

STAFFORDSHIRE COUNTY SHOW



27th May & 28th May 2026
TRADE STAND INFORMATION

www.staffscountyshowground.co.uk



Staffordshire and Birmingham Agricultural Society





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LETTER FROM THE CHIEF EXECUTIVE

Dear Trade stand Exhibitor

We are delighted to invite you to exhibit at the Staffordshire County Show on 27th May & 28th May 2026. We had a fantastic Show last year and look forward to a successful 2026 show.

The Staffordshire County Show has been taking place for over 200 years and is a big part of Staffordshire life, celebrating agriculture, competition, entertainment, food, shopping and so much more. This year we welcome the return of the incredibly popular Bolddog Lings motorcycle display team to the main ring, who are a real crowd pleaser.

Our online application form is now ready for completion, we hope you find the process straight forward and seamless with the payment being made at the same time. Please note the form is also your VAT invoice, so please do print off a copy for your records.

We offer a broad range of trading opportunities, and the Show is an ideal opportunity to Showcase your business and sell to a captive audience.

Please find enclosed all the information you should require to trade at the 2026 Staffordshire County Show but if you have any queries relating to trade stands please do not hesitate to contact the Show Secretary Holly Hobson, holly@staffscountyshowground.co.uk. In order to retain your usual site please apply by 15th March 2026.

We look forward to welcoming you to the Staffordshire County Show

Richard Williams

Chief Executive Officer



IMPORTANT INFORMATION

- * Online Trade Stand Applications can only be made with full payment. The application form is also your VAT invoice, please keep a copy for your records as separate invoices will not be sent out.
- * The declaration on the application form must be completed in order for your application to be considered.
- * Space for any vehicle that forms part of your stand must be Included and paid for in your request for trade stand space.
- * Any unauthorized vehicle found parked on the Showground will be wheel clamped by our security contractor and subject to a £50 release fee.
- * On Show Days vehicles will only be permitted to enter the Showground via The Weston Gate, Entrance D between 6am and 8am on payment of a deposit of £50 in cash. This deposit will only be refunded at The Weston Gate, Entrance D on production of the receipt and if the vehicle is removed within one hour and before 8am. Refunds will not be made after this time.
- * Tables and chairs are NOT provided (with the exception of the Food Hall). Exhibitors in all other areas can hire these items by telephoning Jacksons Marquee Hire Ltd 01538 722280.
- * Exhibitors are advised to make their own arrangements for security as the Society cannot be held liable for any loss or damage.
- * Note the stand number allocated may not be the same as in 2025.
- * The show is open 8am - 6pm and stands must be open during this time. Any stand not complying with this and ceasing to trade early on either days will be banned from future attendance.



TRADE STAND AREAS

Minimum charge £160+VAT with the exception of the Enterprise Zone.



STAND SPACE AVAILABLE

Open stand space only is available to let, with the exception of the marquee shop units, accordingly exhibitors are to make their own arrangements for any structures or equipment required on their stand i.e. marquees, shell systems, tables, chairs etc.

OPEN SPACE - MAIN SHOWGROUND

(Grass Areas)

This is available to any exhibitor wishing to be in the main outdoor area of the Showground. Shell schemes/structures are not provided; however, water and electricity can be connected to the majority of the stands at additional cost. (Please see the Trade Stand Application Form). Pricing of outdoor stands relates directly to the stand size and the business classification; however, all stands are subject to a minimum charge of £170 plus VAT exclusive of premiums for corner sites or main ring frontage.

BINGLEY HALL GROUND FLOOR

The ground floor and annexes of Bingley Hall are subdivided into areas to accommodate and show livestock. A limited area is available for trade stands exclusively involved in agriculture.



BINGLEY HALL ENTERPRISE ZONE

The Enterprise Zone is aimed at encouraging new businesses to exhibit at the Show and therefore a 3mtr x 2mtr unit is offered at the subsidised price of £50 plus VAT per 3 mtr x 2 mtr unit. Stands will be allocated in order of receipt of application.



OPEN SPACE MEMBERS PAVILION CAR PARK (Tarmac Surface)

This area is situated to the front of the Member's Pavilion either side of a central pedestrian walkway. The terms and conditions detailed above for open space on the Showground apply equally to the Member's Pavilion Car Park. However, in order to limit damage to the car park's surface the erection of traditional style marquees or other structures that require the use of either a large number of pegs or of large diameter pegs is prohibited. Exhibitors are also asked to note that space in this area is both limited and extremely popular. Minimum charge £170 plus VAT



MARQUEE SHOP UNITS – MEMBER'S PAVILION CAR

(Tarmac Surface)

This area is for exhibitors who require a marquee to be provided. These marquee shop units are located on tarmac (which forms the floor). Each unit offers 3mtr frontage, 6m depth, a side height of 2.23mtr and is 3.18mtr to the eaves. These open fronted units are complete with a canvas roof, side partitions and back, together with a night drop sheet covering the frontage. (Limited number available) Signage is not provided.

