ASHBY SHOW

BRITISH FARM PRODUCE & CONCESSIONS INFORMATION AND PRICING GUIDE

2026

ASHBY SHOW

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ASHBY SHOW

Ashby Show: A celebration of Agriculture and Innovation nestled in the heart of the National Forest, Ashby Show has been a beloved agricultural country event since 1904. While honouring its roots, the show also embraces new technologies and advancements that make it stand out. Visitors can connect, engage, and sample the best of what Leicestershire, and the surrounding areas have to offer.

Cattows Farm in Heather plays host to Ashby Show, where a full day of activities and events are on offer. From highly competitive livestock and equestrian classes to top-level show jumping and a major food and drink festival, there is something for everyone. Additionally, businesses are given the chance to showcase themselves and attract new customers.

As a major outdoor agricultural show, Ashby Show attracts thousands of visitors every July. This makes it an ideal marketing and media platform for businesses and organizations. The Ashby-de-la-Zouch & District Agricultural Society, a charity dedicated to supporting agriculture in the region and beyond, organizes Ashby Show. It provides opportunities for businesses, organizations, and individuals to connect with a diverse audience.

SECTION TWO

ASHBY SHOW

FOOD & DRINK

Food & Drink traders and Mobile Caterers at Ashby Show

At Ashby Show, we strive to provide visitors with the best selection of food and beverages. Therefore, we only accept vendors with a food hygiene rating of 4 or 5 stars. Priority is given to vendors who have previously participated in the show, and we will try to assign you the same location as before, if requested.

If you are selling alcohol you must apply for your own TENS Licence (Temporary Events Notice).

New vendors must be able to provide all the following documentation prior to booking a stand to the Show Secretary - info@ashbyshow.com:

- A description and photos of the unit (only 4 or 5-star units will be considered).
- The amount of space required for the unit, including any additional stock vehicles, awnings, tow bars, bottled gas cages, seating, trellises, etc.
- A detailed proposed menu with portion sizes and pricing information.
- Clear sourcing/supplier information.
- Current and valid food hygiene certificates, equipment safety test certificates, and risk assessments and Public Liability Insurance.
- Confirmation that you have hand washing facilities and adequate refrigeration for food temperature controls.

SECTION THREE

ASHBY SHOW

BRITISH FARM PRODUCE

British Farm Produce Marquee - **By Invitation Only**
3x6m pitch £75 - 1unit, £150 2units
These pitches come with a 6ft x 2ft trestle table and two chairs. Electricity is available to pre-book on application.

Best British Farm Produce Stand

Judging will take place in the morning and the Trophy will be awarded to the winning BFP stand, in the Main Ring after the Grand Parade

SECTION FOUR

ASHBY SHOW

PITCH DETAILS

Location of Pitches:
There are two ‘Food Court’ areas, one either side of the Main Ring.

Trade Applications:
Priority will be given to Trade stand holders from the previous show. We will deal with any requests to change stand size or location for previous exhibitors during this period. You will be required to state the size of your trailer/ gazebo in meters, including the tow-bar, where applicable, in order for us to plan your location. We also need to know the side of the trailer your serve from.

New Trader Applications:
We are likely to receive more applications than we have space available, so there is no guarantee that space will be offered – whilst we continue until we are full, we anticipate that the majority of plots will be filled by end of March/beginning of April. If we have suitable space available, we will contact you with details of the site.

Cancellations :
If you need to cancel your stand, please notify the show secretary in writing via email - info@ashbyshow.com. We reserve the right to re-let any space you cancel. Under no circumstances may you offer/sell your stand space to another company - if applicable, we will fill your space from the waiting list.
Please see our Terms and Conditions for our full cancellation policy.

Vehicles:
Any vehicles that do not form part of the stand must be moved to the Trade Carpark by 8.30am. We do not allow vehicular movements once the Show is open to the public.

