

NEWBURY SHOW

2026 Trade Stand Brochure

19th & 20th September
Newbury Show

With hours of entertainment for both young and old alike, Newbury Show is a great day out. Our 2-day annual event promotes the very best of British agriculture and countryside to the general public, with machinery demonstrations, livestock competitions, our dedicated Food and Farming Zone with local farm competitions, Countryside Area and Education Marquee. Plus, the hallmarks of any good country show; our Food and Craft Halls, shopping Avenues, a variety of food and drink hubs and a packed Main Ring timetable!

Held over 2 days at the Newbury Showground, off Junction 13 of the M4 and A34 interchange, Newbury Show is easily accessible - only an hour's drive from London – and attracts visitors from all around the country.

Since its return in 2023, Newbury Show has averaged approximately 32,000 loyal visitors – don't miss out on being part of Newbury Show 2026!

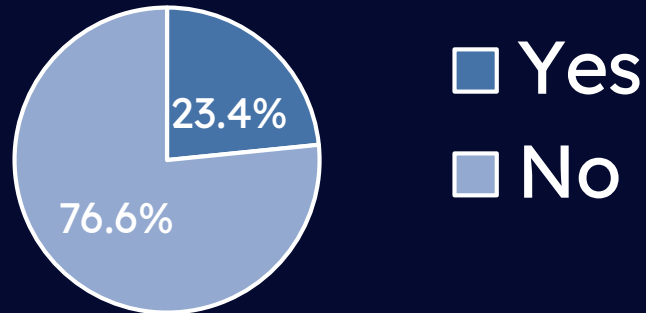


Run by Newbury & District Agricultural Society, an incorporated charity

Please note, all prices are excluding VAT

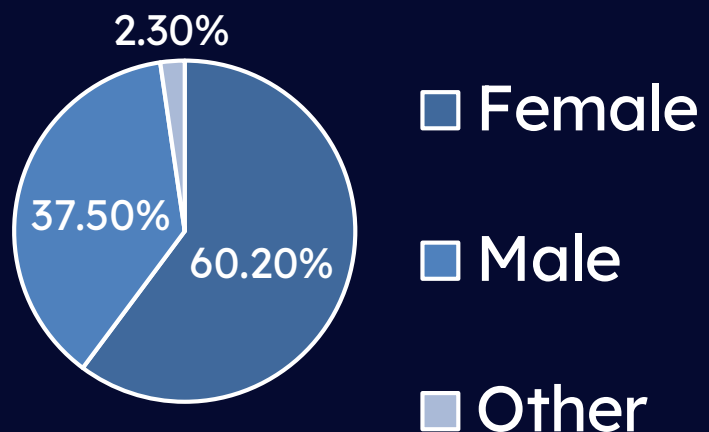
Our visitors to Newbury Show

Is this your first visit to Newbury Show?

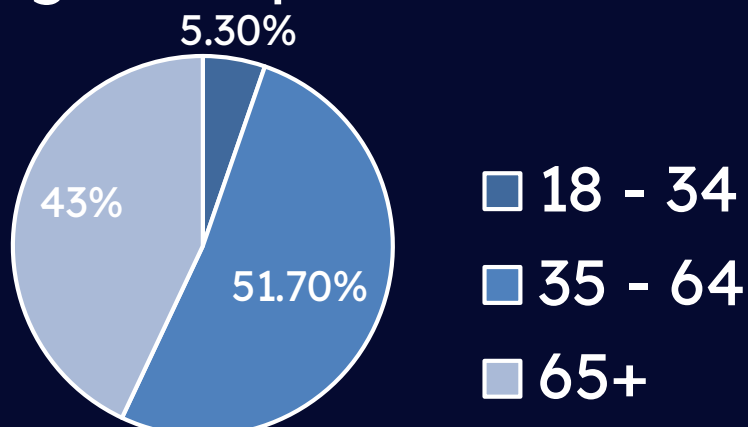


Over 75% of our visitors in the last three years are return visitors – our loyal returning customers make a great audience to showcase your product/brand to!

