



SATURDAY 5th SEPTEMBER 2026

Rules, Procedures & Information

For 2026

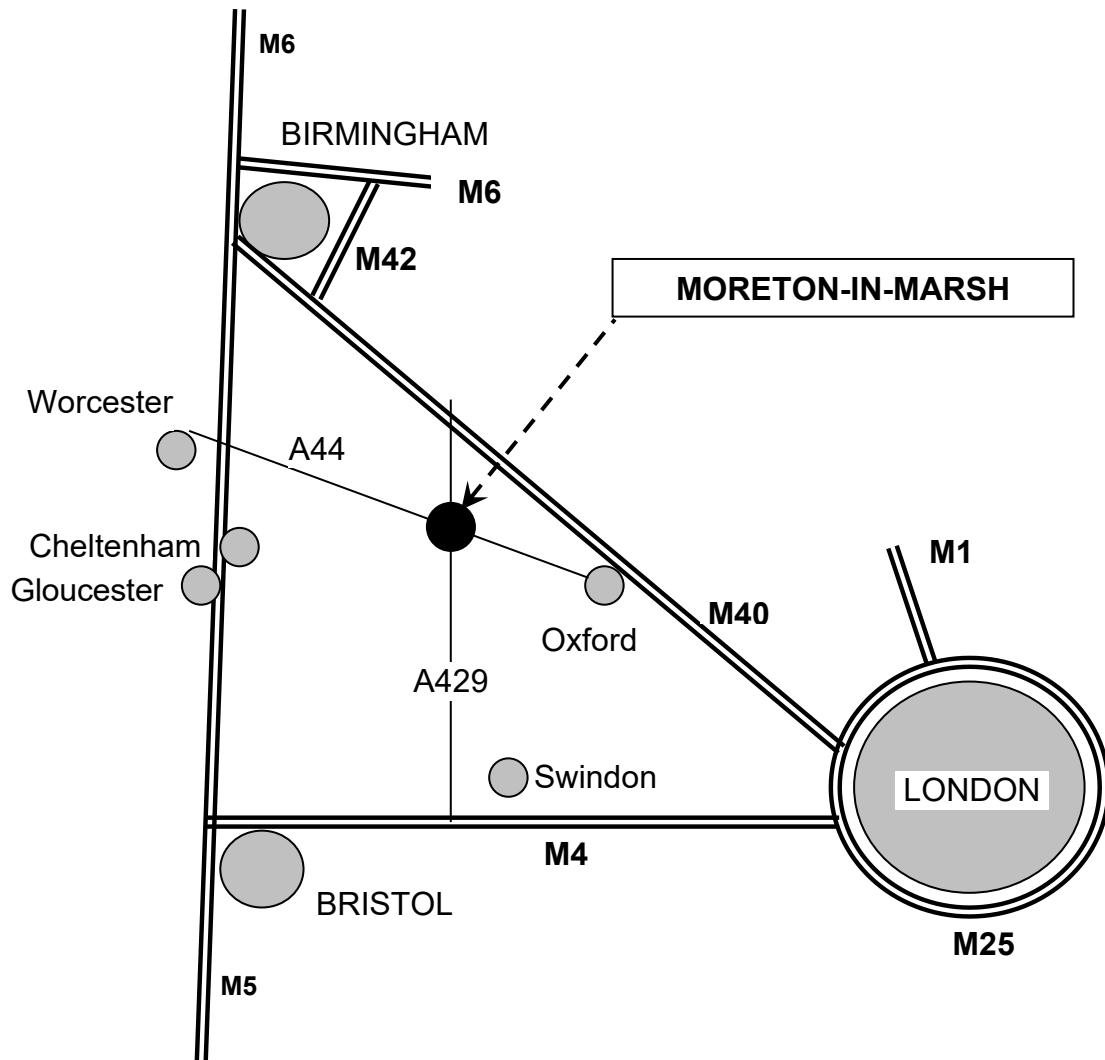
Trade Exhibitors

Moreton in Marsh Show has been established since 1949. In a typical year the event attracts around 25,000 people from the Cotswolds and further afield into the shires. As is to be expected, there is a good mix of families, working farmers, equestrian enthusiasts and older adults. There are over 300 trade stands, 3000 exhibitors (Horse, Livestock and Home and Garden) 100 sponsors and more than 200 volunteers who devote their time to help deliver this popular one day agricultural show.

MORETON-IN-MARSH SHOW

Saturday 5th September 2026

A real grass standing country show from the heart of the Cotswolds



Moreton Show is organised by:

Moreton-in-Marsh and District Agricultural and Horse Show Society which is a Company Limited by Guarantee; Registered in England No. 2397134 & Reg. Charity No. 900122

Moreton Show Society, Show Office, 5 Wychwood Court, Cotswold Business Village, Moreton-in-Marsh, Glos., GL56 0JQ. Tel: (01608) 651908 Email: showground@moretonshow.co.uk

www.moretonshow.co.uk

GUIDANCE NOTES

BOOKING

The Showground has been divided into seven trading zones. Please refer to the site plan and indicate your first and second choice Zones for stand location. The Society will do its very best to site you in your chosen zone - though this cannot be guaranteed.

Full payment for your stand should be made at the time of booking. Allocations will be made on a first come, first served basis.

GRASS MOWING

The Society can arrange for your stand to be mowed. Charges as per the price list below. **Please note if you arrange for your own cutting your cuttings must be removed off site or placed in the appropriate area for cuttings onsite.**

ELECTRICITY

An electric supply can be connected to your stand – please refer to General Condition note 4. Electrical supply bookings should be made directly with XLE Event Services who are the Shows appointed electrical contractors. Late bookings will be surcharged. Typical loadings are:

A UK domestic 3 pin plug (BS1363) has a maximum loading of 13 amps and a round pin external plug either 16 amps or 32 amps, depending on size. For 13Amp orders **you do not need to bring a converter the electric socket provided will be a standard 3 pin plug.**

LOCAL SUPPLIERS

At the time of writing, local sources of the products listed are shown below, none of which are endorsed by Moreton Show. All addresses are in Moreton-in-Marsh unless otherwise stated. Accommodation can be sourced from <https://www.cotswolds.com/accommodation> or from the Tourist Information Office on 01608 650881.

