



KENT COUNTYSHOW

EST. 1923

7, 8, 9 JULY 2023



TRADE STAND OPPORTUNITIES





THE VISION

Kent County Agricultural Society is committed to putting farming and agriculture at the forefront of its biggest annual event, the Kent County Show. Aiming to champion the county's agricultural community, promote education in food production and livestock breeding, and celebrate rural crafts and vocations.

WHO ARE WE?

The Kent County Agricultural Society is a registered charity whose aim is to support the county's agricultural community and its practices, while educating the public on the importance of British farming and connecting children and young people with the countryside and rural crafts. The Society has a long history of running events, with the 92nd Kent County Show being held in 2023. The Society also holds a number of annual charitable events including the Kent Farming Conference, Farm Expo and Living Land.



Supporting
farming
since 1923



The three-day Kent County Show is a showcase event for farming, countryside and rural life in Kent, bringing together the very best of what the 'Garden of England' has to offer. With a range of trade stand options, we have something to suit every business and budget. Our team are happy to guide you through the booking process and answer any questions.

CELEBRATING A CENTURY

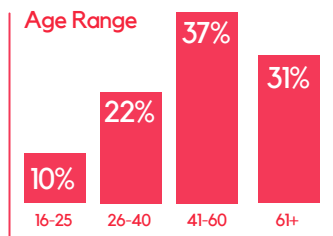
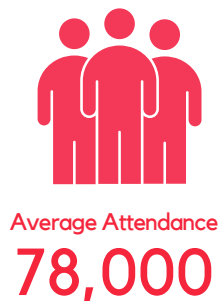
The Kent County Agricultural Society was formed in 1923 by a group of like-minded farmers and land-owners and for 100 years has been advocating for the Kent farming community. In 1964, the Society gained charitable status and since then has developed an additional four events, a successful scholarship scheme and annually presents a number of awards and grants. The 2023 Kent County Show will see a celebration of our 100 years and we hope you can join us for a truly memorable event.



WHY TRADE?

The Kent County Show is a spectacular three-day event which takes place each July at the Kent Showground in Detling. The Show hosts a variety of competitions, fascinating attractions and interactive areas, offering something for every visitor to enjoy. This large and prestigious event is a fantastic way to spotlight your business and connect to our well-established audience.

VISITOR PROFILE



OUR DIGITAL PRESENCE



MEDIA COVERAGE

BBC
SOUTH EAST
TODAY



itv
MERIDIAN



heart

TRADE STAND OPTIONS

NEW KENT ROAD

New for 2023 the New Kent Road is an exciting shopping area adjacent to the main shopping avenue. The roadway is aimed at Kent based innovative and start-up businesses, giving them the opportunity to exhibit at the Kent County Show for the first time. All trade pitches in this section are 3m x 3m and are priced at a reduced rate. There are a limited number of these pitches available so please enquire early if interested.



PRIME TRADE

Prime trade stands are located along the main shopping roadway, the Edward Hardy Avenue. This avenue is bustling with visitors and receives some of the most footfall of all the shopping areas. All pitches will be outside and mainly on grass, with no marquees provided by the Society. Sizes start at 3m frontage with 3m depth and increase in multiples of 3m.



GENERAL TRADE

General trade stands are located in various key locations across the Showground. Pitches are all outside, mainly on grass with some limited stands on tarmac available. Sizes start at 3m frontage by 3m depth and can only be increased in multiples of 3m. **Please note, if you require a marquee this must be provided for by yourself. No marquees are available from the Society.**



SPECIALIST TRADE AREAS

As that of general trade stand spaces, but with additional discount. The application for a specialist trade area must meet the qualification criteria as set out below. Please see the graphics below for specialist trade stand discounts. You must calculate these discounts when working out your pitch fee.

Agricultural - Trade stands must solely relate to the agricultural industry or breed societies. Examples include agricultural machinery or services, livestock feed, etc.

