



Trade at RHS: Need to Know Guide



ROYAL
HIGHLAND
SHOW 2024
20 - 23 JUNE
PARTNER SINCE 1981



Royal Bank
of Scotland

The Royal Highland Show is a Royal Highland & Agricultural Society of Scotland Fundraising Event.

Before you apply

Before completing your application, please read through this document.

It has information about the following:

- How to apply
- Selection criteria
- What happens next
- Tradestand options
- Key information
- Key Contacts

Selection Criteria

The following criteria will be applied to the selection of Tradestand exhibitors:

- Relevance and quality of product
- Balance of product categories within the Show
- Geographical relevance
- Previous behaviour at RHS Shows
- Prompt payment of Show invoices
- Permanent registered business address, quality website, clear contact details.
- Public Liability Insurance in order to Trade.
- Good after-sales service including order fulfilment where delivery time is no more than 3 months after the 23rd June 2024.
- Courteous, professional and friendly staff

What happens next

Allocation

The Royal Highland Show is a very popular show for Tradestand exhibitors and we receive a high number of applications from exhibitors wishing to return year-on-year.

Returning exhibitors have until the closing date of 29th January 2024 to notify the Tradestand Team whether they wish to:

- Rebook and accept the same stand as 2023
- Request a change of size or location
- Decline offer to exhibit

Once the Tradestand Team have this information, they will then consider new and exciting exhibitors.

Confirmation

If your application is successful, we will contact you with details of the site offered. In order to accept and secure your site you will be required to respond in 14 days.

If we do not hear from you within 14 days (to accept or decline) the allocation will be cancelled.

If the space offered is unsuitable please return the offer of trade space immediately. This will enable us to find you an alternative position if available.

Successful applicants will be sent log-in details to their online account once we have received confirmation of your stand.

Tradestand Zones

Agricultural - Farming, machinery and rural industries

The largest section within the showground, hosting over 250 exhibitors. We are extremely lucky to have many wonderful manufacturers within this area who return year on year.

Our Agri Innovation Arena, which debuted in 2023, showcases magnificent machinery and hosts fascinating industry talks.

If you sell agricultural products or machinery the Agricultural Zone is for you!



Countryside - High-quality clothing, outdoor sports equipment and outdoor products

Within this area you can enjoy our food court by the Lochan, view our countryside arena events or wander round to the kids zone.

Renewables - working to stabilise climate change & achieve net zero carbon emissions.

Companies in this area can cover wind, solar, hydroelectric, geothermal, tidal, biomass and more. This village is close to our forestry arena and busy main ring.



Equestrian - Everything for horse and rider.

The Equestrian Village runs parallel to our Jubilee Ring where you can watch talented horse riders showcasing what they do best.

The equine area has a variety of products for horse lovers - saddles, footwear, clothing, bedding, horseboxes, stables and more.

Prime - Higher footfall locations

Areas include; around the main ring, down our 13th avenue and outside Ingliston House. These locations host agricultural companies, supermarkets, emergency services and retail companies.

Tradestand Zones



Motor Zone - Gleaming new cars, 4x4s and pickups.

New to this area in 2023 was our Landrover Experience which was enjoyed by many visitors. We also have a food court with delicious catering units to choose from. This creates dwell time for your customers to make a decision on their all-important car sale.

Lifestyle - An array of goods not often on the High Street

From clothing, hot tubs, toys, jewellery, artwork and more, you name it this area has it! This area also hosts our Big Wheel, a food court and a stage for entertainment.

Scotland's Larder - Showcasing what Scotland does best – Food and Drink!

With many networking opportunities available, you can promote your brand to a larger audience. In 2023 we hosted our first ever Meet the Suppliers Event which we hope to develop and grow.

As this is indoors, you will have a shell scheme package or can choose to do space only and design your own stand.



Home and Gift Hall - A range of products and services for yourself or someone special

Our Home and Gift Hall is situated on one of our busiest avenues and has a range of companies – candles, hats, jewellery, make up, clothing, art, charities and more.

As this is indoors, you will have a shell scheme package included. We also have a relaxed bar within this hall to create some dwell time for customers.

Trandestand Options

The Royal Highland Show is spread over several hundred acres and therefore split in various sections.

Trade space is allocated on a frontage & depth area calculation. All spaces are 'open space' and on a grass base (unless otherwise stated). Trade rental includes an allocation of passes per stand size.