BOTTLE GAS

ESSO – Marsh Service Station, Stow Road, GL56 0DS. 01608 651945.

Ingles Farm Supply, Blenheim Farm, Stratford Road, 01608 651874

PETROL, DIESEL

ESSO Marsh Service Station, Stow Road, GL56 0DS. 01608 651945. NOT 24 HOURS

GULF Quarry Service Station, A44, Moreton-in-Marsh GL56 9AJ. NOT 24 HOURS

TEXACO Troopers Lodge Filling Station, Bourton-on-the-Hill, Moreton, GL56 9TE.

PAINT, IRONMONGERY, NAILS, SCREWS

Ideal Home Supplies, High Street, GL56 0AT. 01608 650754.

Travis Perkins, Cotswold Business Park, London Rd, Moreton-in-Marsh GL56 0JQ. 01608 654037.

POSTS, TIMBER, FENCING PANELS, ETC.

Batsford Timber, Aston Magna (approach from A429 north of Moreton) 01608 652828

Travis Perkins, Cotswold Business Park, London Rd, Moreton-in-Marsh GL56 0JQ. 01608 654037.

CHEMIST

A.D. Byers, High Street 01608 650306

CUT FLOWERS

Allium, The Old Post Office, Sheep Street, Stow on the Wold 01451 830188

GROWING FLOWERS, GARDEN CENTRE

Fosseway Garden Centre - Blue Diamond, Stow Road, GL56 0DS. 01608 651757

Batsford Garden Centre, Moreton-in-Marsh GL56 9AT (Approach from Bourton-on-the-Hill) 01386 700409

VEHICLE BREAKDOWN, INCL TRUCKS & VANS

Cotswold Vehicle Recovery 01993 84593.

SUPERMARKET, POST OFFICE

The Co-op Moreton in Marsh, High Street, (opposite road to showground). NOT 24 HOURS

ALDI, Stow Road, GL56 0DS. NOT 24 HOURS

LIVESTOCK FEED & EQUIPMENT, FENCING & GATES, TOOLS, SHOW CLOTHING.

StowAg, Longborough, Moreton-in-Marsh, GL56 0QJ, 01451 830 400 | 7.30am-5pm | Mon-Fri

CATERING SUPPLIES

R&R Catering Hire. Cheltenham. 01242 820100 www.rrhire.co.uk/

BREWERY / BEVERAGE SUPPLIES

Hook Norton Brewery, <https://www.hooky.co.uk/>; 01608 730384. Quote Moreton Show Beer for details.

Trade Stand Prices - Moreton Show 2026

OPEN SPACE STANDS:

FRONTAGE x M	DEPTH x M	COST £	MOWING COST £	TRADE PARK ALLOCATION	NUMBER OF ADULT SHOW ENTRY TICKETS
6	6	266.29 +VAT (319.55)	50.89 +VAT (61.07)	1	3
9	6	335.24 +VAT (402.29)	54.88 +VAT (65.86)	1	3
12	6	404.16 +VAT (484.99)	58.62 +VAT (70.34)	1	4
15	6	505.23 +VAT (606.28)	73.29 +VAT (87.95)	1	4
18	6	606.21 +VAT (727.45)	87.94 +VAT (105.53)	2	6
6	9	335.24 +VAT (402.29)	54.88 +VAT (65.86)	1	3
9	9	438.63 +VAT (526.36)	60.49 +VAT (72.59)	1	4
12	9	542.00 +VAT (650.40)	66.09 +VAT (79.31)	2	6
15	9	645.40 +VAT (774.48)	71.69 +VAT (86.03)	2	7
18	9	748.78 +VAT (898.54)	77.29 +VAT (92.75)	3	9
21	9	852.17 +VAT (1022.60)	82.90 +VAT (99.48)	3	10
24	9	960.36 +VAT (1152.43)	88.48 +VAT (106.18)	4	11
27	9	1072.35 +VAT (1286.82)	93.92 +VAT (112.70)	4	12
30	9	1184.36 +VAT (1421.23)	99.70 +VAT (119.64)	5	13
6	12	404.16 +VAT (484.99)	58.62 +VAT (70.34)	1	4
9	12	542.00 +VAT (650.40)	66.09 +VAT (79.31)	2	6
12	12	679.87 +VAT (815.84)	73.55 +VAT (88.26)	3	8
15	12	817.73 +VAT (981.28)	81.03 +VAT (97.24)	3	10
18	12	960.36 +VAT (1152.43)	88.49 +VAT (106.19)	4	11
21	12	1109.69 +VAT (1331.63)	95.97 +VAT (115.16)	5	12
24	12	1268.26 +VAT (1521.91)	109.68 +VAT (131.62)	5	13

RETAIL AND CRAFT AVENUES:

Each trader will receive an open-fronted marquee. This marquee will be situated in a row of identical structures located in Zone D. Space for parking will be available immediately behind the marquee/pitch allocated to each trader. Parking will be limited to restocking vehicles ONLY.

FRONTAGE x M	DEPTH x M	COST £	TRADE PARK ALLOCATION	NUMBER OF ADULT SHOW ENTRY TICKETS INCLUSIVE
3	3	191.00 + VAT (229.20)	1	3
6	3	343.98 +VAT (412.78)	1	4
9	3	496.97 +VAT (596.36)	2	4

FOOD AVENUE:

Each trader will receive an open-fronted marquee. This marquee will be situated in a row of identical structures located in Zones B and D. Space for parking will be available immediately behind the marquee/pitch allocated to each trader. Parking will be limited to restocking vehicles ONLY.

Companies located within a 20-mile radius of Moreton Show are eligible to purchase pitches which cost 20% less than the prices specified below. Food & Drink Avenue Traders are eligible for a 20% discount on electrical connections. Please contact the Showground Director to secure a discount code for the XLE booking portal.