Gender of our visitors



Age Group of Vistors



Why exhibit with Newbury Show?

56%

of visitors said
Shopping was the
most enjoyable
activity at Newbury
Show

78%

of 2025 traders
rated Newbury
Show either 4 or 5
stars



88%

of our 2025 visitors
are planning to
return for the 2026
Show

Newbury Show Feedback

84% of 2025 traders said Newbury Show rated 'Excellent' or 'Good'
compared to other events for trading

88% of 2025 traders ranked our organisation as 'Excellent' or Good'

81% of 2025 traders would recommend Newbury Show to a friend or
colleague

Our Traders say...

- ❖ 'My sales were very strong, and the overall experience was excellent. I truly appreciate your consideration in managing vendor diversity'
- ❖ 'Great show, sales were up 231% from last year!'
- ❖ 'The layout was excellent. There were multiple attractions on at the same time, so visitors did not all disappear at once. The variety of shopping for visitors was excellent'
- ❖ 'Had a successful event, booking over 24 new customers'

Trade Stand Options:

Open Space: Grass plots located throughout the showground, with the flexibility to fill the space as required. *Plots starting from 4m x 6m up to 30m x 24m*

Food & Drink Hall: Our extremely popular Food and Drink Hall is fantastic attraction at the show giving an excellent opportunity to introduce your products. Traders in the Food Hall must be selling food or drink for **consumption off site only** and must comply with current food and hygiene regulations.

All sites are undercover within the Food and Drink marquee and benefit from a double 13-amp socket, a free Wi-Fi connection and parking behind the marquee

Craft & Shopping Hall: Our Craft Marquee sits in a prominent position at the top of the Showground allowing us to showcase your wonderful products.

All sites are undercover within the Craft and Shopping marquee and benefit from a double 13amp socket, a free Wi-Fi connection and parking behind the marquee

Tented Shedding: 3m x 3m aluminium framed tent with three PVC walls and a pull across front curtain. These are an easy option if you wish to minimise set up time and effort. Can be ordered in increments of either 3m or 6m frontage. These tents are in designated sites across the Showground.

Agricultural Trade: *Upon application only *

Businesses that are of an agricultural nature may be eligible for a discount on the stand price (Open Space only) of 60%

‘BEST OF BERKSHIRE’ – Local Producers

This area proudly champions local talent and craftsmanship. It’s the perfect place for Berkshire-based makers, artists, and producers to showcase, demonstrate, and sell their work to an audience that loves to shop local. *We also welcome local producers from neighbouring counties (Oxfordshire, Hampshire, Wiltshire etc)*

Open Space – Pricing

Plots starting from 4m x 6m up to 30m x 24m

EARLY BIRD Open Space (9/12/2025 - 28/02/2026)

<i>Frontage</i>	<i>Depth</i>				
	<i>6m</i>	<i>9m</i>	<i>12m</i>	<i>18m</i>	<i>24m</i>
<i>4m</i>	£320	£340	N/A	N/A	N/A
<i>6m</i>	£480	£510	£540	£600	£660
<i>8m</i>	£640	£680	£720	£800	£880
<i>9m</i>	£720	£765	£810	£900	£990
<i>10m</i>	£800	£850	£900	£1000	£1100
<i>12m</i>	£960	£1020	£1080	£1200	£1320
<i>14m</i>	£1120	£1190	£260	£1400	£1540
<i>15m</i>	£1200	£1275	£1350	£1500	£1650
<i>16m</i>	£1280	£1360	£1440	£1600	£1760
<i>18m</i>	£1440	£1530	£1620	£1800	£1980
<i>20m</i>	£1600	£1700	£1800	£2000	£2200
<i>24m</i>	£1920	£2040	£2160	£2400	£2640
<i>26m</i>	£2080	£2210	£2340	£2600	£2860
<i>28m</i>	£2240	£2380	£2520	£2800	£3080
<i>30m</i>	£2400	£2550	£2700	£3000	£3300

