



# TRADING APPLICATION FORM

2026



# WELCOME

The Royal International Air Tattoo 2026 will attract over 180,000 people over three days from Friday 17th to Sunday 19th July 2026, in the glorious Cotswolds at RAF Fairford.

For over 50 years, RIAT has been delivering the ultimate airshow experience. Attendees enjoy spectacular views of the air displays and a vibrant showground including shopping, food and drink, and captivating activities. Under the theme 'Fighter Meet', RIAT26 will spotlight a century of air-to-air combat aircraft from classic warbirds to cutting edge modern fighters.

First held in 1971, RIAT has a worldwide reputation for aviation excellence and STEM promotion. Staged in aid of the Royal Air Force Charitable Trust, RIAT is supported by the Royal Air Force (RAF) and the United States Air Force (USAF). The RAF provides significant support through the provision of the Ministry of Defence estate, RAF personnel and equipment. The USAF also provides invaluable assistance by allowing the Air Tattoo to be staged at RAF Fairford.



# REVAMPING RIAT

In 2026, RIAT begins an exciting program to revamp the showground experience. We are enhancing the showground look and feel, improving wayfinding and creating thematic zones that link static aircraft displays with featured attractions - The RAF Experience, Techno Zone and hospitality enclosures. Our customers will benefit from clearer choices and you our traders from sustained footfall past your stand.

Our customer flow in and out of the showground will change too with increased traffic in the west end from our Fast-Track Park & Ride and camping experience, bringing thousands more to the west end.

Our new collaboration with Freemans Event Partners will provide an enhanced catering offer. Organisations that provide catering solutions should contact Freemans directly at:

[concessionsenquiries@freemanseventpartners.co.uk](mailto:concessionsenquiries@freemanseventpartners.co.uk)

All other retailers, including those selling packaged, fresh or unprepared food products are welcome to submit applications via the process outlined below.

If you are unsure which category applies to you, please contact [sales@rafcte.com](mailto:sales@rafcte.com) for more information.



# HIGHLIGHTS FROM RIAT25

## Consumer\*

- **178,000 visitors**
- 86% visitors attend with family and friends
- Visitor split of 70% male and 30% female
- 65% of visitors aged 45 and over
- 9.5 hours, average time spent at RIAT
- Visitor interests include aviation related products, such as memorabilia, collectibles, artwork, clothing, footwear and accessories, plus gaming, photography, motorsport, technology, food and drink

*\*based on over 11,000 customer survey responses*



# HIGHLIGHTS FROM RIAT25

## Corporate

- 4,500 corporate guests
- 25,000 hospitality enclosure visitors
- 52 global partners
- 75 senior government delegations

## Media

- 450,000 social media followers
- 75,000 newsletter database
- Over 200 media representatives in attendance
- National broadcasters include BBC, ITV and Sky



# RIAT26 PUBLIC OPENING TIMES

## SHOWGROUND

Day	Opening	Closing
Friday 17 July	07:30	18:00
Saturday 18 July	07:30	19:30
Sunday 19 July	07:30	19:30

Public car parks open at 6am on Friday, Saturday and Sunday.



# SHOWGROUND OPPORTUNITIES

We have made a significant investment in our showground, developing four specialty themed zones where retail and immersive experience providers are mixed with specialty catering providers, all supported by high impact branding and world class facilities to ensure high traffic flow for our trading partners.

Opportunities for trading in our Camping site and Park & View sites can be provided to those who have submitted a stand application in one of four themed areas. Please notify our Exhibition Trading team during our follow up call with you.

