

Trade stand
Information Pack
10-16 May 2027

CHART
STABLES

Aster Events

International Dressage at Hickstead



SHOW & SET-UP DATE

Tradestand Set up - Friday 7th May 2027 (Midday to 6pm) and Monday 10th May 2027 (Before 11am)

Trading from Monday 10th May 2027 12 noon until 4.30pm 16th May 2027

The showground at Hickstead is one of the UK's premier sporting venues, and is in the heart of Sussex, between Gatwick Airport and Brighton.

In 2026, the Aster Events team developed Hickstead Dressage's global reputation to the next-level.

In 2027 there will be top class competition over 7 days, and the opportunity for enhanced trade stand displays and hospitality.

With few international dressage competitions available to riders in the UK we envisage the location, timing and quality of the competition to be incredibly popular. The perfect opportunity to meet a targeted audience & launch new products.

Booking Information:

- New on-line booking forms - [HERE](#)
- Payment by BACS or card only - An invoice will be sent once your trade stand is confirmed.



GENERAL INFORMATION

We are limiting the amount of trade stands at this event to a maximum of 15 trade stands on a first come first serve basis.

Every show day sees uninterrupted shopping hours from 9am to 6pm

We are scheduling over 1800 tests over the 7 day International show from grass root riders to top International Grand prix level. Competitors attend, most with around three grooms/friends/family members and also there is **FREE** entrance and parking for the general public to attend which makes it appealing to come and shop!

Every exhibitor receives a website listing on our website www.astervevents.co.uk

Trade voucher initiative: Exhibitors may increase footfall to their stand by offering exclusive show discounts, which we can publicise.

Exhibitors may improve their presence through our regular targeted e-newsletters or advertise on the official show website. There is also the opportunity to sponsor a class which will increase the exposure for your company.

EXHIBITOR INFORMATION

Chart Stables International Dressage at Hickstead: ALL trade stands will be sited on the perimeter road of the opposite side of our premier league Arena. Admission is FREE of charge as is the parking.

Our recent press release has caused huge excitement to the dressage community with our social media and press releases continue to build excitement and anticipation ahead of the return of dressage at Hickstead.

Site Information

- Retail sites are predominantly positioned on the perimeter road with a clear view of the main arenas. Exhibitors will benefit from a high volume of footfall and roadside access.
- Price includes marquee with wooden floor. For an additional cost, exhibitors can also add carpet and linings.

Allocation of Sites

Allocation is at the discretion of Aster Events. However, where possible we will endeavour to meet any exhibitor requests. To secure a site reservation, completed online applications with a total cost of the space are required.

Without a completed online application and full payment sites will NOT be reserved.

Electricity

Each electrical power supply of 500w is distributed to your stand via a 3-pin industrial line.

A socket adaptor is required to plug into, please bring one with you.

The supply is live from the day prior to the show opening until the completion of the final day. Exhibitors are asked to carefully consider their electricity requirement and order the appropriate supply in advance of the event.

Prior to connection, the onsite electrician will inspect your appliance. During the inspection any exhibitor found to be drawing an excessive supply will be charged accordingly for additional draw over 500w, at a price deemed appropriate by the showground electrician.

Those providing electrical equipment for their own use should, (prior to arrival), arrange for it to be inspected and PAT tested by a registered electrician, a label to be affixed to it, and a certificate to be issued, clearly stating the date of the test and the name of the electrician who performed it. Electricity will not be supplied to the stand until the relevant certificate is produced and the onsite electrician has inspected the appliance concerned.

Internet and Wi-Fi

Hickstead have upgraded their internet capacity and are now delighted to be able to offer free Wi-Fi to all traders. The service is to allow to trade and work on your stand. We will be implementing a fair use policy, meaning that streaming / downloading / uploading large files may not be available. Hard wired connections will not be available – please ensure your payment system is Wi-Fi enabled.