ADVANCED Open Space (01/03/2026 - 30/06/2026)

<i>Frontage</i>	<i>Depth</i>				
	<i>6m</i>	<i>9m</i>	<i>12m</i>	<i>18m</i>	<i>24m</i>
<i>4m</i>	£340	£380	N/A	N/A	N/A
<i>6m</i>	£510	£570	£600	£660	£720
<i>8m</i>	£680	£760	£800	£880	£960
<i>9m</i>	£765	£855	£900	£990	£1080
<i>10m</i>	£850	£950	£1000	£1100	£1200
<i>12m</i>	£1020	£1140	£1200	£1320	£1440
<i>14m</i>	£1190	£1330	£1400	£1540	£1680
<i>15m</i>	£1275	£1425	£1500	£1650	£1800
<i>16m</i>	£1360	£1520	£1600	£1760	£1920
<i>18m</i>	£1530	£1710	£1800	£1980	£2160
<i>20m</i>	£1700	£1900	£2000	£2200	£2400
<i>24m</i>	£2040	£2280	£2400	£2640	£2880
<i>26m</i>	£2210	£2470	£2600	£2860	£3120
<i>28m</i>	£2380	£2660	£2800	£3080	£3360
<i>30m</i>	£2550	£2850	£3000	£3300	£3600

Open Space (01/07/2026 – 01/09/2026)

Frontage	<i>Depth</i>				
	<i>6m</i>	<i>9m</i>	<i>12m</i>	<i>18m</i>	<i>24m</i>
<i>4m</i>	£380	£420	N/A	N/A	N/A
<i>6m</i>	£570	£630	£660	£720	£780
<i>8m</i>	£760	£840	£880	£960	£1040
<i>9m</i>	£855	£945	£990	£1080	£1170
<i>10m</i>	£950	£1050	£1100	£1200	£1300
<i>12m</i>	£1140	£1260	£1320	£1440	£1560
<i>14m</i>	£1330	£1470	£1540	£1680	£1820
<i>15m</i>	£1425	£1575	£1650	£1800	£1950
<i>16m</i>	£1520	£1680	£1760	£1920	£2080
<i>18m</i>	£1710	£1890	£1980	£2160	£2340
<i>20m</i>	£1900	£2100	£2200	£2400	£2600
<i>24m</i>	£2280	£2520	£2640	£2880	£3120
<i>26m</i>	£2470	£2730	£2860	£3120	£3380
<i>28m</i>	£2660	£2940	£3080	£3360	£3640
<i>30m</i>	£2850	£3150	£3300	£3600	£3900

Food & Drink Hall

Pitches start at 3m x 3m and increase in frontage up to 6m

Please note, 3m is the only depth of stand permitted in the Food and Drink Hall

EARLY BIRD (9/12/2025 - 28/02/2026)

<i>Frontage</i>	<i>Depth - 3m</i>
3m	£435
4m	£560
5m	£635
6m	£740

ADVANCED (01/03/2026 - 30/06/2026)

<i>Frontage</i>	<i>Depth - 3m</i>
3m	£480
4m	£595
5m	£700
6m	£830

STANDARD (01/07/2026 - 01/09/2026)

<i>Frontage</i>	<i>Depth - 3m</i>
3m	£530
4m	£655
5m	£780
6m	£910

Craft & Shopping Marquee

Pitches start at 3m x 3m and increase in frontage up to 6m

Please note, 3m is the only depth of stand permitted in the Craft and Shopping Hall

EARLY BIRD (9/12/2025 - 28/02/2026)

<i>Frontage</i>	<i>Depth - 3m</i>
3m	£370
4m	£450
5m	£535
6m	£620

ADVANCED (01/03/2026 - 30/06/2026)

<i>Frontage</i>	<i>Depth - 3m</i>
3m	£405
4m	£500
5m	£595
6m	£695

STANDARD (01/07/2026 - 01/09/2026)

<i>Frontage</i>	<i>Depth - 3m</i>
3m	£440
4m	£550
5m	£655
6m	£760

Tented Shedding - Pricing

3m x 3m aluminium framed tent with three PVC walls and a pull across front curtain.

