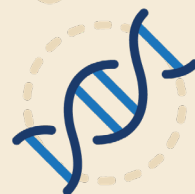




BATH & WEST

THE DAIRY SHOW



THE FUTURE OF DAIRY

**SUPPORTING BRITISH FARMERS
FOR OVER 40 YEARS**

**1
OCTOBER
2025**



2025 TRADING OPPORTUNITIES



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Welcome to the Dairy Show 2025

Dear Exhibitor,

We are very pleased to announce that the Dairy Show will return later this year on 1st October 2025, as we continue to support British Farming for over 40 years!

The Dairy Show is the UK's largest specialist event, attracting farmers, farm managers, vets, consultants, and other key decision makers looking for the latest technology and information to assist and grow their business.

Dairy Cattle are at the heart of the Show, with 300+ entries representing the six main breeds, plus classes for Junior Showmanship to encourage the future of farming.

With over 250 trade stands from businesses both National and International, our Show has many trading opportunities to offer whether you are networking, promoting, or trading. We would be delighted for you to join us for our Show which promises to be yet another successful day supporting British Farming.

Please find enclosed all the information should you wish to exhibit with us.

Lucy Champion
Trade Stand Coordinator

Tel: 01749 822230

Email: lucy.champion@bathandwest.co.uk

BATH & WEST
THE DAIRY SHOW

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THE DAIRY SHOW

6,000 +
VISITORS

TRADE STANDS SAID:

96%

OF VISITORS WERE RELEVANT
TO THEIR BUSINESS

46%

WERE VISITED BY A
FARM CONSULTANT

14,000 SQUARE METRES OF
TRADE STAND SPACE

ONE OF THE UK'S LARGEST DAIRY SHOWS



DIGITAL



@BathAndWest | 11.9k Followers



@BathAndWest | 24k Likes



@RoyalBathAndWest | 5.7k Followers

30.8K 20.1K

FACEBOOK USERS
REACHED DURING
SHOW WEEK

TWEET IMPRESSIONS
LEADING UP TO SHOW



SUPPORTING BRITISH
FARMERS FOR OVER
40 YEARS



IMPORTANT POINTS

Here are a few brief points to note when applying to trade at The Dairy Show 2025. Exhibitors must be familiar with the full Terms & Conditions which can be found at - www.bathandwest.com/the-dairy-show.

Application Process

Existing and new exhibitors must complete the application form via Showing Scene to secure a position. No stand is booked until a confirmation e-mail is received stating the stand number. The Organiser reserves the right to decline any Trade Stand applications.

Please take note: the Show will be renumbered in September when all exhibitors are booked in. Your trade stand number may change but the position will not.

Show Opening Hours

All stands must be opened and manned between the hours of 8:30am & 5pm

Remember: When booking your stand include sufficient space to allow for tow bars, guy-ropes and stanchion plates. Going outside the paid stand space will result in an instant fine.

All contractors must report to the Society Office (under the grandstand) prior to setting up.

Set up

Exhibitors have access to their stands from the following dates:

Sunday 28th September 2025 at 10am.

Note: If you have booked a marquee company to build your stand who require access prior to this date, please contact the office on 01749 822 200 to discuss access.

Showering Pavilion Stands: No work must be done to Trade Stands between 5pm and approximately 9pm on Tuesday 30th September 2025.

Breakdown

Exhibitors have until the following dates to remove their stand:

Outside Space: 12pm on Friday 3rd October 2025

Indoor Areas: 5pm on Thursday 2nd October 2025

Stands can begin break down from 5pm on Show Day.

Vehicles for the removal of stands will not be permitted to enter the Showground until 6pm.

Marquees on hard standing/tarmac must be weighted!

Generators | Electricity

No generators are permitted at The Dairy Show. All exhibitors must book & pay for electricity via Showing Scene.

Deliveries

Deliveries for Trade Stands must have the stand name clearly marked on the parcel along with the stand number and contact number for both the carrier and exhibitor. Parcels will be delivered to the Society Office.

Telehandlers and Unloading Ramp

Telehandlers are available free of charge during the following times:

Sunday 28th September 2025	Pre-bookings only
Monday 29th September 2025	8.30am - 4.30pm
Tuesday 30th September 2025	8.30am - 5.30pm
Wednesday 1st October 2025	6pm - 8.00pm
Thursday 2nd October 2025	8am - 4.30pm
Friday 3rd October 2025	8am - 12pm (After 12pm, telehandlers will be charged for)

Exhibitors requiring use of the telehandlers and driver for unloading should park in the telehandlers waiting area upon arrival then telephone 01749 822204. The unloading area is located near to the Main Gate. A strict rotational system will be in operation. Please note, the maximum load for the telehandler is three tonnes. All exhibitors using this service will be asked to sign a form providing indemnity to the contractor. An unloading ramp is available in the unloading area.

By applying to the Show, exhibitors are agreeing to the full Terms & Conditions

TRADE STAND PRICING SCHEDULE 2025

SECTION

A

OUTSIDE SPACE

£15.75 per m2 + VAT. Minimum size of 6m frontage x 6m depth.

Positions are located on either a grass or hardstanding.

B

EDMUND RACK PAVILION

£42.00 per m2 + VAT. Minimum size of 3m x 4m.

C

SHOWERING PAVILION

£42.00 per m2 + VAT Minimum size of 3m x 4m.

Stands backing onto the hospitality spaces on the Press Office side of the building must not exceed height of 2m.

D

SHOWERING PAVILION BALCONY

£15.00 per m2 + VAT Minimum size of 3m x 3m.

