect mix of entertainment, activity and shopping that we know our visitors love. Attracting the right mix of trade stands supports our vision, ensures a profitable weekend for our exhibitors and delivers the experience our audience expects.

The show layout has been transformed in the last two years with feedback from public and traders informing its evolution. Our traders trust us to design a show that works for everyone. In 2024 we'll see a return to our popular food and horticulture hub with an expanded Food Hall space. There'll also be more room for our growing equestrian trade stands.

*Our visitors are VERY good at shopping!
They want quality products for homes,
gardens, leisure, hobbies and country life.
It's an audience prepared to indulge themselves
and their families as they enjoy their bank
holiday weekend.*



Your questions answered

How do I apply?

All applications need to be made online through our website. Some stand types are limited in number so to avoid disappointment please don't delay your application.

You must upload evidence of your liability insurance and a risk assessment so please have these documents to hand.

Your application will be reviewed and if accepted you'll get confirmation and an invoice. Not all applications will be successful - we limit the number of stands selling similar products so we can keep trade strong and avoid over-saturation. Only once full payment has been received can we guarantee your stand booking.

What insurance do I need?

You will need to provide us with evidence of a minimum £5m public and product liability insurance cover. If you use any contractors (ie a marquee company) then you'll need to evidence their cover too.

How many tickets do I get?

We will issue you with wristbands. They are day-specific.

3m frontage: 2 Sunday, 2 Monday

6m frontage: 4 Sunday, 4 Monday

9m or more: 6 Sunday, 6 Monday

Extra passes available at £19 each per day.

How do I get a 'Premium' space facing the Main Ring?

These spaces are now reserved for exhibitors that also sponsor our show. Please call to discuss how sponsoring can be an affordable way to help increase your brand's visibility with our visitors - along with securing these amazing pitches! Sponsorship packages begin at just £150.

Is electricity supplied?

Our event is held on farmland so we rely on generators for our power. For safety purposes we have a contract with Excell Electrical. If you need power then you must book through them. This is an additional cost and is arranged by you directly with Excell. Use of your own generator is not permitted. To view their prices for 2024, use access code EO24 here: <https://order.excellelectrical.com>

Can I choose my pitch space?

Whilst every effort will be made to accommodate requests, specific stand locations cannot be guaranteed. Our office and trade stands committee allocate stand space in early August, with information sent to traders in their event pack.

Is camping permitted?

Trade stand camping is free of charge and there are showers on site. If you want to stay in your pitch then you may - but you must book sufficient space to accommodate the entire footprint of tent/caravan.

Trade exhibitors can show their passes to gain entry to the showground on Friday, Saturday and Sunday evening where our popular Stockman's Bar will be open with live entertainment for those staying on site.

Where is the show?

Ardenrun Showground, nr Lingfield. RH7 6LL

Please note that our office address for correspondence is different!

What are the show's opening hours?

Gates open to the public at 08:00h.

Trade stands must be in full operation until 18:00h each day.

What's the ground?

All our trade pitches are on grass. Some will front a hardstanding trackway for visitors. You must ensure that any marquees are securely located in the ground and weighted appropriately.

Parking for caravans and vehicles will all be on grass. As we're a farm for the rest of the year, the ground will be uneven in places.

All guy ropes, vehicles and displays must be within the boundaries of your pitch.

Can I serve food and drink?

Our catering pitches have exclusivity around the sale of hot food on site. If you want to apply for a catering pitch, email info@edenbridge-show.co.uk.

Our Food Hall is designed for the sale of food and drink products supplied for consumption off site. No hot products or 'by the glass' products can be sold from here.

If you want to sell alcohol on our site then you will need a Temporary Event Notice from Tandridge District Council and you will need to notify us on the application form.

You can serve food and drink (including alcohol) on your stand if you want to entertain your customers, for example, but it cannot be sold. Ensure this activity is covered in your risk assessment and adhere to food hygiene regulations.



What are the set-up and break-down times?

The Showground is open daily from Thursday 22nd August to Saturday 24th August for set-up. Gates open at 08:00h with vehicles required to leave site by 20:00h. The showground will be secured at 20:00h each night with no vehicle movement permitted thereafter. Any exhibitor arriving after 20:00h will be required to park in the trader parking area until gates open the next morning.

