

2027

Devon
COUNTY SHOW
20•21•22 MAY

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TRADING OPPORTUNITIES 2027

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WELCOME TO THE DEVON COUNTY SHOW 2027

The Devon County Show has been celebrating the very best of Devon's Agriculture, Entertainment, and Food & Drink for over 150 years.

Held during the third week in May over three days, (Thursday, Friday, Saturday) at the Westpoint Showground just outside Exeter, our 2026 Show saw an impressive 106,200 visitors attend 'Devon's Best Day Out', enjoying over 2,000 livestock, jaw-dropping arena displays, enchanting features, and environmental and countryside exhibitions.

With over 600 trade stands, we have a dynamic range of trading opportunities for your business. From agricultural experts to local artisan crafters – we can offer you the perfect platform to meet new customers, sell products, and highlight your brand.

Showcasing the 'Cream of Devon', our ever-popular Food and Drink Pavilion, hosts live cooking demonstrations alongside over seventy producers championing the best produce of the Southwest. With a focus on supporting Devon Makers and Horticulturalists, our Crafts & Gardens marquee wows with an abundance of living colour and artisan lifestyle gifts and homewares.

Please see below for all the information you should require to trade with us at the 2027 Show.



THE BIGGEST OUTDOOR EVENT IN DEVON

ONLINE

Devon County Show boasts a strong and engaged online presence with 2026 seeing the following:

- Social Media reach of 2.2 million across Facebook, Twitter & Instagram
- Website visits of 219,000
- Email database of 25,000 addresses for e-shots

TV & RADIO

As well as an ITV and Adsmart TV advert campaign the Devon County Show benefits from excellent support from the regional broadcasters including pre Show features on news programmes and live Show day broadcasts from BBC, ITV, Channel 4 and BBC Radio.

PRINT MEDIA

Advertising campaigns with the popular titles; including Western Morning News, Devon Life, Exeter Living, South West Farmer, Countryfile Magazine and many more.

Editorial features also appeared in numerous titles in 2026 including in The Times, The Guardian and The Observer.

TRADESTAND OPTIONS

OUTSIDE SPACE

For all open ground sites on grass or hardstanding. Exhibitors can supply their own marquee/exhibition unit or marquees can be ordered through the Show office

PRICES ARE FOR THE 3-DAY DURATION

Agricultural Machinery

Size: Minimum of 9m x 9m, increase in multiples of 3

Cost: £5.79 per m² + VAT

Agricultural & Horticultural

For companies allied to the agricultural industry (i.e seed, fertiliser & feed merchants, forestry, stabling/horseboxes, agricultural buildings) and horticultural industry (garden furniture and hot tubs etc do not qualify).

Size: Minimum of 6m x 6m, increase in multiples of 3

Cost: £14.89 per m² + VAT

Open Ground, Non-Agricultural (on grass or concrete)

Outdoor exhibiting across the showground. Exhibitors can bring their exhibition unit and/or gazebo/marquee.

Size: Minimum of 6m x 6m, increase in multiples of 3

Cost: £20.40 per m² + VAT

Open Ground, Non-Agricultural (on concrete only)

Perfect for small to medium-sized product and service-based businesses

Size: 3m x 3m

Cost: £472.50 + VAT

PRICES ARE FOR THE 3-DAY DURATION

Motor Vehicle / Marine

For the exhibition of motor vehicles, motor bikes and boats.

Size: Minimum of 9m x 9m, increase in multiples of 3

Cost: £18.42 per m2 + VAT

Country Life & Woodland Area

A very popular feature primarily for small businesses and organisations associated with the countryside, woodland, forestry industry, and rural pursuits.

Size: 3m x 3m, 4.5m x 3m, 6m x 3m

Cost: £17.64 per m2



COVERED SPACE

Covered Bay

Covered bays are ideal for exhibitors who do not have their own exhibition unit or marquee. A bay consists of a heavyweight PVC roof, back and sides roll-up, front night sheet, and banner rail (rails are made from aluminium square poles). Exhibitors are responsible for providing their own banners with eyelets to enable attaching to the rail. These bays are like the Shopping Bay but do not include a wooden floor.

Size: 3m frontage x 6m depth. Extra frontage available in multiples of 3m.

Cost: £837.90 per bay + VAT (5% discount on 2 or more bays). Wooden floor and carpet can be ordered at an additional cost.

Shopping Village

A dedicated shopping space for 'bricks-and-mortar' and online lifestyle retail businesses. All exhibitors must present a professional website or Social Media account before an application is approved.

Size: 3m x 3m bays

Type: Housed within a conventional Pavilion, within a conventional Pavilion, on wooden flooring. The marquee also houses a 'coffee stop' and hair & beauty salon.

