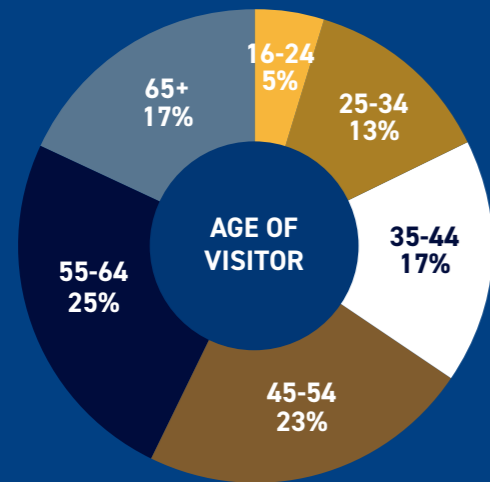


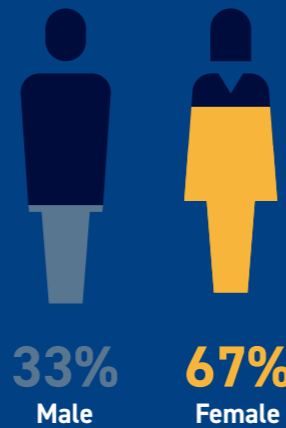
# 2019 Royal Highland Show Visitor Profiles

Number of visitors in 2019:

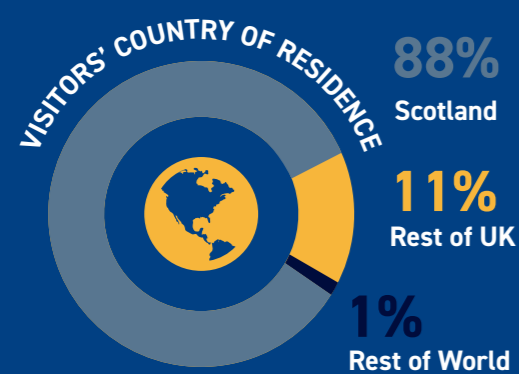
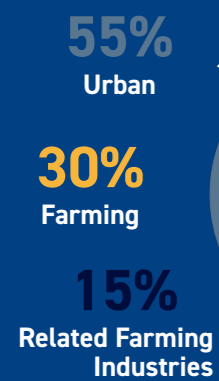
# 195,400



## VISITOR GENDER SPLIT



## SOCIAL MEDIA FOLLOWERS



## WHAT VISITORS SAID...

**94%** said the show had a great atmosphere

**78%** said compared to other events, the RHS is a higher quality

**86%** are likely to recommend visiting the RHS

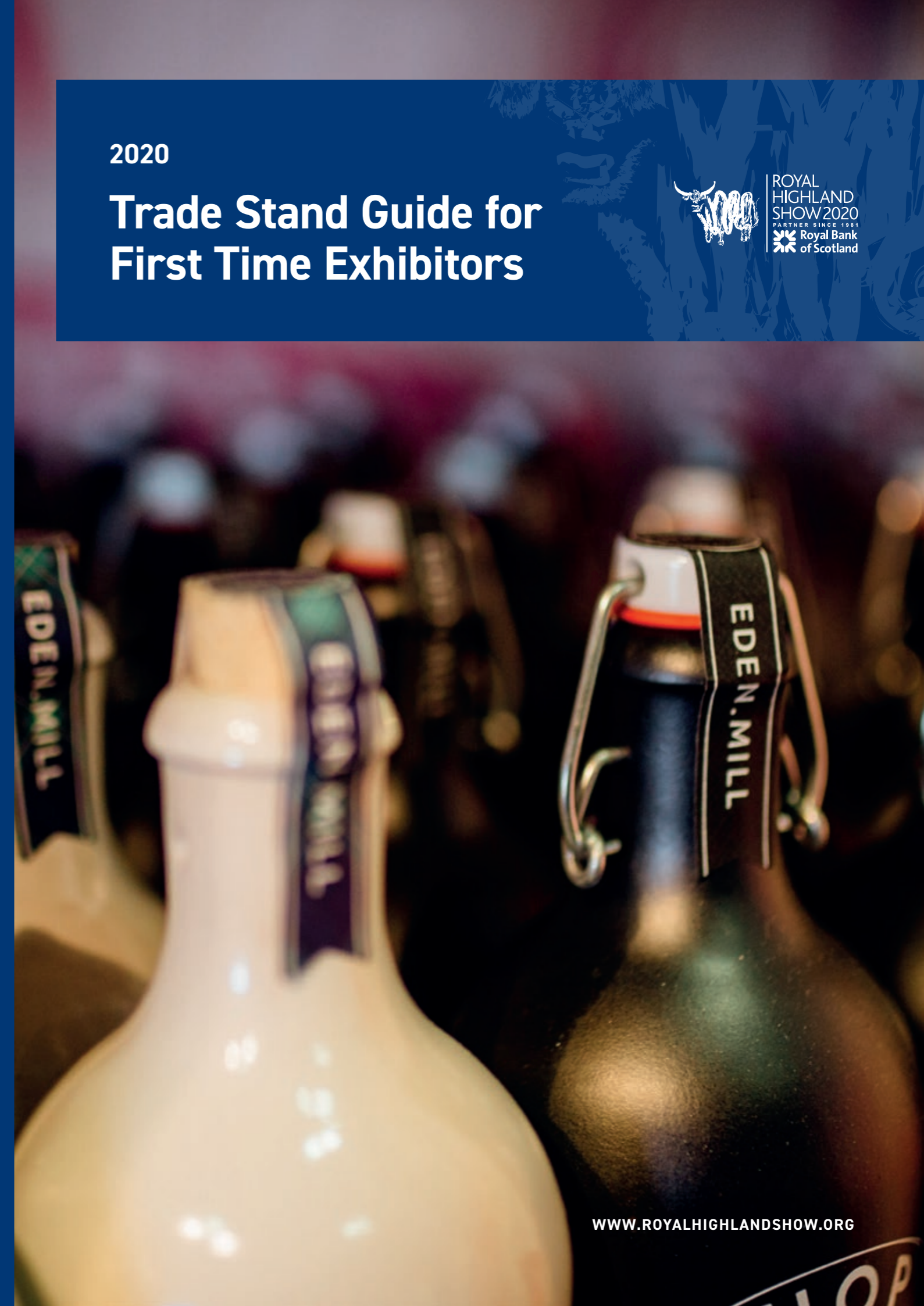
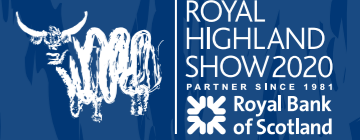
Under 16s were not included in this survey as no ticket is required for an Under 16 with a paying adult