Parking

We cannot guarantee that your stock vehicle can be parked directly behind your stand. The earlier you arrive the more likely you are to be able to have your stock vehicle close-by, but in some areas of the showground this is not possible. If you intend to build your marquee off your stock vehicle, please discuss in detail with Director Daniel Watson at time of booking to ensure your site is suitable, but please note that there will be no vehicle movement from this area for the duration of the show. Those who need to leave site each night must park in the main car park.

Trailer Units

Trailer units are permitted; however, the site areas are limited and will need to be discussed with show Director, Daniel Watson. Where possible we endeavour to site trailer units prior to other exhibitors entering the showground, exhibitors need to have a scheduled arrival time agreed with the Director, Daniel Watson.

Trade Listing

Each exhibitor is entitled to a free listing on the Aster Events website. These listings provide an alphabetical index of exhibitors; stand number, telephone number, web address and 15-word description of the product or service being exhibited. All exhibitor details will be taken from the application form.

Exhibitors are only permitted to trade the products implied by the 15-word description and product description when completing their application. **Please note that late applications are not guaranteed a listing.**

Evening Entertainment

TBC for 2027

Deliveries

Any letters or packages delivered to the showground must be addressed:
Stand Name & Stand Number c/o Daniel Watson
All England Jumping Course, Sayers Common, Hassocks, West Sussex BN6 9NS

Aster Events or Hickstead does not accept responsibility for any lost or damaged items.

Catering

There will be food courts plus hospitality on the showground. For information and applications for catering units, please contact Daniel Watson 07710747341 or email: info@asterevents.co.uk

Advertising, Marketing and Sponsorship

We offer a range of bespoke sponsorship opportunities across the Aster events International Dressage at Hickstead platform to promote your company to the spectators and competitors who attend the shows.

For details of advertising and sponsorship opportunities at the International Dressage at Hickstead, please email: info@asterevents.co.uk

Handing out flyers during shows is only permitted from your stand. Fly posting is strictly prohibited. Please keep your stand clean and tidy at all times. Upon leaving please leave your stand as you found it, Taking all your rubbish home with you.

Descriptions and Exclusivity Restrictions

Please include a description of your business on your application form for inclusion on the official Aster Events website (we cannot promise late applications will be included).

Due to exclusivity agreements, Aster Events has the right to remove your exhibition site from the showground if your description is untruthful or misleading in any way. No refund or expenses will be given.

NOTE For 2027, we will not be accepting:

Stable companies, timber buildings, saddle companies & arena surfaces: Due to exclusivity agreements, Aster events will decline any trade applications relating to stable, timber buildings, arena surfaces or saddle companies.

PAYMENT OF SITE

For applications to be accepted, we require full payment of the site fee to be paid once your application is approved and processed. To begin your application [APPLY HERE](#)

Payment in instalments can be arranged individually by contacting Daniel Watson - info@asterevents.co.uk

Payments must be cleared in full prior to attendance.