Outdoor

Description	Stand Rental £ net per square metre
Agricultural Pricing	
Standard Outdoor Space	£10.97
Prime Outdoor Space	£20.13
Countryside Area Pricing	
Standard Outdoor Space	£26.88
Equine	
Standard Outdoor Space	£22.58
Forestry	
Standard Outdoor Space	£23.21
Lifestyle Village, Floral Walkway and Outdoor Living	
Standard Outdoor Space	£22.58
Motor Zone	
Standard Outdoor Space	£25.33
Renewables Village Pricing	
Standard Outdoor Space	£25.33
Prime Non-Agri (Main Ring, 7th & 13th Ave, Ave L&O, The Green)	
Standard Outdoor Space	£42.42

****Please note there is no outdoor shedding/marqueses included, please refer to our trade guide for recommended marquee suppliers**

Indoor

Description	Stand Rental £ net per square metre
Home & Gift Hall Shell Scheme**	£160.44
Scotland's Larder (Food Hall) Shell Scheme**	£160.44
Space Only	£150.40

****Shell scheme package includes; Sodem Shell Scheme, One Name Board, two spotlights (per 3m frontage) and 1 x 24hr twin socket – installed along back wall.**

Height of Exhibits & Services

****No outdoor stand or exhibit may exceed 10 metres in height unless approved in prior writing at the time by the Tradestand Team.**

Stands within the Home and Gift Hall must not exceed 2.5m and those within the Food Hall must not exceed 6m.

Services such as water, electrics, grass cutting etc can be ordered via your online account.



Regulations



Please read these regulations thoroughly before submitting your application. Further regulations/guidance can be found in the Royal Highland Show trade guide which is available on our website in the trade section at : <https://www.royalhighlandshow.org/trade-portal/>

Trade applications will be accepted on the strict understanding that space or 'pitch' allocated is used solely for the display, promotion or sale of the items or services listed by the exhibitor on the application form. Exhibitors and stand personnel must conduct their business only within the space allocated to them.

The Exhibitor may not sub-let, part or share occupation of their assigned stand. Nonetheless, with the prior written approval of RHASS requested at the time of application the Exhibitor may share occupation of the stand with other companies that are in the group as the exhibitor or which are associated in business with the Exhibitor or for whom the Exhibitor acts as an agent.

Tradestands must be staffed at all times during Show opening hours.

No additional income may be generated by charging visitors to the Royal Highland Show for any activity, access or entry to your tradestand without written permission from the Tradestand Team.

Drones

Due to the proximity of Edinburgh Airport, the use of any aircraft, drones or captive balloons of any description for any purpose is strictly prohibited.

Balloons

Un-inflated Balloons are permitted as giveaways, however, in view of our proximity to Edinburgh Airport the sale or distribution of helium filled or metallic balloons is strictly forbidden

Restrictions

Exhibitors are not permitted to:

Conduct any market-style trading or sell goods by auction, shouting or other loud activity to the annoyance of other exhibitors

Conduct activities that pose a hazard to themselves, or other exhibitors, visitors or livestock

Display posters or banners within the Showground, car parks or onto the approaches, without prior written permission from the Royal Highland Show



Tradestand Build

Ground Excavating: Exhibitors are advised that there are underground services on the Showground, such as water mains, drains, electric cables, telephone cables etc.

Exhibitors must carefully consider safer alternatives to excavating for fagpoles, signs, etc when planning their tradestand.

If you intend to break the surface of the ground anywhere on your plot for any purpose, an application for a Permit to break the ground should be completed and submitted to the Tradestand Team as early as possible and before 1st June on your Trade Portal.

Your permit will not be approved until you are onsite and out site team have scanned your ground. Please report to TACSO (Trade and Contractor Site Office) on arrival to arrange this.

Build-up

The outdoor site opens to all exhibitors and contractors from Monday 10th June.

Scotland's Larder opens to exhibitors from Saturday 15th June. It is open to all exhibitors on Monday 17th of June.

Home & Gift Hall opens to all exhibitors from Tuesday 18th June.

Breakdown

All stands and exhibits must be cleared from the site no later than 19:00 Sunday 30th June. Our site is used for multiple events so it is crucial that the site is cleared.

Exhibitors **MUST** inform the Tradestand team in good time and with prior written approval if unachievable.

Key Contacts

Tradestand Team

E: tradestands@rhass.org.uk

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Account Manager - Amy Mitchell

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Account Executive - Blayne Beck

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Events Assistant - Callie Bendall

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Membership Team

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Sponsorship Team

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Competitions Team

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