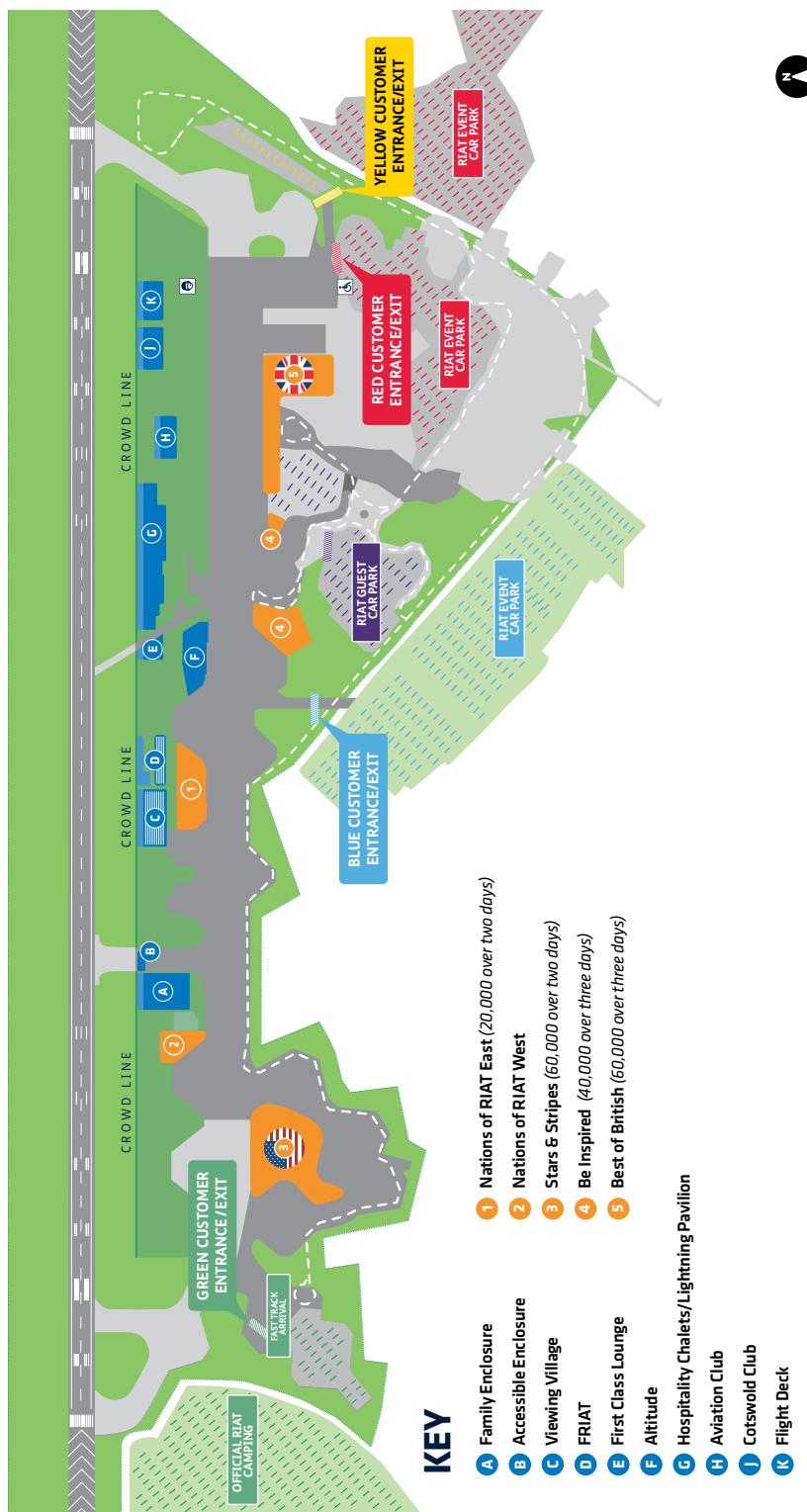


# SHOWGROUND

## Thematic Areas

### Thematic Areas

#### BAE SYSTEMS



## BEST OF BRITISH

At the east end of the taxiway, our 2026 Shopping Village will integrate with catering stands and the RAF Experience to form the 'Best of British' zone.

Serving a high footfall of customers from our red and yellow entry points, retailers selling British themed cuisine, fashion, accessories will mix with classic British memorabilia, flight simulators and hands on RAF activities.