OPEN SPACE COUNTRY PURSUITS AREA (Grass)

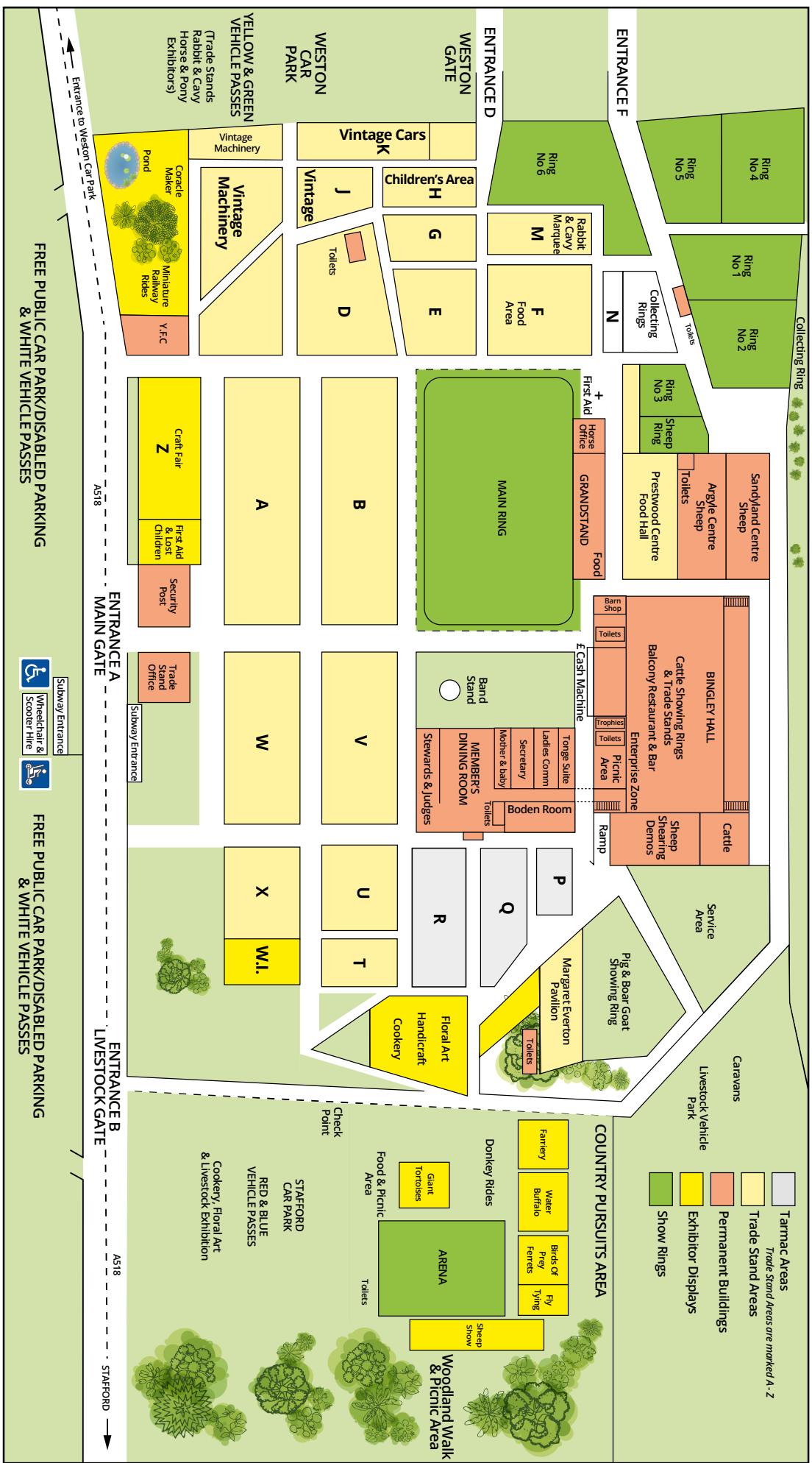
The Country Pursuit Area links the Main Showground to the woodland picnic areas. This area is centered on an arena where country sport demonstrations take place throughout the two days of the Show. As a result, the area is an ideal venue for those stands selling/demonstrating equipment or merchandise connected with country pursuits. However, exhibitors are asked to note that only a limited number of stands are available within this area and those putting marquees up should be aware of the overhead cables. Minimum charge £170 plus VAT.

