

Balmoral Show 2026

Marketing Toolkit

This toolkit provides you, our exhibitors and sponsors, with ready-to-use logos, images, slogans, guidance and branded content.

We introduced it to help you consistently align your brand with the Show, improve your reach, and to save you time.

We can't wait to see you at the Show where together we can promote **MORE** of what the event has to offer!

Contents:

- 'We Are Exhibiting' graphics
- Official Balmoral Show Brand Guidelines
- Balmoral Show app
- 2026 Show branding

BALMOREAL
WOW!





'We Are Exhibiting' Graphics

Social media can be one of the most powerful tools for connecting with your target audiences, and we want to help you align your brand with the Show.

Our suite of '**We Are Exhibiting**' graphics have been designed to do just that for businesses of all sizes.

There are four templates for exhibitors in every section.

Two that are specific to your area and two that are generic to the Show.

Please feel free to use them on your social media channels in the run up to the event.

Don't forget to tag our official Balmoral Show channels and use #BalmoralShow





Official Balmoral Show Brand Guidelines

The official Balmoral Show logo is only to be used **in its entirety and unedited in any way**. This includes the incorporation of the dates, flag and Ulster Bank logo.

Any deviation from the official logo on social media, posters, flyers and other digital or print promotional assets is strictly prohibited and will be considered unauthorised use. **Please bear this in mind when using AI to design artwork as it does not have permission to use the official Balmoral Show logo and often replaces it with its own design.**

We thank you for your co-operation and can't wait to see you at the Show!

Official Balmoral Show Logo



Prohibited Amendment Examples



If you have any queries please contact the relevant member of staff:

Trade Exhibitors

Jenny McNeill

jenny@ruas.org.uk

Sponsors

Vickie White

vickie@ruas.org.uk

Social Media

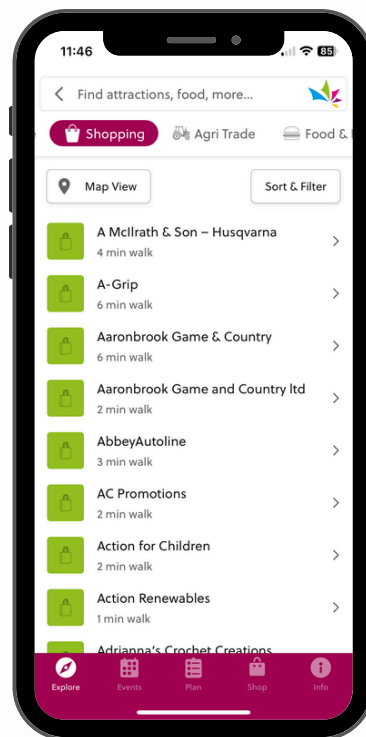
Kendall Glenn

kendall@ruas.org.uk



NEW Balmoral Show App

We're excited to announce that the FREE 2026 Balmoral Show app is now available on the [Apple App Store](#) and [Google Play Store](#)!



This app contains a full list of our trade exhibitors and will be the **only** place for visitors to find that list this year.

If visitors download the app **before** their visit they can search for your stand and use GPS when on site to find you with ease.

It also contains a full programme of classes and allows guests to create a personalised plan so they don't miss a thing.





Additional Branding Assets



If you would like additional Balmoral branding for your email signatures, internal comms or project plans in the run up to the Show you can also use our additional branding assets.

These will replace the old BALMORAL branding as below.

2026 Branding



**BALMOREAL
ON SHOW**



**BALMOREAL
ON SHOW**



**BALMOREAL
ON SHOW**

2025 Branding