FRONTAGE x M	DEPTH x M	COST £	TRADE PARK ALLOCATION	NUMBER OF ADULT SHOW ENTRY TICKETS INCLUSIVE
3	3	283.92 +VAT (340.70)	1	3
6	3	518.70 +VAT (622.44)	1	4
9	3	753.48 +VAT (904.18)	2	4

ELECTRICITY & WIFI:

Please find details below on how to book WiFi and electricity for your trade stand pitch. Bookings for WiFi and electricity are to be made on the suppliers' online portals. The electrical provider is **XLE Event Services**, and the WiFi supplier is **Attend2IT**. Links to portals and pricing information can be found in notes: 4 and 5.

GENERAL CONDITIONS

GOVERNING THE ACCEPTANCE OF ENTRIES FOR TRADE SPACE

1. APPLICATIONS AND CHARGES

- All applications for trade space must be made via the online booking system – Showing Scene. Click [HERE](#) to access the 2026 Moreton Show Showing Scene Page.
- **APPLICATIONS CLOSE ON FRIDAY 29th MAY 2026, OR EARLIER IF SPACE IS FILLED.**
- Applications may still be accepted after Friday 29th May 2026, if there is still space available, however a late booking surcharge of £60 + VAT may be added to late bookings.
- **Payment in full must be made alongside the application. Stand space is not guaranteed until payment is received. Charges are outlined on the page above.**
- It is essential that a copy of a trader's public liability insurance certificate and if applicable a quality trade stand risk assessment is submitted. These can either be submitted as part of the online application or can be emailed to the Showground Director after the application has been submitted. An application which does not include accompanying documentation is incomplete. Any traders failing to provide the required accompanying documentation may have their booking cancelled, without refund and will be refused entry to the Showground. **The deadline for submitting Risk Assessments and PLI certificates* is Friday 29th May 2026.** (* in circumstances where the policy renews between 29th May and 5th September, a copy of the renewed PLI certificate must be submitted by email as soon as possible).
- **There are separate charges and booking facilities for Wi-Fi and Electricity.**
- All applications will be acknowledged by a confirmation email. The contract is between the exhibitor and the society.

2. SOCIETY MEMBERS DISCOUNT SCHEME – OPTIONAL

- The Moreton Show Membership Committee are looking to provide Show Society Members with more benefits and advantages to becoming a member. One benefit that was trialled successfully in the last couple of years, was a trade stand discount for Society Members; participating trade stands offer a 10% discount for Members at the Show.
- There is a hope that the trade stand discount scheme for Society Members can be expanded in 2026. The scheme is optional, signing up to the scheme can be done as part of the trade stand booking. A list and map of trade stands which are prepared to provide a 10% discount on purchases will be distributed to Society Members. A brightly coloured sign will be provided for display on your Trade Stand to remind Members on Show Day of your kind participation in this scheme.
- By joining the scheme, you are raising awareness of your company trading at the Show, you are attracting elevated interest from over 1,000 Moreton Show Members. Hopefully, participation in the scheme will encourage Members to visit your stand and make purchases.
- On participating stands, the presentation of a 2026 members badge by a customer would facilitate the discount under this scheme. We will provide a picture copy of the badge for your awareness.
- If you would like additional information about this member's discount scheme, please either email showground@moretonshow.co.uk or secretary@moretonshow.co.uk.

3. SITING AND ACCEPTANCE

- Sites shall be allocated in such positions and order as the Society deems fit.
- Without prejudice to the generality of the sub clause above the Society will ensure that early applicants receive priority of position.

- The Society reserves the right to refuse any application, for reasons that they deem fit including but not limited to:
 - a) The health and safety operations of a trade stand/company are not suitable or sufficient for the show's requirements.
 - b) The presence of the trade stand may interfere with the safe delivery of the show.
 - c) The trade stand's business would be a conflict of interest with the ethos of Moreton show.
 - d) The outward business of the trade stand may cause offence, stress or upset to show staff or customers.
 - e) The business of the trade stand may disrupt the timetables of the show day.
 - f) There are too many trade stands of a similar nature already confirmed at the event.
- Should an application not be accepted for any of the reasons listed above. Notification of this will be provided in writing as soon as possible after the application was submitted. The booking fee paid at the point of application will be refunded in full. Any electric and/or Wi-Fi charges will also be refunded in full.
- Any dispute between exhibitors or between any exhibitor and the Society as to the extent or position of any site which is allocated shall be determined by the Society's Chairman or Showground Director for the time being whose decision shall be final.
- Sites will be marked by boundary pegs, spray paint and your pitch number. Once set up exhibitors shall be responsible for the removal of any boundary site pegs, tape and number markers that pose a trip hazard.
- The Society does not warrant that any site is suitable or fit for any purpose other than being a space provided to exhibit in a greenfield setting. If your pitch has uneven ground, please contact the organiser as we may be able to help fill in with sand, soil or gravel etc.

4. ELECTRICITY

- If you require an electrical supply for your stand, please follow this [LINK](#) to the XLE Event Services booking portal where you can choose the electrical connection you require and pay for it. The XLE portal password is: **MORETON26**. Bookings made after the 7th of August will incur an increased charge. Power will not be connected to your stand until the Friday afternoon prior to the show.
- Traders are not permitted to connect to the show's electrical infrastructure without purchasing a supply. Any trader who plugs into a distribution board without purchasing a supply from XLE is therefore an unauthorised user and will receive an on-the-spot charge of £500 + VAT. If the show's infrastructure has insufficient capacity to support that connection, the unauthorised user will be unplugged and may still be charged.

PRICES:

OPTIONS:	Prices valid until 7th August 2026	After 7th and before 28th August + 25%
13amp Single Socket	£175.00 + VAT	£206.25 + VAT
13amp Twin Socket	£195.00 + VAT	£218.75 + VAT
16amp 1Phase Cee Form	£185.00 + VAT	£200.00 + VAT
32A 1Phase Cee Form	£230.00 + VAT	£256.25 + VAT
32A 3phase Cee Form	£320.00 + VAT	£400.00 + VAT
63A 3phase Cee Form	£435.00 + VAT	£543.75 + VAT

- **After Friday 28th August exhibitors will no longer be able to book electricity for the Show.**
- **Food & Drink Avenue Traders are eligible for a 20% discount on electrical connections. If eligible, please contact the Showground Director to secure a discount code for the XLE booking portal.**

Electrical Booking Conditions:

- The supplies will be limited by sealed circuit breakers to the capacity booked.
- Should the exhibitor break the seal, the supply will be cut off.
- Leads passing to other stands are strictly not permitted.
- Any further work required will entail further charges in respect thereof.
- Insufficient capacity is available to permit heating or heavy machinery.
- It may not be possible to accommodate applications received less than two weeks prior to the show.
- The Society may require any metal structure on a stand where electricity is in use to be electrically earthed and will carry out the work considered necessary free of charge. Submission of an application for a trade exhibit will constitute consent for this work to be done.
- No person except the Society's official electrician (or a person authorised by him or by the Showground Director) may alter any part of the Society's installation or switch on any part of it or start any generator connected with it.

