Taunton flower show

6TH AND 7TH AUGUST 2027
VIVARY PARK, TAUNTON

TRADER AND EXHIBITOR INFORMATION



www.tauntonfs.co.uk

2026
SHOW IN NUMBERS

15,000+ Visitors

Visitors increased in 2026, travelled an average of 40 miles, with 13% staying overnight during their visit.

National & Regional Media Spotlight

Coverage from The Times, Country Life, Somerset County Gazette, BBC Points West, ITV West Country and BBC Radio Somerset

Estimated economic impact at £1.7million

As visitor numbers increased in 2026, so did the Show's estimated economic benefit to the local area.

Expanding Digital Reach

- 119,000 website visits in 2026, a 4% increase.
- 9,550 followers across social media - up 41% from 2025
- 96,000 social views in peak months, with a 44% increase in content interactions

78%

COMMERCIALLY ACTIVE AUDIENCE

visitors bought from an exhibitor; 8.3% spent over £100

86%

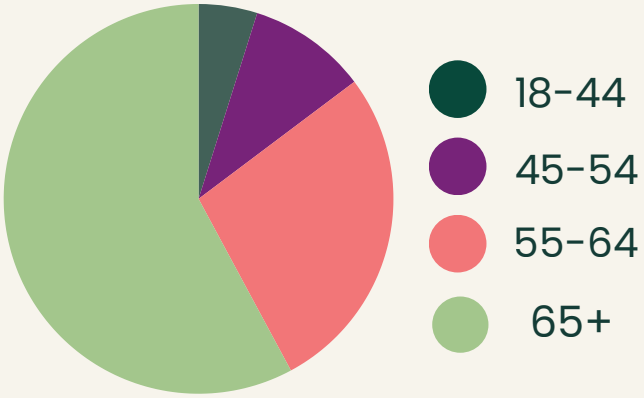
REPEAT EXPOSURE POTENTIAL

intended to return to Taunton Flower Show in Future years.

2026 TICKETS SOLD BY POSTCODE



AGE PROFILE OF 2026 ATTENDEES



Outside Trade Stands





Our outside trade stand spaces are based around the main park area and comprise of our Prime area around the arena and the bandstand, and the other pitches around the rest of the main park. All areas get excellent footfall throughout both days of the show.

PRIME		FRONTAGE		
		3m	4.5m	6m
DEPTH	3m	£333	£500	£666
	4.5m		£749	£999
	6m			£1,332

OUTSIDE		FRONTAGE		
		3m	4.5m	6m
DEPTH	2.5m	£210	£315	£420
	3m	£252	£378	£504
	4.5m	£378	£567	£756
	6m	£504	£756	£1008



Horticultural Trade Stands



Horticulture is at the heart of Taunton Flower Show and visitors are drawn to our two horticultural areas to purchase plants, get advice and see the beautiful displays.

Floral Marquee

Become an exhibitor, in the Floral Marquee - the centrepiece of the Show. With magnificent displays from expert and specialist growers, showcasing the best of horticulture and floriculture.
Prize money for the awards are the highest in the country, with £600 being awarded for the Large Gold Medal.

FLORAL MARQUEE	COST
Book up to 25ft display space with 8ft sales area, 2 tables and 2 chairs, 2 passes, 1 on site parking pass and	**£150**

Plant Village

Book an outside sales pitch in the Plant Village, a destination for our visitors to shop. With traders selling a wide range of plants, something for every home and garden.





PLANT VILLAGE		FRONTAGE		
		3m	4.5m	6m
DEPTH	3m	£95	£142	£189
	4.5m	£142	£213	£284
	6m	£189	£284	£378

Artisan Village Trade Stands



The Artisan Village is a very popular area of the show, continuing to support small businesses from Somerset and surrounding areas. These pitches are eligible to CRAFTERS/DESIGNERS/ARTISTS/MAKERS who HAND MAKE and sell their own items. There is the option to book a space within the marquee, or a pitch outside. The nature of the park means that some pitches will be under or near to trees.

MARQUEE		FRONTAGE		
DEPTH		3m	4m	6m
	2m	£222	£280	£420

PLEASE NOTE: Pitches are positioned closely alongside neighbouring traders, so the full 2m depth cannot be guaranteed as usable selling/display space. Please take this into account when planning your stand.

OUTSIDE SPACE		FRONTAGE		
DEPTH		3m	4.5m	6m
	3m	£198	£297	£396
	4.5m	£297	£446	£594
	6m	£396	£594	£792

RURAL CRAFT STAND

Choose between a sales pitch with a demonstration area or a pitch-only setup. Contact the office for details.



