New Exhibitor:
Information Pack



Fundraising event by rhass

www.royalhighlandshow.org

ROYAL HIGHLAND SHOW 2027
17 - 20 JUNE
PARTNER SINCE 1981
Royal Bank of Scotland

RHASS

The Royal Highland Show is the flagship event and largest annual fundraiser of RHASS (Royal Highland & Agricultural Society of Scotland), a registered Scottish charity. Through its competitions, educational activities and celebration of farming, food and rural life, the Show helps RHASS deliver its charitable objectives. It also raises funds to support the charity's wider work for Scottish agriculture and rural communities throughout the year. Exhibitors and sponsors play an important part in making this possible.



Why Exhibit?

Reach Customers. Build Your Brand. Support the Future of Agriculture.

The Royal Highland Show offers exhibitors an unrivalled opportunity to connect with over 200,000 visitors, from consumers and families to farmers, businesses, industry leaders and policymakers.

As an exhibitor, you'll gain valuable exposure, generate new business opportunities and align your brand with an event that plays a vital role in supporting Scottish agriculture and rural communities.

The Show is the flagship event of RHASS, a Scottish charity dedicated to education, innovation and the advancement of rural Scotland. By exhibiting, your investment helps deliver educational experiences, celebrate agricultural excellence and support initiatives that benefit the sector throughout the year.

The Royal Highland Show in Numbers

200,000+

reported attendance across the four days

81%

of visitor respondents lived in Scotland

59%

of visitor respondents had visited 5 or more times

47.1%

discovered new small Scottish food producers and bought food to take home

38.7%

discovered new brands and snjoyed the shopping

£166.90

Average spend per attendee at the show

29.2 Million

estimated online coverage views as part of the Digital and PR campaign reach

Before you Apply

Before completing your application, please read through the **Tradestand Rules and Regulations Document** for all terms and conditions of trading at the Royal Highland Show: **CLICK HERE**

SELECTION CRITERIA

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

- Relevance and quality of product
- Balance of product categories within the Show
- Geographical relevance
- Previous behaviour at Royal Highland Shows
- Permanent registered business address, website or social media page and clear contact details
- Company Registration Number OR Unique Taxpayer Reference

REQUIREMENTS TO TRADE

- Prompt payment of Show invoices
- Public Liability Insurance
- Risk and Fire Risk Assessments
- Compliance with local Trading Standards Legislation and Regulations
- Good after-sales service including order fulfilment where delivery time is no more than 3 months after the Show has concluded
- Courteous, professional and friendly staff
- Compliance with the Tradestand Rules and Regulations Document which forms part of your tradestand terms and conditions

RHASS will endeavour to position a tradestand or Exhibitor in a suitable location based on their 'Exhibitor classification' (what product/services they provide). This location may not always be possible for various reasons. At the discretion of RHASS - the Tradestand Team will attempt to offer alternative location(s), again, if possible. The final decision to accept the offer to exhibit is made by the Exhibitor.

Application Process

We invite New Exhibitors to apply to exhibit with us from November 2026.

Applications will close once the showground is full, so we encourage early applications. Please note applications are not processed on a first-come, first-served basis. Selections are made according to space availability and criteria.

If your application is successful, you will be contacted with the offer of a stand space.

If you wish to accept this offer, the following payment terms will be in place.

Deposit: 50% due within 7 days

Balance: 50% due 26th February 2027

If booking after the 26th of February, you will be required to pay 100%.

If we do not hear from you within 7 days (to accept or decline) the allocation will be released for re-sale.

For more information regarding Exhibiting at the Royal Highland Show please visit our website.



Tradestand Zones



AGRICULTURAL

Farming, machinery and rural industries.

The largest section within the showground, hosting over 250 exhibitors. We are extremely lucky to have many wonderful manufacturers within this area who return year on year. If you sell Agricultural products or services, then this is the zone for you.

FLORAL WALKWAY

Gardening, landscaping and growers!

This is the perfect avenue to find plants, fire-pits, barbecues, garden furniture, joinery, garden pods/huts and more!

COUNTRYSIDE

High-quality clothing, sports equipment and outdoor products.

This area offers a high-end retail experience of the best in countrywear. Within this area, you can enjoy our food court by the Lochan, view our countryside arena events or wander over to the kid's zone.

RENEWABLES

Working to stabilise climate change & achieve net zero carbon emissions.