FOOD HALL

The Food Hall is located within the Prestwood Centre. This area is reserved for stands predominantly selling or promoting fresh or packaged foods. Stands are allocated in 3mtr x 3mtr units. Any stand that wishes to sell hot food for immediate consumption will be required to pay a surcharge of £325 plus VAT in addition to the appropriate rent for the stand, this fee includes the electrical connection. However, stands are not allowed to exclusively sell hot food and must also offer a significant amount of fresh or packaged food that is not for immediate consumption. The sale of food and drinks deemed by the Society's stewards to be incompatible with the stand description is strictly prohibited. All trade stand selling alcohol must operate Challenge 25. Exhibitor's attention is drawn to page 23, Health & Safety and the use or storage of propane gas. Any vehicle requiring an outdoor electrical hook-up (£100 plus VAT) must book this on the trade stand application form (note there is only a limited number available).

STAFFORDSHIRE COUNTY SHOW

27th May & 28th May 2026





APPLICATIONS

- a) All exhibitors must complete the online application form to gain a position within the show. The application must be signed, such a signature being an acceptance of the Society's Regulations.
- b) The application form is also the VAT invoice, print off a copy for your VAT records as we do not issue individual invoices.
- c) Full payment must be made at the time of application.
- (d) A separate application form is required for each stand where an exhibitor requires more than one stand. Please note, we do not allow subletting.
- (e) In order to retain the same site as in 2025 exhibitors must pay in full before 15th March 2026; after this date, sites will be re-allocated.
- (f) The Society reserves the right to refuse any application, whether received prior to the closing date for entries or not. Furthermore, the Society also reserves the right to cancel any application, which may have been previously accepted without any reason being given for such cancellation.
- (g) The allocation of sites and the positioning of trade stands will be entirely at the discretion of the Society although every endeavor will be made to meet any request by an exhibitor regarding the position of their stand. We do not offer exclusivity for any product or service; accordingly, we do not undertake to limit the number of stands selling similar or identical products or services. Furthermore, we do not guarantee a minimum separation between stands selling such products or services.
- (h) The selling of goods by auction, shouting or use of loudspeakers is forbidden, as is the selling of articles likely to cause offence.
- (j) Exhibitors are asked to note that water or electrical distribution points may be located within their stand area and that electrical cables and water distribution pipes may cross their stand.



ALLOCATION OF SPACE

- a. The trade stand number will be on a plate positioned in one of the front corners of the trade stand with an arrow indicating the direction and dimensions of the stand. Furthermore, this plate or the text on it must not be removed, disturbed or obscured.
- b. The area applied for must include all ground necessary for the erection of guy ropes and stays which under no circumstances will be allowed to project beyond the exhibitor's allocated area.
- c. No exhibitor shall sub-let any portion of the space allotted to him.
- d. No exhibitor shall ply for trade other than within the area of the stand space allocated to them. Exhibitors or any person found plying for trade around the driveways or any exhibition area other than that allocated to them will be removed by the stewards. Charities please refer to the relevant section on page 19.
- e. The Society reserves the right to refuse the inclusion of any stand in any specialist area of the Show if it is considered that the stand does not comply with the requirements of that area.
- f. Any exhibitor found to have moved their stand without permission from the stewards shall be removed from the Showground.
- g. Whilst every endeavor will be made to allocate level ground that is free from obstructions (for example trees, lamp posts, water and electrical distribution points), the Society cannot accept responsibility for levelling or otherwise making good any ground space which may be uneven either through natural or other conditions.
- h. Permission must be obtained at the time of application for stands over 5.4mtr high.



PREPARATION OF STANDS

a. Exhibitors may commence work on their stand from the following times and dates:

Outdoor areas of the Showground from 9am on Wednesday 20th May 2026.

Bingley Hall Ground Floor & Balcony from 9am on Monday 25th May 2026.

Food Hall (Prestwood Centre) from 9 am on Tuesday 26th May 2026.

Marquee Shop Units from 8am Tuesday 26th May 2026.

All stands must be in position by 8am on the first morning of the Show.

b. The Society's stewards will be based at the Trade Stand Office (Main Gate, Entrance A) 9am - 5pm on **Monday 25th May 2026** and **Tuesday 26th May 2026** to help with the siting of stands. No responsibility will be taken by the Society or its stewards for any difficulties experienced in siting stands by exhibitors arriving after **5pm on Tuesday** evening.



VEHICLE ACCESS TO THE SHOWGROUND

In an endeavor to prevent excessive congestion on the Showground, the attention of Exhibitors is drawn to the following regulations.