Catering Traders

The show aims to have a diverse mix of catering outlets across 3-4 food courts to cater for the mix of visitors attending the show.

CATERING OPTIONS	COST
Hot Drinks Trader	£870
Soft Drinks Trader	£435
Small Bar Trader	£545
Full Bar Trader	£1085
Small Food Trader	£545
Medium Food Trader	£920
Large Food Trader	£1300
X Large Food Trader	£2175
Ice Cream Van	£870
Ice Cream Stand	£435







2027 Show Map



Application process







APPLY VIA SHOWING SCENE

All applications can be made through Showing Scene. You will need to make sure all the required information is entered before you can submit your application. Traders will be required to pay a 50% deposit on booking (25% for catering bookings)

APPLICATION REVIEW

We will review all applications before acceptance.
Please note: We accept applications on a first come, first served basis. However due to the nature of the show, we have a limit on the number of similar stands we can accept.

CONFIRMATION & FINAL INVOICE

Once we have accepted your application you will receive confirmation and our final invoice. No stand is book until a confirmation email is received.

ALLOCATION OF PITCHES

Allocation of pitches is done on a first come first served basis but, due to the nature of the showground, we will limit the amount of stall selling the same or similar stock. Whilst we will try to put traders in the same pitch as previous years, **WE CANNOT GUARANTEE THIS.**

ELECTRICITY AND EXTRAS

Traders who need an electric supply, tables or chairs MUST have pre-ordered and paid for them before the Show.

By applying to the show, Traders & Exhibitors are agreeing to the full terms and conditions at www.tauntonfs.co.uk

TICKETS AND PASSES

Each trade pitch book will be allocated passes as below:

TRADE PITCHES

Pitch Area	Passes	Car Passes
up to 9m2	2	1
up to 20m2	3	2
up to 36m2	4	3

CATERING PITCHES

Pitch Area	Passes	Car Passes
up to 9m2	3	2
up to 20m2	4	3
up to 36m2	5	4

Additional trader passes can be purchased at £10, and car passes at £12 per pass

TRADE STAND AWARDS

All trade stands are judged on their attractiveness, staff presentation and branding in the following catergories

AWARD	2026 WINNER
Jim Harnell Trophy Best non-horticultural Trade Stand	The Flintstone Flock
Beggars Roost Plants Trophy Best Horticultural Trade Stand (other than Floral Marquee)	Lands End Nursery
The Bellman Memorial Trophy Presented for Horticultural Excellence	Sally Leaney Garden Design
Best Craft Stand	Kay Watkin Art
Best Food Hall Stand	Bumblee's Preserves

IMPORTANT POINTS

PITCH SIZES

Please make sure you book the space you need and allow sufficient space to allow for tow bars, guy ropes, displays outside of your gazebo.

There will only be up to 1 metre between stands due to the size of the showground so you can not rely more space than you have booked. Any traders taking up more space than they have booked will have to pay for the extra space onsite.

CANCELLATIONS

Charges for cancellations are as follows:

- Three months or more prior to the Show: 20% of total stand cost.
- Two months or more but less than three months prior to the Show: 50% of total stand cost.
- Less than two months prior to the Show: 100% of total stand cost.

SETTING UP AND SHOW TIMES

We would like to stress that setting up of your stand may begin from Wednesday 4th August at 2.00pm and must be completed by 9.00pm on Thursday 5th August.

Riverside traders will not be allowed to set up until the Thursday to allow for public access through the park.

Artisan Village Traders will also not be able to set up until Thursday 5th August.

Stands must be manned at all times during Show opening hours. On Friday the Show opens at 9.30am to Members and closes at 5.00pm; on Saturday the Show opens at 9.30am to all and closes at 5.00pm.

Late entry for visitors is 3:00pm both days.

BREAKDOWN

Traders must breakdown after the show on Saturday unless discussed with Show Manager in advance. Traders in the Artisan Village must break down on Saturday due to timescales in vacating the park.

VEHICLES/ACCESS

On-site parking is not permitted. Please do not park behind your stand, you will be asked to remove your vehicle. Please note that ALL vehicles MUST leave the Showground by 8.30am on both days of the Show.







ADVERTISING

Promote your business and support the Charity, by booking your advertising with us. Choose from supporters posts on our Social Media channels, adverts in the Show Programme, and Banners at the Show.

PRINTED ADVERTS	1/4 page	1/2 page	Full Page
Show Programme	£70	£140	£280
Competition Schedule	-	£100	£150

Show Advertising Promote your business to 15,000 visitors to the show	Price
Arena Banner Placed around the arena fencing in the heart of the action	£150
Showground banner Placed around the showground, or on the external fence by the gates.	£100

Contact Information



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