

SOUTH SUFFOLK AGRICULTURAL ASSOCIATION LTD

Founded 1888

Incorporated 1998. Limited by Guarantee.

Registered in England No. 3685798

SOUTH SUFFOLK SHOW

Sunday 10th May 2026

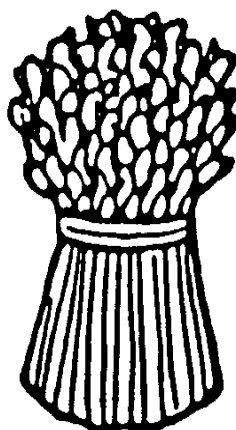
Ingham, Nr Bury St. Edmunds, Suffolk IP31 1NS

Premium / Standard Trade Stand

Lifestyle Marquee

Food Hall / Eat Street

Application Guidelines and Conditions



Show Secretary: Mrs Suzy Stennett,
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Ingham, Nr Bury St. Edmunds, Suffolk IP31 1NS

Association Chair: Mr Jim Mann

Association Vice Chair: Mr Oliver Stennett

Show President: Mr Andy Smith

Now in its 137th year, The South Suffolk Show is regarded by many as one of the leading one-day agricultural shows in East Anglia. The 'South Suffolk' takes place at Ampton Point-to-Point Racecourse, Ingham, Suffolk IP31 1NS. Three miles north of Bury St. Edmunds on the A134, this 95 acre site not only has excellent road links to the towns of Bury St Edmunds, Cambridge, Newmarket, Norwich, Sudbury and Thetford, but also provides the show with a beautiful rural setting.

Traditionally we have enjoyed crowds in the region of 10,000 – 15,000 flocking to see the attractions, with this year's grand ring attraction being OG Performance Horses and Paul Hannam's ATV Motorcycle Stunt Show, along with the 200 plus trade stands catering for the country lifestyle.

In addition, the show has a great array of horse and pony classes in the dedicated 'equine village', from show jumping to side saddle, and our cattle, sheep and pig classes are extremely well supported. Over the years the show has produced many National Champions, from both the equine and livestock classes.

Throughout the showground we strive to entertain all members of the family with attractions including traditional fairground rides, a vintage farm machinery display, a farriery competition for Master and Apprentice Farriers, gundog displays and falconry.

Trade Stand Booking Guidelines

1.

(a) **Premium Trade Stands** are positioned with frontage to the Grand Ring or the Countryside Ring. Those fronting the Grand Ring are by invitation only. Plots are a minimum of 6 metres frontage with a fixed depth of 11 metres. Charges are £34 per metre frontage.

(b) **Standard Trade Stands** are a minimum of 6 metres frontage with a fixed depth of 7 metres. Charges are £26 per metre frontage. Requests for corner sites should be made through the Secretary.

(c) **Heavy Agricultural Trade Stands** are available at discounted rates – please contact the Secretary for further details.

(d) Stand space in the **Lifestyle Marquee** is £57.50 for a 2.5 meter wide unit space. A larger space can be provided, in half and full unit sizes only. All units are 2 meters deep. **This marquee is solely for those exhibitors with quality hand crafted / designed products.**

(e) Stand space in the **Food Hall** is £110 for a 3 meter wide unit space. All stands will have a single 13amp electric point. A larger space can be provided, in half and full unit sizes only. All units are 2 meters deep.

