



Trade Stands: Options, Regulations & Guidance

23rd May 2026

WEST MID SHOWGROUND, SHREWSBURY, SY1 2PF



Shropshire County Show

www.shropshirecountyshow.com

Trade Stand Options

The Shropshire County Show is a fabulous one day agricultural show, taking place on the Saturday of the second May Bank Holiday every year. The Show hosts a variety of competitions, fascinating attractions and interactive areas, offering something for all ages to enjoy. This long running event is a fantastic way to spotlight your business and connect to our well-established audience.

General retail trade stands are located in various key locations across the Showground. Pitches are all outside, mainly on grass with some limited stands on pebbled areas. Sizes start at a 3m frontage by 3m depth. **Please note: if you require a gazebo this must be provided by yourself. No gazebos are available from the Society.**

Agricultural trade stands are largely based down the length of the main arena in a prime location. These must solely relate to the agricultural industry. Examples include agricultural machinery or services, livestock feed, etc.

Professional/Consultancy/Education trade stands are situated opposite the livestock rings at the top of the site. These are for land / property / legal organisations, educational establishments or consultancies looking to raise awareness of their services rather than the selling of products.

Artisan craft & local food stands are sold in 3 x 3m plots in front of the Member's Pavilion. The Shropshire & West Midlands Agricultural Society aims to give small artisan businesses the opportunity to trade at Shropshire's flagship event and is a gateway to showcase their business and products to a wide audience. Food and drink suppliers are welcome, but only if the goods are pre-packaged and ostensibly sold for offsite consumption. **No food or drink is to be openly sold for consumption onsite.**

PLEASE NOTE: WE DO NOT ACCEPT APPLICATIONS FROM FOOD AND DRINK CATERERS DUE TO EXISTING ARRANGEMENTS WITH PREFERRED SUPPLIERS. THIS INCLUDES ALL STREET FOOD VENDORS / BAR PROVIDERS / ICE CREAM AND CONFECTIONARY STALLS.



General Retail Trade Stand Options

Prince's Road : (situated behind the grandstand)

3 x 7m grass pitch: £150

5 x 7m grass pitch: £180

6 x 7m grass pitch: £200

Queen's Avenue : (situated on either side of the main public thoroughfare with immediate access to the general public as they enter the site. These plots are ideal for those wishing to stay onsite the night before the Show)

5 x 15m pebble and grass plot: £180

6 x 15m grass plot: £200

9 x 15m pebble and grass plot: £250

12 x 15m grass plot: £300

Other general trade plots available, plot allocations at discretion of the Society:

3 x 3m : £120

5 x 7m: £150

Agricultural Trade Stand Options

Premium Pitches : (opposite the main arena. These are reserved for large machinery dealerships / plant hire etc.)

15m x 20m - all grass : £395

15m x 20m - mixed grass & hardstanding : £315

10m x 15m - mixed grass & hardstanding : £250

A2 Grass Pitches : (situated with back to the livestock rings, adjacent to the main public thoroughfare)

5m x 6m : £175

10m x 12m : £230



Professional Area & Charity Options

Premium all grass pitches situated along the main public thoroughfare opposite the A2 stands. There are only a limited number available and are allocated on the first come, first served basis. Extra metre frontage can be purchased for £20. Please request on application.

5m x 10m : £190

5m x 7m : £140

3 x 3m : £130

A small number of discounted **charity stand** spaces are available, offered on a case by case basis. These are allocated to small local charities only, with preference given to those with activities associated with rural or agricultural communities and where free activities for children are offered. Please email trade@shropshirecountyshow.com to discuss.

The decision for the allocation of these spaces is made at the discretion of the Trustees of Shropshire & West Midlands Agricultural Society.

Artisan Craft & Local Food Plots

Exhibitors should ideally offer an artisan or homemade craft or product and be operating as a small local business. All applications are subject to approval and may be rejected if there are already several confirmed exhibitors offering a similar product.