Your vehicles and any contractors' vehicles driving into our site will need to display a Trade Exhibitor Pass. These are free and can be ordered when you make your booking online.

On show days vehicle access is available from 06:00h. Last vehicle admission is at 08:00h. All vehicles must be removed from the showground and parked in the trade exhibitor car park by 08:30h. There is absolutely no vehicle movement permitted between 08:30h and 18:30h. If you want your vehicle to remain on the stand with you then you must ensure you have booked enough floorspace to accommodate the vehicle's full footprint.

Food Hall traders have a separate parking area at the rear of the food hall marquee.



Prizes for trade exhibitors

We invite guest judges to assess our trade stands, with trophies awarded to winners in four categories and prize cards awarded for you to display.

The awards are a great talking point and make lovely social media posts for you to publicise your presence and achievement at the event.

We share information and pictures of the winners on our social media feeds to add to the publicity.



The show has a strong following on social media and regularly promotes traders online by tagging you in posts and pictures.

We also ensure that traders are listed on our website, with web links where possible and we publish your details in our Show Guide and Show Catalogue publications so people can find you after the event too.



COMPETITION CLASSES

- Section A Shopping Arcade, Grape & Grain, Food Hall
Competing for the Una Clements Challenge Cup
- Section B Large trade stands (9m+)
Competing for the Edenbridge Angling Society Challenge Cup
- Section C Small trade stands, non-agricultural, 6m or under
Competing for the Ardenrun Challenge Cup
- Section D Agricultural, Horticultural & Equestrian Supplies exhibitors
Competing for The Manwaring Trophy

Judging commences at 9.30am Sunday 25th August 2024

Judging criteria: Maximum 100 points, awarded:
50% product knowledge
30% advertising value
20% originality

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Trade Pricing 2024

Outside Space

Frontage	Depth	General traders	AHE traders (*1)
3m	3m	£165 *2 applies	
3m	9m	£295	£190
6m	9m	£560	£320
9m	9m	£820	£450
12m	9m	£1070	£565
15m	9m	£1315	£690
18m	9m	£1540	£820
21m	9m	£1780	£940
24m	9m	£2020	£1065

*1 AHE = Agricultural, Horticultural and Equestrian Supplies companies.

This rate is applied for suppliers of machinery, feed and professional services in these sectors. Not applicable to clothing or tack.

*2 Local traders

This 3m x 3m stand size option only applies to companies registered in Kent, Sussex or Surrey, with fewer than 20 employees. **They must be first time exhibitors with our show.** The number of available stands at this rate is limited. Allocation is at the discretion of our Trade Stands Committee.

Food Hall local traders need not be first time exhibitors but the products must also be made within the region.

Food Hall (pitch within large marquee)

Frontage	Depth	General traders	Local traders (*2)
3m	3m	£595	£465
6m	3m	£1190	£930

Increase your profile with a corner plot or Premium Pitch.

Premium Pitches are reserved for traders who sponsor too. Please call to discuss options. 01342 832307

CORNER FEES

Food Hall = £120
Open Space = £230

Grape & Grain (sheeted arcade bay in 3m deep marquee)

Frontage	Depth	Off sales only	Off sales & by the glass
3m	3m	£380	£530

Grape & Grain is restricted to producers of beer, cider, wines and spirits from Kent, Sussex & Surrey. Producers from further afield are very welcome to apply for Food Hall space (for tasting and off sales only).

Shopping Arcade (sheeted arcade bay in 3m deep marquee)

Frontage	Depth	
3m	3m	£380

CHARITIES

A number of free stands (3m x 3m) are available to charities. These are decided at the discretion of the Society's Honorary Almoner and need to be local and relevant to the Society's own charitable objectives, namely: to promote, advance and improve for the benefit of the public agriculture, horticulture, forestry and rural crafts and skills in all their branches. Larger pitches and stands for charities not aligned with our Society's charitable objectives can be booked online at our AHE rate. Pitches for free charity stands must be booked and operated directly by the charity and not by a third party agent.

