



Trade Stands: Options, Regulations & Guidance

Saturday 22nd May 2027

WEST MID SHOWGROUND, SHREWSBURY, SY1 2PF



www.shropshirecountyshow.com

trade@shropshirecountyshow.com

Trading at Shropshire County Show 2027

Thank you for your interest in trading at the 2027 Shropshire County Show. Please read the guide, and our Terms and Conditions, carefully before submitting your application online: [Online Trade Bookings](#)

Submission of an application confirms that you have read, understood and agreed to comply with the requirements and regulations in this guide.

Our trade exhibitors are an important part of the Shropshire County Show visitor experience and we welcome applications from agricultural businesses, national and independent retailers, professional services, local producers, craftspeople and organisations connected with rural life.

This guide covers:

- Key Dates and Deadlines
- Our Trade Areas
- Plots and Applications
- Build and Set-up Day Information
- Show Day Information
- Vehicle Access and Parking
- Stand Options, Utilities and Services
- Tickets and Pass Allocation
- Security, First Aid and Emergencies
- Health and safety responsibilities
- Trade Stand Regulations

Trade enquiries: trade@shropshirecountyshow.com

Telephone: (01743) 289831

*Please note, we are a working showground with teams often out on site so email is the best form of communication.

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Key Dates and Deadlines

Trade applications open: Applications for the 2027 Shropshire County Show open in October 2026.

Application deadline: The closing date for trade applications is: **April 1st, 2027**
Applications received after this date may be considered if suitable space remains available.

Trade Stand Build and Set-up Day: Construction day for the 2027 Shropshire County Show is **Friday 21st May, 2027**.

Exhibitors are expected to construct, stock and prepare their stands on this date wherever possible - if you will not be able to construct your stand until the morning of show-day please let us know following your booking on trade@shropshirecountyshow.com

Show Day: Show day in 2027 is **Saturday 22nd May**. All stands must be fully set up, safe, tidy and ready for committee inspection by 8.15am. The Show opens to the public at 8.30am and closes at 6pm.

Breakdown: Trade stands should not be dismantled before 5pm and not before 6pm if visitors/the public remain in the area.

Vehicle movement within public areas will only be permitted once authorised by the Society's Event Control or Security Team.

****A vehicle parked in any trader car parks or outside our public site area can exit the site prior to authorisation of vehicle movement.**

Any questions about key dates and details should be directed to:

trade@shropshirecountyshow.com

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Trade Stand Area Options

General Retail: Grass or hardstanding pitches for retailers, independent businesses and market-style stalls. Exhibitors must provide their own marquee, gazebo, trailer or suitable weatherproof cover unless the plot description specifically states otherwise.

Those wishing to have a vehicle adjacent to their plot must ensure the plot size booked can accommodate both the marquee/gazebo/trailer and the additional vehicle.

Should the vehicle not fit within the booked plot it will need to be returned to the Car Park. Where a vehicle remains on a stand and is visible it should be presented in a professional manner and not obstruct visitor access to any other traders.

Agricultural Trade: These outdoor plots are intended for: agricultural machinery, plant and equipment; livestock and rural services; agricultural suppliers; land-based businesses and demonstrations approved by the society.

Agricultural machinery and equipment must remain within the booked plot and must be displayed in a safe and stable condition.

Professional Services

Plots for organisations providing professional, financial, legal, property, education and land management.

Local Artisan Craft and Food

Open-air plots for regional producers, artists, makers, craftspeople and appropriate food and drink businesses.

Space for vehicles within this area is limited. Exhibitors who require a vehicle to remain within their plot must book a **Stand and Vehicle** plot where one is available.

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Trade Stand Area Options

Rural Quarter: Plots in our Countryside Rural Area for organisations providing charitable, educational, rural support services. An enquiry form is available on our website. This is not a booking form and submitting it does not confirm a place. Your details will be reviewed and you will be contacted to discuss availability and next steps.

Equine Exhibitors: A limited number of trade plots are available close to our equine rings for businesses offering products or services for horses, riders and equestrian owners. This area is particularly suitable for equestrian clothing, tack, feed, supplements and grooming products. Space is limited and applications will be reviewed to ensure suitability for the area.