This is an open air grass plot and exhibitors will need to supply their own covering/gazebo.

3m x 3m : £65

For a 6m x 3m pitch, please book 2 plots.



Utilities & Services

Exhibitors requiring electricity are to indicate their requirements on online booking. All electrical equipment to be used must have been inspected and tested by a competent electrician and documentation should show the date of the test and the name of the person carrying out the test. All electricity supplied to trade stand exhibitors will be invoiced direct by the Society and thus the charge includes electricity used. No alteration or connection to the supply can be undertaken by anyone other than the Society's appointed Electrical Contractor.

Amp Required	Cost
Single Phase 13 amp	£100
Single Phase 16 amp	£100
Single Phase 32 amp	£120

Any other requirements by request e.g 3 phase 16amp.

A water tap can be provided to your stand, subject to location. There is a cost of **£100** for this. Please request at point of booking.

Tables and chairs can be provided at extra cost. Please request when booking.

Item	Cost
6ft Trestle Table	£15
Chair	£5

Ticket & Pass Allocation

Tickets and passes will be sent out the first week in May to enable exhibitors and their staff access to the Show Ground before and during the Show. These will be required to gain access during the build-up period (Wens 20th May – Fri 22nd May), the Show Day (Sat 23rd May) and the post Show period (Sun 24th May – Tues 26th May).

Additional tickets can be purchased in advance if required at a cost of £15 per adult and £5 per VIP vehicle pass. A maximum of 5 additional tickets and 2 extra vehicle passes can be purchased. Exhibitors will only be allowed access to the Showground on production of the relevant ticket and vehicle pass: (note that a vehicle pass only allows access for the vehicle and vehicles MUST be moved to a car park if your plot size is unable to accommodate it).

Tickets and passes will be allocated as follows:

Agricultural Pitch Plot Size	15 x 20m	10 x 15m	5 x 6m	10 x 12m
Adult Tickets	6	4	2	4
Vehicle Passes	3	2	1	1

Retail/Professional /Shopping Marquee Pitch Plot Size	12 x 15m	9 x 15m	6 x 15m	5 x 10 or 15m	5 x 7m	3 x 7m	6 x 3m	3 x 3m
Adult Tickets	4	3	3	3	2	2	2	2
Vehicle Passes	2	1	1	1	1	1	1	1



Important Points

- For all options, the first number is the frontage (i.e. the length of your stand which faces the public and the second number is the depth (i.e. the distance from the public entry to the back of your stand).
- Boundaries will be clearly marked and it is your responsibility to check the stand number before unloading, to check you are on the correct plot. Under no circumstances will exhibitors be allowed to occupy a larger space than they have purchased. The space needs to accommodate vehicles, tow bars, guy ropes etc.
- If your stand space cannot accommodate your vehicle, the vehicle must be moved to your allocated car park before 8.30am on the day of the Show.
- Sleeping is permitted within a stand space. For parking a motorhome or caravan on a stand, please see above - you must book enough space to accommodate this. Camping separate to the stand can be booked. Please email camping@westmidshowground.com to discuss this.

How to Apply

All applications must be completed by Showing Scene by the application date. We reserve the right to request an image of your stand set up. We will review your application and let you know whether you have been accepted within 14 working days. Once your application has been accepted you will receive an invoice and instructions on how to pay your fees. Please make sure this is paid promptly to avoid losing your space.

Artisan Craft and local food plots

Applications for the covered shopping marquee need to be paid for at the point of booking. SWMAS reserves the right to cancel and refund any inappropriate or unsuitable traders on a case by case basis. This may also happen if we already have too many of a similar type of trader booked in.



Insurance & Risk Assessments

Exhibitors must be insured in respect of public liability for the sum of at least £5 million. A copy of the valid Certificate of Insurance **MUST** be uploaded to Showing Scene as proof of evidence and must cover the dates of the Show. Exhibitors must insure against fire and other appropriate risks for their property, as well as third party claims.