- a. Pre-Show - Vehicles conveying goods to stands will be admitted to the Showground until **10pm on Tuesday 26th May 2026**: thereafter the Showground will be closed until 6am on **Wednesday 27th May 2026**. Vehicles that are not conveying goods to stands are required to park in the adjoining car parks to prevent undue damage to the grass and congestion in the avenues.
- b. Show-Days - Vehicles will only be permitted to enter the Showground between 6am and 8am via The Weston Gate, Entrance D on payment of a refundable deposit of £50 (Note: cash only no cheques or credit cards). This deposit will only be refunded on production of the receipt at the designated exit (Weston Gate, Entrance D) if the vehicle is removed within one hour and before 8am. No refund will be made from any other place than the designated exit. You are requested to note that this rule and timings will be strictly adhered to. The Society reserves the right to remove any vehicle contravening this regulation and accepts no responsibility for any damage so caused. This rule will equally apply to exhibitor's contractors and caterers.
- c. Any exhibitor having a requirement to admit a vehicle to the Showground as part of their stand should inform the Chief Executive 28 days prior to the Show to obtain the necessary vehicle pass.
- d. No exceptions will be catered for on show days, vehicles must be removed within one hour and no refunds will be given.
- e. No vehicle shall be driven at speeds in excess of 10 miles per hour anywhere on the Showground.





EXHIBITOR TICKETS

Tickets will be sent approximately 4 weeks prior to the show and once full payment and risk assessments have been received. An allowance of one-day admission tickets is allocated to exhibitors on the following scale:

Stand Cost	Number of Tickets
up to £150 + VAT	8
up to £250 + VAT	12
up to £350 + VAT	16
Over £450 + VAT	24

Additional Exhibitor Tickets may be purchased for £20.00 each (including VAT) which offers a discount on the gate admission charge. Invoices for the purchase of additional exhibitor tickets will not be provided for sales within seven days of the Show

TICKET REFUNDS

Under no circumstances will refunds be made to exhibitors, their staff or representatives who have arrived at the entrance without admission tickets and have paid the public price to gain admission to the Showground.





ELECTRICITY

Electrical connections are available to most areas of the Showground with the following exceptions Areas H, J and K. Electrical connections on all outdoor sites are subject to individual quotation other than the designated outdoor vehicle electrical hook-up bays for the Food Hall. Accordingly, an application for connection to an outdoor stand and payment must be made directly to the Society's contractors , TG Hughes & Son, Tel 01889 562827/07792 042646 or email geoffelectrician@yahoo.co.uk, at least 28 days prior to the Show.

The cost of an indoor electrical connection for stands in Bingley Hall and the Prestwood Centre is fixed at £100 plus VAT with Food Hall outdoor vehicle hook-ups costing £100 plus VAT. The hot food surcharge includes the cost of the electrical connection. Please see the relevant section of the the application form. All portable electrical equipment and pre-wired stands must have current test certificates and the appropriate labels attached to the equipment.

GENERATORS

The Society allows generators to be used providing they are moderately sized and do not reach a noise level whereby they become a nuisance to adjacent exhibitors. The Society's stewards are empowered to stop the use of any such equipment if, in their opinion, it is causing a nuisance to others or is in a dangerous condition. Moreover, such equipment must be sited within the area of the exhibitor's stand and must comply with Health and Safety Regulations. Furthermore, generators are not to be replenished with fuel whilst the Show is open to the public.

WATER CONNECTIONS (Outside Only)

A dedicated water supply is available to most trade stands. Exhibitors requiring a dedicated water supply to their stand should complete the relevant section of the application form. Moreover, a separate diagram indicating the position of the supply should be attached to the form.

The Society's contractor will install a dedicated standpipe, at a charge of £75 plus VAT.



WIFI & MOBILE TELEPHONE SIGNAL

A wireless internet connection is available throughout the Showground exclusively for the use of exhibitors which is free of charge. However the strength & reliability of the signal cannot be guaranteed. The password will be sent in your exhibitor's pack. Please note, there is a limited mobile telephone signal on the Showground, accordingly all stands wishing to use a terminal for card payments, must ensure it is WIFI enabled.

SECURITY

All exhibits or articles remain on the Showground at the sole risk of the exhibitor; the Society will not be responsible for any loss or damage to equipment whilst on the Showground. The Society will use its best endeavors to protect the site, accordingly, security personnel will patrol the Showground from **8pm until 6am on the nights of Monday 25th May 2026, Tuesday 26th May 2026, Wednesday 27th May 2026 and Thursday 28th May 2026** However, exhibitors are advised to make their own arrangements for the security of their stands. In particular exhibitors within Bingley Hall are asked to note that there are no dedicated security patrols within the Hall and that as livestock is accommodated within the Hall it is not secured overnight. The Society's Security Contractor is Absolute Assurance and can be contacted direct on **07590 722706**.

Exhibitors must insure against fire and public liability, not only as regards their own property but also against third party claims.

OPENING TIMES

The Showground is open to the public from **8am until 6pm**. Accordingly, stands should be open and staffed from 8am until 6pm on each day of the Show. Failure to do so will mean non-acceptance in future years.

TRADE STAND COMPETITION

All stands will be automatically entered into the trade stand competition.

There will be six classes and a prize card will be awarded for the first, second and third places.

The Hobson Trophy will be awarded to the overall champion trade stand.