Canine Exhibitors: A limited number of trade plots will be available in the area of the Dog Show ring for businesses selling products or services specifically aimed at dogs and their owners. This area is well suited to exhibitors offering pet care, accessories, treats and other relevant products. Space is limited and applications will be reviewed to ensure the products offered are appropriate for the area.

Charity stands

Each year, the Shropshire and West Midlands Agricultural Society welcome a number of charities to the Show and offer a limited number of complementary plots. Any charities interested should apply via the general retail application form. When applying, please ensure you explain what visitors will be able to see, do or learn at your stand.

Attraction Enquiries

Interested in bringing an attraction, activity or display to the event? An enquiry form is available on our website. This is not a booking form and submitting it does not confirm a place. We'll review your details and contact you to discuss availability and the next steps.

If you require a **bespoke plot** please contact the Trade Secretary to discuss.

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.

Plots and Applications

All trade stand applications are managed online and are done via Showing Scene.

PLEASE NOTE: Your booking will not be confirmed until:

- The application has been accepted.
- Full payment has been received.
- A suitable risk assessment has been uploaded.
- Valid Public Liability Insurance has been uploaded; and any additional documents requested by the Society have been provided.

The submission of an application does not guarantee that a plot will be offered and the Society reserves the right to decline an application, offer an alternative location or amend the layout of the trade area where this is necessary for safety, operational or commercial reasons.

Choosing the Correct Plot: Please allow enough space for:

- Your marquee, gazebo, vehicle or trailer
- Guy ropes and external fixings
- Access ramps and steps
- Stock and display equipment
- Storage
- Doors, hatches and serving areas
- Safe access for staff and visitors
- Any vehicle you intend to retain on the stand

Nothing may extend beyond the boundary of your booked plot. Displays, stock, ramps, seating and demonstrations must remain entirely within the allocated space.

Vehicles: Where a vehicle is essential for your trade stand, you should book a Stand and Vehicle Plot (in Artisan Craft and Food) or a plot large enough to accommodate your vehicle in other areas.

What's included in your booking?

Your booking confirmation will explain what is included with your selected plot.

This may include:

- Size and allocation
- Exhibitor admission passes
- Vehicle access passes
- Any booked electricity or water requirements

Unless specifically stated, exhibitors must provide their own:

- Marquee, gazebo or unit
- Weather protection
- Lighting
- Floor covering
- Water
- Waste bins
- Fire extinguishers
- Access ramps
- Display equipment
- Tables and chairs

Please note: All exhibitors must hold valid **Public Liability Insurance** with a minimum indemnity of £5 million. Evidence must: be valid for the date of the show; show the insured business or organisation; state the level of cover; and be uploaded at the time of booking. Exhibitors employing staff must also hold **Employer's Liability Insurance** where required by law.

A suitable and sufficient **risk assessment** must be uploaded as part of the booking process. Generic risk assessments may not be accepted where they do not relate to the actual stand or activities taking place. Exhibitors must ensure their staff and contractors understand identified control measures.

A risk assessment template is available online as part of the booking process.

Build and Set-up Day - Friday 21st May, 2027

Exhibitors should use this day to: construct marquees and temporary structures; position vehicles, trailers and machinery; unload stock and equipment; install displays; connect pre-booked services; complete safety checks; and prepare the stand for Show Day.

Completing the main build on Friday helps reduce vehicle and construction activity on Show morning and supports a safer working environment for exhibitors, contractors, volunteers and staff. Exhibitors are also welcome to enter site earlier in the week for build and set-up - our security teams are on site from Thursday morning.

If you are unable to set up during the official build time please ensure you have contacted trade@shropshirecountyshow.com to make them aware and have received the relevant passes required for Saturday set-up. Traders/Exhibitors arriving on show day without relevant entry passes may be refused access.

Safety: During the official trade stand build and set-up day, and the breakdown period, the Showground should be regarded as an active working environment. All exhibitors, contractors and delivery drivers entering the site during this period should wear high-visibility clothing while working within the trade areas. Safety footwear is strongly recommended for anyone involved in construction, loading, unloading or other manual handling activities. Additional personal protective equipment should be worn where required.

