

7 & 8 Aug '26

Vivary Park, Taunton



Taunton
flower show

A Vibrant Festival surrounded by Flowers!

Traders and Exhibitors Information Pack



www.tauntonfs.co.uk



WELCOME

This booklet contains all the information you need to know about trading and exhibiting at Taunton Flower Show.

BENEFITS OF TRADING WITH US

- **High Footfall:** The show attracts thousands of visitors each year, offering excellent visibility.
- **Targeted Demographic:** Attendees are often garden enthusiasts, families, and local shoppers- ideal for lifestyle, home, and outdoor brands.
- **Brand Awareness:** A presence at the show helps build recognition in the Somerset region and beyond.
- **Direct Sales:** Many visitors come ready to buy, making it a great venue for selling products on the spot.
- **Impulse Purchases:** The festival atmosphere encourages spontaneous buying, especially for unique or handmade items.
- **Easy online booking system** that reduces the need for paperwork

2025 OVERVIEW

Over 14,000 visitors in 2025

More than 2460 Competition Entries

Visitors drive an average of 40 miles to attend the show

Over 7,000 followers on social media

Media Coverage in Somerset County Gazette, BBC Points West, ITV West Country, BBC Somerset, Somerset Life

Visitors from all over the South West

Outside Trade Stands



Our outside trade stand spaces are based around the main park area and comprise of our Prime area around the arena and the bandstand, and the other pitches around the rest of the main park. All areas get excellent footfall throughout both days of the show.

PRIME		FRONTAGE		
DEPTH	3m	4.5m	6m	
	3m	£315	£473	£600
	4.5m		£675	£900
	6m			£1,200



OUTSIDE		FRONTAGE		
DEPTH	3m	4.5m	6m	
	2m	£159	£239	£318
	3m	£239	£358	£477
	4.5m	£358	£537	£716
	6m	£477	£716	£954





Horticultural Trade Stands

Horticulture is at the heart of Taunton Flower Show and visitors are drawn to our two horticultural areas to purchase plants, get advice and see the beautiful displays.

Floral Marquee

Become an exhibitor, in the Floral Marquee - the centrepiece of the Show. With magnificent displays from expert and specialist growers, showcasing the best of horticulture and floriculture. Prize money for the awards are the highest in the country, with £600 being awarded for the Large Gold Medal.

FLORAL MARQUEE	COST
Book up to 25ft display space with 8ft sales area, 2 tables and 2 chairs, 2 passes, 1 on site parking pass and	£150

Plant Village

Book an outside sales pitch in the Plant Village, a destination for our visitors to shop. With traders selling a wide range of plants, something for every home and garden.

	PLANT VILLAGE	FRONTAGE		
DEPTH		3m	4.5m	6m
	3m	£90	£135	£180
	4.5m	£135	£203	£270
	6m	£180	£270	£360



Artisan Village Trade Stands

The Artisan Village is a very popular area of the show, continuing to support small businesses from Somerset and surrounding areas. These pitches are eligible to CRAFTERS/DESIGNERS/ARTISTS/MAKERS who HAND MAKE and sell their own items. There is the option to book a space within the marquee, or a pitch outside. The nature of the park means that some pitches will be under or near to trees.



MARQUEE		FRONTAGE		
DEPTH	2m	3m	4m	6m
	£200	£267	£367	£400

OUTSIDE SPACE		FRONTAGE		
DEPTH	3m	4.5m	6m	
	3m	£180	£270	£360
	4.5m	£270	£405	£540
	6m	£360	£540	£720

RURAL CRAFT STAND

Choose between a sales pitch with a demonstration area or a pitch-only setup. Contact the office for details.



Catering Traders



The show aims to have a diverse mix of catering outlets across 3-4 food courts to cater for the mix of visitors attending the show.

CATERING OPTIONS	COST
Hot Drinks Trader	£840
Soft Drinks Trader	£420
Small Bar Trader	£525
Full Bar Trader	£1050
Small Food Trader	£525
Medium Food Trader	£890
Large Food Trader	£1260
X Large Food Trader	£2100
Ice Cream Van	£840
Ice Cream Stand	£420



2026 Show Map



Application process



APPLY VIA SHOWING SCENE

All applications can be made through Showing Scene. You will need to make sure all the required information is entered before you can submit your application. Traders will be required to pay a 50% deposit on booking (25% for catering bookings)

APPLICATION REVIEW

We will review all applications before acceptance.

