Trade Stand Information & Application Guide 2027

Set against the backdrop of the beautiful Belsay Hall, Castle and Gardens, Belsay Bark Dog Festival will welcome all things canine on 17th & 18th July 2027! Fun activities and displays, leading experts, quality shopping and exceptional food will come together for a fabulous, family friendly day out.

We are looking for quality trade stands, attractively branded and presented. Whether you're an artisan maker, a boutique retailer or an established brand, we can give you the ideal platform to connect with a wide, engaged audience looking for something new and memorable.

The shopping experience at Belsay Bark Dog Festival will not be limited to dog only products either – so please get in touch if you have a business that you think would benefit from our target audience.

Why Trade at Belsay?

A trade stand at Belsay provides an opportunity to:

- Showcase your business to a large and engaged audience.
- Meet existing and potential new customers.
- Sell products directly to visitors.
- Increase awareness of your brand.
- Promote new products and services.
- Build relationships with the canine and rural community.

Food & Drink

Belsay also welcomes selected food and drink businesses.

Food and drink applications are considered separately, and the event reserves the right to select which food retailers attend due to demand and available space.

Businesses selling or sampling food and drink must comply with all applicable food hygiene and safety requirements.

Trade Stand Locations

Trade stands will be located around the main arena

When applying, exhibitors can indicate their preferred location.

Final locations are allocated by the Belsay Bark Dog Festival team based on availability, the overall event layout and the requirements of the event.

Confirmed locations will be communicated to exhibitors before the event.

Types of Trade Stand

There are two principal options available to exhibitors:

Pitch

A pitch is an outdoor trade space where the exhibitor provides their own suitable structure, such as a gazebo or marquee.

The size of the pitch will depend on the space booked.

Exhibitors are responsible for providing and safely erecting their own structures and ensuring that their stand is suitable for the site and complies with relevant safety requirements.

Shedding / Tentage

Shedding provides a designated trade space within a pre-existing tented structure.

This provides an alternative for exhibitors who do not wish to bring their own marquee or gazebo.

Shedding also includes flooring, making it a convenient option for businesses looking for a ready-to-use trading space.

Shedding/Tentage frontage comes in increments of 3m.

Additional Vehicles

Shedding / Tentage

Please note, due to Health and Safety, we can only permit up to TWO vehicles behind shedding. Additional vehicles and caravans will be parked in a designated area.

Pitch

Please note, due to Health and Safety, only TWO additional vehicles are permitted behind shedding. Additional vehicles and caravans will be parked in a designated area.

Trade Stand Costs

Main Arena Premium Shedding	£350 per unit (3m x 3m) For example, 6m = £700
Main Arena Pitch	£80 per metre frontage For example, 3m = £240
Food Court (Pitch only)	£70 per metre frontage

Note: Prices are inclusive of VAT.

Electricity

Electricity hook-up is not included as standard.

Electricity is available as an optional extra at **£125 including VAT**.

You may bring your own generator at no extra cost.

Banner Rails

Banner rails are available to hire for **£28 including VAT**.

These can be requested as part of your trade stand application

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How to Apply

Applications for 2027 Trade Stands are due to open on **11th November 2026**.

Applications will be completed through the Belsay Bark website.

Following submission, the Belsay team will review the application and contact applicants regarding the next steps.

Additional documentation will be requested, including:

- Health & Safety information
- Risk Assessment
- Public Liability Insurance

Application Timeline

Applications Open:

11th November 2026

Applications Close:

15th May 2027

Applicants are encouraged to apply as early as possible as trade space is limited.

Please note that applications are subject to approval and submission of an application does not automatically guarantee a trade stand.

Setting Up Your Stand

Trade stand set-up for 2027 is scheduled for:

Friday 16th July 2027

9:00am – 9:00pm

Exhibitors should ensure that they arrive within the allocated set-up period, as access outside these times may not be available.

Detailed arrival instructions and information regarding access to the site will be provided to exhibitors ahead of the event.

Taking Down Your Stand

Trade stand dismantling will commence from:

6:00pm on Sunday 18th July 2027

For the safety and enjoyment of visitors and other exhibitors, stands must not be dismantled or removed before the permitted time.

Tickets & Staff Passes

The number of exhibitor tickets allocated to a trade stand will depend on the size of the stand and the estimated staffing requirements provided during the application process.

When applying, exhibitors should provide an accurate estimate of the number of staff who will require access to the event.

The Belsay team will review the requirements and confirm the ticket allocation as part of the application process.

Health & Safety

All exhibitors are responsible for ensuring that their trade stand is safe for staff, customers and members of the public.

Exhibitors must ensure that:

- Their stand is safely constructed.
- Equipment is suitable and appropriately maintained.
- Electrical equipment is safe and compliant.
- Staff are appropriately trained.
- Fire safety requirements are met.
- Appropriate risk assessments are in place.
- The stand does not create a hazard to visitors or neighbouring exhibitors.

Health & Safety requirements will be monitored by the event's Health & Safety team.

Exhibitors remain responsible for the safety of their own stand and the risks associated with their activities.

Prior to the event, we require a copy of Health and Safety, and Risk Assessment. Documents are available to download from the website and to emailed directly to belsaybarktradestands@belsayestate.com

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Insurance

Trade exhibitors are responsible for arranging appropriate insurance cover for their business and activities at the event, including Public Liability. Please provide evidence of cover as part of the application process.

Belsay Bark Dog Festival does not accept responsibility for loss or damage to exhibitors' property.

Security

There is **no dedicated overnight security provided for individual trade stands**.

Exhibitors are therefore responsible for securing their own:

- Stock
- Cash
- Equipment
- Personal belongings
- Vehicles
- Other valuables

Exhibitors should ensure that their stand and stock are appropriately secured whenever the stand is unattended.

Wi-Fi

Wi-Fi is available to trade exhibitors on site.

The service is intended primarily for business purposes, including:

- Processing sales
- Taking card payments
- Business communications
- Promoting your business through social media

Access information will be provided to exhibitors on arrival.

Please note that mobile phone reception may not always be reliable across the showground, so exhibitors should plan their payment and communication arrangements accordingly.

Best Dressed Trade Stand

The Best Dressed Trade Stand acknowledges exhibitors who go above and beyond to deliver an outstanding presence at the show. The award recognises excellence in creativity, visitor engagement, product presentation and overall presentation of trade stand. Judging will take place on Saturday.

Important Information

Trade stand spaces are subject to availability and approval by the organisers.

Submitting an application does not guarantee a trade stand or a particular location.

The event team reserves the right to allocate stand locations according to the overall event layout and operational requirements.

Food and drink applications may be subject to additional selection criteria due to the high level of demand.

All exhibitors must comply with the event's terms and conditions and any instructions issued by the Belsay Bark Dog Festival.

Contact Us

For trade stand enquiries and further information:

Trade Stand Coordinator
Kate Norton

Email: belsaybarktradestands@belsayestate.com

Telephone: 01661 881206

Online application form will be available through the official Belsay Bark Dog Festival website.
