



Trade at Pembrokeshire County Show 2026

NEED TO KNOW GUIDE

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**Prices frozen at
2024 rates**

Electricity is available in
all Zones for 2026 and can
be purchased with your
booking.



Trade at Pembrokeshire County Show

CONTACT DETAILS

Trade Stand Administrator:
Sam Dockerty
01437 764331
sam.dockerty@pembsshow.org
trandestand@pembsshow.org

Show Office, County Showground,
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Pembrokeshire, SA62 4BW

www.pembsshow.org

The Pembrokeshire County Show 2026

The County Show will take place on Wednesday 19th and Thursday 20th August, 2026. It is an excellent opportunity to showcase your goods and services to a wide audience. Demand for trade space is always high so please book early.

This guide is for trade only. If you wish to retail food for on Showground consumption you must contact info@pembsshow.org for a tender document.

Before you apply please read through this document. It has information about the following:

- Key Contacts
- How to apply and checklist
- Allocation and timescales
- Trade Stand Zones and pricing
- Key Information (Regulations, Terms & Conditions and Health & Safety)
- Trade Stand Awards.

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Selection Criteria

The following criteria will be applied to the selection of Trade Stand exhibitors:

- Relevance and quality of product
- Permanent registered business address, quality website with clear contact details.
- Public Liability Insurance in order to Trade – minimum liability limit of £5million
- Completed Risk Assessment including Fire Risk Assessment – a template can be provided from the County Show Office.
- Courteous, professional and friendly staff
- Quality of product
- Balance of product categories within the Show
- Geographical relevance
- Previous behaviour at Pembrokeshire County Show
- Prompt payment of Show invoices

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Allocation and Timescales

Returning exhibitors have until **Friday 27th February, 2026** to reserve their 2026 space. After this date the space will be made available for other traders.

Zone's are reviewed annually and changes will be made which may have an impact on your previous space.

New Traders can apply from 16th March 2026. If your application is successful we will contact you with a proposal of a site we can offer you.

Trade Stand Zones & Pricing

ZONES

Zone A – Agricultural support trade and professional services.

Zone B – Agricultural Machinery, Contractors and Suppliers.

Zone C – Emergency Services and Forces.

Zone D – Motor Traders and all other traders.

Countryside Arena – Country Pursuits.

Country Market – local craft stalls.

Food Hall – Pembrokeshire and Welsh Produce.

Equine Marquee - indoor spaces from 3 metres - limited number

Health & Wellbeing Marquee-indoor spaces from 3 meters - limited number

OUTDOOR SPACE (Zones, A, B, C, D, & Countryside Park)

- Outdoor stands are available on grass and/or hard standing and are calculated in increments of 3m frontage. N.B. Some areas have trade stand spaces which will have both grass and hard standing.
- The depths of the stands vary from a minimum of 7m to a maximum of 15m depending on location.
- The space booked **MUST** allow for the full size of any structure or vehicle including guy ropes, pegs, stays and tow hitches etc. Weights are NOT supplied by the Show to secure gazebos/marquees.
- Marquees erected on hard standing in Zones C & D and hard base areas of Zone B **MUST NOT** be secured using pegs or other anchors which damage the tarmac surface. No tracked machines are allowed on the runways of Zones C & D. Tracked machines are only allowed in Zone B. Exhibitors causing damage to hardstanding will be charged by the local authority and/or the Society for any remedial works required.
- Wind turbines, masts or other similar high level equipment require special permission from the Show Office prior to booking a trade space.

Please note that the Show is held on an airfield – please ensure your structures are suitable for windy weather conditions.

Trade Stand Zones & Pricing

PRICING

Trade space is allocated on a frontage area. All spaces (other than Country Market and Food Hall) are 'open space' some hard standing and some on grass and some on hard standing and grass.

Trade space includes an allocation of passes based on stand size booked. You will be able to apply for additional Show entrance tickets at a reduced price.

Zone's A B C & D

All prices are for two days trading and are subject to VAT

These prices will increase by 10% for bookings made after 1st July 2026.

Frontage (in Metres)	Zone A	Zone B, C, & D	One Day Admission Ticket (per day)	Vehicle Show Period passes (per stand)
3m	277.20	254.10	3	1
6m	365.40	334.95		
9m	453.60	415.80		
12m	522.60	479.85	4	1
15m	604.80	554.40	4	2
18m	680.40	623.70	5	
21m	762.30	699.30		
24m	831.60	762.30	6	
27m	926.10	849.45		
30m	1020.60	935.55	7	

Contact the Show Office if you require any larger frontage areas.
tradestand@pembsshow.org

Countryside Arena – please contact the Show Office if you wish to be included in this Arena. info@pembsshow.org

Country Market – *this area is fully booked for 2026.*

Food Hall – Welsh produced food and drink retailers are invited to apply for a space in the Food Hall. The produce is for off showground consumption only. To be considered for the 2025 Show please contact the Show Office by email: info@pembsshow.org.