During build and set-up: the site speed limit is 5mph; drivers must follow the instructions of stewards and security staff; reversing should be avoided wherever possible; where reversing is necessary, a competent person should assist the driver; all loads must be secure while vehicles are moving; children and unauthorised persons must be kept away from active work areas; suitable personal protective equipment should be worn where required; work areas must be kept tidy; and emergency routes must remain unobstructed. *Traders are responsible for their own staff, contractors, vehicles, equipment and working methods.*

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Show Day - 22nd May, 2027

Exhibitors who are unable to complete their set-up on Friday may request Saturday morning vehicle access. Saturday access is intended for final unloading and essential preparation. It should not be relied upon for major construction work.

Saturday vehicle access: To bring a vehicle onto the show site on Saturday morning, you must:

- Request the appropriate vehicle access pass in advance
- Arrive during the permitted access period and complete all work before 8.15am
- Follow the designated route

8.15am vehicle deadline: All unauthorised vehicles must be removed from the trade and public areas by 8.15am. After this time, only the following vehicles may remain: Vehicles included within an approved Stand and Vehicle Plot or with a plot capable of accommodating their vehicle; Emergency vehicles; Authorised operational vehicles. This applies even if a vehicle was used to transport stock or equipment to the stand.

Unauthorised Vehicles: The number plate of any unauthorised vehicle remaining in the trade area after 8.15am may be recorded.

A £50 administration charge will be issued after the Show for each unauthorised vehicle. The Society may also require the immediate removal of the vehicle if it is believed to be a safety concern, obstructing visitor access or causing access issues for any other traders. Failure to comply with vehicle instructions may affect the exhibitor's eligibility to attend future events.

Show-day requirements: All trade stands must be complete and ready by 8.15am, contained within the booked plot, safe and professionally presented, maintained in a clean and tidy condition and open and staffed throughout the Show.

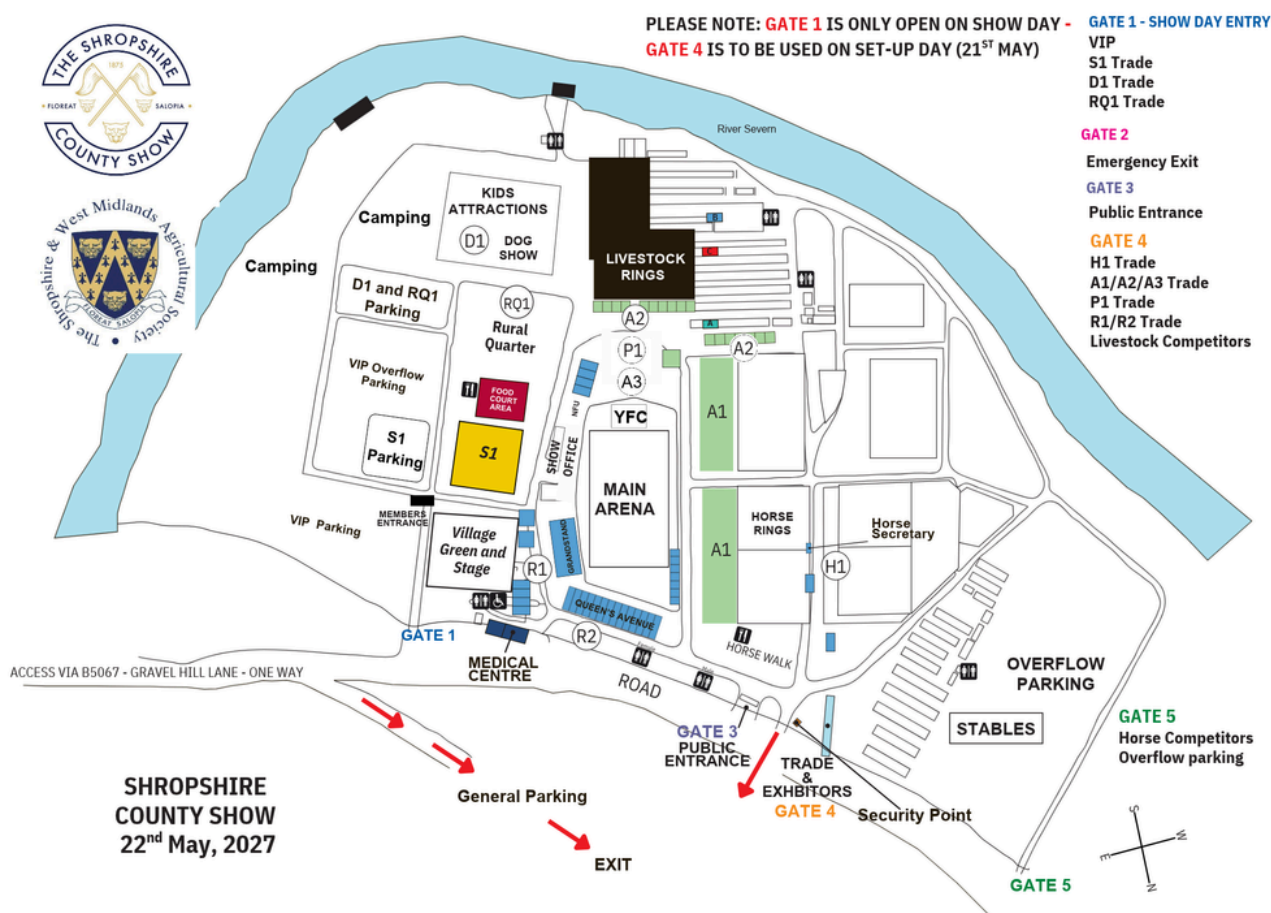
Exhibitors must not begin packing stock, dismantling structures or moving equipment before 5pm. Early closure affects visitor experience and can create safety risks.