TRADE STAND CATALOGUE LISTING

Each exhibitor must complete the catalogue description on the application form for inclusion. The exhibitor is only permitted to promote or sell the products referred to in this description.

DISMANTLING

Exhibitors may not dismantle their stand until 6pm on the last day of the Show. Any exhibitor dismantling their stand and attempting to leave before 6pm will be banned from attending in the future. Vehicles will not be allowed to enter or leave the Showground under any circumstances before 6pm on Show evenings.

- a. Equipment must be cleared from the Showground in accordance with the timetable set out below:
 - (i) Marquee shop units by **10pm on Thursday 28th May 2026**
 - (ii) The exhibition halls by **5pm on Friday 27th May 2026**
 - (iii) The external areas of the Showground by **8am on Sunday 31st May 2026**
 - (iv) Any exhibits not cleared by these dates will be removed without any responsibility for loss or damage.
- b. Any damage to the ground on which a trade stand is sited must be reinstated within 7 days of the Show. Failure to undertake such reinstatement will result in the Society arranging for the necessary work to be carried out and recharging the cost to the exhibitor.



GOODS ORDERED AT THE SHOW

Every exhibitor will be required to furnish customers placing orders at the Show, with the articles exhibited by them or others of equal quality at prices not exceeding those displayed on the exhibit. All orders taken at the Show must be dispatched promptly and where delivery time is more than 3 months after the Thursday 28th May 2026, customers must be made aware of this at the time of ordering. Failure to abide by this regulation will mean that future applications for this event could be jeopardised.

RECEIPTS FOR GOODS SOLD AT THE SHOW

All items sold, except for food, over the value of £25.00 should be accompanied with a receipt bearing the Exhibitors trading address and or trading phone number.



DELIVERIES OF GOODS & PACKAGES TO EXHIBITORS

Goods and packages cannot be received by the Society and should not be sent to the Showground Office. Furthermore, anything that arrives will be returned to the sender.

BALLOONS, DRONES ETC

No balloons, drones, Chinese lanterns or kites are allowed on either the Showground or car parks and must not be sold or distributed by a trade stand,

AUCTIONS & LOTTERIES

The operation of lotteries or auctions is strictly forbidden.

ITINERANT TRADERS

No person shall solicit trade from visitors to the Show in any capacity deemed by the Society to cause annoyance. The Society reserves the right to expel from the Showground and car parks, without repayment of the admission charge, anyone who infringes this regulation.

DEMONSTRATIONS, AUDIO EQUIPMENT AND MUSIC

No exhibitor shall call attention to their goods or allow sound to emanate from their stand in such a way as to cause annoyance to other exhibitors or the public. The use of audio equipment/music as a sales aid or attraction is not permitted without written permission of the Chief Executive. Any exhibitor intending to play copyright music on their stand must obtain a license from PPL PRS. If such permission is granted the volume must not exceed 60 decibels at 20mtrs. The decision of the Chief Executive shall be final as to the acceptable level of noise emanating from the stand and he may ban the use of audio equipment or remove it from the stand for the period of the show. The demonstration or use of goods such as tools and utensils will be permitted only in a manner approved by the Chief Executive.



PROHIBITED ITEMS

The sale of firearms including replicas, toys, pea shooters and crossbows is strictly prohibited as is their use as promotional materials.

KNIVES

The display of knives for sale (including knife blanks) must be in a locked display cabinet unless protected in a pre-sealed pack at the time of manufacture. Any trade stand displaying or selling knives must do so in accordance with current legislation and must ensure that an age verification system is enforced. All employees must be trained and aware of the system. Suitable age restrictions signage must be clearly on display. Trading Standards officers will be at the Show and may use underage test purchasers to verify that the non-sale of knives to under 18's is being enforced.

CHARITIES

A limited number of charities will be accepted at the Society's discretion.

The permission of the Chief Executive must be obtained by any charity that wishes to conduct any form of fund-raising activity including collections, raffles, etc. Such permission will not normally be granted unless the appeal is staged within a meaningful display about the charity's objectives to which funds will be devoted. Moreover, if permission is granted such fund-raising activity must be confined to the stand area only.



EXHIBITOR'S DOGS

Any exhibitor bringing their dog to the Show must ensure that it is under their control at all times and is not permitted to run freely on the Showground. Dogs must always be on a short non-retractable lead. Dogs must not be left in vehicles where there is a danger to their wellbeing.



HEAVY MACHINERY

Heavy vehicles or vehicles with tracks will not be allowed to move about the Showground but should be unloaded directly onto the Exhibitor's stand before **10 pm on Tuesday 26th May 2026.**

TOWING OF VEHICLES

In the event of poor ground conditions, the Society may be in a position to offer assistance to move vehicles and trailers on and off the showground. The Society accepts no liability for any damage incurred during the course of towing or otherwise assisting in moving exhibitor's vehicles.