5. WI-FI

- The Show Organisers have appointed Attend2IT to provide WiFi services at the 2026 Show.
- Each trader is entitled to book one or more WiFi device connections which can be purchased in advance. Please find below a list of rates:
 - a) Food Avenue Stands - £15.00 + VAT*
 - b) Craft and Retail Avenue Stands - £15.00 + VAT*
 - c) Outside Trade Stands - £20 + VAT* connection fee & £15 + VAT* per device.

***NOTE:** Late booking charges WILL apply TO ANY BOOKINGS RECEIVED AFTER 9am ON MONDAY 31st AUGUST.

- Importantly, Wi-Fi must be booked in advance via Attend2IT's booking portal. Should you require additional WiFi connections or related services, including the supply of a card payment terminals, these can be hired from Attend2IT.
- **If your trade stand pitch is in either Zones B or C; it is essential that if a WiFi connection is purchased that an electrical connection is also booked, without electric the WiFi connection cannot be installed. This does not apply to traders located in Zones A, D, E, G and L, including the Craft & Retail and Food Avenues.**
- Onsite Wi-Fi service will be impacted by traders or exhibitors using their own Wi-Fi solution. This is due to congestion in the 2.4GHz and 5GHz band which are used by all wireless consumer devices, including Wi-Fi & Bluetooth, which are used for payment devices and ticket scanners. Traders are not permitted to use their own WiFi solution; should any traders use their own Wi-Fi solution, and this interferes with the onsite WiFi; the organisers reserve the right to ask for it to be switched off allowing for resumption of normal onsite Wi-Fi service.
- The WiFi supplied is **STRICTLY** for traders use and access should not be shared with show visitors. The WiFi is for card terminals and associated equipment **ONLY**. Anyone found to be using it to access websites such as social media, e-commerce or news platforms, (essentially websites that use a lot of bandwidth) will be **BLOCKED** from using the WiFi service.
- **To access the online Wi-Fi booking portal please click: - [HERE](#)**
- **The deadline for booking WiFi services for the Show is 9am on Monday 31st August 2026.**
- Should you require any assistance or guidance or should you have a special requirement please phone the Attend2IT Team on 01763 877 577.
- There will be a dedicated team onsite to help with the WiFi.

- **Important:** the organisers have invested heavily in an improved WiFi service. Despite this WiFi connectivity cannot be guaranteed.
- There is poor mobile, 4G & 5G reception on the showground once the site is full of public. We will have four WiFi hotspots available for public use; these will be clearly marked on the map.

6. GENERATORS

- **TRADE STAND EXHIBITORS ARE STRICTLY FORBIDDEN FROM USING A GENERATOR OF ANY KIND.**
- The Society reserves the right to ask any trade stand exhibitors found to be using a generator to insist on it being switched off and if safely possible removed from site. Any non-compliance with this regulation, could result in expulsion of the trader from the Showground and a subsequent ban on attending future Shows.
- Should you require electricity, this can be purchased directly from our electrical contractor XLE. To book electric using the XLE online portal, please click [HERE](#).

7. ELECTRICAL APPLIANCES

- Only electrical appliances which bear a label indicating that the article has passed a portable appliance test (PAT) in the twelve months preceding the Show may be used at the event. All electrical circuits must be protected by a 30mA RCD.
- Should an appliance be identified by the Show Electrician that doesn't have a Test Certificate or is believed unsafe / unsuitable, further use will be prohibited.

8. GAS BOTTLES (LPG) and OTHER INFLAMMABLES

- The use of suitable gas appliances is permitted, however all regulations outlined below must be closely followed.
- If your stand uses a gas bottle (whether used or not) or other inflammables – this must be indicated in your application form. Any device fuelled by liquid petroleum gas (LPG) must ensure gas connections and pipes have been tested and certificated by a 'Gas Safe' engineer annually. **The certification must be available for inspection at the show.** Installations must comply with UKLPG Code of Practice CoP24 Part 3. (www.uklpg.org)
- The cylinders are to be disconnected/connected by competent persons only using the correct tools and leak tested prior to use. No smoking signs must be in place and observed. Unless authorised in writing by your point of contact, no more than two LPG cylinders (totalling 200KG) are permitted per unit.
- **A regulator must be included in the connection between the cylinder and the appliance and should be fitted according to the regulator manufacturer's instructions.** The regulator is precisely set by the manufacturer to control the pressure of the supply and Must Not Be Adjusted. Select a regulator with a means of protecting the downstream pipework or appliance from overpressure in the event of regulator malfunction. If a Regulator shows signs of wear, it should be replaced. Regulators must be marked BS:3016 or BS:EN:12864 or BS:EN:16129. Any regulator marked BS:3016 will be over 10 years old and should be replaced.
- **Cylinders must be located only in the open air and must not be used or stored inside marquees, tents or other enclosures.** Cylinders must not be changed during the show. LPG cylinders must be stored vertically on firm, level ground at least 1 metre horizontally from any structure, flammable material, ignition or heat source, in the open air, with no obstructions in the vicinity to impede ventilation. Cylinders must be restrained in a suitably designed cylinder stand or staked and chained securely. Cages or surrounds made of wood or other combustible material are not acceptable.

- All flexible hose must be labelled with either BS3212 or BSEN1763 or BS:EN:16436-1 and bear the year and name of manufacturer. Hoses must not exceed 1.5m in length between the regulator and appliance. All hoses must be secured with crimped hose clips or manufacturer made hoses – jubilee clips are not permissible.
- All cooking appliances must be located away from flammable materials including marquee walls.
- The Organiser reserves the right to ask for what they regard as unsuitable or unsafe gas equipment to be removed.
- In the event of a gas leak during the show, shut off gas supplies and inform the event organisers.