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Exhibitor/Trade Car Parking

Dedicated car parks will be provided for exhibitor vehicles and are detailed on the map below.



Exhibitors should allow sufficient time to park and walk back to their stand before the Show opens. Do not leave valuable items visible in vehicles. Vehicles and their contents are parked at the owner's risk.

Vehicle Movement and Speed Limits

The site speed limit is 5mph during build-up, Show Day access and breakdown.

- Hazard warning lights do not give a vehicle priority over pedestrians.
- Pedestrians may be working throughout the site during build and breakdown periods.
- Drivers must remain alert at all times.

The Society reserves the right to ask any drivers risking the safety of pedestrians to leave the site immediately.

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General Retail Trade Stand Options

Prince's Road (R1) : (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 (R2) : (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 plot: £180

6 x 15m plot: £200

9 x 15m: £250

12 x 15m: £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

A1 Premium Pitches: (opposite the main arena. These are reserved for large machinery dealerships/plant hire etc)

15m x 20m: £400

10m x 15m: £250

A2 Pitches: (situated with back to the livestock rings and cattle sheds)

5m x 10m: £190

10m x 12m: £250

A3 Pitches: (situated at Main Ring - with ringside and clear main entertainment views)

10m x 10m: £300

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Professional, Rural Quarter, Canine and Horse

Professional Area (P1): (all grass pitches situated along the main public thoroughfare opposite the A2 stands. Limited number available.)

5m x 10m: £190

5m x 7m: £140

3 x 3m: £130

Canine Area (D1): (located around our Dog Show Arena)

3 x 3m: £70

3 x 6m: £140

Horse Area (H1): (located next to the Horse Rings)

5 x 7m: £175

5 x 10m: £190

Rural Quarter (RQ1): (located in our Countryside Ring and Rural Education Quarter) Allocated at the discretion of the Society. Online enquiry form available.

Artisan Craft & Local Food Plots

All applications are subject to approval and may be rejected if there are already several confirmed exhibitors offering a similar product.

Open-air grass plots in a dedicated shopping area in front of the Member's Pavilion - exhibitors will need to supply their own covering/gazebo.

Artisan Craft and Food (S1):

3m x 3m: £70

6m x 3m: £140

6 x 3m (Trade and Vehicle): £150

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Utilities & Services

Exhibitors requiring electricity are to indicate their requirements at time of 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.