SECTION FOUR

ASHBY SHOW

PITCH FEES

Pitch Size Frontage x Depth	Furnished Marquee Stand	
	British Farm Produce	
3 x 2	£75.00	
6 x 2	£ 150.00	

Description	Size	Price
Confectionary, cakes & bakery	3m x 3m	£108
Confectionary, cakes & bakery	6m x 3m	£200
Confectionary, cakes & bakery	Trailer	£300
Commercial Food Outlets	Small	£470
Commercial Food Outlets	Medium	£670
Commercial Food Outlets	Large	£870
Speciality	3m x 3m	£200
Speciality	6m x 3m	£300
Speciality	Trailer up to 6m	£300
Speciality	Trailer over 6m	£400
Pizza		£400
Desserts & Cold Drinks	3m x 3m	£200
Desserts & Cold Drinks	6m x 3m	£300
Desserts & Cold Drinks	Trailer up to 6m	£300
Desserts & Cold Drinks	Trailer over 6m	£400
Coffee	3m x 3m	£200
Coffee	Horsebox	£200
Coffee	Large Commercial	£400
Alcoholic Beverages	3m x 3m	£200
Alcoholic Beverages	Horsebox	£200
Alcoholic Beverages	Trailer up to 6m	£400
Commercial Bar	Price on application	

SECTION FIVE

ASHBY SHOW

TICKETS AND PASSES

We issue all exhibitors with an allocation of ‘free’ personnel wristbands and car parking passes as part of their stand booking to help towards staffing. The number of tickets is based
on the size of stand booked, as listed below. Tickets will need to be purchased for additional staff, at the discounted rate.

You are permitted to start setting up your stand from Saturday 11th July - you do not need to use your wristbands. A car pass does need to be displayed on any vehicle remaining on the show ground over night and on Show day.

TRADE STAND		TICKETS	CAR PASSES
British Farm Produce		2	1
Confectionary, cakes & bakery	3m x 3m	2	1
Confectionary, cakes & bakery	6m x 3m	4	2
Confectionary, cakes & bakery	Trailer up to 6m	4	2
Commercial Food Outlets	Small	2	1
Commercial Food Outlets	Medium	4	2
Commercial Food Outlets	Large	6	3
Speciality	3m x 3m	2	1
Speciality	6m x 3m	4	2
Speciality	Trailer up to 6m	4	2
Speciality	Trailer over 6m	6	3
Pizza		4	2
Desserts & Cold Drinks	3m x 3m	2	1
Desserts & Cold Drinks	6m x 3m	4	2
Desserts & Cold Drinks	Trailer up to 6m	4	2
Desserts & Cold Drinks	Trailer over 6m	6	3
Coffee	3m x 3m	2	1
Coffee	6m x 3m	4	2
Coffee	Large Commercial	6	3
Alcoholic Beverages	3m x 3m	2	1
Alcoholic Beverages	Horsebox	2	1
Alcoholic Beverages	Trailer up to 6m	4	2
Commercial Bar		8	4

SECTION SIX

EXTRAS

ELECTRICITY - ALL TRADE STANDS (Book by Friday 15th May 2026)
All electricity is provided by the show via our contractor. Electricity can be purchased from the show, however there are limited pitches where electricity can be provided. Electricity will be allocated to select trade avenues and will be allocated on a first come first served basis.
We provide 13 amps which is a UK domestic 3 pin plug Or 32 amps depending on your size. Ensure you book the correct electricity type/amount for your needs, as you will be charged for any changes that have to be made on arrival/over Show days. Please add electricity to your online application.

GENERAL SERVICE POINTS TO NOTE

- All electrical equipment should be PAT tested for safety under the Health & Safety at Work Act 1974/99. Any equipment found by the electrical contractor or society officers to be defective/non-compliant will result in the power supply being removed without refund.

- Gas cylinders or other combustible substances are not permitted in enclosed spaces under any circumstances.

- No petrol generators are allowed on site.