Country, Game & Canine - Trade stands must relate to country and gaming pursuits such as hunting, shooting, fishing, conservation, rural life or dog food, accessories or bedding etc.

Equine - Trade stands must relate to tack, feed, bedding, transport, stabling, equine fencing, equipment or accessories.

Horticulture - Trade stands must relate only to the selling of flowers, plants and/or trees.

All specialist trade stands are located in standard sites in the relevant areas of the Show and benefit from good footfall. Please refer to the enclosed map for further details on location. The cost for specialist trade stands are as general trade fees with the following discounts:



FOOD MARKET TRADE STANDS

Located outside at various points around the Showground, food market stands are for those selling fresh food items and confectionary such as, sweets and cake, pies and pastries, cheese and meats, or fruit and vegetables. Bottled alcohol, or those selling samples are included. All sites are outside with a minimum frontage of 3m (increasing in 1m blocks) and all sites are 3m in length. Please get in touch if you are unsure whether you fit into this category.

TRADE STAND PRICES

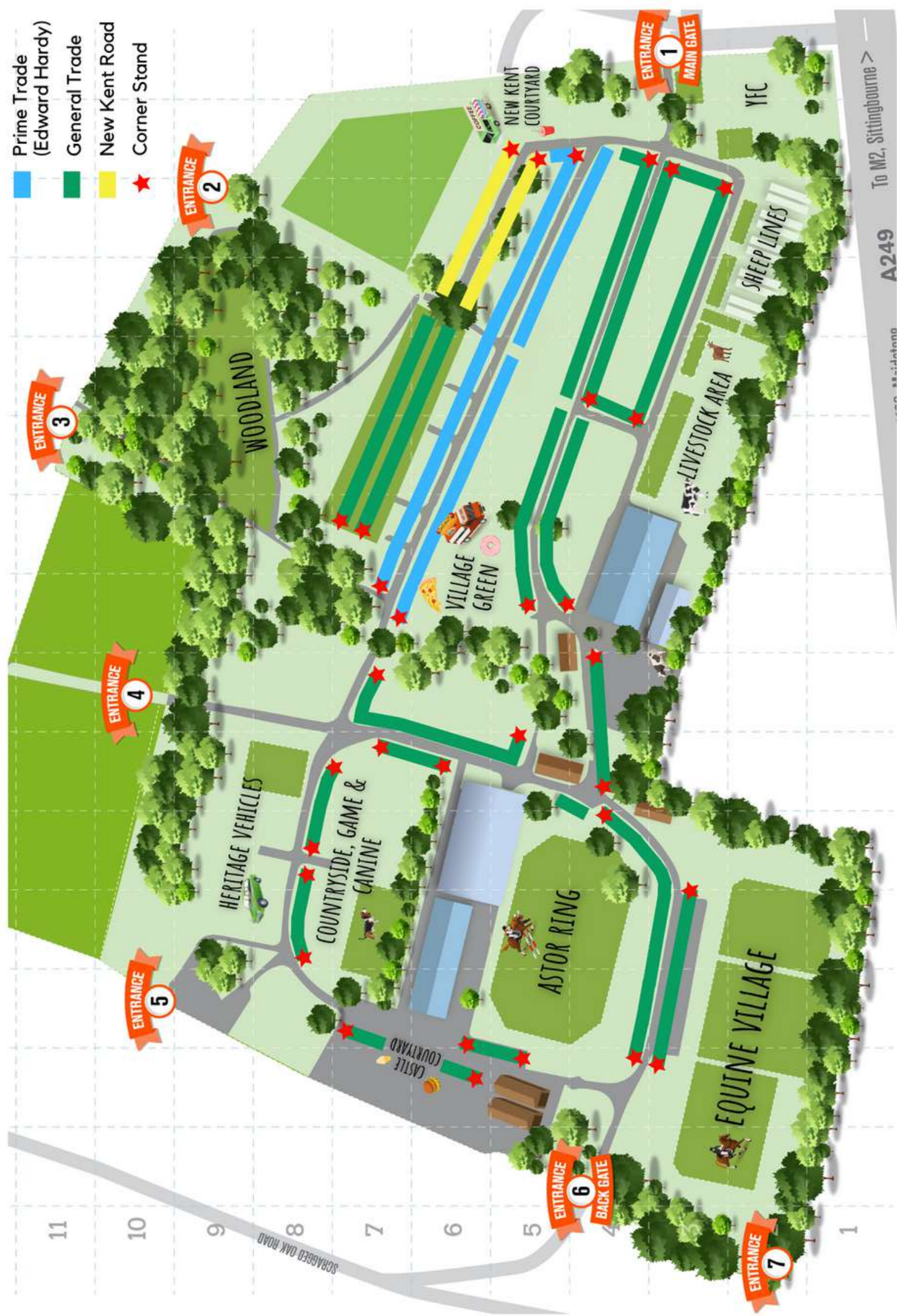
When calculating your stand costs, please ensure that you have sufficient space to allow for all items which are needed, **including ground plates, tent guy ropes, and any vehicles. No equipment or vehicle is allowed to outside the boundary of your trade stand.** Please check with your marquee contractor if you are in any doubt before reserving your space.