E

EXMOOR HALL

£31.50 per m2 + VAT Minimum size of 3m x 3m.

F

EXMOOR HALL 2

£15.75 per m2 + VAT Multiples of 3m x 3m only.

G

QUANTOCK PAVILION (MARQUEE)

£23.25 per m2 + VAT Minimum size of 4m x 6m.

The Show does not provide any shell scheme

ALLOCATION OF TICKETS & PASSES

EXHIBITOR DAY TICKETS:

Two tickets for the first 3m booked, plus one ticket for every additional 3m frontage booked

ADDITIONAL EXHIBITOR DAY TICKETS:

£21.00 including VAT

PRE SHOW VEHICLE PASS:

One pass per 6m frontage booked

SHOW DAY VEHICLE PASS:

One per Trade Stand. Admits the driver and vehicle pre and during Show.

BATH & WEST

THE DAIRY SHOW

1 OCTOBER 2025 | SHOW MAP

SHOW MAP KEY

EXTERNAL TRADE STANDS

INTERNAL TRADE STANDS

TOILETS

FOOD COURT



Main Gate



A371

THE RURAL
ENTERPRISE
CENTRE

ORGANISERS OFFICE

MAIN
RING

MAIN
LAWN



GREEN
ENTRANCE

A37

AVENUE B

AVENUE B

SEMINARS

QUANTOCK
PAVILION

EXMOOR
HALL 1

EXMOOR
HALL 2

WESSEX
PAVILION BAR &
RESTAURANT AND
CAREERS HUB

TOILETS

SHOWERING
PAVILION

TOILETS

CATTLE JUDGING
RING

PRESS
OFFICE

MENDIP
HALL

SEDGEMOOR
HALL

EDMUND RACK
PAVILION

TENTH AVENUE



Farmers
Guardian

TOILETS

AVENUE F



YELLOW
ENTRANCE

A371

BATH & WEST

THE DAIRY SHOW

2025 WATER REQUEST FORM

THIS FORM MUST BE COMPLETED TO RECEIVE A STANDPIPE

Stand Pipe: £250 inc. VAT.

We are unable to provide water to stands between Avenue B and F.

Name of Exhibitor _____

Contact Name _____

Telephone no. _____

E-mail address _____

The Organiser would like to emphasise that it is only responsible for the water supply to the stand using 20mm blue poly. It is the exhibitors responsibility to ensure the sufficient capture and removal of waste. This can be requested as part of the installation for an additional fee or waste water can be disposed of at any of the elsan points located at the permanent toilet blocks.

Under no circumstances should any grey water be disposed of on any part of the showground other than into the sewer system.

Thereafter any additional plumbing requirements to be undertaken by a water industry approved plumber (WIAPS). A copy of the WRAS certificate for your installation must be available for inspection on the stand.

Water supplies will be terminated from 18:30 on Wednesday 1st October 2025

In the space below please provide a detailed descriptive diagram indicating where the water supply is required within the layout of your Stand. All applications for water supply will only be accepted if accompanied with this form.

Please ensure that all details on this form are correct.

Please return form by **12th September 2025** to: nicole.dimaline@bathandwest.co.uk

HAVE YOU HERD?

You can be a Sponsor at the
UK's largest Dairy Show!



Increase your brand exposure at one of the UK's Largest Dairy Shows. We offer a range of sponsorship opportunities all designed to enhance your brand awareness through our online and offline channels and Show presence, along with complimentary tickets and hospitality.

Contact Sophia to discuss your bespoke package:

Sophia Orttewell
Tel: 01749 822216

Email: sophia.orttewell@bathandwest.co.uk

CONTRACTORS

We do not have official contractors for The Dairy Show, however we have listed some suppliers for your information. Please note, Bath & West Shows Ltd cannot recommend or vouch for the suppliers listed.

ACCOMMODATION

www.bathandwest.com/accommodation

BANNERS

Wincanton Print

01963 33643

quotes@wincanton-print.com

First Image

07815 926150

CATERING

Denela's Bakery

01749 342308

enquiries@denelas.co.uk

Peach and Sage

billy@peachandsage.com

Victoria O'Brien

07815 551586

info@victoriaobrien.co.uk

EXHIBITION UNITS

Mobex Ltd

01453 511210

exhibit@moxbex.co.uk www.moxbex.co.uk

FLORAL DECORATIONS

Superplants

0800 068 0295

info@superplants.co.uk www.superplants.co.uk

FURNITURE

Event Spark

07971 974616

sales@eventsparks.co.uk

eventsparks.co.uk

GRASS CUTTING

Tom Yeoman

07970 276399

MARQUEES & FLOORING

Abbas Marquees

01749 890 909

enquiry@abbasmarquees.co.uk

www.abbasmarquee.co.uk

Albion Wood Show Tents

01749 346002

tents@albionwoods.co.uk

www.albionwoods.co.uk

Danco Plc.

01454 250222

info@danco.co.uk www.danco.co.uk

STAND BUILDERS

Colour Studios

01761 431300

Eleka.Hubbard@colourstudios.co.uk

www.colourstudios.co.uk

ICS Exhibitions

07872102879

Admin@icsexhibitionsLtd.co.uk

WATER

Bath & West Estates Office

01749 822204

Please complete the Water Booking Form

Go to our website to find out
more about our shows:
www.bathandwest.co.uk



Any questions? Get in touch:

**Lucy Champion
Trade Stand Coordinator**

Tel: 01749 822230

Email: lucy.champion@bathandwest.co.uk