Any firm or organisation employing people must have Employer's Liability Insurance to satisfy Health and Safety requirements.

Risk Assessments are required. A completed Risk Assessment Form **MUST** be uploaded to Showing Scene to accompany the application. Confirmation of booking for a Trade Stand cannot be given until a copy of the Certificate of Insurance and/or Risk Assessment Form is provided. A Risk Assessment template can be downloaded from Showing Scene.

Refusal of Applications and Refunds

Refusal of Applications: The Society reserves the right to reject any application for trade stand space and we reserve the right to cancel the exhibitor's use of the trade stand at any time without reason being given.

Where an exhibitor withdraws from the Show or cancels the space for any reason, the following refunds will be received:

1st March : 75% refund

1st April : 50% refund

From 1st May : No refund

Use of Trade Space

Please read our trade stand rules and regulations thoroughly before completing your application. By submitting your application, you are agreeing to abide by these terms and conditions. Any trader not adhering to these regulations could be asked to leave the Show **without** reimbursement and receive a ban from future events.

Use of Trade Space

The sale of jokes and tricks, including any item containing or capable of discharging any noxious smell, noise, coloured spray, foam or other product that could be a nuisance to any other person on the Showground is not permitted. Other prohibited items include toy balloons (inflated or otherwise), replica weapons, any firearm, shotgun, airgun or pellet gun and kites. Any misrepresentation of goods on application will result in the trade stand and goods being removed from the Showground **without** compensation.

The sale of knives and catapults is restricted to persons over the age of 18 years. Please note: at no time should knives be left unattended on trade stands.

Political Activity: Applications for any Political Party or Organisation cannot be accepted, nor any political activity on the Showground tolerated.

Safety & Security

- Anyone exhibiting at the Shropshire County Show should be aware of their duties under the Health & Safety at Work Act 1974, and are required at the time of booking, to provide a completed risk assessment addressing all the risks associated with attending the Show. This includes the set up and breakdown as well as the activities being undertaken. The Society holds exhibitors wholly responsible for the observance of statutory regulations governing the safety of machinery exhibited by them. Machines and appliances are accepted for the adjudication on the understanding that they are capable of complying with Health and Safety at Work etc. Act 1974, and the regulations which come under it.
- Prior to the opening of the Show, all stands will be inspected by the Society's Health & Safety Officer. Any exhibitor not meeting the requirements set out below may be required to leave the Showground before the opening of the Show to the public.
- Security: Security will be in operation from Thursday 21st May (4pm) until Monday 25th May (8am).

Show Stand Safety

Suspicious packages: if any item of a suspicious nature is seen it is to be reported to a Society Steward or member of security immediately. Such items are not to be handled or touched. If appropriate the trade stand is to be evacuated.

- Pesticides and other substances hazardous to health: trade stands should display only new, empty containers.
- Plant or machinery must only be operated after ensuring that adequate precautions are taken to protect the operator and bystanders. Guards must be fitted; mobile machinery fenced off; static exhibits properly erected, propped and stacked; hydraulic systems locked off or otherwise made safe.
- Any steam or pressure vessels or lifting appliances either used or demonstrated must have been examined and tested by a competent person and labelled to indicate the examiner's name and date of examination.
- All temporary structures, information boards, fences, gates, flagpoles etc are to be safe for their intended purpose and comply with the latest and relevant codes of practice. Exhibitors must give regard to the stability of their exhibits and ensure that they cannot under reasonable circumstances be knocked over.
- Marquees: exposed tent pegs are to be safely covered.
- Livestock: only qualified personnel may be left in charge of livestock.

Pitch: All trade stand exhibitors are responsible for ensuring that any temporary structure erected on their pitch is suitable for purpose and well secured. Party tents and lightweight gazebos are NOT suitable for a Show site. The Organisers reserve the right to take all reasonable actions to reduce the risk from any structure which they deem to be unsafe or not suitable for purpose. This may include dismantling the structure.

