



December 2018

Dear Exhibitor

Royal Three Counties Show, 14-16 June 2019

We are delighted to announce that applications for tradestand space at the Royal Three Counties Show are now open.

We are the largest livestock and equine show in England and with an audience of 97,000 (73% ABC1) across three days, there is no better shop window for your business. Our marketing strategy is strongly targeted at an audience that watches BBC CountryFile and generally enjoys rural life and the outdoors.

This, combined with our outstanding venue in the heart of England, means that we can deliver tangible business benefits whatever your size.

HIGHLIGHTS FOR 2019 – SOMETHING FOR EVERYONE...

- Our ambassador, Adam Henson will be bringing his farm to the show. This is the place to come and discover more about farm animals and the people who work on the farm.
- 2019 is Herefordshire's year to host the event and there will be county related hotspots all around the show. Food producers from the county will be eligible for a 25% discount on space in the food hall.
- Wellington Boot Theatre. Talks concerning rural life and special guests.
- The gardening hub near the South Gate main entrance will include the largest orchid show in Europe and the village show, which will showcase home grown produce competitive classes.
- The Fur Feather Farm area will provide inspiration to all advocates of self-sufficiency.
- Artisan food & drink from across the three counties of Herefordshire, Worcestershire and Gloucestershire.
- Around 8,000 livestock, including 800 cattle, and around 3,000 equine entries with over 50 HOYS Qualifiers.
- National breed society shows.
- Sheep shearing competitions.
- The Royal Three Counties Hound Show – the best breeds on display from regional hunts.
- Children's activities, forestry and country crafts.
- Local music.
- And lots more still to be announced.

In addition to the endless possibilities for securing new customers or conducting market research, the diversity of our activities makes the Show an excellent source of interesting news angles for visiting journalists. We operate a proactive Press Office, and strive to highlight interesting exhibitor stories.

Next steps to progress your application

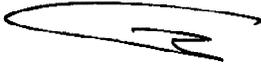
The 'Tradestand Application Form' and 'Tradestand Schedule' are available to download from our website: (<https://www.threecounties.co.uk/trade/royal-three-counties-show/>) For ease, the PDF application form is now 'interactive'. Please download it from our website first, complete it digitally and e-mail back to us or pop it in the post if you prefer. If you attended the show last year, you can book online using the link provided to you in a separate e-mail communication.

Layout of the show will be similar to 2018. The application pack contains a provisional map, but if you would like to discuss your application further, then please feel free to give me a call.

Please submit your application before the closing date of 28 January 2019. You can contact me on 01684 584932 or email steve.allso@threecounties.co.uk for further information.

We look forward to welcoming you to the Royal Three Counties Show 2019.

Yours sincerely



Steve Allso
Trade Stand Executive