



Balmoral Show 2026 Media

Accreditation

Terms & Conditions

Media ID Card General Policy

Accredited media at the 2026 Balmoral Show will be permitted access to the event from Wednesday 13th to Saturday 16th May 2026.

Their Media ID Card will be valid throughout the Show and will permit access to:

- Media Centre facilities
- Judging rings
- Cattle/Logan Hall during restricted times
- the event on subsequent days after their first visit

Access Across the Showgrounds

- Permission should always be sought from the Chief Steward before entering any judging rings.
- Accredited media are not permitted to enter the Main Arena or back of house areas (behind sheep shearing platform, stables etc).
- To avoid delaying proceedings and in a bid to minimise disruption, photographers and Media ID Card holders must comply with the requests and instructions of Show stewards at all times.



- Only the Champion and Reserve Champion are guaranteed to be photographed in the ring following the judging of classes to allow the timetable to keep moving efficiently.
- All photographers must carry full public liability and third-party liability insurance and are reminded that they enter the rings entirely at their own risk.

Qualifying for a Media ID Card

- Media ID Cards are limited, non-transferable and accreditation is entirely at the discretion of the event organisers, the Royal Ulster Agricultural Society (RUAS).
- Samples of published work will be requested in the form and submission of this form or previous allocation of a pass is no guarantee of a repeat allocation in the future.
- Media ID Cards will only be granted to members of the media who will be producing substantial coverage of the Show and/or previewed the event.
- Accreditation is not available to individuals writing for personal blogs or for non-industry publications—defined as those not related to education, agriculture, equestrian sectors, food, or family events and festivals—nor to political aides, marketing, administrative, or advertising personnel.
- Please note that applications submitted from freelancers without endorsement from an editor will not be considered.
- Breed societies are limited to one Media ID Card each for a photographer granting them access to the Show.
- Trade stands who would like to avail of the Media Centre facilities should contact gemma@ruas.org.uk. Photographers, film crews, PR staff, content creators and



influencers hired by trade stands/exhibitors do not qualify for a Media ID Card and require tickets.

- Influencers interested in collaborating with the 2026 Balmoral Show should contact gemma@ruas.org.uk for further details.

- Accredited media should be supplying images for editorial purposes only, and those uploading entire albums of Balmoral Show images online (including social media pages) for members of the public to purchase will have their accreditation revoked.

Interviews

- If you require an interview with a RUAS representative during the Show please state so in your form or contact gemma@ruas.org.uk as soon as possible.

Drones

Due to the proximity of the Air Ambulance Northern Ireland base, the use of any unauthorised drones for any purpose is strictly prohibited.

Photography

- Please be mindful and respectful when taking photographs or filming and, where possible, seek consent from individuals.

- In return for the allocation of a free Media ID Card and the full use of the Media Centre facilities, the RUAS would like permission to use up to a maximum of two of your photographs taken at the event within its annual journal/report and other publications, if required. Full acknowledgment and credit will be given to the photographer in these instances.



Radio Transmission Equipment

With the increased use of radio microphones, radio talkback systems and other radio transmission equipment within the showgrounds, it may be necessary to re-tune to alternative frequencies or to refrain from using radio equipment to avoid interference to others. You are therefore required to abide by any request to do so by a Balmoral Show Steward or representative from our audio contractor. Please [complete this Google form](#) before attending the Show.

Breach of Policy

Submission of the 2026 Balmoral Show Media Accreditation Application Form confirms acceptance of these Terms and Conditions.

Any Media ID Card holders in breach of these conditions will have their Card removed, be asked to leave the grounds and will not be allocated accreditation for future RUAS events.

For further information contact:

Gemma Dickey

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