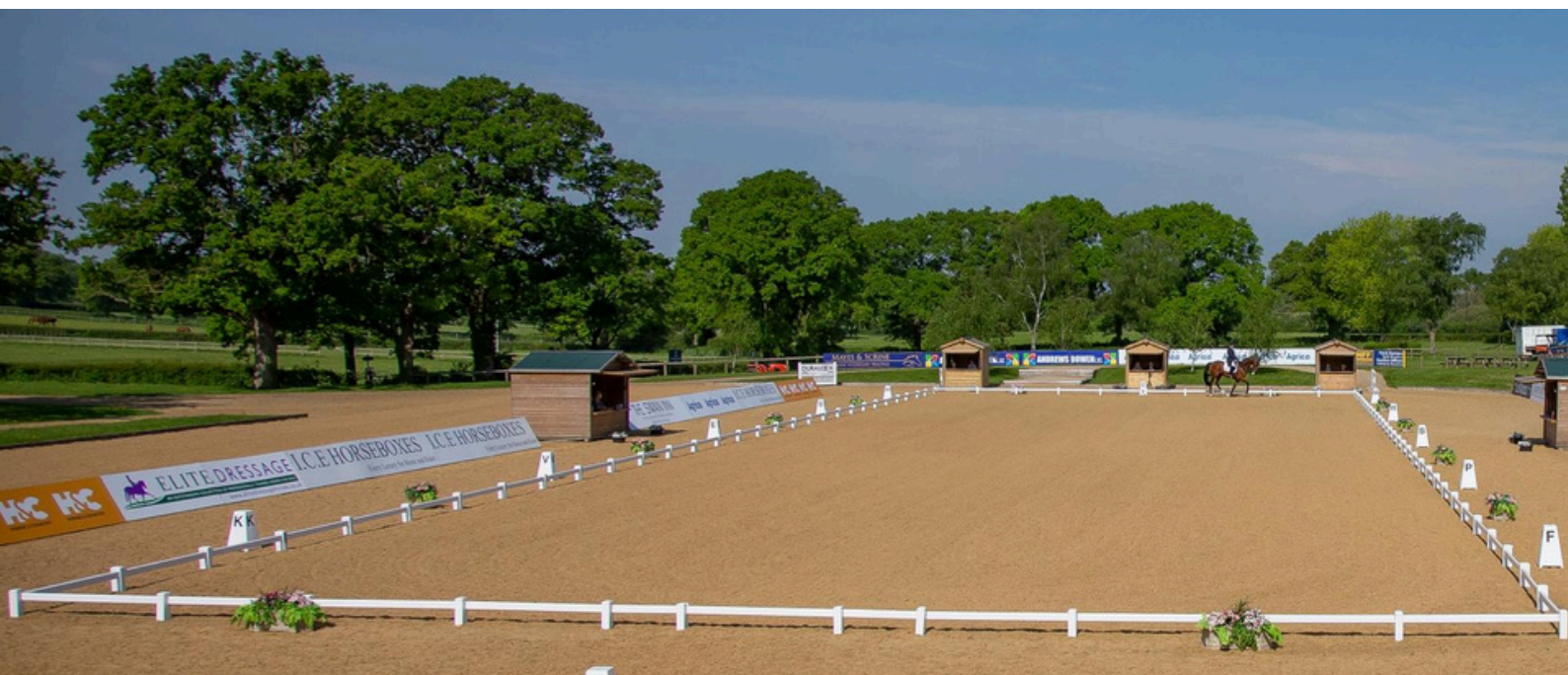
VAT is included on all shedding sites.

Trade stand costs - International Dressage at Hickstead 10th - 16th May 2027

Prime Retail Shedding Site (Includes marquee, wooden flooring, banner rail)

- 3 x 3m Cost TBC
- 3 x 6m Cost TBC
- 3 x 9m Cost TBC
- 6 x 6m Cost TBC

In addition if you require hook up this will be charged for the duration of the show.
Price TBC for 2027



Risk Assessment

For health and safety reasons, all exhibitors are required to carry out a risk assessment for their stand, a copy of which **MUST** be completed and returned via email to info@asterevents.co.uk before the (1st May 2026). A sample risk assessment form is provided.

This must include the build-up and break-down periods, and must fully assess any risks to exhibitors, contractors, organisers, or staff working or visiting the showground during this period. It must also include any risks to the public during the open period.

Undertaking your risk assessments: It is a legal requirement that each exhibitor undertakes their own risk assessment prior to the event, listing the tasks and identifying the hazards present on site, then devising ways to minimise and control those hazards. Exhibitors may otherwise be liable to heavy fines and prosecutions. Please consider work practices and exhibits.

How do I go about undertaking a risk assessment? By law it must be suitable and sufficient – but it must also be simple to both understand and implement.

Look for the task/hazard: What equipment, materials and chemicals will be used? How much noise and dust will there be? What are the ground conditions? What vehicle movements and lifting operations have to be considered? Schedule a 'late working rota' to avoid tiredness and mistakes.

Any electrical installations? What hazardous exhibits do you have? How are you disposing of packaging and waste?

Decide who could be harmed and how: Who will be affected by your work and who is most at risk? Think of employees, contractors, or exhibitors on or near your stand, as well as visitors and passers-by.