(f) **Eat Street trade stand spaces are available outside the Food Hall specifically for Food Hall Retailers requiring a larger stand space.** Plots are a minimum of 4 metres frontage with a fixed depth of 7 metres. These stands are charged at £26 per meter frontage. A surcharge of £20.00 will be levied for a single electric power point. **No cover is provided.**
2. The position of the Stand on the Showground is the responsibility of the Show Committee. Boundaries of sites will be marked, and in no circumstances will exhibitors be allowed to occupy a larger space than that allocated to them. Trading outside the boundaries of sites is strictly prohibited. All supports, guy ropes, access to stands etc **must** be contained **within** the space reserved. Please ensure that your space is large enough for your requirements.
3. It is the responsibility of exhibitors to comply with all relevant Health and Safety, Environmental Health, Trading Standards, Trade Description, Customs and Excise rules, regulations, Codes of Practice and Acts of Parliament. **Equipment on display or in use on Stands should conform to all H.S.E. regulations at all times. The Show Committee requires that all Stand Holders should complete a Risk Assessment for their stand upon application, and have a copy of such with them on the day.**
4. It is regretted that it is not possible for the Association to provide electricity for stand space (excluding the Food Hall exhibitors). Exhibitors may however, bring and use their own generators if they conform to current H.S.E. regulations and are sound moderated so as not to interfere with neighbouring stands. Please advise the Secretary if so doing. **Noisy generators will not be permitted.**
5. Charitable and other Institutions must confine any moneymaking activities to within their stand space.
6. Names and basic contact details of firms or individuals will be included in the Show Catalogue and Programme unless otherwise requested by the exhibitor.
7. Traders and exhibitors who exhibit, sell or advertise articles or devices which do not conform to an accepted standard, whether offered or promoted, will be asked to discontinue such sale or leave the showground.
8. The Association reserves the right to reject or cancel any application, notwithstanding acceptance of any payment, without being required to state any reason for doing so. The right is reserved to decline at any stage any proposed exhibit or order the removal of a trade stand. In such cases the fees paid will be refunded at the discretion of the Association. Such refunds shall be accepted by the exhibitor in full satisfaction of all claims against the Association.
9. **Please do not make a payment before you are advised by email that your application has been successful.** Once your application has been accepted payment can be made via the online application system, BACS or cheque. BACS payment details will be provided upon request to the Secretary. Cheques should be made payable to South Suffolk Agricultural Association Ltd with the business name and address marked on the reverse, and sent to the Show Secretary. For reasons of economy receipts will only be sent electronically. Please note that the South Suffolk Agricultural Association Ltd is not VAT registered.

10. Trade Stand Erection/Breakdown

Trade Stands may be erected from mid-day on Wednesday 6th May, and must be completed by 8.30 a.m. on show day. The Lifestyle Marquee and Food Hall stands may be erected from 2p.m. on Saturday 9th May, and all vehicles must be parked in the designated parking areas by 8.30 a.m. on show day.

Electricity within the Food Hall will be available from 2p.m. on 9th May.

Breakdown: No Vehicles will be allowed access onto the showground for breakdown on show day before 5.00 pm. It will be at the Show Directors discretion to vary this time if prevailing circumstances and / or conditions warrant it.

11. Layout of Sites:

The allocation and position of stands is the responsibility of the Association.

Plans of the trade stand layout, showing locations of individual trade stands will be placed at the entrances leading into the Showground and in the vicinity of the Secretary's Office. The stand number and measurements should be checked on arrival. If there is any doubt as to the actual size or location of the trade stand, please check with the Trade Stand Stewards before erection of stand commences.

All sites will be clearly numbered by the Association and movement from the allocated space will not be permitted. Stand Holders must not encroach on adjoining stands or obstruct avenues when erecting their own stand.

12. Exhibitors Entrance Tickets / Vehicle Passes

One trade stand vehicle pass and two exhibitor tickets will be issued per trade stand application. If additional meterage is ordered over and above the minimum frontage / unit space, vehicle and exhibitor tickets will be issued on a pro rata basis. Trade stand vehicle passes and exhibitor's tickets together with the stand number will be sent as soon as possible after 10th April '26. Application for additional tickets should be made either through the online ticket purchase system at www.southsuffolkshow.co.uk, or in writing to the Secretary no later than 10th April 2026.

Every person entering the showground, including drivers of trade vehicles on show day must have a valid entrance ticket or pay the full price of admission at the gate (£20). This regulation will be strictly enforced. The show will not take responsibility for any tickets, which may have been mislaid or forgotten. No refunds will be considered unless application is made in writing to the Secretary. All persons on leaving the showground who wish to re-enter must obtain a pass from the Gate Stewards.

13. Vehicle Movements

Vehicles carrying issued trade stand passes will only be admitted to the Showground up to **8.30 a.m.** All vehicles not forming part of the trade stand must, for the reasons of safety, be removed to the allocated trade vehicle parking areas by **8.30 a.m.** **No vehicles will be allowed on to the showground after 8.30 a.m.**

Breakdown: No Vehicles will be allowed access onto the showground for breakdown on show day before 5.00 pm. It will be at the Show Directors discretion to vary this time if prevailing circumstances and / or conditions warrant it.