Ticket & Pass Allocation

Each trade stand will receive an allocation of admission and vehicle passes based on the plot type and size. Passes will be sent via email two weeks prior to Show Day - if you have not received your passes by **8th May, 2027**, please contact us on trade@shropshirecountyshow.com - **Please do not wait until Show week to chase missing Trade passes.** Lost or forgotten passes may need to be replaced at the exhibitor's cost.

To enter the Showground you must hold the correct admission ticket or pass. Possession of a set-up day vehicle pass does not give permission for a vehicle to remain within the trade area during Show opening hours.

Exhibitors are responsible for distributing passes to their staff and contractors before arrival. On Show Day admission barcode on passes will allow pedestrian access. Passes are not transferable.

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

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Important Points/Reminders

- For all trade 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. Under no circumstances will exhibitors be allowed to occupy a larger space than they have purchased.
- Vehicle passes allow vehicle access only and do not admit occupants.
- Confirmation of a trade stand booking will only be issued once all required documentation has been received and approved.

Online Applications and Payment

All applications must be submitted via the Shropshire County Show website using the Showing Scene system by the deadline date - 1st April, 2027 - and all requested paperwork uploaded and submitted.

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. Applications for certain plots need to be paid for at the point of booking.

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

SWMAS reserves the right to cancel and refund any inappropriate or unsuitable traders on a case by case basis.

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Breakdown and Departure

The Show closes at 6pm on 22nd May and our security teams will remain on site until 23rd May.

Exhibitors must not: dismantle displays; move stock into aisles; bring vehicles into public areas; drive within the trade area; or leave via unauthorised routes until permission has been given by Event Control and the Security team.

Vehicle movement will begin only when Event Control and the Security team are satisfied that public areas are sufficiently clear.

Departures: Vehicles parked in trade/exhibitor car parks may leave using the designated exit once it is safe and operationally possible to do so and permission has been given by Event Control and the Security team.

Exhibitors should not attempt to bring a vehicle back to their stand until authorised - please note that timings on this may vary due to the position of your trade plot.

Loading and dismantling: During breakdown the 5mph speed limit remains in force; pedestrians continue to have priority; reversing should be supervised; loads must be secured; emergency routes must remain clear; lighting must be adequate; and all waste and equipment must be removed.

As with stand build and set-up, during breakdown the Showground should be regarded as an active working environment. All exhibitors, contractors and delivery drivers entering the site during this period must wear high-visibility clothing while working within the trade areas.

Appropriate footwear should also be worn and safety footwear is strongly recommended for anyone involved in construction, loading, unloading or other manual handling activities.

Additional personal protective equipment should be worn where required.

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First Aid and Emergencies

First Aid: First Aid is located next to Gate 2 and is marked on the map as 'Medical Centre'. In the case of an emergency contact the Show Office, a security officer or Event Control and provide clear information about the location and nature of the incident.

All accidents, near misses, fires and dangerous occurrences connected with a trade stand must be reported. Please do not contact the emergency services independently unless there is an immediate threat to life and Society personnel cannot be reached.

Emergency Procedures: Exhibitors and their staff must comply with all security and emergency procedures put in place by the Shropshire and West Midlands Agricultural Society, including any requirements introduced in accordance with the Terrorism (Protection of Premises) Act 2025 (Martyn's Law).

Exhibitors must follow instructions given by Show officials, stewards, security personnel or the emergency services at all times. This may include instructions relating to site access, vehicle movements, evacuation, invacuation, lockdown or other emergency procedures.

Exhibitors are responsible for ensuring that all staff working on their stand are familiar with the relevant Show Day emergency and security information provided by the Society.

Suspicious behaviour, unattended items or security concerns should be reported immediately to a member of the security team. Exhibitors are required to co-operate with additional security arrangements where reasonably necessary.

Health and Safety Responsibilities

Every exhibitor is responsible for the health and safety of: their staff; contractors; volunteers; customers; visitors affected by activities; and any other person affected by the construction, operation or dismantling of their stand.

Where a stand, activity or item is considered unsafe, the Society may require: immediate corrective action; an activity to stop, equipment to be isolated; an item to be removed; a stand to remain closed; or the exhibitor to leave the showground.

Exhibitors must comply with applicable health and safety legislation. No refund will be made where action is taken because an exhibitor has failed to comply with safety requirements.