Safe working depends on co-operation between all the firms on site. Take this into account and consider necessary precautions on every aspect of the work being carried out, which includes training and the provision of information to all the different parties who are at risk.

Evaluate the risks: Once you have done this adequately, you can then decide on the appropriate action. Ask yourself:

- a) Can the hazard or risk be removed completely or done in a different way?
- b) If the risk cannot be eliminated, can it be isolated, controlled or reduced?
- c) Can protective measures be taken that will protect the entire workforce on site? Protective clothing should only be the last step to take and is often not the only solution.

Record the findings: Write down the findings of your risk assessment. Pass on information about significant risks to those people identified in step two, and record what measures you have taken to control those risks for future reference.

Review your findings: This allows you to learn by experience and take account of any unusual conditions or change that occurred on site. In all stand building cases (especially steelwork erection and lifting), the foreman and/or principal contractor should draw up a specific method statement and go through it with your contractors in advance of the show.

Please note that this information is only intended as guidance.

Further advice may be obtained from the Health and Safety Executive at www.hse.gov.uk

Potential Hazard	Who might be harmed and how?	Existing controls	Further actions required	Action by whom	Action by when

TERMS AND CONDITIONS 2026

1. DEFINITIONS – In these terms and conditions the term ‘Exhibitor’ refers to any person, firm or company who has made application for and who has been granted exhibition space at the International Dressage at Hickstead. The term ‘Event’ refers to the event detailed on the Exhibition Space Application Form. The term ‘Organiser’ refers to the organiser identified on the Exhibition Space Application Form or its assigns.

2. CANCELLATION OF EXHIBITION SPACE – Once the Organiser has accepted the Exhibitor’s contract by way of receipt or pro-forma, cancellation means that the Exhibitor will be obliged to settle in full for the exhibition space granted. Notification of such cancellation must be made in writing and posted via recorded delivery or sent by email with an acknowledge email returned from Aster Events. For the avoidance of doubt, the Organiser shall not be obliged to accept the Exhibitor’s notice of cancellation. The date of cancellation shall be the date upon which the Organiser notifies the Exhibitor it accepts the Exhibitor’s notice. Upon cancellation made in writing 60 days prior to the event, a 50% refund will be repayable on the total amount. Upon 60 days prior to the event, no refund will be made past this point. The organiser has the right to sell the space to another trader.

3. EXHIBITION SPACE AND EXHIBITS – The Exhibitor must occupy the exhibition space allocated to them by the time of the show opening on the first day of the event. Should the Exhibitor fail to do so, they shall be deemed to have cancelled their exhibition space booking and the Organiser shall be entitled to offer for sale or reallocate such exhibition space, and the provisions of exhibition cancellation apply.

4. TRADE VEHICLES ARE STRICTLY PROHIBITED FROM THE TRADE STAND AREA AND THE ROADWAYS BETWEEN THE HOURS OF 7.00AM AND 7.00PM. DURING SUCH TIME ALL TRADE VEHICLES MUST REMAIN PARKED IN THE AREAS ALLOCATED.

5. ELECTRICITY – Orders for the supply of electricity must be made in advance, and a maximum supply of 500 watts per connection applies. The responsibility to ensure that all 240v circuits are protected by Residual Current Devices (RCDs) of 30mA sensitivity remains with the Trade Exhibitor. Those providing electrical equipment for their own use should, prior to it being connected to a supply, arrange for it to be inspected and tested by a competent electrician and a label affixed to it and a certificate issued clearly stating the date of the test and the name of the electrician performing the test. Electricity will not be supplied to the exhibition until the relevant certificate, or the appliance concerned has been inspected by the Event Electrician. THE USE OF GENERATORS IS STRICTLY PROHIBITED. The supply of electricity provided to exhibitions may not be utilised for the purpose of kettles, coffee machines or halogen lighting.

6. BUILD UP – Trade Exhibitors may obtain access to the showground to begin the build of their exhibition one day prior to the commencement of the event. Exhibits are to be ready and presentable by 9.00am on the first day of the show. Trade Exhibitors wishing to gain access to the showground prior to this must notify the organisers in advance to obtain authorisation to do so.