If you wish to secure a corner stand then please make this known at the point of booking to the trade stand coordinator who will accommodate all requests were possible. An additional cost of £100 is applied to corner stands.

TABLE OF TRADE STAND FEES

Frontage	Depth	Cost		Any one day ticket allocation
		New Kent Road (Yellow zone)		
3m	3m	£250		9
		General Sites (Green Zone)	Prime Sites (Blue Zone)	
3m	3m	£320	£360	
6m	3m	£360	£395	9
6m	6m	£643	£707	9
9m	6m	£963	£1059	9
12m	6m	£1282	£1410	12
6m	9m	£705	£775	9
9m	9m	£1054	£1159	12
12m	9m	£1411	£1255	15
9m	12m	£1181	£1299	15
12m	12m	£1575	£1735	15
15m	12m	£1968	£2164	18
18m	12m	£2341	£2575	21
12m	15m	£1701	£1871	18
15m	15m	£2126	£2338	21
18m	15m	£2551	£2806	21
21m	15m	£2976	£3273	24
15m	18m	£2283	£2511	21
18m	18m	£2740	£3014	24
21m	18m	£3197	£3516	27
24m	18m	£3654	£4019	30
15m	24m	£2394	£2633	27
18m	24m	£2872	£3159	30
21m	24m	£3351	£3686	39
24m	24m	£3822	£4204	39
Food Market Stands				
3m	3m	£359		9
4m	3m	£479		9
6m	3m	£718		9

- Prime Trade
(Edward Hardy)
- General Trade
- New Kent Road
- Corner Stand



WE'RE HERE TO HELP YOU

If you're new to exhibiting at the Kent County Show or are unsure about which option or space might be best for your business, please get in touch. We are happy to answer any questions you have and guide you through the application process. Please try not to leave any concerns until Show days as we will be less able to resolve any issues you have with your location etc. For common queries, you can refer to the regulations in the back of this brochure.

tradestands@kentshowground.co.uk



IMPORTANT APPLICATION DATES

28 APRIL 2023

- Deadline for all 2023 exhibitors. The Office must have received completed application forms and full payment by this date to secure a space within the Show and to guarantee inclusion in printed material.

2 JUNE 2023

- Water Supply Application Form deadline (to be returned to the Show Office)
- Animal declaration form deadline (if applicable)
- Alcohol declaration form deadline (if applicable)
- Electricity booking and payment direct through our supplier (a link to do this will be shared with you upon booking your stand).

CONTACT US TODAY

To discuss how our knowledgeable and enthusiastic team can help with your trade stand requirements.

Victoria Cattell & Vicky McCulloch Tel: 01622 630975

Email: tradestands@kentshowground.co.uk Visit: www.kcas.org.uk

Prices starting
from as little as
£250

APPLICATION PROCESS

All applications must be submitted, which **must** include a Show Guide entry, picture of the set-up, and be signed by the exhibitor or your representative.