WET WEATHER

In the event of wet weather, the Organiser will assess the worst affected areas and if required distribute miscanthus, or other substance outside of the trade stand opening hours.

PROHIBITED VEHICLES

The exhibitor and their staff and their contractors are prohibited from using mopeds, segways, bikes, skateboards or bicycles during the hours the Show is open to the public.



FIRST AID

Exhibitors and their contractors are responsible for providing their own first aid provision. In addition to this the First Aid Post, adjacent to the main gate is open from 8am-6pm from **Tuesday 26th May 2026 to Thursday 28th May 2026**. The nearest Accident & Emergency Department (open 6am until 10pm) is at Stafford Hospital on the Weston Road (A518) which is two miles from the Showground.

CATERING ON TRADE STANDS

Exhibitors may supply refreshments free of charge to their customers. However, under no circumstances will they or anyone else be permitted to sell or receive money for refreshments. Exhibitors catering on their own stands are reminded that they must conform to the requirements of the Food Hygiene Regulations and licensing regulations, advice on which can be obtained from the Stafford Borough Environmental Health Office - **Tel: 01785 619000**.

DISPLAY & DISTRIBUTION OF ADVERTISING MATERIAL

No exhibitor or other persons shall affix any placard, banner or other advertisement to any part of the Society's premises, including the perimeter fencing and car parks, except on the stand for which they have paid. Furthermore, exhibitors may only distribute literature, or other promotional items within the perimeter of their stand. Exhibitors may not walk around distributing literature or place literature on stands or parked vehicles.



GRASS CUTTINGS

The Society will undertake general grass cutting by means of tractor drawn mowers.

However, exhibitors may, at their own expense, engage their own or the Society's contractor Mr James Madders **07974 572292**, cash sales only, or mow the grass themselves in order to achieve the standard they require. However, exhibitors are asked to note that all grass cuttings must be removed from the Showground.

RUBBISH REMOVAL

Exhibitors are required to clear litter from their stands and the portions of the avenues immediately adjacent each evening. The Society's contractors will then collect all litter.

SOCIAL MEDIA

We regularly update our social media platforms. We would actively encourage all trade stands to like our Facebook page etc. and if you have a newsworthy post we will do our best to include it.

Please email wording and images to holly@staffscountyshowground.co.uk However, we cannot guarantee acknowledgement of receipt or indeed that your post will be published.

RISK ASSESSMENT

In accordance with Health and Safety legislation all trade stand exhibitors are required to undertake a general and fire risk assessment of their stand. Accordingly, a risk assessment guide is included in the trade stand application pack to assist with this. Moreover, the declaration on the trade stand application form confirming that a risk assessment has been undertaken must be completed. Exhibitors should note that failure to complete the declaration will result in the application being rejected. Finally, to assist us in the event of an emergency, please ensure that you have completed the relevant section of the application form, advising us of any personnel who will remain on the stand overnight. Anyone intending to sleep in their trade stand must provide a visual reference of this fact (a notice in a prominent place stating the numbers of persons within the sleeping accommodation area).



HEALTH & SAFETY

Exhibitors are reminded that they are responsible for the observance, by themselves, their employees and their contractors, of the Health and Safety at Work Etc Act 1974. This includes its relevant statutory provisions and all associated safety regulations. The Health and Safety Executive and local authority inspectors will enforce these requirements.

- a. Exhibitors will be held responsible for the adequate fencing off of all exhibits and erections (including tent pegs, ropes, etc.) dangerous to show visitors.
- b. All mechanical and hydraulic devices must be guarded and safely secured against dangerous or unintended operation.
- c. Those exhibitors bringing machinery exhibits must ensure that these are parked with the handbrake on and with chocks at the wheels if necessary. Any raised hydraulic equipment must be securely locked into position with ram locks or fixings for further security.
- d. Where steps/ramps are provided, these must be firm & strong and must have non-slip surfaces and hand-rails.
- e. Storage of flammable liquids on the Showground by exhibitors will not be allowed, without prior consent.
- f. Storage of gas in cylinders above 1kg, on the Showground by exhibitors, will not be allowed without prior consent. Exhibitors with caravans may have, for their own use, two gas cylinders, but must ensure their satisfactory storage and operation.
- g. Exhibitors are responsible for ensuring there are no trip hazards on their stand. Any raised platforms or steps should be clearly marked.



FIRE PRECAUTIONS & EMERGENCIES

Exhibitors must conform to precautions against fire for any space allocated to them and in any stand, exhibit, tent, marquee or any other temporary or moveable structure erected or installed within such allotted space.

