

We're delighted to announce that...

**Tradestand Applications for 2024  
RHS Malvern Spring Festival (9-12 May)  
are now open!**

### Theme



This year's festival theme is '**Gardening for Change**', celebrating evolution in the world of horticulture and embracing the positive impact this has on planting, people, and wellbeing.

Packed with new features, interactive demonstrations and gardens, we aim to inspire a new wave of green-fingered individuals, equip visitors with knowledge of resilient gardening techniques, and celebrate gardening and community initiatives.

### Application Process

We have introduced a new booking system via '**Showing Scene**'. The link can be found on our website and will direct you to the 'Showing Scene' site where you'll be able to view the tradestand options available to you and complete your application.

**Please note:** If you have already created a Showing Scene account **yourself**, there is no need to re-register.

Via the link on our website, you can also access the **Exhibitor Manual** and **Festival map**, which includes colour coded sections highlighting exactly what space can be booked in each area of the festival.

Please read through the **Exhibitor Manual** as it's been recently updated, and you'll be asked to agree to the **Terms and Conditions** within this document to secure your booking.

All exhibitors will be required to make their booking via 'Showing Scene' regardless of whether you've already discussed attending the Show with one of our team or have previously had a regular pitch which you would like to keep.

**You will be required to pay a 50% deposit to secure your booking.**

Site allocation is not confirmed until you've completed the booking through Showing Scene yourself (including completed H&S and Public Liability documentation), accepted your allocated site and made the full final payment. We appreciate it's a new system and it may take some time to adjust to, so if you have any trouble navigating through the system, please feel free to contact the tradestands team.

This year, we're introducing a **new afternoon ticket on Saturday (entry from 2pm)** with the aim of encouraging more visitors who can want to experience their first glimpse into the vibrant world of RHS Malvern Spring Festival or for visitors who want an afternoon dedicated to shopping and then head home.

Last year saw an increase in visitors from across the country, with feedback showing they were "thrilled" at the quality and variety of exhibitors at the show. The festival also excels in attracting a wide demographic of visitors ensuring a range of consumers visiting your stands. With a continued strong marketing and PR campaign and celebrity schedule, we have every indication that 2024 will build on last year's success.



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**HRH The Princess Royal – Patron of Three Counties Agricultural Society**

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