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

BREEDS

From industry experts to livestock management.

Whilst you check out the many amazing Livestock competitions onsite, should you have an interest in a particular breed, you will find many of the industry experts and Breed Societies along our breed lines! The Breed Area also has a number of Shearing Retailers and Clothing Companies.

EQUESTRIAN

Everything for horse and rider.

The Equestrian Village runs parallel to our Jubilee Ring where you can watch talented horse riders showcasing what they do best. With a variety of products for horse lovers - saddles, footwear, clothing, bedding, horseboxes, stables and more!

PRIME

Higher footfall locations.

Areas include; around the main ring, outside Ingliston House and our busy retail avenues. These locations host agricultural companies, supermarkets, emergency services and retail companies. Get in touch now to find out if your business would fit in this area.



Tradestand Zones



MOTOR ZONE

Gleaming new cars, 4x4s, campervans and pickups.

Find motor activations in this area as well as our food court with delicious catering units to choose from. This creates dwell time for your customers to make a decision on their all-important motor sale.

FORESTRY

Find forestry machinery and products near our Forestry Arena!

The Arena hosts our memorable pole climbing competitions and wooden sculptures crafted at the Show! Do you work in the Forestry Industry? Sell equipment such as Forwarders, Harvesters or Chainsaws? Then this is the place for your business.

LIFESTYLE

An array of goods not often on the High Street.

From clothing, hot tubs, toys, jewellery, artwork and more, you name it this area has it! This area also hosts our Big Wheel, a food court and entertainment for all to enjoy making the perfect area for families.

OUTDOOR LIVING

A busy avenue situated near our main ring.

Here you will find everything from wonderfully crafted jewellery, clothing and home and garden products. On this avenue you will also find industry representatives and governing bodies who champion and support the rural industries!

SCOTLAND'S LARDER

We are proud to support Food and Drink producers and regional groups from across Scotland.

If you want to promote your story and brand, then Scotland's Larder is the place for you.

Trade stand holders may sell food for off-sale and offer samples within Scotland's Larder. To sell full portions, please apply through the Catering Applications.

The Scotland's Larder is one of two of our indoor halls which allows exhibtors to book a shell scheme package.

HOME AND GIFT HALL

A range of products and services for yourself or someone special.

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

The Home & Gift Hall is one of two of our indoor halls which allows exhibtors to book a shell scheme package.



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EMERGENCY CONTACT NUMBERS

TACSO

TRADE AND CONTRACTORS SITE OFFICE

FACILITIES ISSUES SUCH AS ELECTRICAL OR CLEANING

0131 335 6314 / 6315

FIRST AID

JOINT AGENCY CONTROL CENTRE (JACC)

