



Exhibit

TRADE BROCHURE FOR 2027

August Bank
Holiday

Friday 27th to
Monday 30th August

WELLINGTON INTERNATIONAL
HORSE TRIALS & COUNTRY FAIR

TRADE STANDS

FACE PAINTING

Bouncy Castle

INTERACTIVE ZONE

BIRDS OF PREY

TRACTOR RIDE

DOG SHOW AREA

Live Music

FOOD COURT



Buy 2 Prints
Get 1 FREE

MEDIUM (A4)
UNFRAMED
£12.50

ART BY ZAF HUSSAIN

FuzionDezigns
fuziondezigns.com

An award winning weekend

LIBRA FINE ARTS

Event Overview

Now in its 16th year, the Wellington International Horse Trials & Country Fair has become a distinguished fixture in the South of England's summer calendar. Held annually over the August Bank Holiday on the historic Hampshire estate of the Duke of Wellington, the event continues to grow in scale and popularity, attracting families and equestrian enthusiasts from across the region.

This year's edition promises to be the most expansive yet, with significant enhancements to the Country Fair attractions and displays.

Visitors, both spectators and competitors, can enjoy a vibrant blend of international equestrian sport, artisanal shopping, gourmet food offerings, and premium bars, all set within the picturesque surroundings of the estate.

The event offers a lively and inclusive atmosphere, with complimentary entertainment throughout the weekend. Highlights include live music performances, roaming entertainers, and a wide array of family-friendly attractions such as face painting, dog shows, tractor rides, inflatable play zones, plus more.

ABOUT



Key Facts...



8,000 Visitors

Average yearly
footfall



Family Fun Attractions

Fun for all of the family
at #WIHT



Nearly 45,000 Followers

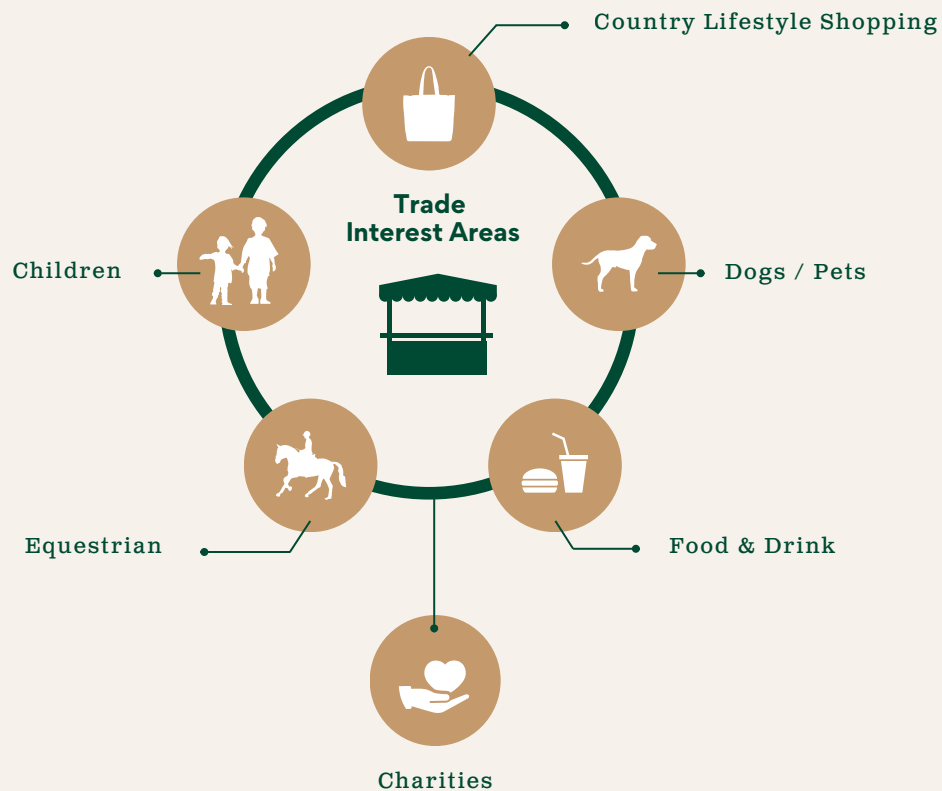
Exposure across
our social platforms



Trade Areas Of Interest

Due to the event's growth and popularity as a firm favourite in the family summer calendar, we are increasing our exhibitor opportunities to welcome a whole host of new and even more local traders for 2027. We have options to suit all levels of exhibitors, from entrepreneur start-ups in our Shopping Pavilion to large-scale luxury brands within Marquee units alongside registered charities.