Extras (to be booked on line)

Electricity is available and you can purchase this extra on the online booking system.

Please contact the Show Office for details of the appointed PAS contractor who will sign off the connection to the trade stand.

16 amp - £150.00 plus VAT

32 amp - £216.00 plus VAT

63 amp- £300.00 plus VAT

If you choose to bring your own generator please note::

Diesel silent generators **MUST** be used.

The use of PETROL generators is strictly prohibited in all areas of the Showground.

Generators must not be refuelled whilst the engine is running.

Unauthorised connection or sharing of electricity supply between stands is strictly prohibited.

Water - supply is limited on the Showground. Stands that require water will be supplied with a standpipe that will be located in the vicinity of their stand. Exhibitors must not cut into any connecting pipework to service their stand. Only the PAS appointed water technician to be used as all portable water pipework must be chlorinated before public use. Any breach of the above will be reported to the Pembrokeshire County Council Environmental Health Department.

Forklift/tele-handler can be hired for a fee of £30 plus VAT.

Extra on site vehicle passes are available at £20 plus VAT.

Trade Stand Caravan passes (*If you intend staying on site and the caravan/tent is within your booked space there is no charge*).

If this is in addition to your booked trade stand space this can be booked at £30 plus VAT – for one caravan only and the caravan/tent will be placed behind or as close to your booked space as possible.

Caravan Passes for the Caravan Area (no electric hook ups) are available at £25 plus VAT.

Broadband/WiFi for your stand can be booked direct with the supplier:

West Wales Systems 01437 700701

info@westwalesystems.co.uk

Security services are on site from midday, Monday 18th August. Regular Showground patrols are carried out during the build-up and Show period, however trade stand exhibitors **MUST** ensure that their stands and goods are secure and they are covered by their relevant insurance. They may make independent arrangements, but this must be conducted by the Show's contracted security company. The Society does not accept any responsibility for any items left unsecured on site and they are left entirely at the trade stand exhibitor's risk.

Admission Tickets & Vehicle Passes - NO TICKET = NO ENTRY

All tickets in 2026 will be one day e-tickets and will be emailed to the main contact on the booking form.

All trade stand exhibitors will be allocated admission tickets, pre-show and Show period vehicle passes depending on the size and location of their stand (please see application forms and trade stand rates for details) on the ShowingScene website. Under no circumstances will any individual enter the Show without a ticket and will be charged at the public rate.

All Admission tickets are valid for any one day only and allow pedestrian access to the Showground. Your ticket allocation is the maximum for the period of the show - e.g. a 3 meter stand will get 6 tickets in total that can be used either day - if you use all 6 on day 1 you wont be able to use them on day 2 and will need to pay at the gate!

No refunds will be given if tickets are lost or forgotten.

Pre Show Pass

These passes are issued for use on setting up days only and must be clearly displayed to gain access to the Showground. ALL contractors will be required to produce identification and access will be through Gate 1.

Exhibitors must ensure they have the correct number of tickets and vehicle passes required to run their trade stand including all staff and contractors. A limited number of additional admission tickets can be purchased when booking trade stand space at the time of booking at a discounted rate of £12 inclusive of VAT. Admission tickets purchased after booking your trade stand can only be purchased online at the non-discounted public rate at www.pembsshow.org Types of Passes Day Tickets.

Vehicle Passes - These must be clearly displayed and fixed to the windscreen at ALL times to gain access to the Showground pre-show and during the Show period via RED Gate 1. Gate 1 will be open from 06.00am each show day. ALL support vehicles must be off the Showground by 8:30am each day and parked in the Trade Stand car park unless they are located within the trade stand itself.

No Vehicle movement on the Showground between 08:30 and 19:00 Wednesday 20th and 21st Thursday.

Extra vehicle passes can also be purchased at the time of booking.

Caravans - An onsite exhibitor caravan park is available at the Showground and is situated adjacent to RED Gate 1, there are no electricity hook up points, exhibitors to provide their own diesel generators. There are no facilities in this area. ALL caravans located on trade stands will require a Showground caravan pass to be displayed. Please complete the booking form where necessary. Any caravans not displaying the correct pass will not be allowed access to the Showground.

Trade Booking Timeframe

**27th
February
2026**

Trade stand closing date for returning exhibitors to secure same spot as 2025, subject to any showground layout changes.