Trade Exhibitors – Regulations and Conditions of Booking, 2024

1. Exhibitors must display boldly the name under which they trade.
2. Exhibitors shall accept the space allotted to them by the Edenbridge & Oxted Agricultural Show (the Show) and shall operate strictly within all boundaries. Displays must be confined within these boundaries and must not encroach in any way upon public walkways or neighbouring sites. Disputes or questions should be addressed to the Trade Stand Steward c/o the Show Office.
3. Trade stand spaces are on an open site and if a tent or other structure is to be erected, the space applied for must be sufficient to include all guy ropes, base plates, vehicles etc. Given proximity to neighbouring traders, pitch access can only be fully guaranteed from the front edge(s). Market stalls will not be permitted.
4. No exhibitor may sub-let the whole or part of the space allotted or permit any other person to trade thereon.
5. All exhibitors who break the soil on the Showground for the purpose of their exhibit must restore it, make good and leave their site tidy. Exhibitors who generate litter must supply their own bins and rubbish bags. Please leave the rubbish tied up in bags for collection or take it away. Failure to do so may incur a surcharge to cover the Show's costs of clearing up. Exhibitors may cut the grass on their site but trimmings must be removed from the Showground.
6. There is no right of exclusivity for products, brands or services unless expressly agreed with the Show Office.
7. Exhibitors are responsible for ensuring that business is conducted in an orderly manner and that nothing is done that would prejudice the reputation of the Show or interfere with other standholders in any way.
8. Dangerous weapons: The promotion and/or sale of offensive or dangerous weapons or toys such as guns, peashooters, laser guns/pens, sporting knives, catapults and BB guns is strictly forbidden. Any exhibitor found displaying, promoting or selling such items will be removed from the Showground immediately without any form of refund or compensation.
9. Appeals, competitions, draws, raffles, balloons etc: these will not be allowed under any circumstances. No hawkers, itinerant traders or photographers (unless officially licensed by the Show Director).
10. For the prevention of nuisance, the demonstration of chain saws and other noisy machinery and the use of loud hailers, radios, loudspeakers and musical instruments (or any method likely to cause annoyance) is prohibited without the express permission of the Show. The Stewards and Officials of the Show shall have the power to remove from the Showground any exhibitor who trades and behaves as above, any exhibitor whose goods and activities are not as described on the application form and/or any vendor of cheapjack goods. The definition of what constitutes 'annoyance', 'nuisance', 'noisy' and 'cheapjack' shall rest entirely with Stewards and Officials of the Show.
11. Trade stand space must be paid for within terms of invoice issued. Only full payment secures a booking. Exhibitors with payments outstanding will not be permitted to trade.
12. Cancellation: if an exhibitor wishes to cancel their trade stand booking, fees paid will only be refunded if the cancellation is received in writing sixty days or more before the Show opens. A £50 deduction will be made to cover administrative costs.
13. Dogs must be kept on a lead at all times unless competing. All other animals at the Show must be properly supervised.
14. Unless accepted as an exhibitor in Food Hall, Grape & Grain or as an authorised on-site catering vendor, under no circumstances shall exhibitors or anyone else on their stand be allowed to sell or receive money for refreshments and confectionery of any description. Tobacco products and vapes are not permitted for sale. Exhibitors may provide (on their own trade stand) refreshments for their customers free of charge.
15. Duly authorised vendors of food and drink must be registered under the Food Premises Regulation Registrations with their local authority and must supply details of this with their application.
16. On-site catering stands commit to providing evidence of trading data for each day of trading on site from which a 20% commission on net sales is then payable immediately, less any deposit already paid.
17. Vehicles: Vehicle access to trade stands will be permitted only until 08:00 each day and any such vehicles must be removed from the Showground or parked within the confines of the stand's boundary by 08:30 at the latest. No vehicle access will be granted to the Showground after 08:00. Vehicles arriving after 08:00 will have to park in the Trade Exhibitor vehicle park and goods intended for the trader's stand must be carried onto the Showground from there. Only vehicles parked within the boundaries of the exhibitor's trade stand space will be permitted to remain on the Showground after 08:30 each day and are not then to be moved until 18:30. Trade stands must be in full operation until 18:00 each day. All Exhibitors' vehicles should be parked in the Trade Exhibitor vehicle park and must display a valid parking pass. These are free of charge and should be ordered at the time of application. Vehicle movement on the Showground at the end of

each day will not normally be permitted before 18:30, however this time may be varied earlier or later at the discretion of the Show's Health & Safety Officer. Exhibitors wishing to leave the Showground should remove their vehicles before 20:00. The Showground will be secured at that time with no further vehicle movements within the Showground until 06:00 the following day.