Every effort will be made to ensure that the pitch is in good condition, but this cannot be guaranteed. Whilst every effort is made to accommodate trade stands in the space they have occupied in previous years, this cannot be guaranteed and trade stands are subject to being renumbered every year.

Other Trade Stand Regulations

Exhibitors may not carry on any activity whatsoever outside the limits of their own stand nor may any business be solicited in any avenue, open area or car park. Any exhibitor contravening this provisions may be asked to leave the Showground.

Generators: The use of generators is strictly prohibited at all times. Any exhibitor found using a generator will be required to pay for a connection to the main electricity supply if such a connection is available.

Electricity Cables: The Show Ground has overhead and underground electricity supply cables. Flagpoles and other tall structures must be erected or placed at least 7 metres away from any electricity wires. Due to the many overhead cables, particular attention must be paid when using ladders or telescopic devices. Appropriate action must be taken to avoid contact.

It is the exhibitor's responsibility to ensure that the electricity supply that is ordered is exactly what is required.

Grass cutting: The last grass cut by SWMAS will take place the week before Show day (weather dependent), however exhibitors are welcome to undertake grass cutting prior to any machinery or any other display being placed on the exhibitor's stand.

Shropshire & West Midlands Agricultural Society reserves the right to re-let any pitch which has not been paid for in full by 23rd April.



Vehicles & Transport

The following rules are to be observed throughout the period of the Show (from Wed 20th May – Tues 26th May):

- The speed limit for all vehicles on site is 5 mph.
- When parking a vehicle, the driver must be assisted by someone on foot who can warn the driver of any obstacles: this is particularly important when reversing.
- Whenever a vehicle is moving all loads must be secured.
- Once unloading has been completed empty vehicles are to be moved to the parking area provided.

Fire Precautions

- All trade stands must put in place fire precautions applicable to the risk. Fire extinguishers should be positioned on exit routes or near hazards which they are designed to protect. The fire extinguishers supplied must be suitable for the risk involved e.g., water, carbon dioxide, dry powder or other types of extinguishers. A fire blanket must also be supplied.
- Exhibitors using marquees or tents must ensure that they have been manufactured or treated so as to reduce the flame spread hazard.
- All LPG cylinders must be kept in the open air and outside of any tents and marquees. Joints in pipe work between cylinders and appliances must be checked for leaks before use. Pipe work and cylinders must be protected against damage. Cylinders in use must be secured against any possible movement which may result in the disconnection of or leakage from connecting hoses. All gas appliances must comply with current HSE Regulations and must have been examined and tested by a competent person and labelled to indicate the examiner's name and date of the examination.
- The current law regarding 'no smoking' applies to all buildings, tents, marquees, and other structures.

Food Vendors

- Trade exhibitors may make such arrangements regarding catering on their own stands for hospitality purposes but may not sell food for consumption on the Showground. All exhibitors providing catering on their stands must have regard to ALL current Food Safety Regulations.
- Any catering exhibitors must also have regard to ALL current Food Safety Regulations and be in possession of the necessary documentation. Such exhibitors intending to provide catering must contact the Environmental Health Officer at Shropshire Council, Shirehall, Abbey Foregate, Shrewsbury, Shropshire SY2 6ND. Telephone 0345 678 9000.
- Exhibitors employing caterers must ensure that catering staff are provided with the correct badges as the Society will not make special allowance for such caterers.
- No caterer will be allowed vehicular access onto or off the Showground between the hours of 8.15 a.m. and 6.00 p.m. on show day.
- All catering establishments selling food and drink must be registered with their Home Authorities under the current Food Premises (Registration) Regulations. The proprietors of all food businesses shall ensure that food handlers engaged in food businesses are supervised and instructed and/or trained in food hygiene matters. Proprietors are responsible for checking how the regulations apply to their individual business.
- The stand is to be kept clean and maintained in good repair and condition so as to avoid the risk of contaminating foodstuffs and harbouring pests. Food must not be exposed to any risk of contamination. Appropriate facilities must be available to maintain adequate personal hygiene i.e. hand washing and drying. An adequate supply of hot and cold water must be available.
- Every person working in the food handling area shall ensure that he/she maintains a high degree of personal cleanliness. Any person known or suspected to be suffering from any disease likely to be transmitted through food shall not be allowed to work in any food handling area. Exhibitors must ensure that they provide their own bins for waste food.