FURNITURE
If you require furniture for your stand, please book items when you make your on-line booking. The prices per item are below:-

6’ x 2’6" trestle tables @ £15.00
Chairs – Samsonite folding @ £10.00
Tables – 2’ round aluminium @ £20.00
Chairs – aluminium @ £10.00

ADVERTISING
If you would like to advertise your company you can place an advert in the Show guide issued free to all visitors or have a banner displayed around one of the rings. The advert does not have to be uploaded when completing your application.

Additional tickets are available to purchase at a discounted rate when added to your application.

For information on Marquee Hire please contact info@ashbyshow.com

The Show will not be held responsible in the unlikely event of the disruption/loss of any electricity. No water is available on site for trade stands or food and beverage outlets.

SECTION SEVEN

ASHBY SHOW

HOW TO BOOK AND PAY

Please note - the layout of the showground may change slightly year on year and therefore you may not be able to book exactly the same space.

NEW TRADE STAND APPLICATIONS
We ask you to apply for a trade stand on the online booking system, which can be accessed via the Ashby Show website. There is no official deadline for making new applications, but we would recommend you apply as soon as possible to avoid disappointment and to allow us time to assess your application and place you on a waiting list ready to allocate space if all trade space is full.
Options to book show services (electric, furniture, extra tickets & advertising) will be available on your application.
You are required to upload your Food Hygiene Certificate issued by the Food Standards Agency- showing the name of the company, a risk assessment and your Public Liability Insurance. A risk assessment template is available to down load at the top of the application. If your PLI expires before the Show please still upload it and forward the renewal document when you receive it.

Once your application has been submitted, it will be reviewed, and the attached documentation checked. If we have a vacancy for your products, the application will be approved you will received an email, which contains a link to the payment screen.

Full payment of the trade stand should be paid within 14 days of approval. Trade stands applied for within 30 days of the show payment will be required with 7 days of acceptance. The final week before show day the trade stand must be paid for within 24hrs of the payment link being sent. This will include any additional services, tickets and passes ordered. If payment is not received within this stated time frame your application could be cancelled.

Payments:
Our preferred method of payment is via the online booking portal, once approved a payment link will be sent via email and confirmation invoice will be sent once the balance is paid.
We are unable to take payments over the telephone.

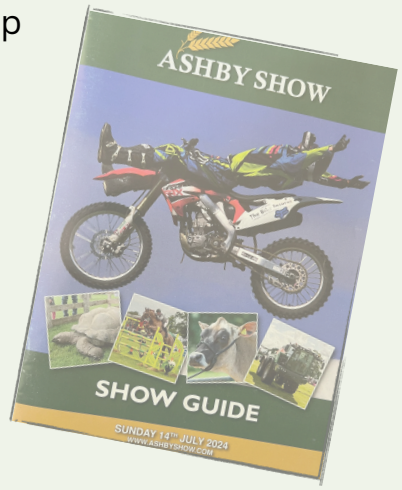
Trade Packs will not be issued until full payment has been received. (They will be sent out in the month prior to the show, and not immediately after payment).

SECTION EIGHT

ADVERTISING

Show Guide Advertising

Taking out an advert is a cost-effective way of enhancing your presence at Ashby Show by bringing your name to the attention of thousands of visitors. The free full-colour Show Guide will include full trade stand listings, entertainment timetable, showground map and lots of other key information. It is a quality publication that is retained for future reference long after the Show.



The guide will be given out free to all visitors on Show Day.

Advert Size - A5 Booklet - Full Colour
Full Page - 128 mm wide x 190 mm high - £195
Half Page - 128 mm wide x 92.50 mm high - £135
Quarter Page - 61.50 mm wide x 92.50 mm high - £65

Please book and reserve your advert with your Trade Stand application form and you will be contacted later for your advert details.

Banner Advertising

An eye-catching way of advertising your Company at the Show is by displaying a banner in the Main Ring or one of our Show Rings.

The cost per banner will be £100 for the main ring and £50 for all other areas around the show ground.

The quantity and fee should be added to your Trade Stand booking form.

