

Country Living Fairs Stand Presentation Guide

Presentation is key at Christmas, we proudly dress our homes ready to invite friends and family to join us for the festivities!

That starts at the shows for us, visitors want to be wowed by the stands and the shopping options the shows provide. We want the Country Living Fairs to be the shopping highlight for all who attend.

We hope you find this guide useful in creating a visually impactful stand to showcase your brand, vision and products.



Stand Presentation

We would like visitors to see the Shows as an extension of the magazine, and a celebration of country style and taste.

We aim to support small rural industries, crafts people and designers that create high quality, unique and beautiful products that might be found in the pages of the magazine.

To continue our efforts at making the Shows as good as they can possibly be, we need to enlist your help, and have put together a list of suggestions that should help provide some guidance.

We always encourage you to think creatively and we have included some lovely stand design examples which other exhibitors have created.

A photo of your stand set up is recommended to be shared as part of your application and the team are happy to offer advice and guidance throughout the year.



Stand guidelines

Please do not:

- Expand your stand beyond your allotted space
- Use aggressive sales techniques
- Diversify hugely into another product category without prior consent from the Fair team. We have very strict guidelines as to the number of businesses in each product category so we need to know what you are selling
- Run any competition onsite without any prior consent from the Country Living Fairs team
- Have too many people working on your stand as this can be intimidating for customers

Please do:

- Use fresh flowers or floral displays where appropriate to elevate your stand design
- Clearly price your products in keeping with the style of the event
- Use rugs and furniture to showcase your products
- Use sustainable materials where possible
- Highlight any eco-credentials about your brand
- Inform visitors about you and your business –highlight if you make your own products!





Design top tips

- Paint your walls or use smart signage or decals to stand out - we will cover the costs to paint the panels back to white
- Use the storage space for surplus products. Ensure your products are not overcrowded on your stand so visitors can easily see what you are selling
- Use lighting to ensure your products are visible, especially if showcasing Art or Jewellery
- Add shelving to the wall, to help utilise the space on the stand – please do ensure you follow our shell scheme guidelines, which can be found in the manual
- If you make your own products, and are able to, please feel free to demonstrate on the stand – visitors love to engage with your talent!
- Use staples and/or nails etc. to hang products, create impact and a beautiful display of your product.
- We provide carpet throughout the venue, however you are welcome to bring alternative floor covering as it can often have a great impact – please speak to a member of the team and be aware of H&S considerations

Prohibited items

Please note the below items are prohibited from your stand at any time during open hours:

- Live animals – unless agreed by the Fairs team
- Pop-up/pull-up banners
- Sale rails or any garish or obvious sale/discount signs
- Any music – unless agreed to by the Fairs team
- Commission driven sales staff to avoid hard sales
- Fur products at the Fairs, this includes rabbit fur. Faux fur is acceptable. Sheepskin from British-farmed sheep is ok as it is a by-product of the wool and meat industries. The same applies to Alpaca fleece. British hide, such as cow or reindeer, is acceptable as this is a by-product of farming. Exotic animal skins are unacceptable
- Balloons or flags with corporate branding
- Any structures higher than the shell scheme (2.74m)
- TV or digital screens displaying information – unless agreed to by the Fairs team
- Chrome rails or grids/display units
- Trestle table with cloth displays
- Over-stocked or cluttered stands
- Surplus stock or storage boxes on display in your stand
- Kettles or coffee machines

Conduct, behaviour and selling techniques

Further guidelines on the stand include the following:

- Don't exceed the power supply provided on the stand. If additional power is required, please contact the Country Living Shows Team.
- Don't remove or alter the carpet which would cause permanent damage (alternate carpet can be sourced at an extra cost if requested)
- Don't edit, cover or remove your stand name, without consent from the Country Living Shows Team

Items which are prohibited by Country Living:

- Products made from real fur including any animal bi-products from an unsustainable source, or which have been illegally obtained
- Timber products which have been sourced from an unsustainable source
- Any items which could cause serious injury or harm to visitors

Exhibitors are not permitted to:

- Conduct any market-style trading or touting
- Smoke or consume food or drink on their exhibit in view of show visitors
- Canvass for business in any part of the site outside the space allocated to them – this includes leaflet dropping outside the stand
- Canvass for business or undertake any form of promotion outside the show site (including the car parks and surrounding areas)

Stand awards

At each Fair the editorial team from The Country Living Magazine, alongside the Show team reward new and returning exhibitors. Prizes include awards for Best Stand Design, Most Festive Stand, Editor's Choice and more.

The winning stands receive additional marketing promotion to the Country Living Fairs database and 3m2 free the following year.

View winners 





All in the detail...

Stand design is key to creating a lovely shopping environment and small details go a long way.





Exceptional design

Please speak to a member of our team if you require any additional support regarding your stand design or build.







Contact the Team

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