- a. Exhibitors should have an emergency fire procedure with an appropriate means of raising the alarm.
- b. Sufficient fire extinguishers of the correct type should be available and identified with a sign stating 'fire point'. At least one fire extinguisher must be available at each stand, (9-litre water or foam, and/or CO2 where electrical appliances are in use).
- c. Staff on stands should be aware of the operating instructions of any fire fighting equipment/extinguishers provided.
- d. Any temporary structure over 6.5m in length or depth must have a second/alternative fire exit with the appropriate 'Fire Exit' signage displayed overhead.
- e. Combustible material must be kept to an absolute minimum. Where combustible materials are essential they should be appropriately stored away from sources of ignition.
- f. No cooking or reheating of food is permitted within temporary structures, without prior consent.
- g. 'No smoking' signage must be displayed in all temporary structures and marquees. Please display a sign at the main entrance, of at least A5 size; with the no-smoking symbol and in characters that can be easily read by persons using the entrance, the words— 'No smoking, it is against the law to smoke in these premises'. At each and all other entrances there must be displayed, in a prominent position, at least one no-smoking sign which displays the no-smoking symbol.
- h. LPG cylinders should be stored on firm, level ground at least 1 metre from any building or temporary structure, in a well-ventilated position in the open air, with no obstructions in the vicinity to impede ventilation. Every LPG storage area should be enclosed in a lockable compound of robust wire mesh or similar. Cages or surrounds made of wood or other combustible material are not acceptable.
- i. Propane cylinders must be used only in the open air and must not be used inside marquees, tents or other enclosures.
- j. The changing of LPG cylinders is strictly prohibited during the times when members of the public are allowed on to the Showground and should only be carried out by a competent person.
- k. The transportation of LPG around the Showground is strictly prohibited during the opening hours of the Show.

NO OPEN FIRES OR BBQs

Open fires including BBQs and cooking stoves are prohibited on all areas of the showground.



PUBLIC LIABILITY INSURANCE



It is a requirement that all trade stand owners have their own insurance. Please note that it is recommended that all stands have a minimum public liability insurance cover of £5 million for an outside space and £5 million for an inside space. In the event that the exhibitor fails to do this they will not be allowed to participate in the Show nor will they be entitled to a refund of any fees paid.

EMPLOYERS LIABILITY INSURANCE

If the exhibitor employs anyone, Employers Liability insurance must be in force. This insures the exhibitor's legal liability for injury to employees. 'Employees' can be deemed to include volunteers, casual/temporary workers and even 'self-employed' persons.

PRODUCTS LIABILITY INSURANCE

Any exhibitor supplying goods or services must have product liability insurance for damage to third party property and/or injury to third parties arising from goods sold or supplied. The Consumer Protection Act 1998 makes the retailer of a defective product strictly liable to any persons injured by it.

VEHICLE INSURANCE

Please note that any vehicle (owned or hired or loaned to you) you bring on to site must be insured for a minimum of Third Party cover. We randomly ask for proof of insurance, and if you are unable to provide this, the vehicle/s will be refused access.

FOOD SAFETY

All Exhibitors must:

- a. Provide food handlers with adequate supervision, instruction and/or training in food hygiene. Copies of certificates/training records must be available for inspection.
- b. Make sure that food (which includes drink) is supplied or sold in a hygienic way and is protected from contamination. Sanitizing solution/ sprays must be provided to prevent cross contamination.
- c. Keep food at the correct temperatures. Hot and cold temperature record cards must be available for inspection.
- d. Identify food hazards
- e. Know which steps in your activities are critical for food safety
- f. Ensure safety controls are in place, maintained and reviewed
- g. Have pest control measures in place
- h. Provide facilities for and enforce personal hygiene measures. A bowl, anti-bacterial soap, thermos of hot water and hand drying facilities must be provided for high risk activities. High-risk activities include ready to eat, open foods and samples.
- i. Adequate provision must be made to keep reserve stock chilled. If a refrigerated vehicle is used an electrical connection may have to be arranged other than the pre-booked electrical hook-up. Exhibitors are asked to note that there are no vehicle parking facilities adjacent to the Food Hall except for the pre-paid vehicle hook ups.





SALE OF ALCOHOL

No alcohol may be sold or offered for tasting without the prior consent of the Society; such consent must be obtained at the time of applying for a trade stand site. Moreover, if permission is granted the exhibitor will be responsible for ensuring that the sale of alcohol is supervised by the holder of a personal license.



UNDERAGE CONSUMPTION OF ALCOHOL

Exhibitors including both those selling alcoholic products and those providing hospitality to their customers that includes alcohol are responsible for ensuring that no alcohol is obtainable from their trade stand by children or young persons or others in accordance with the Licensing Act 2003 and the strict implementation of Challenge 25. Exhibitors must ensure that they uphold the principles laid down in the Licensing Act 2003 in respect of:

- a. The prevention of crime, disorder and public safety.
- b. The prevention of public nuisance.
- c. The protection of children from harm.