9. FIRE EXTINGUISHERS

- Every stand must carry fire extinguishers of a number and type appropriate to the risks as shown on their Risk Assessment, subject to a minimum of one small extinguisher. Staff must be trained in their safe use.

10. WATER

- Water supplies cannot be provided to individual stands on Show Day. There are 3 drinking water points on the showground indicated on the map. No person except the Society's official plumber (or a person authorised by him or by the Showground Director) may alter any part of the Society's installation or turn on or off any part of it.
- Spa Baths, Jacuzzis, etc may be filled following a discussion with the Showground Director as to how the water will be obtained and discarded.

11. MARQUEES AND FURNITURE

- Marquees may be booked direct through Crockers on 01332 700699, visit their website for more information on what they can offer: www.crockerbros.co.uk. Alternatively contact Four Acres Marquees on 07771 526044, www.fouracresmarquees.co.uk. Both companies supply the Show with marquees and are reliable longstanding suppliers.
- Furniture may be booked direct through Event-Equip Furniture and Accessory Hire on 01547 529 996. Visit www.event-equip.co.uk to see what they can supply.
- Furniture may be available to hire directly from the show, but only by written request and on a pre-paid deposit basis. A refundable deposit will be charged alongside a hire fee; the deposit will be sent back following the safe return of the hired furniture. The deadline for arranging the hire of furniture is Friday 31st July. Strictly no late bookings will be accepted, any requests for furniture hire in the immediate run up to the Show, during set up will be denied. Contact the Showground Director by email should you wish to hire a small amount of furniture.
- Exhibitors may also use the services of any marquee contractor who is a member of MUTA, but for safety reasons may not use contractors who are not registered with MUTA without the consent of the Showground Director. MUTA is a trade association dedicated to marquees and tents.
- If a marquee/s is hired, please provide the following information no later than Monday 10th August:
 - Name and contact details for contractor supplying the structure.
 - Copy of the contractor's public liability insurance certificate and risk assessment.
 - Arrival times and date the structure will be erected and removed.
 - Size and type of structure being supplied.
 - Location within the stand pitch if not filling the whole pitch.

12. GAZEBOS AND LIGHT WEIGHT TENTS

- Where you will be erecting a gazebo type structure or lightweight marquee as part of your stand, please ensure they are sufficiently anchored down. Structures should be suitable of withstanding

a minimum of 30mph wind. All self-build structures must be of sound construction, assembled in line with manufacturer's instructions and must be suitably braced and anchored.

- Thin straight tent pegs (commonly supplied with the structures) are generally insufficient. You must use suitable ground anchors and ratchet straps to the frame (example: <https://groundbolt.co.uk>), or where using weights, these must be sufficient and strapped to the structure and not just placed on the foot, as they dislodge if the structure is moved by wind. (as a minimum we would expect to see 2 x 12.5kg weights or equivalent per leg on gazebos – but this is dependent upon your structure and may require more).
- Lightweight/flimsy garden gazebos are **NOT** suitable for use at events as they are likely to be damaged or blown away, even in light winds during summer months – resulting in serious injury to people. If we deem any structure to be unsuitable for the event, we will instruct that it is dismantled and removed from site to ensure the safety of all staff and visitors on the site.
- Exhibitors are wholly responsible for ensuring they supply a structure suitable for the site and weather conditions.

13. ACCESSIBILITY

- Moreton Show is proud to support the Hidden Disabilities Sunflower initiative; not every disability is visible, some are hidden. We are asking our traders to be aware and mindful of any exhibitor or member of the public wearing the Hidden Disabilities Sunflower. The sunflower lanyards are a discreet sign to indicate that a person has a hidden disability and may need additional support, help or a little more time.
- For more information, please visit: hdsunflower.com.
- Please make efforts to ensure your trade stand is accessible to all, install ramps where appropriate and where possible make your stand navigable for mobility scooter and wheelchair users.

14. ADMISSION

- The Show is open to the public between 8.30am and 5.30pm.
- Passes for attendees will be issued on the scale as included in the table of trade stand prices. Should additional passes be required they can be purchased pre-show at a reduced rate via [the website](#).
- Tickets and Vehicle Passes will be emailed out to trade exhibitors approximately four weeks before the Show.
- **It is the trade stand exhibitor's responsibility to download and print the vehicle passes. The trade stand number provided by the organisers should be clearly displayed on the vehicle pass.**
- Any vehicles without passes will either be turned away or directed to the public car parks. Please find showground access times in note 18.

15. CATALOGUE

- The name, email, website, business telephone number of each trade exhibitor and a brief description of the exhibit, goods and/or service will be included free of charge in the Catalogue and Show Guide.
- The description must not exceed 300 words. It should include details of the exhibitor's goods or services and will also be used to aid with the siting of your stand. Applications received after Friday 29th May 2026 may not feature in any printed material for the show.