SECTION EIGHT

ADVERTISEMENT DATA

ASHBY SHOW

SHOW GUIDE ADVERTISING

TECHNICAL DATA

FULL PAGE (PORTRAIT) A5

148mm x 210mm
3mm Bleed 154mm x 216mm
with crop marks

We recommend supplying your artwork as a
High Resolution PDF (300dpi) - Colours CMYK
with fonts outlined/embedded - With crop Marks
This stops any data becoming lost or corrupted.
Using professional software like Adobe InDesign, Illustrator, Photoshop will enable you to export PDFs.

We can also accept
High Resolution JPEG or PNG (300dpi) files - Colours CMYK
with fonts outlined/embedded - With crop Marks

09th July 2023
www.ashbyshow.com

HALF PAGE (HORIZONTAL)

148mm x 103mm
3mm Bleed 154mm x 109mm
with crop marks

ASHBY SHOW
09th July 2023
www.ashbyshow.com

QUARTER PAGE (PORTRAIT)

72mm x 103mm
3mm Bleed 78mm x 109mm
with crop marks

3mm Bleed

SECTION NINE

ASHBY SHOW

ADDITIONAL INFORMATION

SETTING UP:

- Set up for Food & Drink concessions and the BFP Marquee can begin on Saturday 11th July. The gates are open from 7am until 10pm. Late arrivals will only be allowed after 10pm if pre-arranged with the Show Secretary. The gates are open on 12th July at 6am. PLEASE USE THE BLUE TRADE ENTRANCE

- There is strictly no vehicle movement on Show Day after 8.30am when the gates open to the public, any vehicles on the showground must leave and be moved to the trade car park by 8:30am.

- A Static Vehicle pass is required for any vehicle staying on your stand (including stock units)

- All members of staff working on your stand will need a valid ticket/wristband for the day of the Show. Please don't try to leave tickets at specific gates for collection. There is no facility to hold these and your staff/guests may be directed to a different gate depending on their arrival route.

- Your entire stand, including marquees, footplates, vehicles, tow bars, banners, planting etc must keep within the boundary lines of your plot, which will be marked out before your arrival. All trading must take place within the boundary lines of your plot – you are not allowed to move out into the avenues or hand out leaflets around the showground.

- Please be considerate of other exhibitors – don't block roadways or neighbouring stands.

- Please remove all cash/valuables if you are leaving your stand overnight before clearing down. YOU ARE RESPONSIBLE FOR ARRANGING ADEQUATE SECURITY & INSURANCE ON YOUR STAND FOR THE WHOLE SHOW DURATION.

CLEAR DOWN:

- You can start to clear down from 17:00.

- The gates will be locked again at 10.00pm and re-open at 06:00 on Monday 13th July.

- ALL STANDS MUST BE CLEARED AWAY BY MONDAY 13th JULY

SECTION NINE

ASHBY SHOW

ADDITIONAL INFORMATION

ELECTRICITY

Sizing of cables and distribution equipment is based on the power requirement stated on the booking form submitted by each potential consumer. For this reason, once each application has been accepted no additional load shall be permitted on the installation without prior consent of the contractors and only when additional capacity is available.

Every effort will be made to provide an uninterrupted power supply. However, no liability will be accepted for consequential loss or damage due to power failure.

Completion of an electricity supply request does not bind the Society to offer a supply. A repayment will be made if it is not possible to provide a supply. Any items not installed or not working must be brought to our attention on the day of Show. Any loss or damage caused to this equipment will

be charged to the stand holder.

Bookings for electricity supply should be made when making your Trade Stand application. Payment for the supply of power will be required with the Trade Stand payment.

HEALTH AND SAFETY

All traders will be required to provide adequate information supporting the type of stand and the content and activity taking place on the stand. TRADE STAND TERMS AND CONDITIONS - please read during the online booking process. You will be required to tick to confirm that you have read and understood our Trade Stand Terms and Conditions – please ensure that you are familiar with our Terms and Conditions before you place your booking.