**15th
March
2026**

Tradestand bookings available for new traders – enquiries before this date can be made by email info@pembsshow.org

**1st
July
2026**

Tradestand booking subject to a 10% uplift in prices

**24th
July
2026**

Closing date for all tradestand bookings.

**31st
July
2026**

Ticket and passes will start being dispatched by email (providing all payments and relevant forms have been received). Tickets may be dispatched earlier to those who completed the booking process early.

**15th
August
2026**

Show site set up can start

**22nd
August
2026**

Show site breakdown must be completed.

Trade Stand Build & Breakdown

Exhibitors are advised that there are underground services on the Showground such as water mains, drains, electric cables, telephone cables etc.

Exhibitors must carefully consider safer alternatives to excavating for flagpoles, signs etc when planning their Trade stands.

All Exhibitors on the main runway must not at any time drill or dig into the surface of the runway and those on the grass areas at the sides of the main runway must leave a space of 2 metres from the edge of the runway before erecting any structures.

Please note that the Showground is a large open space so please ensure your structure are suitable for windy weather conditions. Gazebos in particular must be sturdy!

Exhibitors are permitted to erect marquees on hardstanding using weights only. Exhibitors will be charged by the Society for any remedial work required if damage is caused to the hardstanding by themselves or their contractors. Damage to the runways specifically will result in the exhibitor being removed from the Show and charged for repair work by the local authority.

Exhibitors are permitted to start erecting their stands as set out below and will require the relevant vehicle passes for access. If you require earlier access, please contact the show office in the first instance.

Build Up

14th
August
2026

Show site set up can start for those with outside space from 7.00am. Please note there will be no security on site until 6pm on Friday 14th August, 2026 to noon Friday 21st August 2026.

17th
August
2026

Show site open from 7.00am for set up for those with outside space. Please note there will be security on site from 6pm on Friday 14th August, 2026 to noon Friday 21st August 2026.

18th
August
2026

The Country Market, Food Hall, Equine Marquee and Health & Wellbeing Marquee will be open to set up from 9.00am on Tuesday 18th August, 2026.

19th
August
2026

All Trade stands to be open for trading by 9.00am till 6pm on both days. No vehicle movement on site after 8.30am until 6.30pm.

Breakdown

20th
August
2026

Trade stands can begin breakdown of their stands from 6.00pm on Thursday 20th August, 2026

All stands must be cleared from the site by noon on Saturday 22nd August, 2026 as part of the Showground must be returned to the airport operators.

Exhibitors to inform the County Show office if they are unable to meet this deadline.

The Trade Space must be left in the condition in which it started, failure to do this is a breach of contract. All rubbish to be removed by the trader. Failure to adhere to this may result in additional clearance charges.

An Exit Plan will be in force for 2026 and details of this will be included with your show information pack.

PLEASE NOTE: In extreme circumstances if any exhibitor has to leave the Show prior to 6.30pm on the final day they must seek permission from the Show Office before leaving. Trade stands that dismantle and leave the show without prior permission will not be permitted to rebook trade stand space the following year.

How to Apply

Applications will be live on www.showingscene.com from **Monday 10th November, 2025** for returning traders and from **16th March, 2026** for new traders.

Guide to using www.showingscene.com for trade stand enquiries 2026:

- 1 Go to www.showingscene.com
- 2 Click, events
- 3 Type in Pembrokeshire County Show in the search box, click View Show.
- 4 Click, Trade stands & Products
- 5 Scroll down to the different zones
- 6 Click View Options, select the Zone which your product is best suited to.
- 7 Trade stands have a selection of frontages commencing with 3m and upwards in 3m increments scroll down to find your required frontage.
- 8 You will most likely be asked to register with an email that you use to book your trade stand - please ensure you use the email you previously used to avoid duplication.
- 9 The green button "Download documents" has the HSE guidance for completing your risk assessment on the PAS risk assessment sheet.
- 10 You will be required to submit a copy of your public liability insurance.
- 11 Complete enquiry form and submit

Once your trade stand is confirmed you will need to make payment to secure your space.

Key Information

Show Rules and Regulations

Please read these rules and regulations thoroughly before submitting your application. Any infringement of these regulations may result in your trade stand being closed down.

Exhibitors must comply with the Rules and Regulations set out by the Society. Full payment must be made at time of application. Applications received without payment will not be processed until full payment is received. The Society reserves the right to refuse, or cancel any booking as thought fit. The Chair and fellow Trustees whose decision will be final, will arrange the site location of the trade stand. Cancellation of trade stands: no refunds will be made to trade stand exhibitors who cancel after 1st July 202

65. Trade stand exhibitors who cancel prior to 1 st July 2026 will receive a full refund less £75 administration charge. All cancellations must be received in writing.

