

RHS Malvern Spring Festival

9 – 12 May 2024



BROUGHT TO YOU BY



IN ASSOCIATION WITH



RHS Malvern Spring Festival 9 – 12 May 2024

The RHS letters are a central feature for all RHS Flower Shows. They are also one of the most photographed features at the show, and feature heavily on social media. We like to give people a taste of what the show is about immediately, by filling these letters to the brim with flowers.

We are looking for florists to submit design ideas for the RHS Letters.

The budget for build and install is **£2,100+VAT** (if registered).

Please submit your designs and budget proposal to the Charlie Gwynne (contact details at the end of this document).

Deadline: 15th January 2024 by 9.30am.



RHS Letters

The RHS Letters are **matt white painted timber structures** intended for planted or floral decoration. The Letters will be provided by the RHS and positioned on site in a location which may vary year on year.

The installation must have a **strong horticultural theme** and make use of **plenty of plant material**.

The display should **last the full period of the Show** so may require refilling, retouching and watering which will be the responsibility of the florist.

N.B Please note the **RHS bans the use of Floral Foam/Oasis**. For further guidance regarding Floral Foam alternatives, [click here](#) .

How to apply

Email your design to **Charlie Gwynne** (details can be found under Key Contact below).

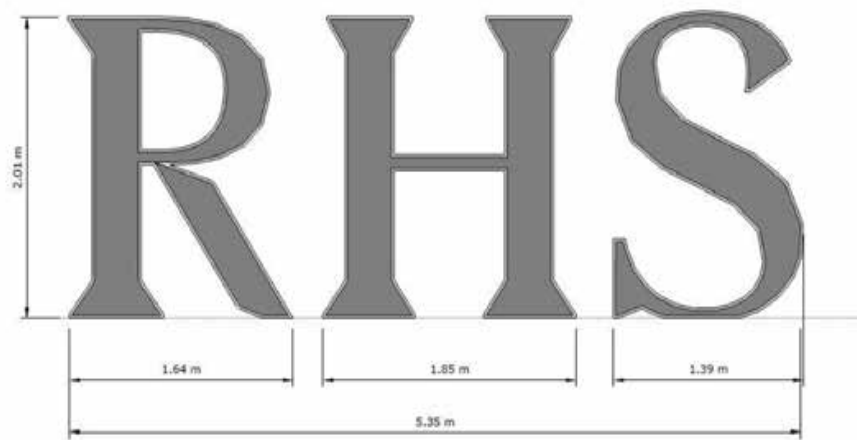
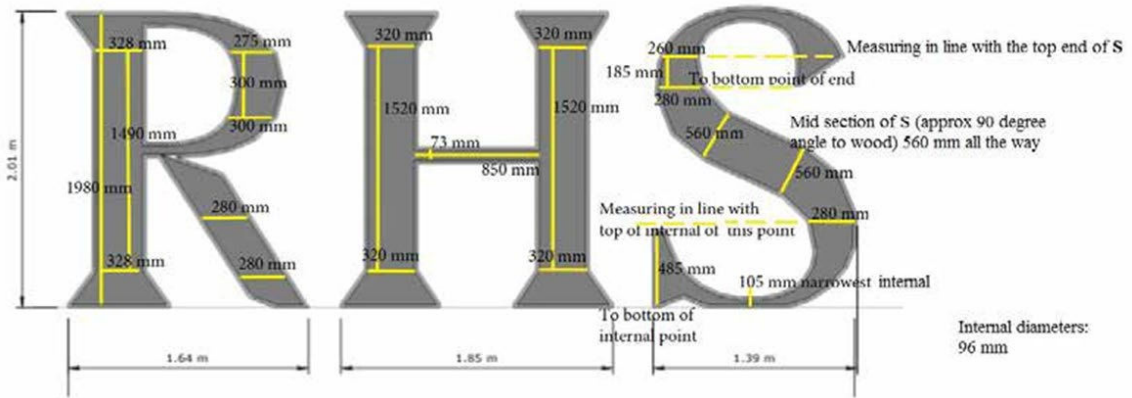
Please include:

- Flower/plant list including colours and/or themes
- Explain how you will achieve the design without floral foam
- You may want to include a sketch/mood board but it is not mandatory.

Ensure you have no banned flowers/plants within your design.

It is essential that you read the **RHS Shows Biosecurity Policy & Regulations 2024**; specifically regarding restricted materials, restricted plants & plant regulations, and Xylella fastidiosa. **Please view the policy [here](#)**

Dimension drawings



Building your Installation

The following is a generic production guide:

- It is essential you read the RHS Environmental Regulations, specifically regarding restricted materials, restricted plants & plant regulations, and Xylella fastidiosa

- You will be sent the RHS Malvern Spring Festival Exhibitor Manual 2024 closer to the Show, which will site regulations etc.

Show Address

Three Counties Showground, Blackmore Park Road Malvern, Worcestershire, WR13 6NW

Maintenance

All exhibits **must be maintained with watering and fresh plant material.**

Replenishing times are 7am - 8.15am each morning and 6.15pm - 8pm during Show Week (Thursday 9th - Sunday 12th May).

Build-up

- Build-up begins at **midday Monday 6 May** and must be complete by **7pm Wednesday 8 May.**

Breakdown

- Breakdown can begin at **6:15pm Sunday 12 May** and must be cleared by **midday Monday 13 May.**

- Exhibitors **must remove or put in the bins on site all items brought onsite**, including rubbish and building materials etc.

- Exhibitors must remove any soil, compost and planting medium.

Key Dates

These dates, to be used as a guide, are subject to change and will be confirmed in the RHS Malvern Spring Festival exhibitor information 2024 manual and at allocation.

Event	Guide Date
Application	
Application Deadline	15 January 2024 by 9.30am
Build-up	
Build-up starts	Monday 6 May 2024 from midday
Build-up completed	Wednesday 8 May 2024 by 7pm
Show	
Show Open Days	Thursday 9 May to Sunday 12 May 2024
Breakdown	
Breakdown starts	Sunday 12 May 2024 from 6.15pm
Breakdown completed	Monday 13 May 2024 by midday

Key contact

Charlie Gwynne

Shows Executive

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Email: charlie.gwynne@threecounties.co.uk

Please see our [Terms & Conditions](#).