16. LIABILITY, SAFETY AND SECURITY

- The Society, its Officers and Servants shall not be held responsible for any accident, damage or loss that may occur to any exhibitor or his employee or to any animal or article while entering or leaving or during the period it is on the Showground. This clause does not exclude or limit in any way our liability for:
 - a) death or personal injury caused by our negligence; or
 - b) fraud or fraudulent misrepresentation; or
 - c) any breach of the obligations implied by section 12 of the Sale of Goods Act 1979 or section 2 of the Supply of Goods and Services Act 1982; or
 - d) losses for which it is prohibited by section 7 of the Consumer Protection Act 1987 to limit liability.
- Trade exhibitors are required to effect with a reputable Insurance Company, Public and Product Liability Insurance cover commensurate to the nature of their business and will be asked to produce proof of this.
- The open nature of the Showground makes complete security impossible. Trade exhibitors are responsible for making any necessary arrangements (including insurance) to safeguard their pitch and its contents while on Showground. The Society accepts no responsibility for security or for any damage to persons or property, however caused – except to the extent required by law. A professional security firm is onsite providing nighttime security from the Monday prior to the show through to the Sunday following the show. There is 24-hour security which starts from 7.00pm on the Thursday before the Show and finishes at 7.00pm on the Monday afterwards.
- Overhead Electricity Cables at very high voltages cross the ground and special care must be taken to keep well clear of them as, apart from direct contact, electricity may 'arch' over several yards. Cranes, lifting or tipping equipment may not be used within 10 metres measured laterally of all overhead lines. **No structure or any other object (especially flagpoles) shall infringe a 5 -metre radial clearance from the conductors.**
- Exhibitors are responsible for compliance with the requirements of the Health and Safety at Work Act 1974 and supporting legislation and for ensuring safe working practices are followed by themselves, their employees, agents and contractors. A **General & Fire Risk Assessment** must be provided for each stand. A template for simple stands or a form for more complex stands is provided for this purpose, however any similar format will be accepted. Forms can be submitted electronically. Acceptance of your risk assessment by the Society does not imply approval of the content. No booking is confirmed until all completed documentation is received by the Show Office. **Stand space is not guaranteed until a Risk Assessment is received, and your selected space will be re-allocated if you have not submitted your Risk Assessment within 5 working days of being reminded.**
- The Society reserves the right to require the immediate removal of any article or structure which, in the opinion of its Showground Director or Health and Safety Officer, constitutes a hazard to the safety of any person, including the exhibitor, and may remove the hazard (without liability for any damage caused) should the exhibitor upon request fail to do so within such period of time as is, in the opinion of its Showground Director or Health & Safety Officer, reasonable
- Smoking is illegal in enclosed public spaces which include tents, exhibition vehicles and similar structures. In the event that the Society is charged with an offence as a result of an exhibitor's failure or alleged failure to prevent smoking in such a place, the exhibitor will fully indemnify the Society, without limit, against the costs of defending itself against the charge(s), irrespective of the eventual outcome.

- The person in charge of any vehicle or container of any kind brought onto the ground by an exhibitor, his contractor, servant or agent will open same for inspection of the contents at the request of the Showground Director (and any person authorised by them) or a Police Officer.
- Fire Safety within the space contractually licensed to each trade exhibitor will be the responsibility of that exhibitor whilst he/she occupies it before, during and after the Show. He/she will appoint a responsible person to ensure that appropriate fire safety information is provided to any employees or contractors and that appropriate fire precautions are taken. Open fires are not permitted on the showground in any areas.
- The showground is a working farm which is a greenfield site (not hard standing) with no permanent services – every effort will be made to provide exhibitors with a suitable stand space however exhibitors should be prepared for uneven and soft conditions underfoot depending on the preceding weather conditions.

17. CANCELLATIONS

- Cancellations must be made in writing to the Showground Director, by emailing showground@moretonshow.co.uk. In the event of an exhibitor notifying the Showground Director that he/she is unable to attend before Wednesday 1st July 2026, the Society will refund the charges paid, less an administration fee of £60 + VAT. After the 1st of July a refund of 50% will be reimbursed providing the stand is re-sold. No refund will be made for any cancellations received after Monday 3rd August.
- If the Show is cancelled due to poor weather (where the field is considered unusable by the organising committee), disease pandemic or any other reason outside the Society's control, the Society will refund the booking fee minus 12% to cover administration costs.
- In the event of cancellation of the booking by the Society because the booking is deemed unsuitable for whatever reason. A full refund of the fees paid will be issued promptly after the trader has been notified of the booking cancellation.

18. BUILD UP

- The Showground will be open for reception of exhibitors who have booked **OPEN SPACE STANDS** from 10.00am on Tuesday 1st September 2026. Any exhibitor, contractor or goods arriving earlier may be turned away.
- **RETAIL, CRAFT & FOOD AVENUES** trade exhibitors will be permitted to access their pitches from 10.00am on Friday 4th September 2026
- During the build-up all traders should enter the site via **Gate 5A**.
- **GATE 5A OPENING TIMES:**
 - Tuesday 1st September – 10.00am – 5.00pm
 - Wednesday 2nd September – 10.00am – 5.00pm
 - Thursday 3rd September – 9.00am – 5.00pm
 - Friday 4th September – 8.00am – 9.00pm
 - Saturday 5th September – gate 5A opens at 5.30am and closes at 07:45am
- **Any exhibitor arriving outside the above specified times may be turned away. If for whatever reason the exhibitor needs to come in outside the times specified above, they must seek written consent from the Showground Director.**
- Please be aware that sunset will be approximately 7.45pm, there is very little lighting on site, please consider this when planning your trade stand setup.
- All trade stands must be completely erected, and all vehicles removed from the avenues by **8.00am** on the Show Day. **Any exhibitor, caterer or vehicle delivering to an exhibitor's stand arriving after 7.45am will not be admitted to the exhibition area other than on foot.**

- Goods and equipment consigned to the showground with insufficient information to identify the consignee will be returned to sender.

19. BREAKDOWN

- **Stands may not be dismantled before 6.15pm on the day of the show. Vehicles will not be permitted to move until the show site is deemed by the organisers to be sufficiently clear of members of the public after the end of the show, which will be no earlier than 6:15pm. Vehicles will not be admitted off or onto the exhibition area before this time.**
- **GATE 5A OPENING TIMES:**
 - Saturday 5th September – gate 5A closes at 10.00pm
 - Sunday 6th September – 8.30am – 5.00pm
 - Monday 7th September – 9.30am – 5.00pm
 - Tuesday 8th September – 10.00am – 5.00pm
 - Wednesday 9th September – 10.00am – 5.00pm
- Exhibitors shall be responsible for clearing the site by 5.00pm on Wednesday 9th September 2026, including replacing turf, filling post holes, making good any damage to ground, removing gravel, chippings, paving, straw, flowers, etc. Any work that the Society has to carry out to restore the ground will be charged to the exhibitor. Exhibitors failing to remove vehicles and chattels from the site after this date will be charged for storage at a rate of £30 per day plus VAT.