LIVESTOCK EXHIBITS

Permission must be obtained from the Chief Executive to exhibit livestock of any description and will be subject to any order made by DEFRA and the local authority. Moreover, if any MV/CAE accredited animals are to be included approval must be sought by the exhibitor from the Sheep & Goat Health Scheme.

Detailed below are the standards of control expected by the Society from exhibitors who are permitting or encouraging contact with animals:

- a. Undertake a detailed risk assessment
- b. Ensure visitors know the risks they face using signage at the entrance to and around the site.
- c. Do not bring animals showing signs of illness or that have suffered from a recent infection to the Show.
- d. Ensure that there is a dedicated and contained petting/contact area that can be easily supervised.
- e. Ensure that eating and drinking is prohibited in the animal contact areas with signs instructing visitors of this requirement.
- f. Ensure that an isolation area is available for animals showing signs of illness or distress.
- g. Remove animal waste and contaminated bedding promptly.
- h. Ideally hand washing facilities should be provided at the exit from the stand. However, if this is not possible direct visitors to the nearest washroom to the stand. Signage must be provided to reinforce this message.
- i. A livestock schedule with more detailed information can be requested from the Livestock Secretary; please email sue@staffscountyshowground.co.uk



NON-COMPLIANCE WITH REGULATIONS

The Society's stewards have the power to order the removal of any articles from the Showground, or to close the stand of any exhibitor who does not conform to the Regulations of the Society. If information given on the application form as to the nature of the stand is found not to be in accordance with the actual goods or services being marketed at the Show then the stewards shall have the power to re-site the stand or order its removal from the Showground with all fees being forfeited. Moreover, any exhibitor found with objects which create obnoxious smells, smoke or noise will be immediately ordered from the Society's property with his/her complete stand or will have their goods confiscated by the Society.

DISCLAIMER OF LIABILITY

The Society shall not be responsible in respect of loss or damage arising from adverse weather conditions, any error in the apportionment of space or from any encroachment by one exhibitor on the area apportioned to another.

Furthermore, the Society, its Officers and Servants will not be responsible to any person whatsoever whilst upon, entering on, or leaving the Society's premises for any damage or loss, howsoever caused, to the property of such persons; or for any injury fatal or otherwise to any such person.

The Society, its Officers and Servants shall not be responsible for any damage or loss, howsoever caused, to any exhibitor or his employee, or to any animal, article or property brought on to the Showground whilst upon entering on, or leaving or being carried into, on or out of the Society's premises.

The exhibitor shall be solely responsible for any loss, injury or damage that may be done to or occasioned by, or arising from any animal, article or property exhibited or brought on to the Showground by him/her and he/she shall indemnify and hold harmless the Society from all action, suits, expenses and claims on account of or in respect of any such damage, or injury which may be so caused or occasioned.



CANCELLATION

If for any reason whatsoever a trade stand is cancelled by an exhibitor, 50% of the total fees shall be refunded provided the Society is notified in writing eight weeks prior to the commencement of the Show. Any cancellation after this point will result in forfeit of the total amount of fees paid, moreover, the Society reserves the right in all such instances to re-let the space. No refunds are offered for any reason other than cancellations and then only if advised in the above time frame.

The Society reserves the sole right of decision to postpone, cancel, abandon or curtail the Show. Where such decision arises from directive, happenings or circumstances outside the control of the Society, it shall not create liability to claim for loss or damages. Furthermore, bookings will automatically be transferred to the following year unless the exhibitor advises us to the contrary within two months of the date on which the Show is cancelled. If the exhibitor does not wish to carry the payment forward, 100% of the fees will be reimbursed, as long as we are advised within two months of the date on which the Show is cancelled. After this date no further claims will be accepted.



SOCIETY MEMBERSHIP

Membership of the Society entitles you to free admission to the County Show and English Winter Fair on both days; use of the Members' bar, restaurant and cloakroom facilities at the County Show and entry to the livestock classes at both shows at reduced rates. For further details and an application form please contact
Claire Palmer - claire@staffscountyshowground.co.uk

MEMBERS SUBSCRIPTIONS

- Single Member £55.00 per annum inclusive of VAT
- Joint Member £85.00 per annum inclusive of VAT
- Family Member £96.00 per annum inclusive of VAT
- Admits two adults and three children up to the age of 18.
- Governor £108.00 per annum inclusive of VAT Admits two adults
- YFC single membership £15.00 per person aged 18 to 28 years of age.

FUTURE SHOW DATES

English Winter Fair
Staffordshire County Show

21st & 22nd November 2026
2nd & 3rd June 207

WE LOOK FORWARD TO WELCOMING YOU TO THE 2026 STAFFORDSHIRE COUNTY SHOW

ANY QUESTIONS PLEASE CONTACT
The Show Secretary, Holly Hobson
Tel: 01785 258060 Email: holly@staffscountyshowground.co.uk