SECURITY & INSURANCE

As part of our T&C's you agree that you will ensure the relevant security and insurances are in place for your trade stand. This is your own responsibility. The society does not accept any responsibility of liability for security and insurances for your own trade stand.

LOCAL AMENITIES

Petrol/Diesel

BP Fuel Station, Ashby Road, Ibstock, LE67 6HA, open 24 hours

Hardware store

Robins DIY, Burton Road, Oakthorpe, DE12 7QX open Monday to Saturday 9am-5pm, Sunday 10am-4pm,

Chemist

Dean & Smedley, 91 High Street Measham, DE12 7HZ open Monday to Friday 9am-1pm & 2am-6pm, Saturday 9-1 & 2-5pm.

Supermarket

Central CO-OP Food Ibstock, Ashby Rd, Ibstock LE67 6HA- open Monday - Saturday 7am - 10pm Sunday 10am-4pm

Livestock feed and equipment

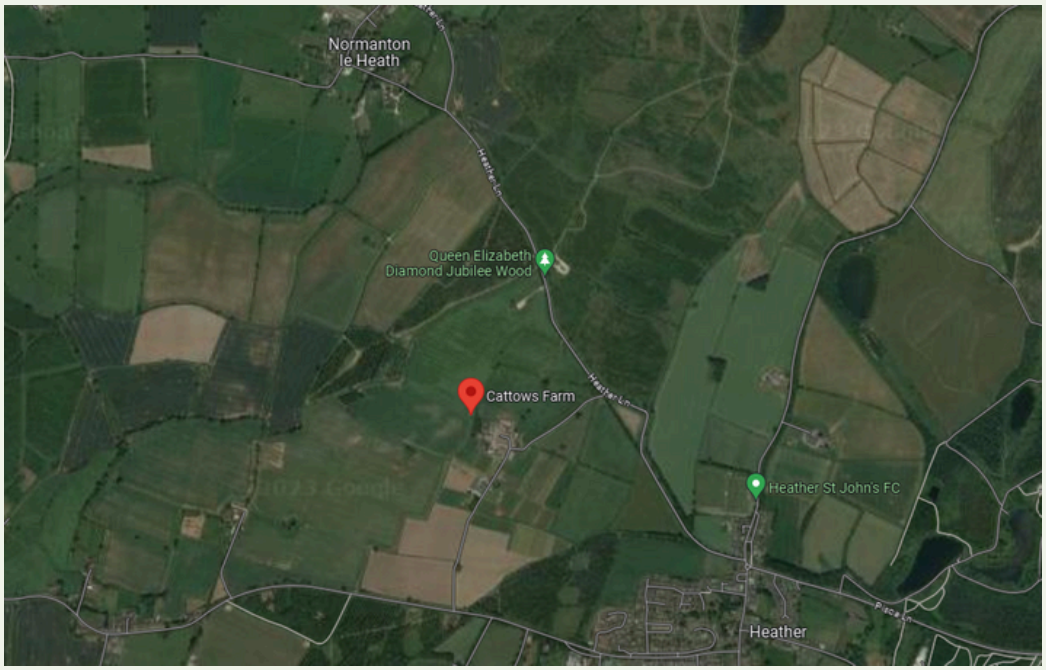
SLB supplies, Wood Rd, Ellistown, LE67 1GE- not 24 hour - closed on Sundays

Ivanhoe Countrystore, Ashby Road, Boundary, DE11 7BA open Monday-Saturday 9am-5pm, Sunday 10am - 4pm

SECTION TEN

ASHBY SHOW

CONTACT DETAILS & HOW TO FIND US



Show ground address: Cattows Farm,
Normanton Lane,
Heather
LE67 2TD

What three words
FOR TRADE ENTRANCE GATE: PERFORM.PAMPERED.BELONGED

Contact us

For all enquires contact the Show Secretary : info@ashbyshow.com

Phone Number: 07563 389294