Additional Income

No additional income may be generated by charging visitors to the Pembrokeshire County Show for any activity, access or entry to your tradestand without written permission from the Pembrokeshire Agricultural Society.

Alcohol

The sale of alcohol is strictly forbidden on tradestands. However, exhibitors who supply alcohol as part of their on stand hospitality are responsible for ensuring that no alcohol is obtained by anyone under the age of 18. Failure to do this will result in the banning of alcohol on their stand.

Balloons/Lanterns

Un-inflated Balloons are permitted as giveaways, however, the sale or distribution of helium filled or metallic balloons is strictly forbidden. The sale or use of Chinese style lanterns is also strictly forbidden. PAS will also not permit balloon races to be organised from the Showground or car parks.

BBQs

No exhibitor may light a fire or barbecue for any purpose whatsoever unless they have the authority of the Society to do so. All authorised fires and barbecues must be put out at the time of closing the Showground each day.

Bogus Advertisers - WARNING

Please note, there are a variety of scams circulating amongst various Shows targeting trade stand Exhibitors, offering advertising on behalf of the Show, which HAVE NOT BEEN AUTHORISED. If in doubt, please contact the Show office before agreeing to take any advertising space.

Catering on stands

Exhibitors may make such arrangements regarding catering on their own stands as they wish, provided that no exhibitor may sell any foodstuffs or beverages on his/her stand. Exhibitors are reminded that they must conform to the requirements of the current Food Hygiene Regulations. Exhibitors must ensure that catering staff employed are provided with admission tickets and vehicle passes, otherwise payment in full is applicable and will be charged at the gate. Exhibitors who wish to sell food and drinks for showground consumption must apply by contacting info@pembsshow.org.

Cancellation Policy

All cancellation must be made in writing. A full refund less a £75 administration fee will apply to all stands cancelled before 1st July, 2026. After this date no refund will be given.

Charitable Collections

Charities wishing to make appeals for contributions to their funds must obtain permission from the Show Office. If permission is granted, collections must not be made outside the limits of the exhibitor's stands.

Dangerous weapons

The promotion and/or sale of offensive or dangerous weapons or toys such as guns, cap guns, peashooters, laser guns/pens, catapults, BB guns and ammunition and explosive devices is strictly forbidden. Any exhibitor found displaying, promoting, or selling such items will be removed from the Showground immediately and will not be invited to exhibit at future Pembrokeshire County Shows.

Drones

Due to the proximity of Withybush Airport, the use of any aircraft, drones or captive balloons of any description for any purpose is strictly prohibited.

Data Protection

PAS aims to set the best practice in implementing the DATA Protection Act (1998). Details of the personal data will be retained on our database for the Society's use only and to facilitate future communications. PAS does not share data provided by any customer of the Society to any Third Parties

Show Rules and Regulations

Disclaimer of Liability

The Pembrokeshire Agricultural Society (PAS) will not be liable or responsible for any injury, loss, or damage arising from any error in the allocation of space or if an exhibitor encroaches on the space allocated to another.

The PAS, staff or volunteers will not be in any way liable to any persons for any damage or loss to the property of such person or any injury, however, caused, fatal or otherwise, to any such person while upon the Pembrokeshire County Showground or car parks or while entering or leaving the same.

Exhibitors shall be solely liable for any loss, injury or damage that may be done to, occasioned by arising from any article or property exhibited or brought on to the Showground by or for him and shall indemnify the PAS on account of or in respect of such damage or injury which may be so caused.

Exhibitors shall be held liable for their behaviour and for any misconduct or negligence of their staff or contractors and the consequences thereof.

The PAS will not be held responsible for any damage to any vehicle or equipment when an exhibitor or their representative accepts lifting or towing assistance offered by PAS staff or volunteers.

Acceptance of the Show Regulations is a condition of entry, and it is the responsibility of exhibitors to ensure that they understand and comply with these regulations.

Dogs

Dogs are allowed onto the Showground on short non-retractable leads, but are not allowed in the livestock areas, Food Hall, Members, or Sponsors' Pavilions or other indoor catering areas of the Showground. Assistance dogs are exempt. Under no circumstances leave your dog in your vehicle in hot weather.

Drugs

The Show operates a zero-tolerance policy to the possession, supply or use of illegal substances. Sniffer Dogs will be in attendance at any evening Social events.

Anyone in breach of this will instantly be removed from the Showground

Environmental Policy

The PAS is committed to reducing the impacts its events have on the environment. As part of the Society's strategy to prohibit the use of single use plastics the following items should not be utilised at the show:

- Plastic straws and stirrers
- Plastic cutlery
- Sauce Sachets
- Non-recyclable cups and plates/trays.