Security and Emergency Procedures: Exhibitors and their staff must comply with all security and emergency procedures put in place by the Society, including any requirements introduced in accordance with the Terrorism (Protection of Premises) Act 2025 (Martyn's Law).

Exhibitors must follow instructions given by Show officials, stewards, security personnel or the emergency services at all times. This may include instructions relating to site access, vehicle movements, evacuation, invacuation, lockdown or other emergency procedures.

Exhibitors are responsible for ensuring that all staff working on their stand are familiar with the relevant Show Day emergency and security information provided by the Society.

Any suspicious behaviour, unattended items or security concerns should be reported immediately to a Show official, steward or member of the security team.

Exhibitors must not obstruct emergency routes or access points and may be required to co-operate with additional security arrangements where necessary.

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Health and Safety Responsibilities

Temporary Structures, Marquees and Gazebos: All temporary structures must be suitable for their intended purpose and erected in accordance with the manufacturer's instructions.

Exhibitors must ensure that structures are securely anchored; the ground conditions are suitable; guy ropes and fixings remain within the plot; exposed pegs are protected; entrance and exits remain clear; structures are stable in foreseeable weather conditions; suitable action is taken during high winds or severe weather; and structures are not positioned dangerously close to overhead services*.

*Flagpoles, signs, aerials, lifting equipment, ladders and other tall object must not be erected near overhead electricity lines.

The Society may require a structure to be modified, closed or dismantled if it is considered unsafe and large or more complex structures may require additional certification or installation by a competent contractor.

Electricity: Electricity must be booked in advance through the approved booking process.

Exhibitors must not alter the Society's electrical system; make unauthorised connections; overload a supply; use damaged leads or equipment; or allow cables to create a trip or fire hazard.

By submitting a booking, the exhibitor confirmed that all electrical equipment brought onto the showground is safe, properly maintained and tested where appropriate.

Generators: Petrol and diesel generators are not permitted. Arrangements must be agreed with the Society in advance.

Health and Safety Responsibilities

Gas and LPG: Any gas appliance used on a trade stand must be safe, properly maintained and suitable for commercial or public event use.

Exhibitors using LPG must ensure that: cylinders are kept outside tents, marquees and enclosed structures; cylinders are upright and secured; cylinders and pipework are protected from impact; hoses, regulators and connections are suitable and in good condition; connections are checked for leaks before use; spare cylinders are stored safely; appliances are positioned away from combustible materials; and suitable fire extinguishers are provided.

Gas installations and appliances must be inspected by a competent person where required and evidence of gas safety may be requested before or during the show.

Fire Safety: Exhibitors must assess the fire risks associated with their stand. Suitable fire precautions must be provided for the materials, equipment and activities present.

Fire extinguishers must be: suitable for the risk; in serviceable condition; easily accessible; clearly visible; and located near an exit or identified hazard.

Smoking and vaping are not permitted in enclosed structures.

Open flames, heating equipment and cooking appliances must not be left unattended.

Emergency exits, access routes and fire points must remain clear.

Machinery, equipment and demonstrations: All machinery and equipment must be safe for display and use. Moving parts must be guarded. Machinery displayed in a raised position must be physically supported and not rely solely on hydraulic systems.

Tractors, vehicles and powered equipment must be immobilised where appropriate. Keys should be removed from unattended machinery.

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Health and Safety Responsibilities

Food and Drink: Businesses selling or supplying food and drink must comply with applicable food safety and hygiene requirements and food businesses must be registered with the appropriate local authority. No food or drink may be sold outside the terms of the accepted booking.

Exhibitors are responsible for ensuring that: food is stored, prepared and served safely; staff are appropriately trained and supervised; suitable hand-washing facilities are provided; hot and cold food is kept at safe temperatures; drinking water is used where required; waste is maintained hygienically; allergens are managed and communicated correctly; surfaces and equipment are clean; and pests and contamination are prevented.

Food traders may be asked to provide: food hygiene ratings; local authority registration details; food safety management documents; allergen information; details of water and waste arrangements.