Please note: We accept applications on a first come, first served basis. However due to the nature of the show, we have a limit on the number of similar stands we can accept.

Once we have accepted your application you will receive confirmation and our final invoice. No stand is book until a confirmation email is received.

CONFIRMATION AND FINAL INVOICE

ALLOCATION OF PITCHES

Allocation of pitches is done on a first come first served basis but, due to the nature of the showground, we will limit the amount of stall selling the same or similar stock. Whilst we will try to put traders in the same pitch as previous years, WE CANNOT GUARANTEE THIS.

ELECTRICITY AND EXTRAS

Traders who need an electric supply, tables or chairs MUST have pre-ordered and paid for them before the Show.

By applying to the show, Traders & Exhibitors are agreeing to the full terms and conditions at www.tauntonfs.co.uk



TICKETS AND PASSES

Each trade pitch book will be allocated passes as below:

TRADE PITCHES

Pitch Area	Passes	Car Passes
up to 9m ²	2	1
up to 20m ²	3	2
up to 36m ²	4	3

CATERING PITCHES

Pitch Area	Passes	Car Passes
up to 9m ²	3	2
up to 20m ²	4	3
up to 36m ²	5	4

Additional trader passes can be purchased at £10, and car passes at £12 per pass



TRADE STAND AWARDS

All trade stands are judged on their attractiveness, staff presentation and branding in the following categories

AWARD	2025 WINNER
Jim Harnell Trophy Best non-horticultural Trade Stand	Paul Prettejohn Garden Machinery
Beggars Roost Plants Trophy Best Horticultural Trade Stand (other than Floral Marquee)	Chard Plant and Garden Centre
The Bellman Memorial Trophy Presented for Horticultural Excellence	Tynings Nursery
Best Craft Stand	Blackdown Pottery
Best Food Hall Stand	Exmoor Festing Comopany

Important Points

PITCH SIZES

Please make sure you book the space you need and allow sufficient space to allow for tow bars, guy ropes, displays outside of your gazebo.

There will only be up to 1 metre between stands due to the size of the showground so you can not rely on more space than you have booked. Any traders taking up more space than they have booked will have to pay for the extra space onsite.

CANCELLATIONS

Charges for cancellations are as follows:

- Three months or more prior to the Show: 20% of total stand cost.
- Two months or more but less than three months prior to the Show: 50% of total stand cost.
- Less than two months prior to the Show: 100% of total stand cost.

SETTING UP AND SHOW TIMES

We would like to stress that setting up of your stand may begin from Wednesday 5th August at 2.00pm and must be completed by 9.00pm on Thursday 6th August.

Riverside traders will not be allowed to set up until the Thursday to allow for public access through the park.

Artisan Village Traders will also not be able to set up until Thursday 6th August.

Stands must be manned at all times during Show opening hours. On Friday the Show opens at 9.30am to Members and closes at 6.00pm; on Saturday the Show opens at 9.30am to all and closes at 5.00pm.

Late entry for visitors is 4:00pm on Friday and 3:00pm on Saturday.

BREAKDOWN

Traders must breakdown after the show on Saturday unless discussed with Show Manager in advance. Traders in the Artisan Village must break down on Saturday due to timescales in vacating the park.

VEHICLES/ACCESS

On-site parking is not permitted. Please do not park behind your stand, you will be asked to remove your vehicle. Please note that ALL vehicles MUST leave the Showground by 8.30am on both days of the Show.

ADVERTISING

Promote your business and support the Charity, by booking your advertising with us. Choose from supporters posts on our Social Media channels, adverts in the Show Programme, and Banners at the Show.

PRINTED ADVERTS	1/4 page	1/2 page	Full Page
Show Programme	£70	£140	£280
Competition Schedule	-	£100	£150

Show Advertising	Price
Arena Banner Placed around the arena fencing in the heart of the action	£150
Showground banner Placed around the showground, or on the external fence by the gates.	£100



Contact Information



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