20. CATERING AND ALCOHOL

- Exhibitors may use the services of caterers for the convenience of their clients, but no charges must be made for refreshments to visitors except by the Society's official caterers. Exhibitors are responsible for complying with all Public Health and Food Hygiene requirements and are reminded that the regulations apply even when the refreshments are offered free of charge. **Please ensure a copy of these regulations are provided to your caterer/supplier as they will be applicable to them and need to be adhered to.**
- If you are offering food [beyond hot and cold drinks and pre-packed long-life goods such as biscuits and crisps] to customers/guests a properly documented Food Safety Management System, together with diary, a copy of your Food Hygiene Certificate and a copy of your last food safety visit report, must be available for inspection on Show Day, by Local Authority Officers and/or the Society's own consultant. If a Food Hygiene Rating Scheme certificate is not available a FHRS exemption letter from their Local Authority is acceptable. Applications will not be accepted until such documentation has been received.
- Catering wastewater may not be discharged into soil pits or onto the surface of the ground.
- All food service should follow the FSA guidelines on allergy labelling and cross contamination, making sure that all food containing allergens are clearly labelled.
- All stands handling food MUST provide their own hand-washing facilities. This DOES NOT apply to traders on the Food & Drink Avenue, hand washing facilities and a covered food prep area is provided by the Show and is located at the rear of the Avenue.
- If you are selling alcohol a copy of your TEN must be supplied with your application. This **DOES NOW** apply to traders on the Food & Drink Avenue.

21. CONDITIONS FOR THE FOOD AVENUE

- **COOKING** - No cooking process which may result in the emission of smoke may be undertaken in the Food Avenue and any cooking or heating may only take place with the prior written consent of the Showground Director - the Society reserves the right to withdraw such permission should a justifiable complaint be made.
- **ALCOHOL SALES** - Moreton-in-Marsh Show Society will apply for the Temporary Event Notices required in respect of sales of alcohol on the Food & Drink Avenue.
- **REFRIGERATED VANS** - A limited number of parking spaces are available near to the Food Avenue.
- **FOOD PREPARATION & HAND WASHING** - hand washing facilities and a covered food prep area will be provided by the Show and is located at the rear of the Avenue.
- **LOW OVERHEAD POWER LINES** - Due to the proximity of the Food Avenue stands to overhead power lines, the use of flags or items taller than the structure is strictly prohibited.
- **LOCAL DISCOUNT** – a 20% reduction on the stand fee is available to local businesses within the food avenues which are located within a 20-mile radius of Moreton Showground. Please contact showground@moretonshow.co.uk to have this discount applied.
- **ELECTRICAL DISCOUNT** - Food & Drink Avenue Traders are eligible for a 20% discount on electrical connections. If eligible, please contact the Showground Director to secure a discount code for the XLE booking [PORTAL](#).

22. TRADE PITCH MANAGEMENT AND WASTE DISPOSAL

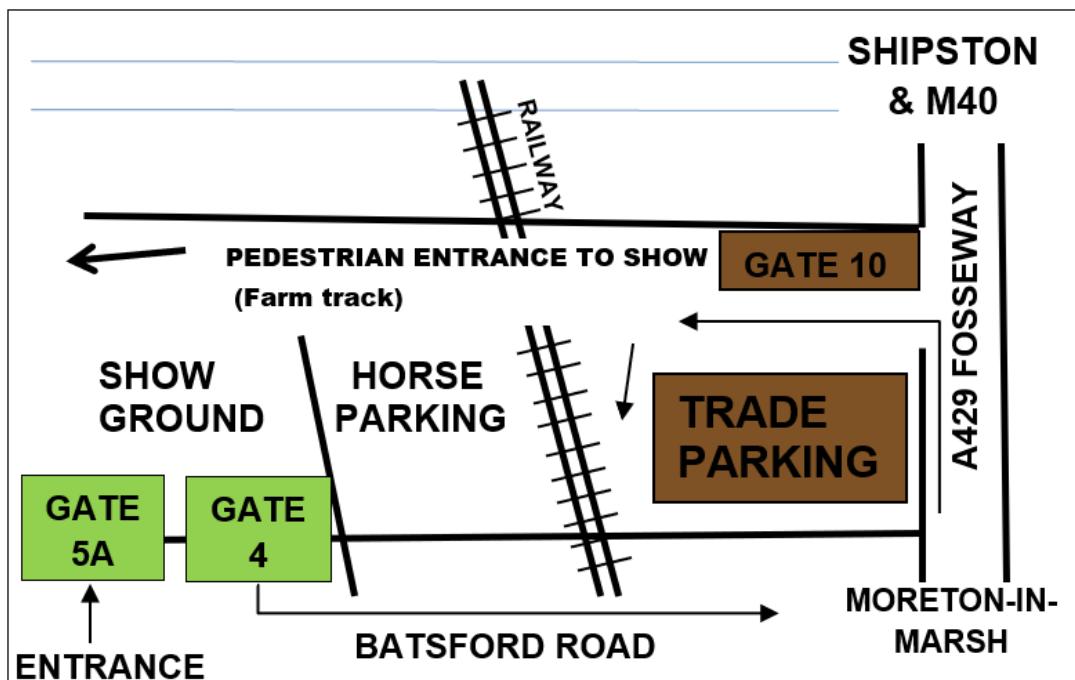
- All rubbish must be placed in bins and skips provided. All exhibitors must clear their site of litter after the event. Any litter which has been left will be subject to a clearance fee.
- **IMPORTANT NOTICE:** Please ensure all used **cable ties** are placed in bins; we strongly recommend the use of brightly coloured cable ties (red, orange or yellow) which can easily be seen on grass. White and green cable ties are strictly banned and should not be used on the showground. Discarded cable ties pose a serious threat to farm animals and wildlife.
- Traders are not permitted to remove turf or dig up ground in any part of the Show area without the permission of Showground Director. All holes must be filled in after use and turf replaced in a satisfactory manner. Any work which the Society must carry out to restore the ground will be charged to the exhibitor.
- Sites may not be transferred, and no Exhibitor shall sublet, exchange or part with the possession of the site or stand allocated to him without the written permission of the Showground Director.

23. SUBCONTRACTORS

- Any trader employing the services of a subcontractor for example for tentage and/or catering. The trader shall require that all subcontractors meet the requirements of this document. Insurance details, risk assessments, gas safety and food hygiene documents (if applicable) from subcontractors should be available on request and should be held by the trader.
- It is important that the Organiser is notified about subcontractors' involvement by the trader. Failure to do this could result in the subcontractor being refused access to the Showground.