**Applications are sought from organisations who align with uniquely British or RAF brands.**

**Successful applicants for this zone will receive:**

- Three days of trading (Friday to Sunday inclusive)
- Pre-built tentage with your stall name provided
- Options to enhance stand with taxiway adjacent, corner pitches and BOH extensions. (see Additional Items for pricing)

<b>Size of Pitch</b>	<b>Super Saver</b> <b>Until 27 Feb 2026</b>	<b>Saver</b> <b>Until 29 March 2026</b>	<b>General</b>
3m (front) x 3m to 6m (depth)	£960	£975	£1,075
6m (front) x 3m to 6m (depth)	£1,875	£1,905	£2,050
9m (front) x 3m to 6m (depth)	£2,808	£2,862	£3,085
12m (front) x 3m to 6m (depth)	£3,744	£3,800	£4,090



## BE INSPIRED

Towards the middle of the showground, customers from our Blue and Guest car parks will 'Be inspired' by our Techno Zone and Inspire Stage.

School groups on Friday and families on the weekend are wowed by a mix of family friendly cuisines, fashion, accessories, gadgets and gizmos.

A mix of family orientated food and beverages themed around science and technology will help bring wow and wonder to the next generation,

**Applications are sought from organisations who are youth and family focussed, offer latest tech, gadgets and games. Successful applicants for this zone will receive:**

- Three-day trading (Friday to Sunday inclusive)
- Pre-built tentage with your stall name provided
- Options to enhance stand with taxiway adjacent, corner pitches and BOH extensions. (see Additional Items for pricing)

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## NATIONS OF RIAT

Nations of RIAT celebrates the international community participating in RIAT over the years. Taxiway adjacent in two high volume areas in the centre and west end.

### Central Area

Open all three days, our central area is located behind the grandstands adjacent to the taxiway servicing aviation enthusiast from the Viewing Village and FRIAT Enclosure. Customers experience the delights of global cuisine, aircrew traders and leading memorabilia providers.

**Applications are sought from organisations appealing to aviation enthusiasts, and older audiences. Successful applicants for this zone will receive:**

- Three-day trading (Fri - Sun) for Central Area
- Pre-built tentage with your stall name provided
- A limited number of stand enhancements, corner pitches and BOH extensions are available. (see Additional Items for pricing)

Size of Pitch	Super Saver Until 27 Feb 2026	Saver Until 29 March 2026	General
3m (front) x 3m to 6m (depth)	£960	£975	£1,075
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## West Area

Open on the weekend, our west area sits adjacent to the Family Enclosure offering attendees from our Fast-Track, and green entry points, a more relaxed environment with longer dwell times.

**Applications are sought from organisations appealing to young families. Successful applicants for this zone will receive:**

- Two-day trading (Sat – Sun) for West Area
- Pre-built tentage with your stall name provided
- Options to enhance stand with taxiway adjacent, corner pitches and BOH extensions. (see Additional Items for pricing)

Size of Pitch	Super Saver Until 27 Feb 2026	Saver Until 29 March 2026	General
3m (front) x 3m to 6m (depth)	£785	£856	£908
3m (front) x 6m to 9m (depth)	£1,073	£1,127	£1,168
6m (front) x 6m to 9m (depth)	£2,129	£2,241	£2,317
9m (front) x 6m to 9m (depth)	£3,196	£3,337	£3,479
12m (front) x 3m to 9m (depth)	£3,744	£3,800	£4,090



## STARS & STRIPES

At the west end servicing a high footfall via our new Fast Track and camping routes, Stars and Stripes celebrates our all American fleet of aircraft on display. Catering stands serving classing American favourites mix with famous American fashion, accessories and memorabilia.

**Applications are being sought from organisations wishing to attract teens and families looking for well-known brands, accessories and memorabilia aligned with uniquely all-American brands.**

**Successful applicants for this zone will receive:**

- Two-day trading (Sat - Sun)
- Pre-built tentage with your stall name provided
- Options to enhance stand with taxiway adjacent, corner pitches and BOH extensions. (see Additional Items for pricing)

Size of Pitch	Super Saver Until 27 Feb 2026	Saver Until 29 March 2026	General
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# ENHANCE YOUR STAND

## PERSONAL PASSES

### Standard Allocation

- Up to 9 metre Pitch – 3 Personal Passes
- Over 9 metre Pitch – 5 Personal Passes