WWW.ROYALHIGHLANDSHOW.ORG



2020

# Trade Stand Guide for First Time Exhibitors



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## Trade Stand Application Process

The Royal Highland show is a very popular show for trade stand exhibitors and we have a high re-book rate. We always invite existing trade stand holders to re-book before opening the show to new trade stands.

To be considered for a space, please complete the online Trade Stand application. **Please do not send any payment at this time.**

2019 exhibitors are offered first refusal of the same stand space they occupied in 2019 for 2020. Returning exhibitors have until the closing date of **31<sup>ST</sup> JANUARY 2020** to notify the Trade Stand Team whether they wish to:

- ▶ Rebook and accept the same stand as 2019
- ▶ Request a change of size or location for 2020
- ▶ Not exhibit in 2020

Once the Trade Stand Team have this information, any stand size or location changes are resolved first as a 'loyalty thank you' to the returning exhibitors. This process takes approximately 6 weeks. Once this has been completed, new applications are considered.

- ▶ If NO suitable stand space is available for your application, notification will be sent to you.
- ▶ If there is a suitable stand space for your application, one of Trade Stand Team will call to discuss the availability before sending the official offer via email.
- ▶ Only when this offer has been made and accepted, in writing, are you guaranteed a stand at the 2020 show.
- ▶ **Note:** There is not a closing date for new exhibitor's application forms to be submitted. We will accept new application forms until the whole site has been fully sold.

## Membership

- 1.1 All Trade Stands and Exhibitors exhibiting at the Royal Highland Show must appoint a person to be their representative and hold a Membership of the Royal Highland and Agricultural Society of Scotland (RHASS). A Membership application form is included in this pack or can be downloaded from the RHASS website: [rhass.org.uk/join-us](http://rhass.org.uk/join-us)
- 1.2 If you do not already hold a RHASS Membership, a completed Membership form together with the appropriate Membership fee must be returned with the Trade Stand application. RHASS Membership department can also be contacted on: **0131 335 6215** or please email: [membership@rhass.org.uk](mailto:membership@rhass.org.uk)
- 1.3 If you or a member of your organisation is an existing RHASS Member, please note that Membership runs from 1st January to 31st December. Please quote your Membership number on your Trade Stand application form so your current Membership of RHASS can be confirmed. If you do not know your membership number, please clearly indicate the name, address and postcode of the RHASS member in order to minimise delays in processing your application.
- 1.4 Membership is on an individual basis and we recommend the member should be onsite stand manager, or appointed company representative who will be in attendance for all 4 show-days.

## 2020 Trade Stand Options & Prices

Prices shown are for 4 days (not daily rate)

OUTDOOR	Stand Rental £ net per m <sup>2</sup>
Agricultural – Standard Outdoor Space – Grass Only	£8.50
Agricultural – Prime Outdoor Space – Grass Only	£15.60
Countryside – Standard Outdoor Space – Grass Only	£21.40
Equestrian – Standard Outdoor Space – Grass Only	£19.70
Forestry – Standard Outdoor Space – Grass Only	£19.70
Outdoor Living – Standard Outdoor Space – Grass Only	£19.70
Outdoor Living – Standard Outdoor Space with Marquee – Grass Only	£30.85
Motor Zone – Standard Outdoor Space – Grass Only	£21.50
Renewable Village – Standard Outdoor Space – Grass Only	£21.50
Renewable Village – Standard Outdoor Space with Marquee – Grass Only	£32.65
Prime Non-Agri – Standard Outdoor Space – Grass Only	£36.00
13th AVENUE SHOPPING ARCADE	Stand Rental £ net per m <sup>2</sup>
Modular Shell Scheme stand*	£147.00
SCOTLAND'S LARDER LIVE	Stand Rental £ net per m <sup>2</sup>
Modular Shell Scheme stand	£138.00
Indoor Open Space only	£130.00

**Shell Scheme package\*** – Included in the above pricing for 'Scotland's Larder Live' and '13th Avenue Arcade' is; Sodem Shell Scheme (2.5 height walls, white walls, black fascia panels) / One name board detailing company name & stand no / Carpet tiles / Two spotlights (per 3m frontage) and 1 x 24hr twin socket – installed along back wall