There are specific areas of interest zoned within the event site to which exhibitors will be allocated accordingly to ensure optimum exposure for trade and brand awareness, or chosen upon booking. The main arenas are the hub of the event site with the cross country action of course tracks from BE100 to Advanced around the outside.





WELLINGTON INTERNATIONAL
HORSE TRIALS & COUNTRY FAIR

Trade Stand Pitch Fees

All fees include a 25% deposit due on booking

FEES

Open Space

3m x 3m: £280

3m x 6m: £460

3m x 9m: £760

3m x 12m: £980

Temporary Shedding

3m x 3m: £300

3m x 6m: £480

3m x 9m: £780

3m x 12m: £1020

Shopping Pavilion

Standard Pitch: £75 | Guaranteed Perimeter: £90

Catering Open Space Deposit

Deducted from 15% commission fees accordingly

3m x 3m: £72

3m x 6m: £144

3m x 9m: £216

3m x 12m: £288

EXISTING BOOKING OFFER for Shedding & Open Space: Book by 15th October 2027, and pay by 30th January 2027 for 25% off the final balance payment.

EARLY BIRD OFFER for Shedding & Open Space: Book by the 31st March 2027, and pay by 30th April 2027 to receive 10% off the final balance payment.

Exhibitor Booking Options

SHEDDING

Temporary shedding is structured overlooking the main arenas on a grass surface with a unit depth of 3m. Bookings are available in blocks of 3m, i.e. 3m x 3m, 3m x 6m, 3m x 9m, 3m x 12m. Fees start from £300 for 3m x 3m up to £1,020 for 3m x 12m.

[BOOK NOW](#)

OPEN SPACE

Open space is available for your own marquee, unit or display area. The location of your open space on the site will be based on your product type and pre-allocated accordingly by our Trade Manager. Bookings are available with a minimum depth of 3m by the required frontage. Fees start at under £94 per metre frontage, i.e. £280 for 3m x 3m.

[BOOK NOW](#)

SHOPPING PAVILION

This option is suitable for exhibitors with smaller space requirements such as local makers and sellers, tabletop displays and crafts, with a fee of only £75, or £90 to guarantee perimeter space. The space allocated is for a 6ft x 2.6ft trestle table (not provided) and chair (not provided). Please book a perimeter space if you wish to have a backdrop; a £15 fee applies to guarantee your space (subject to availability).

[BOOK NOW](#)

CATERING (FOOD & BEVERAGES, INCLUDING ALCOHOL)

Open space will be allocated according to the size of your marquee or catering unit specified on booking. Catering exhibitors are charged based on 15% commission of gross takings for any food, beverages (including alcohol) and associated products. Gross takings must be clearly evidenced by end-of-day till or card machine readings/reports (we are a cashless event) and will be invoiced for payment after the event. Please note that trading on the Friday of the event falls within the commission scheme. The card payment software used must be stated on booking. Should you wish to place your own tables and chairs in front of your marquee or unit for customers, this must be specified at booking and will be at the discretion of the Trade Manager based on Health & Safety approval. If you agree to bring tables and chairs, you will need to advise if this situation changes as space will be allocated for them.

[BOOK NOW](#)

SPONSORS

Event sponsorship includes complimentary exhibitor space with priority over prime position around the main arena as well as a branded cross country fence, on-site arena advertising space, full page advert in digital event programme, VIP hospitality lunch for four guests & inclusion in event social media. Event sponsorship packages are available from £3,500 plus VAT.

[BOOK NOW](#)

Important Information

FEES

All fees referenced are inclusive of VAT and cover 3 full days of public trading* (from Saturday 28th to Monday 30th August). We do not charge extra for you to trade on Friday 27th August (catering commission is payable) when the event is only open to equestrian competitors and their supporters.

CASHLESS

The event is 'card payment only' which applies to all exhibitors trading. There is no event Wi-Fi; therefore, exhibitors are responsible for providing their own secure internet access for processing transaction payments. The site location has good 4G coverage for all main mobile networks, including Three, O2, EE and Vodafone. The card payment software used by catering units must be stated on booking for reconciliation information for our Trade Manager at the end of each day.