EARLY BIRD (9/12/2025 - 28/02/2026)

<i>Frontage</i>	<i>Depth</i>
3m	£340
6m	£545

ADVANCED (01/03/2026 - 30/06/2026)

<i>Frontage</i>	<i>Depth</i>
3m	£360
6m	£565

STANDARD (01/07/2026 - 01/09/2026)

<i>Frontage</i>	<i>Depth</i>
3m	£375
6m	£580

Agricultural Trade

**Upon application only **

Minimum 12m x 12m

**these prices are for an indication; we can provide a prices for a range of sizes.
If there is a particular size required, please contact tradestands@nadas.co.uk
and we can provide more information **

EARLY BIRD Agricultural Trade Space (9/12/2025 – 28/02/2026)

<i>Frontage</i>	<i>Depth</i>		
	12m	18m	24m
12m	£432		
14m	£504	£560	£616
15m			
16m			
18m	£648	£720	£792
20m			
24m	£864	£960	£1056
26m			
28m			
30m	£1080	£1200	£1320

ADVANCED Agricultural Trade Space (1/03/2026 – 30/06/2026)

<i>Frontage</i>	<i>Depth</i>		
	12m	18m	24m
12m	£480		
14m	£560	£616	£672
15m			
16m			
18m		£792	£864
20m			
24m	£960	£1056	£1152
26m			
28m			
30m	£1200	£1320	£1440

Agricultural Trade Space (01/07/2026 - 01/09/2026)

<i>Frontage</i>	<i>Depth</i>		
	12m	18m	24m
<i>12m</i>	£528		
<i>14m</i>	£616	£672	£728
<i>15m</i>			
<i>16m</i>			
<i>18m</i>	£792	£864	£936
<i>20m</i>			
<i>24m</i>	£1056	£1152	£1248
<i>26m</i>			
<i>28m</i>			
<i>30m</i>	£1320	£1440	£1560

‘BEST OF BERKSHIRE’ – local producers

Set in a designated area with other local producers, open space grass plots are available at a discounted rate. Plots are a fixed size of 3x3m.

We also welcome local producers from neighbouring counties (Oxfordshire, Hampshire, Wiltshire etc)

£270 + VAT

Charity Stands (limited number available)

Upon application only

30% discount available for agricultural/animal/countryside charities at the Show Team's discretion.

An **interactive activity is required** – must be detailed upon application

Countryside Area Stands

Brimming with displays, rural working crafts, lake displays and live demonstrations, the Countryside Area is the perfect location to showcase your rural crafts and products. We've reimagined the Countryside Area to celebrate the essence of countryside living, focusing on:

- Biodiversity, Environment and Wildlife
- Leisure and Countryside Activities
- Sustainable Land, Water and Flood Management
- Horticulture and Community based Projects
- Traditional Rural Skills and Modern Makers

Upon application only – discounts available on a case by case basis

Optional Extras

Open Space upgrades:

Open Space pitches can be upgraded with the following extras:

Avenue A - 15% Surcharge

Corner Sites - 15% Surcharge

There are a limited number of prime sites available upon request only. Please contact tradestands@nadas.co.uk for more information. The Show Manager reserves the right to decline applications for prime location spaces. **The Show Team's decision is final.**

Avenue A upgrade also includes a free Wi-Fi connection for taking payments.

Water Supply & Grass Cutting:

Both water supply and grass cutting are available on your pitch upon request, this must be included at the time of booking.

Water Supply: £150

Grass Cutting: £1 per m²

Electricity:

Electricity to be booked directly through our Electrical Contractor. Electricity Booking Form is available via the downloads link on the online Trade Stand booking page.