7. OPENING TIMES – Exhibitions must remain open for trading between the hours of 9.00am and 30 minutes following the completion of the last class in the International Arena. The Show Manager will decide when the movement of vehicles, within the showground is allowed. Those caught driving in and out of the showground outside of these times will be fined.

8. SUB-LETTING – The sub-letting of exhibition space is strictly prohibited, non-compliance will result in the exhibit being removed from the showground, and no refund will be given.

9. CANCELLATION OR CHANGE OF LOCATION OR DATE OF EVENT

a) In the event that by reason of any event outside the Organiser’s reasonable control (including and without limitation, any strike, industrial action involving the Organiser’s own work force or pandemic) the Event or any part thereof is prevented from being held in a particular location or on a particular date, the Organiser shall be entitled in its absolute discretion to cancel, relocate or change the date of all or any part of the Event or reduce the planned period for preparation, display or dismantling of the Exhibition and in such event any refund of payments to the Exhibitor shall be at the absolute discretion of the Organiser.

Such a refund, if given, shall be a proportionate share of the balance of the aggregate exhibit fees received by the Organiser in relation to the Event. as the Organiser thinks fit after deducting expenses incurred by and reasonable compensation for the Organiser but in no case shall the amount of any refund to the Exhibitor exceed the amount paid by the Exhibitor nor shall the Exhibitor be entitled to review or audit any of the Organiser's financial records.

a) The Exhibitor hereby acknowledges that should any of the circumstances referred to in Paragraph 10a occur, he shall have no right to any refunds, damages, or expenses.

b) Should the Event (or part thereof) be cancelled by the Organiser for commercial reasons, including without limitation, lack of support, then all payments made by the Exhibitor to the Organiser will be refunded, but the Exhibitor hereby agrees that in such circumstances they will have no further claim (whether for damages or otherwise) against the Organiser.

c) **RELOCATION OF EXHIBITIONS** – The Executive reserves the right to relocate any exhibition should they feel it necessary to do so and without giving a reason.

10. INSURANCE – The responsibility to provide insurance for the exhibition remains with the Trade Exhibitor (in addition to a minimum cover of £5,000 000 public liability).

11. BREAKDOWN – The movement of any trade vehicle is prohibited until at least 30 minutes following the completion of the last class in the International Arena. ALL EXHIBITIONS MUST BE REMOVED FROM THE SHOWGROUND WITHIN 1 DAY OF THE EVENT FINISHING UNLESS PRIOR AGREEMENT IS MADE WITH THE ORGANISERS.

12. DAMAGE – Trade Exhibitors remain responsible for any damage caused by themselves or employees to the ground, trees, fixtures, fittings, or any buildings on the showground. In turn, Trade Exhibitors will be charged by the Organiser for any repairs that have to be made as a result of such damage.

13. SALE OF GOODS – The quantity and quality of goods sold from premises including temporary premises at the event will fall within the responsibility of the local Trading Standards Officers.

14. SECURITY - The Organisers accept no responsibility for the security of trade stands or exhibits and Exhibitors are advised to provide the necessary security. Security personnel are available to order by contacting WH Management Group on +44 (0)1889 500 164 /+44 (0)7989 414 848 / info@whmg.co.uk.

15. LIQUID PETROLEUM GAS (LPG)

a) Those Trade Exhibitors utilising LPG must comply with HSE guidance notes CS4 "The Keeping of LPG in cylinders and similar containers". Further, LPG must be used in accordance with HSE guidance notes CS6 "The storage and use of LPG on construction sites".

e) It is the responsibility of the Trade Exhibitor to ensure that no LPG cylinders are stored inside any structure. Indeed, LPG cylinders must be stored in such a way as to allow access to them at all times in case of an emergency. It is the responsibility of the Trade Exhibitor to ensure that all appliances must be connected to the cylinders through approved pipe work and numbers are kept to a minimum.

f) All gas appliances must be examined and tested by a competent person and labelled or given a certificate indicating the examiner's name and the date of examination. Appliances will not be allowed to be used unless the appropriate examination and testing has been undertaken and the relevant certification obtained.