Exclusivity

The Pembrokeshire County Show will not grant exclusivity to any company to promote or sell goods at the Show.

Fire Extinguishers

All trade stands must be equipped with the appropriate fire extinguishers or fire appliances e.g. fire blankets, etc. for their activities.

Force majeure

If an event defined hereafter as Force Majeure occurs the PAS will not be responsible for the financial consequences or any losses or any actions claims or demands caused to or made by an exhibitor or their servants or agents caused by the failure of the Pembrokeshire County Show to be held on one or more of the days but for the event of Force Majeure on which it would otherwise to be held. Force Majeure means for the purposes of this clause exceptionally inclement weather; flooding of the whole or any part of the Pembrokeshire County Showground or the whole or any part of the car parks associated with it; an act of God..including but not limited to fire, flood, earthquake, windstorm or other natural disaster; act of any sovereign including but not limited to war, invasion, act of foreign enemies, hostilities whether war be declared or not), civil war, rebellion, revolution, insurrection, military or usurped power or confiscation, nationalisation, requisition, destruction or damage to property by or under the order of any government or public or local authority or imposition of government sanction embargo or similar action; law, judgment, order, decree, embargo, blockade, labour dispute including but not limited to strike, lockout or boycott; interruption or failure of utility service including but not limited to electric power, gas, water or telephone service; failure of the transportation of any personnel equipment, machinery supply or material required by PAS to run the Pembrokeshire County Show; breach of contract by any essential personnel; any other matter or cause beyond the control of PAS.

Generators

Only silent diesel generators are permitted on the showground.

Goods/Receipts

For all items sold by an exhibitor with the exception of food, a receipt must be handed to the customer bearing the exhibitors trading name, address, and telephone number.

Hazardous Activities

Conduct activities that pose a hazard to themselves, or other exhibitors, visitors or livestock.

Hot Surfaces

Where hot surfaces are used on trade stands for cooking or demonstration purposes these must be fully guarded from the public and in particular children.

Indemnity by the Exhibitor

The exhibitor will indemnify the PAS for:

- All claims arising out of the exhibit and the exhibitor's Show staff, Contractors and invitees conduct at the trade stand generally and against all claims, demands, damages, proceedings, costs or expenses whatsoever in any way relating to or arising out of use of the trade stand by the exhibitor.
- Any claims which may at any time be made against the Show (whether under the Occupiers Liability Act 1957 or otherwise) in relation to the trade stand (including any claim made by any of the exhibitors' employees) arising wholly or in part from any act or omission of the Exhibitor.

Show Rules and Regulations

Insurance

Exhibitors must have Employer's Liability Insurance to satisfy Health and Safety requirements. Where an exhibitor does not have Employer's Liability cover, because they rely on volunteers or self-employed persons, they must have Public Liability cover. All trade stand holders MUST have a minimum of £5 million public liability insurance cover.

Public Liability cover provides protection for claims made by visitors to the area of an exhibitor's stand.

This is particularly important where volunteers or self-employed persons are working for an exhibitor since there is a strict duty of care to these persons as they are treated as employees.

The Consumer Protection Act came into force in 1988 and makes the retailer of a defective product strictly liable to any person injured by it. It is, therefore, necessary for exhibitors to have Product Liability cover. Exhibitors must insure his/her exhibit whilst on the Showground. This includes fixtures and fittings and take out adequate third party insurance in respect of the exhibitor's use and possession of the trade stand.

Livestock on Stands

Permission must be obtained from the Society if you are intending to have any livestock or pet animals on your stand. All livestock will be subject to movement control or disease-free certification and the exhibitor must have the appropriate documentation available on site during the Show. Ecoli prevention advice/ signage must be displayed. The Pembrokeshire County Show Holding Number is 55/475/8632.

Livestock or pet animals must not be left unattended at any time, especially overnight. Livestock / pet animals, must enter via GATE 1 and cannot be removed until after 7.00pm on the last day of the Show. Any animal showing evidence of ringworm or any disease will not be admitted to the Showground. The Veterinary Inspector can authorise the immediate removal from the Showground of any animal which, in his opinion, is suspected of suffering from disease or is unfit or unsafe to be exhibited.

LPG cylinders.

The use of LPG on site must be in compliance with HSE guidance and must be kept in the open air. Joints in pipe work between cylinders and appliances must be checked for leaks before use. Pipe work and cylinders must be adequately protected against damage. All storage of LPG cylinders must be in suitable and secure compounds as detailed in the Health and Safety Executive guidance note CS4. Cylinders in use must at all times be secured against any movements that could lead to the disconnection of or leakage from connecting hoses. Gas appliances must have been examined and tested by a competent person and labelled to indicate the examiners name and the date of examination.