MEDICAL / FIRST AID

0131 335 6303 / 6304 OR 999

INCIDENT OR ACCIDENT, HEALTH & SAFETY, FIRE, SECURITY OR POLICE

0131 335 6301 / 6302 OR 999

NORTH GATE

Clydesdales, Highland & Shetland Ponies

Highland Hall

11

10

9

8

SHEEP AREA

15th Ave

The Strathmore

12 Scottish Dairy Championships Display

FOOD FOR THOUGHT

13

14 The Herald presents SCOTLAND'S LARDER

15 THE HOME & GIFT HALL Scottish Handcrafts Championships

CATTLE & HEAVY HORSE AREA

Ave M

No entry

16th Ave

7

HORSE/ EQUESTRIAN AREA

Ave N

Ave O

Ave L

14th Ave

13th Ave

4

3

5

6

COUNTRYSIDE AREA

MAIN RING

Ave K

17

16

18

RHASS MEMBERS VILLAGE

Royal Bank of Scotland

Lothian Buses service 98/97 & Edinburgh Trams shuttle bus drop off/pick up

EAST GATE

Taxi Rank

WEST GATE

THE REELING ENTRANCE

2

4th Ave

23

Floral walkway

OUTDOOR LIVING

22

Ave P

Ave Q

RENEWABLES

Ave R

7th Ave

9th Ave

Ave F

Ave E

10th Ave

Ave H

8th Ave

Ave D

Ave C

CRAFT ZONE

12th Ave

11th Ave

MINI ROVERS

19

10th Ave

1

THE Reeling

Lothian buses & Edinburgh Trams shuttle buses

1st Ave

2nd Ave

3rd Ave

Ave T

LIFESTYLE VILLAGE

Ave S

21

AGRICULTURAL AREA

Ave B

Ave A

20

MOTOR ZONE

Glasgow & North

Glasgow Road A8

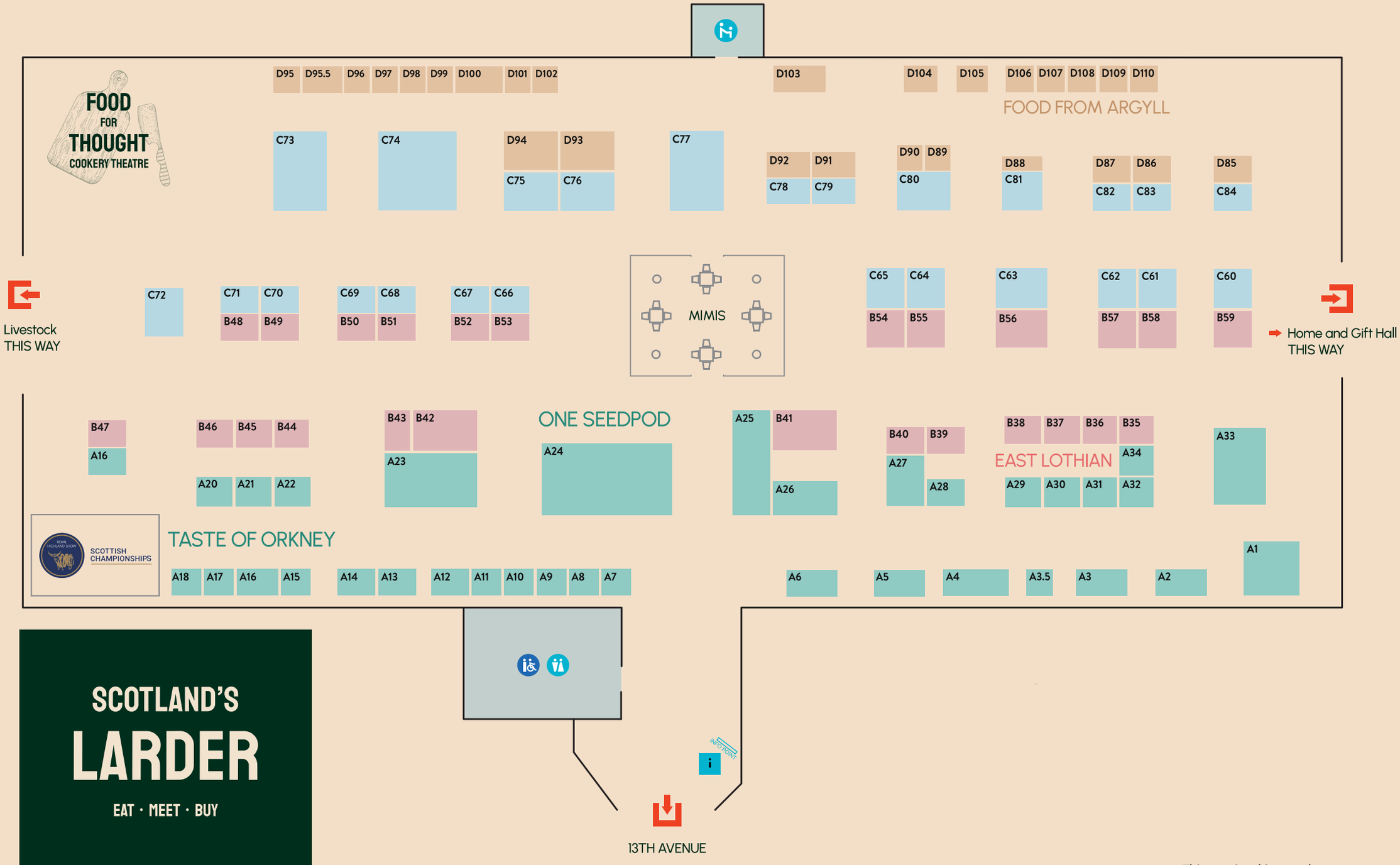
Edinburgh & South

SOUTH GATE

Edinburgh Trams

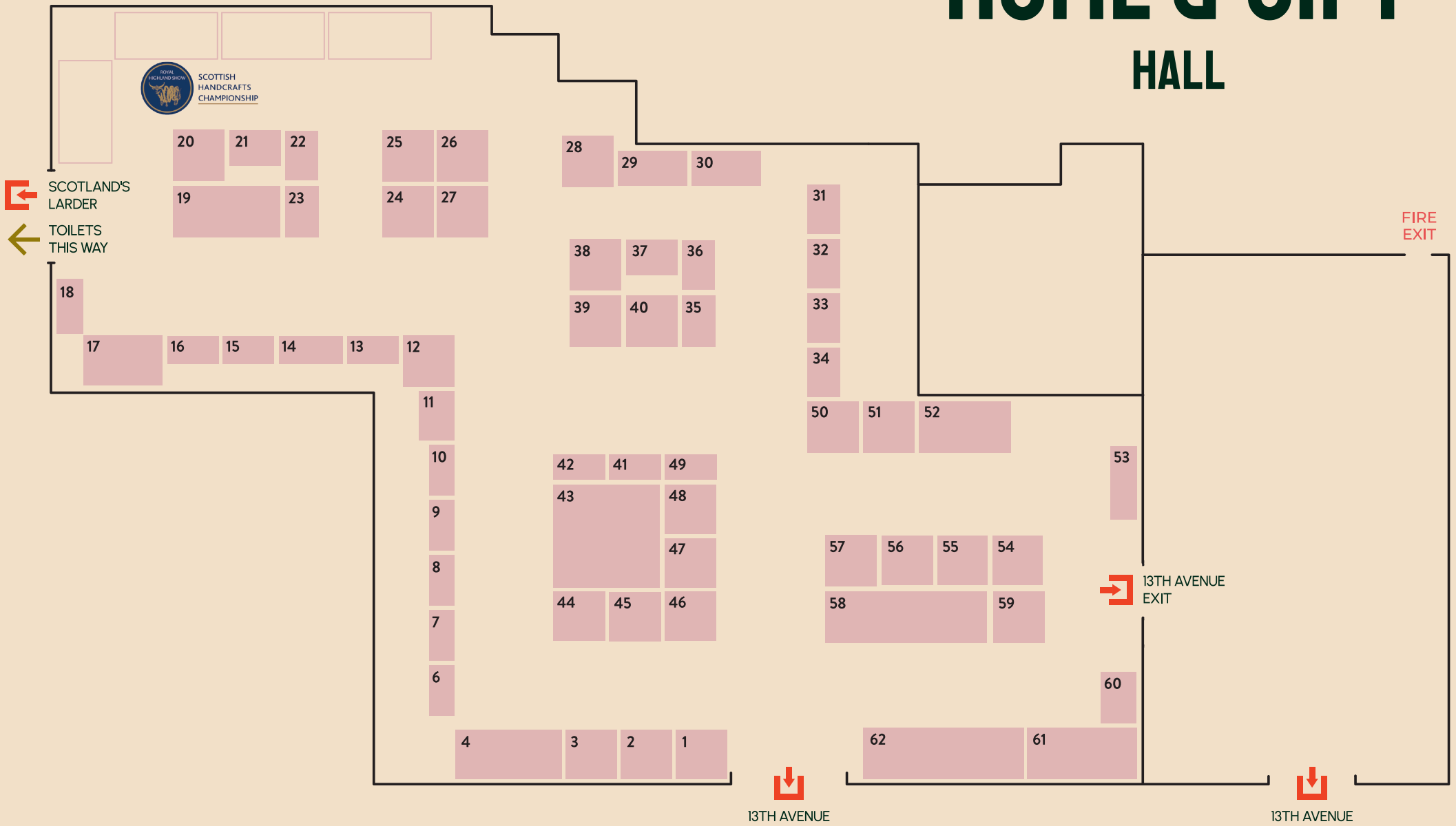
Download the RHS APP here to explore the Show!

A fundraising event by rhass



This map is subject to change.

THE HOME & GIFT HALL



This map is subject to change.

Tradestand Pricing

Trade space is allocated on a frontage & depth area calculation. All spaces are 'open space' and on a grass base (unless otherwise stated).