Animals

- Livestock. Exhibitors wishing to include livestock on their stands must first obtain the Society's approval and an application to exhibit animals must be received by the Society by 1st March 2024. Animals exhibited on trade stands cannot exhibit in Show classes. If livestock of any description are to form part of an exhibit, it is the responsibility of the exhibitor to obtain the necessary Movement Licence from Defra or other appropriate authority, and to comply with any regulations which may be in force at the time of departure to, or at the Show, and must present the documentation to the Trade Secretary. Exhibitors must, at all times, comply with any instruction or request made by the Society Veterinary Officer.
- Dogs are allowed on the Showground except in livestock areas. All dogs must be kept on a lead at all times and owners must take the appropriate steps to clean up after them. Under no circumstances must dogs be left unattended in vehicles. The Society reserves the right to release animals in locked vehicles in the interest of animal welfare. The Society will not be responsible for the security of the vehicle or any damage that may occur when releasing animals from locked vehicles.

Photography

- It shall be a condition of entry to the Showground and car parks that no person shall ply for trade as a photographer or solicit trade with visitors to the Show in any other capacity deemed by the Society's officers to cause annoyance. The Society reserves the right to expel from the Showground and car parks, without refund of the admission charge, anyone who infringes this regulation. Anyone wishing to take photographs of trade stands or animals must first obtain permission from the Society. By exhibiting at the Show exhibitors are agreeing to have photographs taken, if desired, and used for promotional use by the Society. The official Show photographer is available, should you require their services.

Charity Collections & Raffles

Collections for charities and raffles may only be undertaken with the prior consent of the Society and must be conducted within the allocated trade space. Stands selling raffle tickets must be registered under the Lotteries and Amusements Act 1976. Written consent must be displayed on the trade stand.

Advertisements

No exhibitor or other person will be allowed to affix any placard or advertisement to any part of the Society's plant or premises without the written permission of the Society. No exhibitor or other person will be allowed to distribute handbills or display advertisements except on their own stand.

Litter

Exhibitors are required to keep their stands and the portions of the avenues, alleys and roadways adjoining their stands clean at all times during the Show. Any litter and refuse generated should be put in suitable receptacles, stacked ready for collection by the Society's contractors at the end of the Show. Caterers and exhibitors providing meals and light refreshments on their trade stands must provide their own bins for waste food. At the end of the Show all rubbish and waste must be disposed of and the site left in a clean and tidy condition. The Society reserves the right to charge for clearance of excessive or dangerous litter left behind on the trade stand or adjoining area at the end of the Show.

Disclaimer

The term Trader shall include persons taking part in any trade booked to the Society, and the owner of any animal, plant machinery, or other thing, involved in any such trade on the Showground. Save for death or personal injury caused by the negligence of the Society, its servants or agents, the Society will not be responsible for death, injury, disease or damage or loss caused to any Trader or to his or her servant or agent or to any animal, article, plant machinery or thing of whatever nature brought onto the Showground by the said Trader from whatever cause death, injury, disease, damage or loss arises.

The Society will not be responsible in any way for any animal, article, plant machinery, or object of any kind traded at the Showground or for damage caused to sites during the pre-show period and will not undertake to make good such damage.



Shropshire County Show is run by the Shropshire & West Midlands Agricultural Society, a registered charity (no: 702372)