

November 2018



Dear Exhibitor,

We are delighted to invite your application for RHS Malvern Spring Festival 9th - 12th of May 2019 for a celebration of gardening.

With over 100,000 visitors over 4 days, exhibiting at RHS Malvern Spring Festival offers unique access to an affluent audience (74% ABC1). We have had year on year record attendances for the festival over the past few years, which is something we are working on again for 2019. We also continue to enjoy one of the highest average spends of all RHS shows at £150 per person (excluding food and drink purchases).

Our Theme

For 2019, RHS Malvern Spring Festival takes inspiration from the human aspiration to capture the moment in time. In acknowledgement and celebration of the 180th anniversary of practical photography, RHS Malvern will be taking the visitors on a journey 'Through the lens'. From old photographic images and heritage postcards to present day social media, from camera obscura to digital photography, through the lens of human eye or telescope - we believe the subject gives plenty of scope to demonstrate creativity and inspire our audience.

When designing your stand, you may wish to take inspiration from festival's general theme but it is not a must.

Judging

Your exhibit will be judged using the RHS star grading system and we would like to see serious competition for 3, 4 and 5-star awards, as well as the coveted Best in Show award. Please include a plan of your proposed exhibit or a photograph of your stand for consideration by the RHS Malvern Spring Festival selection panel. Selection and positioning will focus on the quality and imagination of stand presentation.

Please refer to the attached 'Tradestand Guide to Judging and Presentation' as a guide to expected standards. If in doubt, please feel free to contact me.

Your stand will need to be set up and ready for pre-assessment from 3pm on Wednesday 8th May.

This year, we move to full RHS judging of stands and as such, all results will be shared with the RHS to influence attendance at other RHS shows.

Please note: As part of the RHS judging process, 'feather' flags will no longer be allowed. We are also looking to place a ban on all colours of marquee other than white and strongly encourage raised flooring for all furniture stands from 2020. We are mentioning this now to give you time to prepare if this change is likely to affect your exhibit.

Heroes

Further to the success of our 'Heroes' initiative, we are once again asking for champions of each of our themed areas to demonstrate the very best standards of product quality and exhibit presentation. Hero exhibitors benefit from exclusive promotional opportunities including a specially chosen stand location which will offer maximum exposure to the festival audience, as well as pre-event PR features. Please get in touch if you would like more information about becoming one of our 'Heroes'.

Food & Drink Exhibitors

We are delighted to be working with 'Happerley' to encourage food producers to develop and implement a means to secure provenance honesty and transparency. If you have already registered with 'Happerley' please provide your registration number on the application form. You can find out more here: www.happerley.co.uk

Next steps to progress your application

The 'Trade Stand Application Form', 'Trade Stand Schedule' and 'Tradestand Guide to Judging and Presentation' are available to download from our website: (<https://www.rhsmalvern.co.uk/trade/>) For ease, the application form is now 'interactive' so it can be downloaded from our website, completed digitally and e-mailed back to us if you wish.

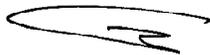
Layout of the festival will be similar to 2018. The application pack contains a provisional map, but if you would like to discuss your application further, then please feel free to give me a call.

The show continues to be entirely vehicle free with compound parking available for essential stock vehicles.

Please submit your application and stand design before the closing date of 7 January 2019. Should you require any information on the application and selection process please do not hesitate to contact myself or Jane Edwards (jane.edwards@threecounties.co.uk).

We look forward to welcoming you to RHS Malvern Spring Festival 2019.

Kind regards



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