We accept applications for all three days of the Show **only** and stands must be open from 8:30am to 6:00pm on **all** three days. Single day bookings will not be accepted and early closure of stands at the Show may lead to disqualification for future years.

HOW TO APPLY

All application forms must be completed and returned to the Trade Stand Department by either post or email by the application date, along with 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.

SHOW GUIDE ENTRIES

Each exhibitor must complete the Show Guide description section of the application form and select up to four categories in which their products or services fit. Please note, if an application is submitted after the deadline we cannot guarantee that the exhibitor will be acknowledged in the Show Guide.

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.

WITHDRAWAL OR CANCELLATION OF SPACE

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

6th Feb 2023	75% + VAT refund
6th March 2023	50% + VAT refund
From 1st May 2023	No refund



TRADE STAND COMPETITION

Every trade stand will be entered into one of the categories below (the Society holds the right to choose which category a stand will be entered into if more than one category applies). Winners will be announced on the Friday afternoon with prize giving and official photographs taking place.

The competition will be judged on the following criteria:

1. Design and attractiveness of the trade stand
2. Relevance and quality of product
3. Welcome, staff representation and customer service
4. Originality or wow factor
5. Clarity and presentation of message
6. Does it help educate the public (if appropriate)

The 2023 Categories are listed below:

1. Best Agricultural Trade Stand
2. Best Specialist Trade Stand
3. Best Large Trade Stand
4. Best Small Trade Stand
5. Best Food Market Trade Stand
6. Best Charity or Voluntary Organisation Stand
7. Best New Trade Stand

SPONSORSHIP

Show sponsorship is a great way to gain additional exposure for your business. We have options to suit all budgets and businesses, whether you're looking to increase your brand visibility, generate leads, or build business relationships. If you would like to discuss one of the options in more detail or would like to know whether sponsorship could work for you, don't hesitate to get in touch. Our Sponsorship Coordinator, Sally Higgins, is happy to guide you through the process and build a bespoke package to suit your needs.

CONTACT US TODAY

To discuss how our knowledgeable and enthusiastic team can help with your sponsorship and hospitality requirements.

Tel: 01622 633057 Email: sally@kentshowground.co.uk

Visit: www.kcas.org.uk

Prices starting
from as little as
£150

SPONSORSHIP OPPORTUNITIES

- 🏆 Banner Advertising
- 🏆 Media Advertising
- 🏆 Sponsor a Competition
- 🏆 Sponsor a Show Area
- 🏆 Sponsor a Display
- 🏆 Sponsor a Digital or Print Item
- 🏆 Sponsor a Section
- 🏆 Corporate Areas and Private Hospitality

“ The Kent County Show is a great opportunity for us to advertise our business to a huge audience. We enjoy connecting with members of the public and generating potential leads. Sally and the team could not be easier to work with in creating the package that is best suited to our goals. ”

- Biddenden Vineyards





TRADE STAND REGULATIONS

Please read through these trade stand rules and regulations thoroughly before completing your application form. By submitting your application you are agreeing to abide by these terms and conditions. Any trade stand that is seen to not be following these regulations could be asked to leave the Show without reimbursement and not be invited back to future events. If you have questions about any of the following please get in touch with the Trade Stand Coordinators on 01622 630975, or email tradestands@kentshowground.co.uk.

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 or annoyance to any other person in the Showground is not permitted. Any misrepresentation of goods sold on application form to gain admittance will result in the trade stand and their goods 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.

'Cheap jack' traders and auctions

Vendors of 'cheap jack' articles or itinerant vendors who may have gained admission to the grounds will be evicted immediately. **The selling of goods by action, shouting, or behaviour that causes a nuisance to visitors or other exhibitors is strictly forbidden.** Staff and trade stand stewards will be patrolling the site regularly and will have the power to remove offending exhibitors and their goods from the Showground should they be caught breaking this rule.