Membership

The society offers Membership packages and details are available on the website www.pembsshow.org.

Music on Stands

Exhibitors wishing to play copyright music on their stand by means of TV, video, slide/ tape presentation, record/tape player or even live are reminded that it is necessary to obtain a licence from the Performing Rights Society. Where audio equipment is used or live music is played as part of an exhibition, permission must first be obtained from the Show Office. The Trustees have the authority to prohibit the use of radios, and other sound reproductions equipment that in their opinion creates a level of noise that is unacceptable to visitors or other exhibitors.

Noise

Exhibitors must not allow sound to emanate from stands in a way as to annoy other exhibitors or the public. Exhibitors are not permitted to conduct any market-style trading or sell goods by auction, shouting or other loud activity to the annoyance of other exhibitors.

Exhibitors must reduce output if advised by the Trade Stand Stewards. The Stewards are authorised to stop any activity offensive to neighbouring exhibitors or the public.

However, the Show Governor's decision shall be final as to the acceptable level of noise emanating from stands.

If the volume is increased following the decision on an acceptable level, the Show Governor is empowered to ban the use of such equipment for the remainder of the Show.

Moving machines, vehicles and equipment demonstrations

Moving machines may be demonstrated with prior written consent from the Society subject to them causing no interference or annoyance to neighbouring stands. Demonstrating vehicles are strictly forbidden in the avenues during the Show. All vehicle movement on the Showground are restricted to 5mph and is prohibited during the opening hours of the Show with the exception of emergency and PAS service vehicles e.g. waste collection. The riding of motorcycles, ATV's and gators on the Showground, caravan parks, car parks, or livestock area bay is strictly forbidden apart from official show vehicles, and the delivery of mobility hire equipment to the hirer. Any steam or pressure vessels or lifting appliances used and/or demonstrated must have been examined and tested by a competent person and labelled to indicate the examiners name and date of examination.

Observance of Regulations

The Council of the Pembrokeshire Agricultural Society (The Pembrokeshire County Show)

reserves the right to refuse or cancel any application without explanation. All applications are subject to approval. Exhibitors must undertake to carry out any alteration as requested. Failure to do so, or if the trade stand does not meet with approval after any such alteration, will result in immediate expulsion from the Showground.

Show Rules and Regulations

Partnerships

The Society's definition of a partnership is a registered trading company or a trading business partnership. The term "Partners" does not cover business associates the exhibitor may have a connection with. The exhibitor will not be allowed to include associates as a part of their showground pitch.

Payment

Invoices will be issued following a successful application for a trade stand and full payment will be required to secure your trade space

Pools and Spas

If filling pools or spas and if you plan to include chlorine in the pool/spa, at close of Show, a neutralizing agent must be added before the water is released. A record of the amounts of chlorine placed in each pool/spa needs to be retained for inspection by the relevant authorities.

This is to comply to the Environmental Protection Act to avoid pollution of the water course and drainage system on the Show site..

Posters, Banner and Flyers

Display posters or banners within the Showground (outside of your stand space), car parks or onto the approaches is prohibited without prior written permission from the PAS. Priority for ring side banner is given to Sponsors.

Postponement or Abandonment

Exhibitors shall not have any claim against the Pembrokeshire County Show or any member of the Pembrokeshire County Agricultural Association in respect of any loss or damage whatsoever consequent upon the Show or any part of it failing (for whatever reason) to be held or having to be abandoned.

Responsible Behaviour

All exhibitors will be subject to the orders of the PAS officials. Abuse, physical or verbal, towards stewards and staff will not be tolerated and exhibitors or their staff not obeying the directions of the PAS officers will render themselves liable to expulsion from the Showground.

Responsible Drinking

The Show attracts visitors of all ages and works hard to uphold the 4 Licensing objectives - The prevention of crime & disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

All Exhibitors must follow the following golden rules of responsible drinking.

- Use the Challenge 25 campaign applied at the bars on the Showground.
(Please ask the customer for valid proof if you think they are under 25).
- Purchasing/supplying alcoholic drinks by/to anyone under the age of 18 is illegal.
- Anyone who appears to be intoxicated must not be served or given alcohol and may be asked to leave the Showground.
- It is illegal for children under 18 to knowingly consume alcohol.
- Rules of the Show only allow the use of plastic or toughened glass.

Rubbish & Recycling

Exhibitors are required to maintain their stand space and surrounding area in a clean, tidy and hygienic condition at all times.

Waste material must not be stored at the rear of the stand. Please be aware of the fire risk when storing waste materials.