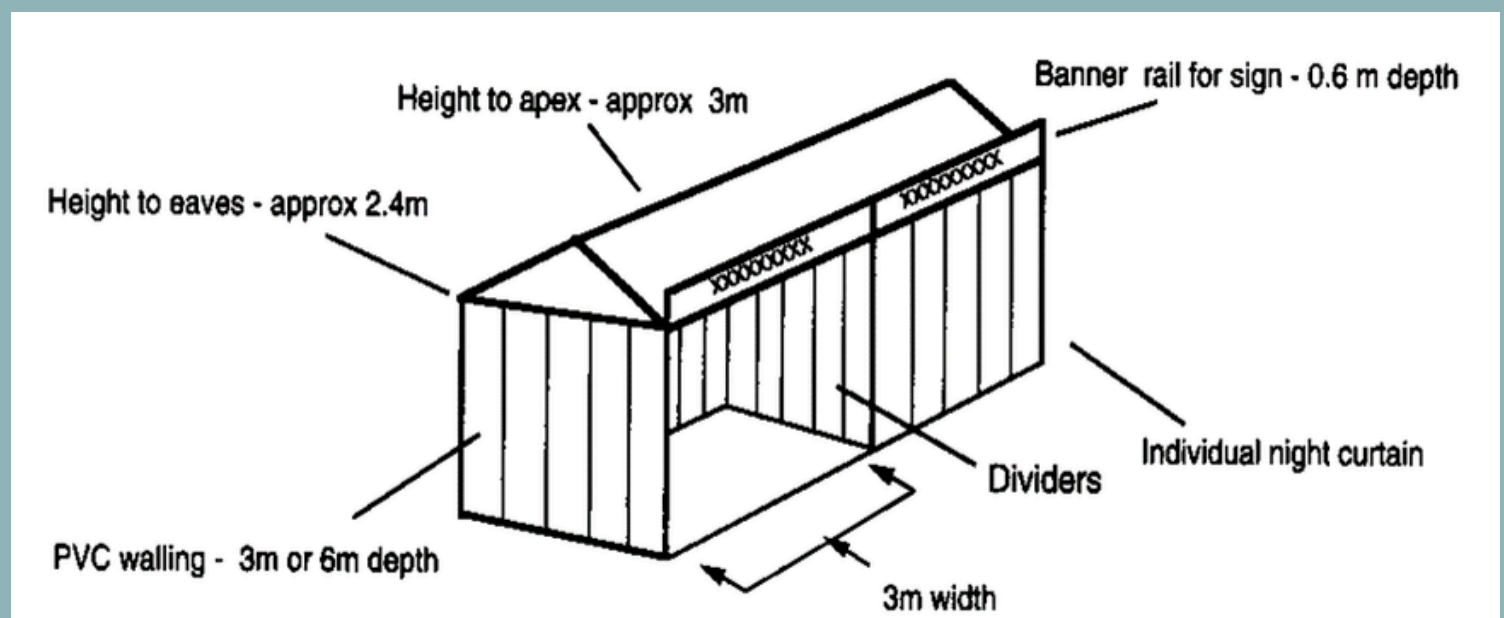
Cost: £441.00 per bay + VAT (5% discount on 2 or more bays).

Shedded Bays

Ideal for small business exhibitors who do not have their own exhibition unit or marquee. A bay consists of a heavyweight PVC roof, back and sides, a roll-up front night sheet, and a banner rail made from aluminium square poles. Exhibitors are responsible for providing their own banners with eyelets to enable attaching to the rail.

Size: 3m x 3m. Extra frontage available in multiples of 3m.

Cost: £496.13 per bay + VAT (5% discount on 2 or more bays). Carpet and flagpole can be provided at an additional cost.



FOOD & DRINK

Food & Drink Exhibition

For the promotion of food and/or drink products, primarily for consumption off the Showground. Preference will be given to local food producers (from Devon and the South West) and not 'fast food' exhibitors.

Size: In bays of 3m x 3m. We recommend that exhibitors bring their branded gazebo to define and identify their business area.

Type: Housed within a conventional Pavilion, grass surface, includes a communal wash-up area.

Cost: Corner Pitch £683.55 + VAT | Standard Pitch £617.40 + VAT, (5% discount on 2 or more pitches).

12.5% catering commission on heated food / ice cream, for immediate consumption.

A limited number of refrigerated vehicle parking spaces are available behind the Pavilion at £150.00 + VAT, one pass per stand, and must be ordered when booking stand.



For Food and Drink Mobile Catering

Please contact Claire Shaw - claireshaw@dcshow.org

CRAFTS AND FLOWERS

Craft & Flowers

Bays are located within the Crafts & Flowers Pavilion and are situated on grass. Primarily for the promotion of small craft businesses. All products must be made by the exhibitor and genuinely definable as craft work. Please note that priority will be given to Devon craft makers.

Size: Pitch 3m x 3m. We recommend that exhibitors bring their branded gazebo to define and identify their business area.

Cost: Corner Pitch £429.98 + VAT | Standard Pitch £363.83 + VAT (5% discount on 2 or more pitches).