ALLOCATION OF SITES

Please check the trade stand prices and spaces (refer to the enclosed map) carefully before submitting your application. We will try our best to put you in your preferred location but please note this isn't always possible.

- The allocation of sites and positioning of trade stand space will be entirely at the discretion of the Society, although every endeavour will be made to meet any request made by an exhibitor about the position of their stand.
- No refund will be given if an exhibitor is not satisfied with the location of their stand upon arrival to the Show. **Under no circumstances will abuse towards our staff or volunteers be tolerated.** Anyone who does so may be asked to leave the premises and not invited to return to any further events.
- We will try to accommodate the same space as you have held in previous years. However, it is your responsibility to make any requests known at the point of booking as spaces are not guaranteed.
- Boundaries of sites will be marked with white pegs at the front of the stand, and red pegs at the back of the stand. In no circumstances will exhibitors be allowed to occupy a larger space than has been allocated to them. If an exhibitor uses any part of the Showground outside the boundary, or goes over the front line, they will have to pay for any additional space used as the Society see fit.
- **You must provide your own marquee if required.** There is no shedding available, and we are unable to provide any marquees.

HEALTH & SAFETY AND LEGAL REQUIREMENTS

Health and safety

Anyone exhibiting at the Kent 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.

Insurance

All exhibitors must carry Public Liability Insurance with the minimum limit of indemnity required for your business. This must be submitted along with your application, or prior to the Show. Exhibitors should also hold the relevant Employers Liability Insurance where required by statute.

Under the Consumer Protection Act 1998, all exhibitors supplying goods or services should hold product liability insurance under an annual policy.

Loss, theft or damage

The Society will not be held responsible for the loss, theft or damage of any vehicles, goods or marquees etc. on site before, during and after the event. All exhibitors are fully responsible for the security of their stand and stock at all times before, during and after.

Food and drink regulations

You will need a personal license to sell alcohol at the Show. If you plan to sell alcohol, you will need to fill out an alcohol declaration form with your application and send along with a copy of your personal license.

If you are selling food or soft drinks at the Show, you need to send your food handling certificate, food safety management documentation, gas certificate (if applicable) and electrical certificate along with your application.

Please note, this brochure does not cover catering units. If you would like to sell food or drink for consumption on site, please email Ellie Pannell at ellie@kenteventcentre.co.uk.

Electricity

All electrical equipment should be PAT tested before being used at the Show and we advise you seek surge protection.

Fire safety precautions

Each exhibitor must conform to precautions against fire and provide a fire risk assessment for any space allocated to them and in any stand, exhibit, tent, marquee or other temporary or moveable structure erected or installed within their allotted space. All stands using bottled gas are required to have a Gas Safety Check. It is suggested the gas connection to have crimps fitted rather than jubilee clips.

All exhibitors who produce heat or are considered high fire risk are required to supply a suitable fire extinguisher on their stand. A CFOA form, which can be obtained from the Show Office, must be completed.

Generators

For health and safety reasons, the use of generators is strictly forbidden.

All electricity required must be ordered via the application form. Any generators found to be used during the Show will result in an on-the-spot fine of £100 and may result in future disqualification.

Goods ordered at the Show

All orders taken at the Show must be dispatched promptly. Where the delivery time is more than three months after the closing date of the Show, customers must be made aware of this at the time of ordering. Failure to abide by this regulation may result in stands not being invited back in future years.

Litter

Exhibitors must have their stands and immediate adjoining avenues cleaned up at the close of the Show each day. Any litter should be placed in the bins provided ready for collection by the Society's contractors. Anything for recycling should be placed on the road edge for collection each evening.

Livestock / animals

If any animal is going to be kept on a stand as part of an exhibit during Show days, an Animal Declaration Form must be completed and returned along with your application. All exhibitors must conform to current legislation if they wish to keep animals on their stand.

Trade exhibitors with animals of any type on their stand should be aware that they must provide both soap and running water or a map directing the public to the nearest hand washing facilities. The public should not be permitted to eat or drink in areas of animal contact.