Please note, we do not have any WiFi networks available for exhibitors (excluding Food and Craft exhibitors and those on Avenue A) – we have installed an additional phone mast to boost signal but please be aware if solely relying on card payments. The Society will accept no responsibility for any lost income/sales from signal issues.

Stand Personnel

All personnel attending and working at the Show must present an admission ticket. Failure to present the correct ticket at the Showground entrance will result in the full admission price having to be paid. No refunds will be given in these circumstances. All stands benefit from a quantity of tickets related to the size of the stand. If you require additional tickets, please ensure you have ordered these **prior Sunday 13th September** and distributed them to your staff before the Show. If exhibitors require more tickets after this time, they must purchase public entry tickets.

Exhibitor Entry Passes

Exhibitor Entry Passes will be issued as a two-day pass, and can be scanned once each day. Passes are allocated on a stand size basis.

Stand Size	Entry Pass Quantity
3m – 9m Frontage	3
10m – 16m Frontage	6
17m+ Frontage	9

One ticket per day is required for each member of staff manning the stand, which will be requested at the entrance gate in order to gain access. Additional passes are available to purchase at the advanced ticket price of £18 or a child's ticket for £5. You can purchase these tickets until **Sunday 13th September** – if you need additional after this date you will have to purchase public entry tickets.

Passes are not required for show build entry.

Exhibitor Vehicle Passes

- Allows free parking in the Exhibitors' Car Park both Saturday 19th and Sunday 20th
- Additional Exhibitors' Car Passes may be purchased at the rate of **£10**.
- Additional Passes can be ordered when booking your stand, until **Sunday 13th September** – if you need additional after this date you will have to purchase public parking.

Vehicle passes are allocated on the following basis:

Stand Size	Vehicle Pass Quantity
3m – 9m Frontage	1
10m – 16m Frontage	2
17m + Frontage	3

Important information:

- Payment is available in two instalments, the first upon booking and the second on or before 1st July 2026. All outstanding monies **must be paid in full** by the 1st July 2026 (failure to comply with payment schedule will result in forfeit of allocated stand). Any stand booked after this date will require payment in full at time of booking
- Surcharges will apply to Avenue A and Corner Sites as follows: Avenue A 15%, Corner Sites 15%. There are a limited number of prime sites **available upon request only**. Final decision on prime location allocation lies with the Show Team.
- Show build will take place from the week commencing 14th September 2024. Opening times: Monday 14th - Thursday 17th 9am – 6pm. Friday 18th, 7am to 10pm.
- Vehicular access to the showground on Saturday 19th & Sunday 20th will stop at 7:30 am, and all vehicles must be off site by 8:00am for show opening.
- **Tickets and Stand Numbers will not be issued until all outstanding payments have been made and all the necessary documents provided.**
- Show management reserve the right to allocate and plot stands in locations deemed suitable.
- There is security onsite, but anything left onsite at any time is at the risk of the Exhibitor – our security teams cannot carry out security for individual stalls.
- Show management cannot guarantee exclusivity to exhibitors, but will however cap the number of duplicate products at own discretion.
- **Newbury & District Agricultural Society (NADAS) cannot be held liable to the Trader in the event of any loss or damage to stock, loss of profits, business, goodwill or any type of special indirect or consequential loss.**

FAQs:

How do I make the booking?

Please visit <https://showingscene.com/events/newbury-show-2026-sep-2026-1> or follow the link on the Newbury Show website. You will be asked to upload a risk assessment and a copy of your public liability insurance certificate (detailing a minimum £5 million in PLI cover) along with filling in information about you/your business.

You will then make payment – either for the deposit or the full amount (depending on when your booking is made). **Please note, you have not made your booking until this payment has been made, and your booking will not appear on our system.**

How many tickets do I get?