Package	Stand rental £ net per sq/m
OUTDOOR	
Agriculture	
Standard Outdoor Space	£14.00
Prime Outdoor Space	£27.00
Breed and Horticulture	£14.00
Countryside Area	
Standard Outdoor Space	£34.00
Prime Outdoor Space (4th Avenue)	£41.00
Outdoor Living	
Standard Outdoor Space	£34.00
Equine Village	
Standard Outdoor Space	£28.00
Prime Outdoor Space (16th Avenue)	£34.00
Lifestyle Village / Floral Walkway	
Standard Outdoor Space	£28.00
Motorzone / Renewables	
Standard Outdoor Space	£29.00
Forestry	
Standard Outdoor Space	£27.00
Prime	
Standard Outdoor Space	£51.00
Standard Outdoor Space 13th Ave	£49.00
INDOOR	
Home and Gift Hall	
Shell Scheme	£163.00
Scotland's Larder	
Shell Scheme	£169.50
Space Only	£150.00

Shell scheme package includes; Sodem Shell Scheme, One Name Board, two spotlights (per 3m frontage) and 1 x 24hr twin socket. Bespoke Builds will be required should you apply for Space Only.

Trade Awards

Exhibiting at the Royal Highland Show offers more than just the opportunity to showcase your products and services to thousands of visitors, build brand awareness and generate sales. As a Trade Exhibitor, you will also be automatically considered for our prestigious Trade Awards, which recognise the innovation, creativity and commitment of businesses that contribute to making the Show Scotland's premier agricultural and outdoor event.

There is no separate application process. Once your Trade application has been accepted, you will automatically be eligible for judging and the chance to receive industry-wide recognition for your exhibit.

Our panel of industry professionals will judge and select a winner and highly commended stand based on:

- **Appearance**
- **Public Engagement**
- **Education**
- **Quality and Provenance of Products and/or Services**
- **Innovation**



Past Winners

Here's what a few of our past winners said from last year's awards:

"The whole team at the Aberdeenshire Presidential Initiative 2026 were surprised but delighted to receive this award. The aim of the Initiative was to showcase our region and highlight all that Aberdeenshire has to offer. The feedback we've had has been amazing, and this award was the icing on the cake. The support for our initiative has been overwhelming, and we thank all who contributed towards the amazing £290,000 we raised for our charities, as well as those who helped us to deliver our initiative at the show and also thank those who came to see us at the event. Aberdeenshire offers a beautiful landscape, amazing places to visit and numerous activities to take part in, and much more... Explore Aberdeenshire today!!"

Dave Green, Aberdeenshire Presidential Initiative





"Exhibiting at the Royal Highland Show was a fantastic opportunity for us to showcase Travelling Wardrobe to a wider audience and connect with so many people who share a love of independent retail, sustainable fashion and quality service. It was a chance to tell our story, meet new customers and be part of such a prestigious and well-loved event.

Winning the Best Trade Stand Award means so much to our business. It is a huge honour and a wonderful recognition of the hard work, creativity and passion that goes into everything we do. It gives us real encouragement as we continue to grow the Travelling Wardrobe."

Ella Speirs, Travelling Wardrobe

"Winning the 2026 Royal Highland Show Trade Award is a tremendous honour. We are thrilled to receive this recognition. We take pride in creating a stand where everyone feels welcome and it means a lot to hear the judges picked up on this. A huge amount of time goes into creating a truly bespoke shopping experience, with our incredible team spending the winter designing, building and painting our stand by hand. We are fortunate to attract large crowds at the Royal Highland Show so delivering the very best experience for each visitor is always our priority.

The journey to the Royal Highland Show is a long one, over 500 miles from our home in Devon, but it is worth every single mile. Scotland, you truly have our hearts and we can't wait to be back next year!"

Clare & Harry, Beaumont & Bear



Key Contacts

TRADESTAND TEAM

Blayne Dickie, Tradestand Manager

Callie Bendall, Tradestand Executive

Mairi Adams, Event Assistant (Tradestands)

tradestands@rhass.org.uk

0131 335 6165

MEMBERSHIP TEAM

membership@rhass.org.uk

0131 335 6215

SPONSORSHIP TEAM

sponsorship@rhass.org.uk

0131 335 6275

COMPETITIONS TEAM

competitions@rhass.org.uk

0131 335 6164

CATERING

concessions@rhass.org.uk

This trade exhibitor guide forms part of the agreement between a tradestand exhibitor (hereafter identified as "You", "Tradestand" or "Exhibitor") and the Royal Highland and Agricultural Society of Scotland (also referred to as "we", "us", "Royal Highland Show","RHS", "Tradestand Team") and collectively as the "parties", regarding the purchase and sales, respectively, of a trade stand space at the RHS 2027.