Recycling bins are available across the Showground. PLEASE HELP US TO ACHIEVE ZERO TO LANDFILL & KEEP THE SHOWGROUND TIDY.

Sale of Knives

The display of knives for sale (including knife blanks) must be in a locked display cabinet unless protected in a pre-sealed pack at the time of manufacture. Any trade stand displaying or selling knives must do so in accordance with current legislation and must ensure that an age verification system is enforced. All employees must be trained and aware of the system. Suitable age restrictions signage must be clearly on display.

Trading Standards officers will be at the Show and may use underage test purchasers to verify that the non-sale of knives to under 18's is being enforced.

Signs & Advertising

All exhibitors must provide a clear sign or banner bearing the name of the firm or organisation as listed in the Show Guide. Signs/banners must not obstruct the view of the adjacent trade stand or protrude into the path of vehicles or pedestrians on the roads and avenues. If hiring a marquee, covered or shopping avenue bay, signs must be fixed so that no damage is caused to the canvas or frames. No advertising materials may be placed elsewhere on the Showground.

Distribution of 'Political Propaganda' will not be tolerated in any areas of the Showground or public car parks.

Sleeping

All trade stands exhibitors are reminded that if they intend to sleep overnight within or behind their trade stand area, they are required to complete the relevant section on Showing Scene. As with all sleeping accommodation, a working battery smoke detector must be installed. The Show security contractor will be made aware of those sleeping overnight on the Showground.

Smoking

Smoking (including the use of electronic cigarettes) is not permitted in any building, structure or marquee on the Showground.

Stand Opening Time

Stands must be open for both days 9.00 am to 6pm daily and Trade stands must be always staffed during Show opening hours.

Sub-letting

Exhibitors may not sub-let, part or share occupation of their assigned stand unless with the prior written approval of PAS. The Exhibitor may share occupation of the stand with their companies that are in the group as the exhibitor or which are associated in business with the Exhibitor or for whom the Exhibitor acts as an agent. Any stand or building found to be infringing this rule will be asked to close down and cease trading.

Show Rules and Regulations

Trade Space

Exhibitors and stand personnel must conduct their business only within the space allocated to them.

Trading

Trade applications are accepted on the strict understanding that space or 'pitch' allocated is used solely for the display, promotion or sale of the items or services listed by the exhibitor on the application form.

Transport Safety

All vehicles on the Showground must adhere to the stated maximum speed limit. All loads must be appropriately secured at all times. To ease traffic congestion exhibitors are requested to remove vehicles, once unloaded to the nearest car park. Please be aware that handheld mobile phones must not be used when driving on site. All vehicles must at all times be driven by an appropriately licensed and fully insured driver. Children are not permitted to drive or assist in driving vehicles on site.

Two-way Radios & Radio Mircophones

Exhibitors wishing to use two-way radio equipment must inform the Society of the frequency & equipment being used. The Pembrokeshire County Show reserves the right to limit the use of two-way radios on site. Exhibitors wishing to use radio-microphone during the Show must obtain permission from the Show Office and if permission is granted, provide the frequency to be used at least one month before the commencement of the Show.

Weather conditions

Exhibitors must ensure they have made adequate preparation to allow for adverse weather conditions at the Show.

In the event of adverse weather, it may be necessary for Show vehicles (ie; tractors) to assist with exhibitor vehicles on the Showground. Please DO NOT drive over any neighbouring trade stand space. The Show reserves the right to restrict or refuse vehicle access to the Showground at any time to protect the ground.

PAS is not responsible for any damage caused by wind, rain or excessive heat elements and associated conditions of flooding, storm damage and damage to property through heat or sunlight on any trade stand. PAS is not responsible for any ground conditions in the allocated trade stand pitch, i.e. uneven ground, soil type or wet spots

Health & Safety

Risk Assessments

As part of your booking terms and to ensure compliance with Health & Safety legislation, exhibitors **MUST** complete and return the general risk assessment and fire assessment form enclosed with the pack. Please ensure that your risk assessments consider Show set-up and breakdown as well as exhibiting at the Show.

All forms must be returned. The PAS reserves the right to refuse acceptance to the Show to any exhibitor who fails to provide a suitable risk assessment. It is the responsibility of the exhibitor to ensure all staff and contractors work according to the relevant Health & Safety legislations. The Exhibitor must ensure that any risk to the health, safety and welfare of its employees and others is minimised and all appropriate control are in place. Enforcement agents from HSE, Local Authorities and other inspectorates will be on-site during the Show.

General

- Exhibitors are responsible for adequately fencing off/securing any part of their exhibit that could be dangerous to visitors (including tent pegs, ropes etc).