Cost includes a single electric socket per bay.

Exhibitors may hire a maximum 2 tables per bay

Please be aware that the marquee does not have solid walls, exhibitors will need self-supporting stands.



A limited number of sites are allocated to registered charities whom will benefit a 20% discount.

- BABY CHANGING FACILITY
- CASH UNIT
- FIRST AID MEDICAL CENTRE
 (What3Words: exhole-gems-burn)
- FIRST AID
- TOILET/HANDWASH FACILITIES
- INFORMATION
- PUBLIC CATERING
- CATALOGUES/PROGRAMMES
- SHOW ARENAS
- EQUESTRIAN
- FEATURES
- AGRICULTURE





EXHIBITOR INFORMATION

All prices quoted are for the full three days.

All exhibitors from the previous year's Show are given first refusal to rebook their space and therefore we operate a waiting system for new exhibitors.

A complimentary allocation of tickets and passes is provided for personnel manning a stand, depending on its size. Further tickets can be purchased at a reduced cost.

Complimentary Ticket Allocation:

Agricultural Machinery- 36 sqm – 18, 72 sqm – 24, 108 sqm – 30, 144 sqm – 36 (any one-day tickets)

Agricultural & Horticultural – 36 sqm – 18, 72 sqm – 24, 108 sqm – 30, 144 sqm – 36 (any one-day tickets)

Open Ground Non-Agricultural – 9sqm – 6, 36 sqm – 12, 72 sqm – 18, 108 sqm – 24, 144 sqm – 30, 180 sqm – 36 (any one-day tickets)

Motor Dealer – 36 sqm – 12, 72 sqm – 18, 108 sqm – 24, 144 sqm – 30 180 sqm – 36 (any one-day tickets)

Covered Bay – 6 any one-day tickets per bay

Shopping Avenue Bay – 6 any one-day tickets per bay

Crafts & Flowers- 6 any one-day tickets per bay

Food & Drink Pavilion- 6 any one-day tickets per bay

Country Life & Woodland -(Any one-day) 6 for 3m x 3m, 9 for 4.5m x 3m, 12 for 6m x 6m

Exhibitors will be issued with one car parking pass; additional passes can be purchased when booking your tradestand.



EXHIBITOR INFORMATION

Existing and approved new exhibitors must complete their online application through Showing Scene and pay a 25% deposit to secure a pitch. No stand is booked until a confirmation e-mail is received. Entrance passes are not released until full payment has cleared.

The organiser reserves the right to reject any trade stand applications.

Stock vehicle passes can be purchased at any time in advance of the Show. Passes are for exhibitors who need a display/stock vehicle on or behind their stand. All vehicles must remain static between the times of 8:30am and 7pm each Show day. Please be aware that not all sites can accommodate a vehicle behind the trade stand.

A limited number of spaces are available to all trade exhibitors and livestock exhibitors within the external caravan park (adjacent to the Showground). Passes must be booked and paid for in advance. Please note that there is no electric hook up, but the park does have toilets and a shower.

Wi-Fi is included in your tradestand cost - log-in details will be included in your Trader's Pack.

No generators are permitted at the Show. All Exhibitors must book & pay for electricity through Havills.

A water supply, marquee, carpet, and wooden flooring can all be ordered at time of booking.

TRADESTAND AWARDS

All tradestands attending in 2027 will be judged on its presentation, service and accessibility in the following categories:

Class 1	For the most attractive tradestand from Agricultural Machinery and Agricultural and Horticultural	2026 winner: Harpers Feeds
Class 2	For the most attractive tradestand from Open Ground, Shedded Bays, Covered Bays, Shopping Avenue and Shopping Village, under 6 metres	2026 winner: Travelling Wardrobe
Class 3	For the most attractive tradestand from Open Ground, over 6 metres	2026 winner: Hydropool Devon
Class 4	For the most attractive Public Catering exhibit promoting locally sourced produce	2026 winner: Marco's Gelato
Class 5	For the most attractive exhibit which best promotes its own product within the Food & Drink Pavilion	2026 winner: Westaways Sausages
Class 6	For the most attractive Showground Feature	2026 winner: Young Farmers
Class 6A	For the best exhibit within the Devon County Craft and Flowers Pavilion	2026 winner: Fanciflair
Class 7	For the most attractive and promotional Schools / College Exhibit	2026 winner: Bicton College
Class 8	For the most attractive and educational Livestock Breed Promotion exhibit	2026 winner: Devon Cattle Breeders' Society
Class 9	For the most attractive Motor Dealer exhibit	2026 winner: Vertu



WANT TO FIND OUT MORE?

GET IN TOUCH
BY PHONE OR EMAIL

If you'd like to register your interest in exhibiting at the 2027 Devon County Show, please get in touch via the details below.

devoncountyshow.co.uk



COMMERCIAL & EXHIBITORS
CO-ORDINATOR



Claire Shaw

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Phone: 01392 353706