Water: Mains water connections must be requested and paid for in advance. Exhibitors requiring water must provide suitable: food-grade hoses where relevant; connectors; storage arrangements; drainage of wastewater collection; and protection against leaks and trip hazards.

Wastewater must not be discharged into the ground, into surface water drains or into unauthorised areas.

Animals on trade stands: Animals may only be included on a trade stand with approval from the Society.

Applications involving animals must provide full details of: species; numbers; housing; transport; welfare arrangements; supervision; public interaction; biosecurity; movement documentation; and emergency arrangements

The Society's on-call Vet may issue instructions that must be followed immediately.

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Trade Stand Regulations

Any exhibitor not adhering to our rules and regulations could be asked to leave the Show **without** reimbursement.

Sales: The sale of jokes and tricks, including any item containing or capable of discharging any noxious smell, noise or other product that could be a nuisance to any other person on the Showground is not permitted. Other prohibited items include balloons (inflated or otherwise), replica weapons, any firearm, shotgun, airgun or pellet gun and kites. The sale of knives, blades and catapults is restricted to persons over the age of 18 years. **Please note:** at no time should knives/blades be left unattended on trade stands.

Any misrepresentation of goods on application will result in the trade stand and goods being removed from the Showground **without** compensation.

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

Advertising and Promotional Activity: Advertising and promotional activity must remain within the booked trade stand.

Exhibitors may not: attach posters, banners or signs to Society property unless permitted through a specific advertising or sponsorship agreement with the Society; distribute leaflets around the showground without permission of the Society; place advertising in aisles or public areas; use roaming promotional staff without permission; operate loudspeakers, public address equipment or amplified music without approval; or obstruct neighbouring stands.

Signs and banners: Any signs and banners must be securely fixed and must not create a hazard.

The Society may remove inappropriate, misleading, unsafe or unauthorised advertising.

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Demonstrations, Collections and Raffles: Demonstrations must be agreed in advance and remain within the allocated stand space. The exhibitor is responsible for ensuring that any raffle, lottery, competition or collection complies with applicable legal requirements.

Noise and consideration for others: Exhibitors must operate in a way that does not cause unreasonable disruption to neighbouring stands, livestock, competitors or visitors. The Society may require any noisy activity to be reduced or stopped.

Litter and Waste: Exhibitors must keep their stand and the immediately surrounding area clean and tidy throughout the event. Waste must be placed in the designated areas or removed from the site. Exhibitors must not leave: pallets; broken equipment; gas cylinders; oil; chemicals; sharp objects; food waste; or bulky items. The plot must be left clean and clear after breakdown.

Dogs: Dogs are allowed on the Showground except in the cattle lines. 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, or other animals, 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.

Sustainability: We encourage exhibitors to help reduce the environmental impact of the show and ask that, where practical, exhibitors: minimise single-use material; avoid unnecessary packaging; offer reusable or recyclable alternatives; use energy and water responsibly; source materials locally and; take all reusable structures and display materials home. Exhibitors must not release balloons, lanterns or similar items from the Showground.

Trade Stand Regulations

Security: Event Security will operate during the designated build, Show and breakdown periods. However, exhibitors remain responsible for the security of their own: stock; cash; equipment; vehicles; documents; personal belongings; and structures.

Stands should not be left unattended while valuable items are accessible. Cash should be stored securely. Any theft, suspicious activity, unattended item or security concern must be reported immediately to the Show Office, a security officer or Event Control (located within the Showground reception adjacent to the President's Building).

Behaviour and Conduct: Exhibitors, their employees and contractors must behave professionally and respectfully. Abusive, threatening, discriminatory, unsafe or disruptive behaviour will not be tolerated. The Society may remove any person whose behaviour is considered unacceptable. Exhibitors are responsible for the conduct of everyone working on their stand.

Compliance with Society Instructions: While on the Showground, exhibitors, staff and contractors are subject to the roles and instructions of the Society, its officials, stewards, safety personnel and appointed contractors.

The Society may require the removal of any: unsafe equipment; unauthorised product; misleading advertisement; inappropriate display; unauthorised vehicle; animal; structure; or person.

Where an exhibitor fails to comply with instructions the Society may be required to close the stand or require the exhibitor to leave the Show site.

