



ROYAL CORNWALL
SHOW / 2018

WADEBRIDGE / 7,8 & 9th JUNE 2018

Advertising Opportunities

Reach out to 120,000 people

The Royal Cornwall Show is widely regarded as one of the top annual agricultural and business events in the UK. With an average annual attendance of 120,000, it provides the perfect opportunity to get your business or organisation noticed.

Our banner and poster advertising options are an excellent way to get your brand and message in front of your customers.

All banner and poster prices are plus VAT at the prevailing rate.

MAIN RING BANNERS

The Royal Cornwall Show is renowned for the quality and variety of its entertainment. This is reflected by the large crowds that gather to enjoy the Main Ring acts during all 3 days of the show. What better way to get your business and brand noticed than taking the opportunity to display your banner around the Main Ring?

Cost: **£190 + VAT per banner**

COUNTRYSIDE AREA & FORESTRY DEMO RING BANNERS

A full schedule of interesting demonstrations and events takes place in the Countryside Area and Forestry Section rings. Both are popular attractions and make an ideal location to place an advertising banner.

Cost: **£170 + VAT per banner**

CATTLE, HORSE, SHEEP & PIG RING BANNERS

The cattle, horse, sheep and pig rings all attract great interest throughout the show. They also provide an opportunity for banner spaces, with each ring offering the option of placing your brand and message in front of a more specific audience during the show.

Cost: **£170 + VAT per banner**

RING BANNER DETAIL

Ring banners need to fit neatly on the ring rail; the depth of the banner should be exactly 70cm and may be up to a maximum of 6m in length. Banners need eyelets for fixing. Flexible banners work better than solid display boards. Banners will be erected by us. We can supply details of a local banner manufacturer if required.



We also have an array of other high impact banner and poster advertising opportunities that will help get your brand and message in front of potential customers at the 2018 Royal Cornwall Show.

LAMP POST BANNERS

Want your business or organisation to really get noticed during the Royal Cornwall Show? Then our lamp post banner advertising option is definitely for you.

We have 18 lamp posts situated in the highest footfall avenues within the showground. Your double-sided banner, conspicuously noticeable just above show-goers heads, will really make a big impact.

Cost: **£249 + VAT per banner**



LAMP POST BANNER DETAIL

Our lamp post banner system requires a 2000mm (high) x 640mm (wide) banner with lay flat pockets at the top and bottom plus eyelets. To ensure your banner is suitable we will provide details of a recommended manufacturer on confirmation of booking.



A3 WASHROOM POSTER PANELS

Nobody will be able to miss your message if you take advantage of our new A3 washroom poster panel opportunity. You will be able to put your poster within our A3 poster panels that will be placed within the ladies, gentlemen and shower washroom blocks that are located across the showground.

With those attending the show spending on average over 6 hours per day on site, it is highly likely they'll make use of our washroom facilities and with posters placed on the back of the ladies' cubicle doors, above urinals in the gents and conspicuously located within the sink and hand dryer areas within each block and shower room, you'll certainly get noticed.

Your poster will stay in situ for 12 months, so you'll be in front of those attending more than 80 other events that take place on the showground annually in addition to the 120,000+ who visit the Royal Cornwall Show itself. It's an opportunity not to be missed.

Cost: **from £229 - £499 + VAT per washroom block** (for 12 month period)

A3 WASHROOM POSTER PANEL PRICES PER BLOCK

(to cover a 12 month period)

Washroom / Shower Block	No. Poster Panels	Cost + VAT
Cattle Ring/Exhibition Halls	31	£499
Fodder Store	35	£469
Horse Ring 2	34	£459
Duchy College Ramp	29	£399
East Gate	27	£379
Secretary's Offices	24	£329
Steam Fair Area	21	£229

A3 POSTER PANEL DETAIL

Our secure, lockable poster panels require A3 size posters supplied at the size of 420mm x 594mm and in portrait orientation. If you require assistance with design and print, we can provide details of a local designer and printer. Or print-ready artwork can be supplied to us for printing.

For further information please contact Steve Michell:
Telephone: 01208 817010 email: stevemichell@royalcornwall.co.uk

Advertising Application Form

The Royal Cornwall Agricultural Association reserves the right not to erect banners or posters considered to be inappropriate or of an incorrect size. Please be aware that space is limited for all of the opportunities and early booking is **strongly** recommended. Please contact us with regard to washroom poster panel availability and booking.

Please note that banners and posters (or print ready artwork for posters) must be **delivered** to the Royal Cornwall Showground by **no later than Friday 25 May 2018** and banners to be **collected by 30 June 2018**.

Business Name: _____

Business Address: _____

_____ Post Code: _____

Nature of Business (if not already known to us):

Contact Name: _____

Signature: _____ Date: _____

Office Telephone No.: _____ Email: _____

Please reserve ___ main ring banner spaces @ £190+ VAT £ _____

Please reserve ___ other ring spaces [please specify ring(s): _____] @ £170 + VAT £ _____

Please reserve ___ lamp post banner spaces @ £249 + VAT £ _____

Please reserve the _____ washroom poster panels @ _____ + VAT £ _____

If you plan to remove the banner(s) yourself at the end of the show, please tick here: []

Please return the completed form, together with cheque payment to 'Royal Cornwall Agricultural Association' to:

Royal Cornwall Agricultural Association, Royal Cornwall Showground, Whitecross, Wadebridge, PL27 7JE

Tel: 01208 817010 / Fax: 01208 812713 / Email: stevemichell@royalcornwall.co.uk / www.royalcornwall.co.uk