18. Trade stand spaces may be occupied from 08:00 on the Thursday prior to the Show and must be vacated by 13:00 on the Wednesday after the Show, after which time a daily charge may be made. If they are not occupied by 08:00 on the first day of the Show (Sunday) the space will be reallocated to another exhibit. The showground gates will be locked at 20:00 on set-up days.

19. Electricity: The use of generators is totally prohibited on the Showground. If a supply of electricity is required, this must be booked directly with our electrical contractor. Visit <https://order.excelelectrical.com/> and enter access code: EO24.

20. Water: Should you require water, or a stand pipe on your site please contact the Show Director to arrange this within 30 days of the dates of the Show. Provision cannot be guaranteed after this time. Additional charges will apply.

21. Insurance: The exhibitor assumes responsibility for their stand and all items exhibited therein, and accepts liability for all claims arising out of the exhibition, handling and housing of such exhibits and the conduct of the stand generally. The exhibitor shall indemnify the Show against all claims, damages or expenses whatsoever in any way arising out of the presence of the exhibitor and their exhibits on the Showground. All exhibitors must hold a minimum of £5,000,000 public and product liability insurance and provide proof of this insurance cover together with a completed risk assessment form. Acceptance of this provision is a condition of entry.

22. Security: Trade exhibitors are responsible for the security of their stand and the safekeeping of all items within.

23. Legal compliance: It is the responsibility of the exhibitor to ensure they are familiar with all relevant and applicable legislation for Health & Safety, fire prevention, animal health, welfare & hygiene, vehicles, plant equipment etc and to manage their compliance thereof and the compliance of any subcontractor working on their behalf. The Event Safety Officer may require sight of relevant documentation and conduct checks to ensure compliance. All marquees erected by subcontractors must be checked and signed off by The Event Safety Officer before the subcontractor leaves site. The Event Safety Officer is authorised by the Show to order an exhibitor to cease trading and may order removal of a stand from the Showground.

24. Coronavirus: The Show will implement any government restrictions and best practice advice required both during the build-up and operation of the Show. The exhibitor assumes responsibility for ensuring that their trade stand, exhibits and activities comply with all legal requirements and best practice COVID-19 advice as may be in place at the time of the event to protect the safety of exhibitors and public alike.

25. Force majeure: Whilst every effort will be made to ensure the event takes place as planned, if natural disaster, extreme weather, act of God, war, act or threat of terror, civil commotion, fire, disease or death of a monarch should prevent the Show from running or substantially curtail its activities the Show shall not be liable for any losses incurred and no refund of fees will be made.

26. The Show will not be responsible for death, injury, disease or loss caused to any exhibitor or to their servant or agent or any animal, insect, bird or thing of whatever nature.

27. Data Protection (GDPR): All data provided for the purpose of exhibiting at the Edenbridge & Oxted Agricultural Show will be stored on the Show's systems and databases; this data will be retained and used to keep exhibitors informed about the event. The Show will publish information about exhibitors in the printed Show Catalogue for visitors and on the Show's website.

28. The Show may, from time to time and at its discretion, use photographs of trade stands for marketing purposes and may name and publicise the presence of exhibitors at the Show. This could include (but not be limited to) the Show's website, print, online and social media advertising, brochures, signage and presentations.

For questions or clarification, please contact the Show Office on info@edenbridge-show.co.uk or call 01342 832307.

Office address:

**The Old Dairy, Wintersell Farm, Dwelly Lane,
Edenbridge, Kent TN8 6QD**

Registered Charity Number: 1102127

**Company limited by guarantee - incorporation
no: 4682208**