Please note: no refund or reimbursement will be issued to exhibitors in these circumstances.

Trade Stand Regulations

Cancellation by the Exhibitor: Cancellations received before 20th April may be considered for a refund, less any stated administration charge. No refunds will be issued for cancellations received after 21st April, 2027. Non-attendance does not entitle the exhibitor to a refund. The Society may reallocate a cancelled plot and may reallocate a plot if set up is not partially complete or active by 7.30am on Show Day, 22nd May, 2027.

*Additional services ordered from contractors may be subject to separate cancellation terms.

Cancellation or change by the Society: The Society reserves the right to amend the show layout; relocate a trade stand; alter access arrangements; change opening or operating times; introduce additional safety measures; restrict an exhibit; postpone or cancel the show where this is necessary because of safety, weather, ground conditions, animal disease, legal requirement, emergency service advice, national security, public health concerns or circumstances outside the Society's reasonable control. Any refund or credit offered will be determined in accordance with the circumstances of the cancellation. The Society will not be responsible for any consequential losses, loss of profit, travel costs, accommodation, stock losses or contractor costs arising from cancellation, postponement or relocation.

Liability: The exhibitor accepts responsibility for all claims, losses, damage, costs or expenses arising from: their attendance; their stand; their products; their staff or contractors; their vehicles; their equipment; their demonstrations; their animals; or their activities. The exhibitor must take reasonable steps to protect their property and prevent injury or damage. Except where liability cannot legally be excluded, the Society will not be responsible for loss of, or damage to, an exhibitor's property, stock, vehicle, equipment or structures.

Nothing in these conditions excludes liability for death or personal injury caused by negligence where it would be unlawful to do so.

Photography and Filming: Official photographers and videographers will be working at the Show. By attending, exhibitors acknowledge that their stand, staff and activities may appear in photographs or video used to promote the Show and the Society.

Exhibitors may take photographs of their own stand for normal business use. Commercial photography, filming, interviews or promotional production involving other exhibitors, competitions, animals or Society activities requires permission from the subject/owner/volunteer in charge.

Drone use is prohibited unless specifically authorised by the Society.

Data Protection: Information provided through Showing Scene will be used to:

- process the application;
- administer the booking;
- issue passes and joining instructions;
- manage safety and compliance;
- contact exhibitors about the Show;
- process payments; and
- maintain appropriate Society records.

Information may be shared with relevant contractors, safety advisers, local authorities or emergency services where necessary for the safe and lawful operation of the event.

The name of the business, business branding and product/service information may also be shared online for promotional activities.

The Society will handle personal information in accordance with its privacy policy.

Useful Information - Show Day

Show Office:

Alongside the Main Ring (opposite S1).

Trade Team:

trade@shropshirecountyshow.com - for trade enquiries on show day please visit the Show Office.

Medical/First Aid:

Medical Centre, Gate 2.

Lost Children/Vulnerable Persons:

Notify Security official/Show Office.

Showground Access:

From 17th May and Show Set-up and Build Day (Friday, 21st May):
Gate 4.

Show Day, 22nd May:

S1, D1, RQ1 and Kids Attractions - Gate One
A1, A2, A3, P1, R1, R2, H1 - Gate Four

Showground Address:

Gravel Hill Lane, Shrewsbury, SY1 2PF

What 3 Words: ///along.reason.bought

Before you apply: Exhibitor Checklist

Have you?

- Decided on the correct plot type and size?
- Ensured space is included for any vehicle, trailer, ramps and guy ropes in your chosen plot
- Completed a stand-specific risk assessment
- Obtained at least £5million Public Liability Insurance
- Checked whether Employer's Liability is required
- Gathered information to be shared on the use of gas, cooking equipment, machinery or animals
- Decided your requirements on electricity and/or water
- Emailed the Society to notify them of a Saturday set-up and required vehicle pass
- Read the build, parking and breakdown rules
- Read the Health and Safety responsibilities and the Trade Regulations and information thoroughly
- Understood that unauthorised vehicles may incur a £50 charge

Apply online at www.shropshirecountyshow.com by 1st April, 2027

Contact trade@shropshirecountyshow.com with any queries



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