ELECTRICITY AND GAS

In response to the increasingly hot weather and associated fire risks, we have been trialling the provision of electric hook-up facilities for the main catering food court during the event, and will be doing the same for 2027. Please note that this does not extend to the lorry park, where generators will continue to be required. Catering vehicles will be parked in the designated trader parking area rather than behind the catering units. Electric hook-ups are available in either 16amp or 32amp configurations; please specify your requirement when booking. The cost for hook-up access is £160 for the duration of the event and this invoice will be due a minimum of 2 months before the event date. Generators will remain in use exclusively within the lorry park.

EQUIPMENT

Tables and chairs are not included with Shopping Pavilion bookings. Display stands are not provided with any bookings. All equipment you require to trade is the responsibility of the exhibitor and subject to Health & Safety regulations.

SET UP

You must pre-book your set-up time with the Trade Manager ahead of your arrival. Exhibitor set-up is permitted to commence from Thursday 26th August (8am-6pm). All exhibitors who are opening for complimentary trading on Friday 27th August must be fully set up by 9:00am. Exhibitors who are not trading on Friday 28th August are only permitted to set up on this day during specific times when there is no equestrian competition scheduled, i.e. between 6am-7:30am and 6pm-8pm, subject to final competition times.. Shopping Pavilion traders are permitted to set up on the day of the event, but must park their vehicles in the designated car park by 7:30am, and must be ready by 9:00am at the latest. All times subject to confirmation once the competitor schedules are finalised.

TRADE TIMES

All exhibitors must be fully open for trading from 9am-6pm on all 3 public days, i.e. Saturday 28th August, Sunday 29th August & Monday 30th August. Any additional setting up or vehicle movement for replenishment of stock is only permitted between 6am-7:30am and 7pm-8pm on those three days otherwise no vehicle movement is permitted within the event site. All times subject to confirmation once the competitor schedules are finalised.

BREAK DOWN

Break down is permitted from when the course closes on Monday 30th August to 9pm and 9am-5pm on Tuesday 31st August. No items can be left on site after this time. All exhibitors must leave their allocated area clean and with all rubbish removed as animals graze on the site after the event.

Regulatory Requirements

EQUIPMENT SAFETY CERTIFICATION

All equipment powered by gas and electricity must have current and correctly named certificates quoting the serial number of the relevant piece of equipment. All safety certificates must be fully completed & be signed by the approved testing engineer. Any certificates that expire between the time of uploading at booking & the event end date must have evidence of renewal prior to the event and be provided directly to the Trade Manager. All electrical and gas equipment must be PAT/GASAFE tested within 12 months of the 2027 show dates and provide valid cover for the duration of the show i.e. 27th to 30th August 2027. All exhibitors with gas or electrical equipment must have the appropriate fire extinguisher and fire blanket on their stand.

RISK ASSESSMENTS

Detailed risk assessments must be completed for the event by each exhibitor covering all the appropriate risks and hazards in relation to set up, trading during the event & breakdown. Exhibitors must source and complete their own comprehensive risk assessment appropriate for your businesses. Any third parties involved in your set-up and/or breakdown or involved in the supply of services/equipment in relation to the event are required to provide appropriate risk assessments. This is not required on booking, exhibitors will be contacted in June 2027 and must provide it within 3 working days. Any trader who does not provide the necessary documentation may be declined to trade in keeping with health and safety regulations, with no refund applicable.

INSURANCE

All exhibitors must have the appropriate up-to-date insurance, including public liability. This is not required on booking, exhibitors will be contacted in June 2027 and must provide it within 3 working days. Any trader who does not provide the necessary documentation may be declined to trade in keeping with health and safety regulations, with no refund applicable.

POWER GENERATORS

All generators on site (lorry park only) must have up-to-date safety certificates if not less than 12 months old on the 30th August 2027. Exhibitors must be familiar with the operation of their generator, its safety features and are solely responsible for its use during the event. Generators must be sited a reasonable distance from the unit. Generators must be surrounded by suitable temporary safety fencing/structure to prevent risk to any person walking in the area or permitted vehicle movement. Any generators without safety fencing will not be permitted to be used. All fuel must be stored in an appropriate fuel container in a separate location that is well-ventilated and not next to a generator, vehicle or other equipment. Fire blankets must be placed under generators due to increased risk in hot weather. Exhibitors with generators must include this in their risk assessment as considered a fire risk. Any generators producing excessive noise, smoke or other hazards will not be permitted to be used and will need to be removed from the site immediately at the request of the Trade Stand Manager and exhibitors are responsible for sourcing an appropriate replacement.