16. STRUCTURE – It is the responsibility of the Trade Exhibitor to ensure that static exhibits must be erected in such a way as to ensure they do not present a risk to any person prior to, during or following the event. The Organiser reserves the right to refuse any structures onto the showground that they deem unsafe.

17. MERCHANDISE – "All England Jumping Course, Hickstead", or "All England Jumping Course", or "Hickstead", or "Dressage at Hickstead" or any other wording or phraseology which express or imply an association with, or the approval of Hickstead, Dressage at Hickstead or the associated sponsors of the event.

18. MACHINERY – It is the responsibility of the Trade Exhibitor to ensure that any plant or machinery used prior to, during, or following the event should be operated by an adult who is fully trained in its safe use. The person responsible for operating the machine must do so in a safe manner.

19. TOMBOLAS/MARKET STALLS – Tombolas and/or Market Stalls are strictly prohibited on the showground.

20. TRANSMITTING EQUIPMENT – The use of transmitting equipment (e.g., Radio – microphones, two-way radios) is strictly prohibited on the showground during the event unless prior permission is obtained. The Organiser will require at least one month's notice detailing the frequencies, power, and the reasons for using the equipment. The Organiser reserves the right to limit the use of such equipment.

21. RUBBISH / LITTER / WASTE – It is the responsibility of the Trade Exhibitor to ensure that during the event their areas remain clean and free of rubbish. The Organiser will provide adequate waste bins and will arrange for the disposal of rubbish during the event. Exhibitors are responsible for cleaning their stands before opening each day. Any cardboard boxes must be flattened and stacked in a neat pile outside of your trade stand ready for collection each evening. Mixed rubbish and plastics should be bagged and placed into one of the grey bins provided. At the end of each show, please ensure that your marquees are left completely clear, with any rubbish either taken away, stacked in front of your marquee, or placed in the bins provided. Any items left will be disposed of and a charge made to the exhibitor.

22. SIGNS – All exhibitors must display in a prominent position and in a professional manner their trading name, address, and telephone number.

23. INDEMNITY – I/We agree to indemnify Hickstead Ltd., the All England Jumping Course, Aster Events/Daniolo Ltd and all associated sponsors against any claim or loss of expense as a result of my/our attendance of the event.

24. SMOKING BAN – The Health Act 2006 makes provision for the prohibition of smoking in all enclosed public places and workplaces. A no smoking policy is operative in all buildings, marquees and tents on the showground, and all enclosed trade stand areas where the public may enter and where more than one employee has access at any time. It is the duty of the Trade Exhibitor to ensure that no-smoking signs are displayed on all premises.

25. DOGS – All dogs must be kept on leads at all times. The event organisers possess the right to remove any dog from the showground that is considered to be causing a nuisance. Owners shall be held liable for any harm or damage caused by their dog. Dogs are not permitted to be left in cars at any time on the showground.

26. DRINKING WATER – Only the water that is marked 'safe to drink' should be consumed.

27. STAND SIZE – The exhibitor must have purchased adequate space for the amount of stock / staff they bring to the show. Both stock and staff are permitted to stay within the perimeter of their site space and should not protrude out into the isles or walkways.

28. POWER WASHING OF LORRIES – Horsebox companies occupying a space at any show are NOT to have their vehicles power-washed on their stands during the hours of 7.30am – 7.30pm or when there are horses warming up or competing. Please speak to the Trade Stand Manager to arrange an area for this to take place.

29. EXCLUSIVITY - We are unable to accept applications from exhibitors wishing to promote the supply / installation of equestrian surfaces and arenas. Hickstead will have the right to decline any application and to remove / close your exhibition site if you are promoting surfaces and/or riding arenas. Please make sure that your description in your application is accurate.

Contact

Please email Daniel Watson info@asterevents.co.uk if you have any questions regarding set up or provision of trade stands at the show.

To apply for your stand fill in the form [HERE](#)

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