Exhibitor Entry Passes will be issued as a two-day pass, and are allocated on a stand size basis:

Stand Size	Entry Pass Quantity
3m – 9m Frontage	3
10m – 16m Frontage	6
17m+ Frontage	9

These passes can only be scanned once per day, and are not transferable on the same day. If you require more tickets than the allocated amount, these are available for purchase for £18 per 2-day entry tickets. These are purchasable via Showing Scene either when making the booking or afterwards as an extra, until **Sunday 13th September**

Can I choose my pitch space?

2025 Exhibitors - All 2025 exhibitors that are rebooking are offered first refusal on their site until **28/02/2026**. After this date, we cannot guarantee the same site but we will try to accommodate requests

New exhibitors – whilst we try to accommodate all requests, we cannot guarantee any specific siting.

You can ensure Avenue A siting by opting for the additional upgrade, or you can enquire regarding one of our premium corner sites, which also carries an additional surcharge.

Can I park on my stand?

You are welcome to park any vehicles on your stand, so long as the vehicles are encompassed within the size you have booked. **You must allow adequate space when booking your stand for all vehicles, structures and parts of your stand, as you are unable to use any space beyond what you have booked.**

Can I camp on my stand?

You are able to sleep on your stand, provided you inform of the Society of this when booking and comply with the regulations state within the Trade Stand Regulations. Your vehicle/camping set up must be set up within the space booked, as you are not able to take further space behind your stand for sleeping arrangements.

When can I set up/ break down?

Show Build Up

The Showground will be accessible for build up from Monday 14th September to Friday 18th September, from 9am to 6pm Monday – Thursday and 7am to 10pm on Friday, and from 5:30am until 7:30 am on Saturday 19th & Sunday 20th September. *Please note, any exhibitor entering the showground on Show days (Saturday 19th & Sunday 20th) will need an exhibitor pass, even if they are entering before the show opens to assist with set up.*

Please note that no vehicles will be admitted to the Showground under any circumstances after 7:30am on Show days.

Show Breakdown

No part of a stand may be closed or dismantled until AFTER 5pm on the last day of the Show. Stand holders should remain at their sites until the order is given to depart – this will most likely not be before 6pm, due to needing to clear the site of the public safely before allowing vehicle movements. On Sunday night all stands will be issued with details of the Sunday night exit procedure. This procedure must be strictly adhered to, to ensure safe and swift clearing of the Showground.

The Showground will have 24-hour security until 0900 on Wednesday 23rd September and will be accessible for Exhibitors to break down stands and remove goods from site. Anything left on site is left at the risk of the Exhibitor and should be removed by 1700 on 25th September at the latest. The Site will be open for break down 9am-5pm from Monday 21st – Friday 25th September.

Newbury and District Agricultural Society

Newbury Show is run by Newbury & District Agricultural Society (NADAS), an incorporated charity, with objectives relating to education and generally raising awareness of agriculture, horticulture, forestry, and rural crafts and businesses

From our home at Newbury Showground, the Society recognizes its charitable aims and objectives through various events and programs run throughout the year, including the NADAS educational program delivered throughout Berkshire, North Hampshire and South Oxfordshire, an annual ploughing match, and Local Farm competitions

NADAS Team:

Competitions, Lettings and Enquiries Manager – Nicki Head
Finance Manager: Angela Plank
Education Officer: Jan Murray
Tradestands, Sponsorship and Show Planner – Victoria Ackrill
Show Coordinator - Ben Plank

NADAS Board of Trustees:

Chairman – Steve Ackrill
Vice Chairman – David Barr
Trustees:
Paul Frankel
Steve Coventry
Simon Pallet
Charles Parry
Sue Bourne

Get in Touch

Competitions/General enquiries – nadas@nadas.co.uk
Trade Stands – tradestands@nadas.co.uk
Sponsorship – victoria@nadas.co.uk

Telephone: 01635 247111
Website: <https://newburyshowground.co.uk/>
Charity Number 1003898

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