24. VEHICLES

- If you have ordered suitable space, one vehicle (caravan/motorhome/van/car) may be sited within your trade space as part of your stand or in the Trade Car Park. Trade stand vehicle parking area will be provided – this will be clearly marked on the site plan provided.
- The trade stand vehicle parking is a short distance from the showground; once unloaded vehicles should exit the showground via Gate 4 turn left on to the Batsford Road and turn left again at the T-junction on to the A429 Fosseway. Approximately, 500 metres down from the junction re-enter the showground via Gate 10, from there parking stewards will show you where to park. Basic diagram of this route is displayed below:



- Even if the vehicles hold your stock, they are still subject to the no vehicle movement on showground during public opening times (8.00am until the show site is deemed by the organisers to be sufficiently clear of members of the public after the end of the show, which will be no earlier than 6:15pm).
- All vehicles must display their trade stand pass with the correct details on. Any vehicle not parked in the appropriate place after 8.00am will be removed. The Society reserves the right to restrict vehicle movement in adverse weather conditions.
- **There is a maximum speed limit of 5mph on the showground at all times.**

25. CAMPING

- Please note we do not provide campsite facilities, and the only toilets open during set up will be porta loos without running water. Showers will be provided on the day prior to the show, show day and the day after the show for those wishing to camp and these can be found near to the goat marquee in Zone L.
- Trade exhibitors are permitted to camp on their trade stand pitches, however it is essential that the Showground Director is aware that camping is taking place.
- Should a trader fail to notify the Showground Director of their intention to camp on the showground, they may be asked to leave.
- **IMPORTANT:** Strictly no one under the age of 16 years may camp in the trade area. If any under 16's are found, they will be asked to leave alongside their parent or guardian. The Showground

is essentially a construction site and therefore is not a safe environment for children outside public opening hours.

26. GENERAL NOTICES:

- Trade Stand Exhibitors will be provided with a trade stand number which will be marked on the Show site map. A copy of the map will be supplied alongside the passes. Maps will also be made available to the public in the Show Guide and on large U-R-HERE boards at the entrances.
- Data Protection (GDPR). All data provided for the purpose of exhibiting at the Moreton Show will be stored on the show's system and data will be retained and used to keep exhibitors informed about the show. The show will publish information about the exhibitors in the Show Guide and Catalogue.
- The show may, from time to time and at its discretion use photographs of trade stands for marketing purposes and may name and publicize the presence of exhibitors at the show.

27. GENERAL CONDUCT

No person shall:

- (a) offer for sale any articles, display posters or distribute any pamphlets, other than from the exhibitor's stand
- (b) Canvas in the aisles; accost others or call attention to goods or services in such a manner as to cause annoyance to other exhibitors or to the public
- (c) use radio, Wi-Fi or other equipment causing interference to the Society's equipment or equipment hired in by the Society and belongs to a contractor.
- (d) sub-let any exhibitor's stand or part thereof without the prior written consent of the Showground Director
- (e) make any charge for admission to an exhibitor's stand
- (f) use any fairground equipment, unless agreed to by written consent from the Showground Director
- (g) use any public address system or internal combustion engine or provide recorded or live music audible outside his stand during the hours of 8.00am to 6.00pm on Show Day without the prior written permission of the Showground Director. (The Society reserves the right to withdraw such permission should a justifiable complaint be made)
- (h) sell by auction or otherwise behave in an unsuitable manner
- (i) distribute balloons, whether gas or air-filled
- (j) operate as a cheapjack or hawker
- (k) offer for sale any firearm, shotgun, ammunition, BB gun, replica firearm, kitchen knife, flip knife or other knife of any kind or bladed article, samurai or other sword or laser pen, or article deemed to be an offensive weapon, unless authorised to do so in writing by the Showground Director.
- (l) no quad bikes or similar vehicles (as deemed by the Showground Director) are permitted to be ridden on the showground.

Any person contravening these rules is liable to expulsion from the Showground, without refund of any fees paid.

TRADE EXHIBIT COMPETITIONS

For several years Moreton Show has run a successful competition to judge the appearance of the trade stands. All exhibitors within the guide will be entered on a complimentary basis upon application. There is a selection of awards based on trade stands style, layout and public appeal. For example:

- That the maximum use is made of the stand as a whole, with attention paid to the overall dressing of the stand.
- That the stand is tidy and free of any items not directly related to the display such as briefcases, tools, cardboard boxes, food etc. And that storage areas are concealed.
- That the staff manning the trade stand are appropriately dressed.
- That the design and presentation of the stand clearly reflects the products or services it offers
- That not too much attention is concentrated on selling strategies and not enough attention paid to the quality of the display.
- That business name or trading names are clearly displayed.
- The use and promotion of local resources

Judging will commence at approximately 10.30am on the day of the show with winners being notified by 2.00pm. Winners will receive a personal notification from a judge along with a voucher to take to the secretary's tent to collect trophy.

Categories:

- The "THOMAS WELLS" Challenge Shield for large trade stands - 70 sq. m. and over.
- The "WASS & AUSTIN" Challenge Shield for small trade stands - under 70 sq. m (excluding covered Avenues).
- The "BEIGHTON" Challenge Trophy for exhibits in the covered Avenues
- The "PAUL BAGGOTT" Memorial Salver for exhibits in the Food Avenue
- CERTIFICATES OF MERIT will be awarded for all exhibits of a high standard.

Prizes:

In respect of the large trade stand competition a discount of 50% will be given on a site of similar proportion at the 2027 show, subject to the conditions then in force. The winners of the small stand, covered avenues & the food avenue, will also be given 50% discount on similar conditions. Trophies can be kept with the winning organisation until the following year's show date.

ADDITIONAL MARKETING AND SPONSOR OPPORTUNITIES

There are a range of sponsorship opportunities available at Moreton Show to suit all budgets tailored to various parts of the day – please contact Richard Heath on showground@moretonshow.co.uk if you would like more information the [2026 LEAFLET](#) or to discuss enhancing your presence at the event.