14. Trade Stand Awards

Trade stands will be judged for Challenge Cups in the following categories: *The Best Heavy Agricultural Trade Stand*, *The Best Light Agricultural Trade Stand* and *The Best Non-Agricultural Trade Stand*. *The Challacombe Trophy* will be awarded for the most innovative trade stand. Lifestyle Marquee stands will be judged for a *Challenge Plate*, awarded to the best stall within the marquee.

SHOW CONDITIONS

1. **Balloons and Kites:**

Making a gift of or selling balloons or kites is prohibited on the grounds of safety reasons. The sale of balloons and kites will be at the discretion of the Association. Exhibitors are forbidden to use any form of aerial advertising.

2. **Charity Collections and Appeals:**

Charitable or other institutions wishing to make appeals for contributions to their funds, or run lotteries, draws, games of chance or sell flags, must first obtain permission from the Association. Where permission is granted, collections must not be made outside the limits of the exhibitor's own stand.

3. **Fire Extinguishers:**

The Association recommends that all stands should have carried out a fire risk assessment, and have fire-fighting facilities with them, which should be accessible and maintained in a functional condition.

4. **Health and Safety Regulations:**

- i. Exhibitors are reminded that they are responsible for the observance by themselves, their employees and their contractors of the Health and Safety at Work, etc., Act 1974, and the relevant Statutory Provisions that covers all safety regulations.
- ii. Exhibitors will be held responsible for the adequate fencing off of all exhibits and erections (including tent pegs) dangerous to the public.
- iii. All mechanical and hydraulic devices must be guarded and safely secured against dangerous or unintended operation.
- iv. Where steps are provided, these must be firm and strong and must have non-slip surfaces and handrails.
- v. Safety requirements for children are often different from those for adults in respect of guards, and the formation of finger traps must be avoided.
- vi. Exhibitors should ensure satisfactory storage and operation of/or use of inflammable liquids/and or gas on the showground.

5. **Litter:**

Exhibitors are required to ensure that their stand space and surrounding area is clean and tidy, and that the site is left as found. The Association will provide a number of waste collection units throughout the showground.

6. **Livestock on Stands:**

The Association must be notified in writing of any livestock to be brought onto the showground for exhibition on a stand before 10th March 26. If this is not done animals will not be allowed to enter the showground.

7. **Vehicle Movements:**

The movement of official vehicles shall be kept to a minimum by the Association. **No trade stand vehicles will be allowed onto the showground between the hours of 8.30am and 5.00pm.** Vehicles taking part in ring displays will be supervised whilst traveling between parking/display area and ring. No other vehicles will be allowed onto the showground while the show is open to the public, except at the discretion of the Association.

8. **Catering and Refreshments:**

Exhibitors may provide refreshments on their stands for their trade stands visitors/customers free of charge. The sale of any foodstuff or drink in any form that is readily consumable is strictly prohibited (excluding the Food Hall) as such would contravene the catering contract held by the show with its concession holders.

9. **Liability:**

The Association reserves the sole right of decision to postpone, cancel, abandon or curtail the show. Where such decisions arise from directive, happenings or circumstances outside the control of the Association, it shall not create liability to claim for loss or damage. The refund of fees will be at the discretion of the Association.

The Association its Officers or its agents will not be held responsible for any accident, loss or damage on the Showground or within vehicle parking areas. Stand exhibitors will be responsible for all bodily injury or loss of or damage to any property arising out of or caused by the negligence of the exhibitor, or for the behaviour of/and any misconduct of, their employees, servants or agents, or from the defective nature of any product sold, supplied, repaired, altered, treated or installed.

The exhibitor shall indemnify the Association, its Officers and / or its agents against all claims, damages and expenses whatsoever in any way arising out of the presence of the exhibitor, their employees, servant or agent's vehicles or equipment on the Showground and shall assume full responsibility therefore.

All exhibitors MUST be adequately covered for public liability and a copy of the current insurance policy must be available on the stand for inspection by Show Officials and Government Officers.

10. **General Conditions:**

No person entering the showground or car parks, other than the exhibitor, shall be permitted to transact any business whatsoever or to solicit money thereon. All persons and articles entering the showground or car parks will be subject to the rules and regulations of the Association and of any officers appointed by them. The Association reserves the sole and absolute right to interpret these or any other prescribe conditions and regulations and arbitrarily to settle and determine all matters in regard thereto, or otherwise arising out of or connected with or incidental to the show. The Association reserves the right to amend these Regulations at its discretion.