



RHS MALVERN
SPRING FESTIVAL



November 2021

Dear Exhibitor

We are delighted to invite your application for RHS Malvern Spring Festival 5-8 May 2022.

With over 100,000 visitors over four days, exhibiting at RHS Malvern Spring Festival offers unique access to an affluent audience (75% ABC1). It further enjoys one of the highest average spends of all RHS shows at £150 per person (excluding food and drink purchases).

For 2022, we have decided to embrace a theme of 'Celebration' for the Festival. After recent times, many of us have recalibrated what is important, and our gardens and gardening have featured highly in getting many of us through some challenging times. RHS Malvern 2022 will be a true celebration of horticulture and how its many facets enrich our lives.

When planning your stand design concept you don't have to use the festival's theme but it might help if you are stuck for inspiration.

The layout of the show will be similar to the 2019 event, with the exception of the food hall which will be sited in the link marquee between Wye and Avon halls.

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 4th May.

Last year we moved to full RHS judging of stands and, as such, all results are now shared with the RHS to influence attendance at other RHS shows.

Please note: As part of the RHS judging process, 'feather' flags and branded or multicoloured marques are longer allowed. While the preference is for plain white marquees we will accept other muted colours as long as the colour scheme is tasteful and in keeping with the stand design. Please

contact us if you are unsure about your structure. We also strongly encourage raised flooring for all furniture stands.

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, once downloaded, the application form can be completed digitally and e-mailed back to us if you wish.
- Include your risk assessment and insurance.
- Include a stand design plan or photos.
- Include details of any marquee which is not plain white.

Please submit your application and stand design before the closing date of 18 January 2022. Should you require any information on the application and selection process please do not hesitate to get in touch.

We look forward to welcoming you to RHS Malvern Spring Festival 2022.

Yours sincerely



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