Sale of birds or any other animal

The sale of birds and all other animals is strictly forbidden. Orders may be taken but no animal or bird can be exchanged during the Show period.

Dogs

Dogs must be kept on a lead at all times and are not permitted inside the livestock areas. Please ensure you clear up after your dog.

SIGNS AND ADVERTISING

Signs

- Trade stand signs must not be erected in a way that overshadows a neighbouring stand.
- Where possible, flagpoles should be freestanding with a base plate and secured with marquee pegs. Please let the Show Office know if you wish to put flagpoles into the ground, this is due to an underground electric network. Any flagpoles must fit within your allocated space.
- Flags are not permitted around the display rings.

Advertisements

Advertising is available in the Show Guide. Please contact Jim Skwarek at Geerings Print Ltd on 01233 658611 or email jim.skwarek@geeringsprint.co.uk for more information.

It is strictly forbidden for any exhibitor to:

- Affix any placard or advertisement to any part of the Showground unless prior written permission has been obtained.
- Distribute handbills/leaflets or display advertisements of the Society's property, except on their own stand
- Roam into the avenue and other stands, or around the Showground to encourage visitors onto the stand, to offer free hand-outs, leaflets, or make charitable donations etc.
- Place leaflets/handbills on vehicles in car parks.

Press Office

The Press Office welcomes press packs and media information which are helpful in distributing to our media network. If you plan to hold a media event, it would be helpful if you could email the relevant information to olivia@kentshowground.co.uk or call 01622 633058, including details of stand name, timings, potential invitees and general details of the event.

Social Media

Please feel free to tag us in your social media activity and where possible we can help promote you. We post regular updates in the weeks leading up to the Show via our social media platforms. **Facebook:** www.facebook.com/kentcountyshow

Twitter: @kentcountyshow **Instagram:** @kentcountyshow

NOISE

Exhibitors must not use any public address equipment (PA system), call attention to their goods, or otherwise cause noise that disrupts visitors and other traders. **The staff and Trade Stand Steward are authorised by the Show Manager to stop any activity which is deemed to be offensive.**

Two-way radio equipment

Exhibitors wishing to use two-way radio equipment must have the appropriate license. The Society requests that you inform us of the frequencies which are to be used at least one month before the Show.

Radio microphones

Exhibitors, demonstrators or display acts wishing to use radio microphones during the Show are required to inform the Society of the frequencies that they are intending to use, at least one month prior to the Show.

In regard to two-way radios and radio microphones, the Society reserves the right to limit the number of frequencies and power, should they interfere with the Society's own equipment or that of the main contractors. Any organisation using the same frequency will be asked to change, or cease using the equipment.

SERVICES

Electricity

If you require electricity on your stand, you will need to fill out and return the Electricity Form to the Show Office by 12th June 2023.

Water

Standpipes are available at many points on the Showground. Water connections may be made to individual stands in certain areas only. Please complete the water form along with your application (please note we cannot guarantee that water connections will be available for all stands). A charge will be levied for stands requiring water for filling spas, swimming pools, ponds, etc.

Furniture hire

The Society does not hire out furniture to trade stands. Exhibitors should organise their own furniture, tables, chairs, etc.

Grass Cutting

The Society will keep all grass on the Showground mown up to **two weeks prior to the Show** (weather permitting). Fine cutting thereafter will be the exhibitor's responsibility.

STAND PREPARATION, PLACING & REMOVAL

Setting up

Exhibitors may start building their stand from Monday 3 July. The Showground is open between 8:00am and 5:00pm. Security will be on site from Sunday 2 July. Entrance 1 (Main Gate), and Entrance 6 (Back Gate) will remain open 24 hours a day until closure on Wednesday 12 July.

All sites allotted to exhibitors will be clearly marked by the Society. Marking pegs must not be removed, disturbed or obstructed. Exhibitors who mow their own sites, or employ contractors to do so, must replace marking pegs in their correct positions.