FOOD & HYGIENE

Catering units & exhibitors selling food will be required to upload a current copy of your Food Safety Management Systems, Procedures (HACCP) & Food Hygiene certificates. Such certificates must be in the correct name of the exhibitor and valid for the duration of the event. Appropriate fire extinguishers and fire blankets are mandatory. After booking confirmation, the Trade Stand Manager will send a Food Safety Contractors Evaluation and Questionnaire to be completed.

ALCOHOL SALES

Exhibitors selling alcohol for consumption on site must apply for a Temporary Event Notice under the Licensing Act 2003. For this application, the event area is not restricted therefore the limit of 499 persons will not be exceeded by any one exhibitor.

PLEASE NOTE

The event Health & Safety Officer will have the power to insist that any equipment that he deems unsuitable for any reason is removed from the site immediately and no replacement equipment, refunds or trade compensation will be provided. There can be no guarantee made by the event on footfall, sales revenue or weather etc.

Booking Process

NON-REFUNDABLE BOOKING DEPOSIT

When completing the appropriate online booking form you will be directed to make a card payment for a deposit of 25% of the total booking fee, a catering exhibitor deposit fee or the full fee for the Shopping Pavilion. All fees must be paid online as part of your exhibitor application and your application will not be processed for approval without the deposit payment.

APPLICATION APPROVAL

Only applications which have been submitted with the deposit/fee payment and the correct relevant documentation and product images uploaded will be reviewed by the Trade Manager for approval consideration. This approval process is based on your deemed suitability as an exhibitor for the event and the number of similar-style exhibitors already approved. Please allow 7 working days from booking form submission for approval to be communicated to you via email. Once your application has been confirmed as approved, your deposit becomes non-refundable.

FEE BALANCE PAYMENT

The remaining 75% balance of your total booking fee must be paid by online payment via the invoice sent to you by the date stated on the invoice. For all fee balance payment queries, please contact the Trade Stand Manager.

Balance payment does not apply to catering exhibitors as commission fees are due after the event based on takings. The Shopping Pavilion will have paid in full upfront on booking.

ENTRY TICKETS

All exhibitors will be allocated 4 complimentary adult trader entry passes in the form of e-tickets which will be issued automatically at least 1 week prior to the event. These tickets are not named or person specific therefore they can be transferred between your members of staff. They are valid for the entirety of the event but can only be scanned once each day for individual entry. Any additional tickets must be purchased through the event section of our website, each allocated ticket is valid for all days but can only be used once per day.

EXHIBITOR PARKING

All exhibitor vehicles are required to park in the designated trader area of the car park which will be advised on your arrival. During the permitted set-up and breakdown times previously specified, exhibitors can move vehicles by their allocated space being sure to follow the appropriate route and a safe slow speed. During the event trading times, there is no vehicle movement allowed.

We cannot guarantee the exact parking position in relation to your stand. This static vehicle must have a vehicle trader sticker clearly displayed on its windscreen and this sticker will be given to you on arrival by the Trade Stand Manager. The Trade Stand Manager may request that this static vehicle be relocated accordingly due to Health & Safety reasons, which must be complied with at the earliest convenience. Therefore, the vehicle keys should be readily accessible, with car park stickers on display.

Share The News You're Exhibiting!

Exhibitors will receive a special ticket discount code, which can be shared with your client base and on your social media. This code and associated social media event artwork will be emailed early summer 2027.

Booking Checklist

Please ensure you have the following ready where applicable to upload with your booking form:

- ☒ Your Logo
- ☒ Short Product Description
- ☒ Product Images
- ☒ Card Payment Details

To follow in June 2027 when requested:

- ☒ Detailed Risk Assessment
- ☒ Insurance Documentation

ONLINE BOOKING ONLY

wellingtonhorsetrials.co.uk/trade-stands/bookings

**TRADE STAND MANAGER
YVONNE UPRICHARD**

TRADESTANDS@WELLINGTONHORSETRIALS.CO.UK
07766 660 058



WELLINGTON INTERNATIONAL

HORSE TRIALS & COUNTRY FAIR