- Under no circumstances may Exhibitors/contractors climb onto the roof of a temporary structure unless a documented risk assessment and safe system of work are in place and available on site. All workers working at height must be competent to do so. Please note that enforcement officers do visit the site during set up and breakdown and they will act on poor working practices.

- All mechanical and hydraulic devices on static machinery must be guarded and safely secured against dangerous or unintended operation/release. All raised components must be securely supported by mechanical means and must not rely on hydraulic pressure to remain in position.

- Only smokeless fuels may be used on site.

All steps and disability ramps must be firm with non-slip handrails and surfaces and must be within the confines of the boundary of your site.

- All exhibits containing moving parts or anything that may be dangerous to the public must be guarded to comply with safety regulations governing the particular exhibit. Guards must not be removed for any purposes whilst machinery is in operation.

Food Safety

- All personnel handling food should be appropriately trained and wear clean over clothing and head coverings as appropriate.
- All machinery used for cutting, slicing, mincing etc should be properly guarded and all staff operating such equipment should be properly trained in its use.
- All Food vendors are reminded that it is their legal responsibility to ensure that food is prepared, always cooked and served safely and that their staff are suitably trained, managed and monitored to ensure that high standards of food safety are maintained.
- Separate facilities must also be available for the hygienic cleaning of equipment and surfaces.
- All food businesses must comply with current Food Safety Legislation applicable to their business –
- Open food must also be stored at least 90mm from the ground to protect against contamination.
- Under no circumstances are pets to be permitted on any stand/unit.

Fire/Bomb

- In the event of a fire please dial 999 and subsequently inform the Show Office that you have done so on 01437 764331 - If time allows unplug electrical items and isolate gas. Ensure all staff are accounted for. Do not try and remove items from your stand.

Leave the area immediately, or as directed by the Show Officials.

- If you find a suspicious package, do not touch it, contact the Show Office (01437 764331) immediately giving the location.
- Please complete the fire safety checklist and fire risk assessment provided with your application.
- Any exhibitor's marquee or structure large enough that the public cannot leave within 6.5m from the deepest part, must have a FIRE EXIT identified by the BS or Euro FIRE EXIT sign of a suitable size.
- Fire exits must always be unobstructed and accessible.
- Exhibitors' vehicles, caravans, or anything associated with one of these will not be allowed to remain in such a position as to impede the flow of people through, or dispersal of persons from, any FIRE EXIT.
- It is the responsibility of the exhibitor to ensure that necessary fire precautions are taken. Current Fire Safety standards **MUST** be applied to ensure that the exhibitor's site has adequate fire precautions.
- Information on fire safety at Open Air Events is available from www.communities.gov.uk/fire
- All exhibitors are required to supply suitable fire extinguisher(s) for the size of the stand booked, this includes small bays within the large feature marquees (please also see requirements under LPG if applicable). Fire extinguishers must be located within the stand and be easily accessible, well maintained, and must be on hand during the build and breakdown of the stand and all staff instructed in their use.

Trade Stand Competition 2026

- All trade stands are automatically entered for the trade stand competitions.
- Judging of the trade stands will take place during the first day of the Show.
- Please note all trade stand must be open to the public and ready for judging by 9.00am as per the Trade Stand Rules and Regulations.

Agricultural Section

Class TS1 Best Agricultural Trade Stand 15m and under frontage (Small).

Class TS2 Best Agricultural Trade Stand over 15m frontage (Large).

Class TS3 Best Agricultural Machinery Trade Stand 15m and under frontage (Small).

Class TS4 Best Agricultural Machinery Trade Stand over 15m frontage (Large).

Winners will receive a rosette and the overall winner is presented with the Simon Llewellyn Trophy for the Best Trade Stand – Agriculture (Classes TS1, TS2, TS3 and TS4)

Non-Agricultural Section

Class TS5 Best Trade Stand 15m and under frontage (Small).

Class TS6 Best Trade Stand over 15m frontage (Large).

Motor Section

Class TS7 Best Motor Trade Stand 15m and under frontage (Small).

Class TS8 Best Motor Trade Stand over 15m frontage (Large).

County Market Best Craft

Class TS9 Best Craft Stand in Country Market

Winners will receive a rosette and the overall winner is presented with the J E Lawrence Trophy for the Best Trade Stand – Non-Agriculture (Classes TS5, TS6, TS7, TS8 and TS9)

Good Hook Award for the Best Food or Drink Product produced in Pembrokeshire

Class TS10 Best Food or Drink Product produced in Pembrokeshire and exhibited in the Food Hall or Country Market.

Winners will be presented with the Good Hook Trophy.

Trophy winners to be invited to the presentations in the County Show Pavilion at 4.30pm, Wednesday 19th August 2026 if they can make it or presented with the trophy on stand.