Exhibitors with large mobile units should arrange to have these in position by Tuesday 4 July. This is especially important when it is necessary to encroach on an adjoining stand space to manoeuvre the unit into position.

No fork lift will be available to help unload goods before, during or after the Show.

All sites must be fully stocked and ready for business by 6:30pm on the day before the Show. After this time there may be no staff available to help with any problems.

Please note that the local Council and HSE Inspectors will be onsite before, during and after the Show checking satisfactory siting, access and exits from marquees etc. This duty is authorised by the Kent County Agricultural Society.

During the Show

Once the Show has commenced, no trader will be able to move their trade space to another location.

There will be three trade car parks close to Entrances 1, 3/4 and 6 specifically for trade stand holders. Access to this car park is free and you must request the number of parking passes you require with your application. Any additional exhibitors requiring parking will have to park in the general public parks which are free, but spaces near to the entrance can't be guaranteed.

All trade stands must be open and manned from 8:30am to 6:00pm daily.

Setting down

No part of the stand may be dismantled before 6:00pm on the last day of the Show. Vehicles for the removal of stands will not be allowed to enter the Showground until 6:30pm on the last evening, or such a time as circumstances may require. Any stands dismantling before this time will not be invited back to future events.

Any damage to marquees hired by the Society, or to Society buildings, will be charged to the stand holder.

Stands and exhibits must be cleared from the Showground within 3 days of the close of the Show. Any stand, exhibit or part remaining on the Showground after the 3 days will be removed and disposed of by the Society. Any cost involved will be charged to the exhibitor.

SECURITY AND VEHICLE ADMISSION

Security

The Showground covers over 60 acres, and while security is provided, it can only be in general terms. Security will be on Entrance 1 and Entrance 6 24 hours a day from 8:00am on Sunday 2 July to 6:00pm on Wednesday 12 July.

Night security patrols will be in operation during this time.

In order to improve security, no person will be allowed onto the Showground from Wednesday 5 July to Tuesday 11 July without a valid ticket. Exhibitors will be issued with tickets for the Show days which will also be valid for setting up and breaking down days. You will also need to apply for a Static Vehicle pass if a vehicle is to remain on site during Show hours (as part of your stand only).

KCAS's security may carry out random security searches on all vehicles and trailers at any time without notice. Refusal of this request may result in attendance of Kent Police.

Vehicle admission pre/post Show

Vehicles will only be admitted from Entrance 1 off the A249, and Entrance 6 off Scragged Oak Road.

Any vehicles which are not essential to setting up the stand should be left in the car park and exhibitors should walk to their stand. No vehicle should be parked and left unattended on a neighbouring stand at any time during build-up and Show hours.

Vehicle admission during Show

Vehicle movement is strictly forbidden between 8:00am and 6:30pm on 7, 8, 9 July, and no vehicle will be allowed entry to the Showground.

Vehicles with supplies will be admitted between 6:30pm and 8:00am on Friday, Saturday and Sunday. You will be asked to give a £100 cash deposit on the gate for each vehicle you wish to enter. This cash deposit will be returned to you upon leaving the Showground before 8am.

Even if you have parked your vehicle on the Showground during the Show for a number of years, you must inform the Society and apply for the appropriate pass. Do not assume we are aware of the location of all vehicles parked in previous years. We will not issue passes without an application.

Static vehicle pass

This is required for those vehicles that form an essential part of the stand by may be removed each night of the Show. Only one per stand will be issued (more may be granted for motor stands) and this should be applied for on the initial trade stand application form. Please note static vehicle passes are NOT guaranteed and will be issued at the discretion of the Society. The static vehicle pass must be displayed in the vehicle at all times and any vehicles found onsite without this pass may be liable to towing.

Vehicle admission post Show

Vehicles entering the Showground for the removal of stands or those who are already within the Showground will not be able to enter or leave until 6:30pm on the last evening.



CONTACT US:

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www.kcas.org.uk