

Balmoral Show

19-22 May 2027



Application Guide & Price List



The Balmoral Show is organised by the Royal Ulster Agricultural Society. The Society's primary charitable aim is to promote agriculture in Northern Ireland by holding agricultural Shows.

How to apply for trade space at the Balmoral Show

Before completing your request for a stand please read through this document. This will give you information on the following:

- How to apply
- Selection process
- What happens next
- Trade stand rates

How to Apply

Please use the link on our website (from September) where you will be asked to submit a detailed Expression of Interest. There is no closing date for new Expressions of Interest.

Selection Criteria

- Relevance and quality of product.
- Number of similar products/stands within the Show
- Have valid insurance of £5m +
- Permanent business address, and clear contact details.
- Photos of stand or a quality website, socials pages.
- Prompt payment of Show invoices.

What happens next ...

Returning exhibitors.

The Balmoral Show is a very popular event, and we receive a high number of applications from potential exhibitors wishing to return year-on-year. Returning exhibitors will be contacted via email in September and will have until 10 October to confirm if they wish to:

- Rebook the same stand as 2026
- Request a change of size or location for 2027
- Not exhibit in 2027

New exhibitors

Once the above process has been completed, we will then start to allocate trade spaces available to new stands.

Trade Space Confirmation

If your Expression of Interest is successful, we will contact you with a proposal of a site we can offer you. You will have a limited period to accept or decline the proposal. If you do not respond the proposal is withdrawn and offered to another potential exhibitor. If the space is unsuitable get in touch immediately and we will try to offer you an alternative site if available.

Trade Space Options

Outdoor space is available in Sections A – I. Majority of outdoor space is on hard standing with some grass pitches in Section H (Horticulture Hub). Sections B & C tends to be more agri related products & services as well as machinery. Minimum price rate applies to any stand under 100sqm Eg 5x5, 10x5 etc.

Agri Pavilion – located in Section C between the cattle and sheep areas adjacent. This marquee provides indoor space for smaller stands wishing to exhibit agri related products and services.

Sustainability Village – located in Section A in an exhibition hall. Indoor space for anything related to renewable energy and sustainability products and services.

Eikon Shopping Village – located in the Eikon building. This is our main indoor general public shopping hall. Exhibits a wide variety of products and services eg Toys, Tourism, Clothing, Crafts, Beauty products, Charities etc etc.

Makers Market – located within the Eikon Shopping Village. For crafts, art and artisan type stands.

Food Pavilion – located in Section B. This marquee is managed by Food NI. Promotes NI food and drinks. Please contact Food NI to book space in the Food Pavilion.

Trade Space Rates

Outdoor Trade Space

Showgrounds Sections A-I

all outdoor stands are space only on hard standing except for Section H.

Any stand up to 100sqm in size	£1,795
Any stand bigger than 100sqm in size	£17.95 per sqm
Large Agri Machinery over 100sqm	£15.60 per sqm
Plant Machinery over 100sqm	£15.20 per sqm
Breed Societies 5x5m	£968

Indoor Trade Space

Price includes shell scheme walls and standard name sign if required

Agri Pavilion

Any indoor space	£109.70 per sqm
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Sustainability Village

£109.70 per sqm

£144.10 per sqm

£92.35 per sqm

	4 day	2 day
2x2m	£438.20	£369.40
3x2m	£657.30	£554.10

$3 \times 3 = 9 \text{sqm} \times £144.10 = £1,296.90 + \text{VAT}$. Cost is for the 4 day event.

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Please note that VAT (20%) is payable on all stand space including those located outside the UK.

Trade space cost includes an allocation of staff wristbands and 2 x 4 day parking passes for all exhibitors. Indoor space also includes shell scheme walls around your stand and a standard name sign. Electric sockets/lights, WIFI, Plumbing, Furniture, Carpet etc would all be additional costs if they are required.

For cancellation policy and full Terms & Conditions please see website.

SHOWGROUNDS MAP