### Additional Personal Passes

1 Day £45

2 Day £55

3 Day £60

## VEHICLE PASSES

### Standard Allocation

- Up to 9 metre Pitch – 2 Vehicle Passes
- Over 9 metre Pitch – 3 Vehicle Passes

### Extra Vehicle Passes £40

## ADDITIONAL ITEMS

Corner Supplement £250

Taxiway Supplement £290

3m BOH extension POA\*

6ft Trestle Table £35 ea

Chair £25 ea

Power 1 x Twin Socket – £225

Additional Power 1 x Twin Socket – £105

*\*Back of House extensions to each stand is subject to availability and priced upon application.*



# KEY INFORMATION

## GENERAL

- All prices quoted are exclusive of VAT which will be charged at the prevailing rate.
- All measurements are in metres.
- Most trading will be located within pre-built tentage (canvas structure with metal frame). Exemptions will be made for suitable trailer units which meet set criteria. This will be reviewed on an individual enquiry basis
- All vehicles will be parked in the Green Cone road car parks, located on the showground. No vehicles are permitted to park next to their trading location except additional BOH space has been purchased. Vehicle access to your trading location will be available pre-show opening and post-show closing Friday to Sunday (inclusive).

## TRADING GUIDELINES

- Product displays to be well organised, clearly laid out, and kept neat and tidy during show times
- Maintain high standards of merchandising throughout RIAT
- Be respectful and engage positively, creating a welcoming and enjoyable environment.
- Maintain a smart and professional appearance throughout RIAT
- Confirmed bookings will receive a Traders Welcome Pack, with further information and example images of favourable merchandise displays.



# KEY INFORMATION

## PROHIBITED ACTIVITY

- Any market-style trading. No hawking, loud vocal encouragement or activity deemed unsuitable to RIAT
- Displaying items outside of your trading pitch. This includes in front, to the side and overhead. In addition, you should not cover the signage or fascia that we put up above your trading pitch
- Additional signage or flags outside or above your trading pitch. These will be removed if displayed
- Consuming food or drink within your trading pitch in view of visitors
- Canvassing for business outside of your trading pitch
- It is strictly forbidden for anyone to sleep in their vehicles or stand on the base. Armed security and guard dogs are on patrol

Please see heading, Prohibited Exhibits and Articles for further information on prohibited activity and articles for display or sale.

## CHARITIES

RIAT is staged in support of the Royal Air Force Charitable Trust. Whilst we welcome charitable traders on the showground, trading space is very limited.

All charitable enquiries need to be received by the 1st February 2026 for review against showground availability.



# KEY INFORMATION

## WI-FI & MOBILE CELLULAR CONNECTION

- Wi-Fi is available on the showground; however, it is very important to note that we cannot guarantee signal, due to the size and constraints of RAF Fairford, it is impossible to ensure a signal is available everywhere and signal will be affected by demand and usage
- Mobile phone signal is available on the showground, subject to excess use which can potentially affect signal strength. We rely on the major networks to provide signal; therefore, RIAT cannot guarantee signal and coverage
- It is prudent to consider the type of POS and digital equipment you are using, ensuring it is robust in terms of connectivity, as well as having the ability to connect to both Wi-Fi and mobile cellular (with the capacity to work across multiple cellular networks), as well as maintaining the ability for cash sales

## SUSTAINABILITY

- We continue our commitment to make RIAT a more sustainable event by implementing and developing more sustainable ways of working. Submissions that can demonstrate a proactive approach to incorporating sustainable practices in their stalls will be given priority. Please ensure to include this information in your submissions
- You are required to dispose of your waste responsibly and where possible take it with you when leaving the showground. Waste and litter can be a danger to aircraft and the public
- In line with the Site Regulations, do not bring any single-use plastics onto the showground, particularly for freebies/giveaways. Please be aware that if you are found with single-use plastics on site you will be asked to remove them immediately
- Make use of the hydration stations to fill-up your reusable water bottles
- Consider your transport and where possible use as few vehicles as practicably possible

# PROHIBITED EXHIBITS AND ARTICLES

The following items may not under any circumstance be brought onto the Airfield: any ammunition, flares, offensive weapons or parts thereof, including firearms and replica firearms (whether toy or otherwise), spent casings, ball-bearing guns, airguns, crossbows, catapults, lock-bladed knives, flick knives, butterfly knives and variations or knives of a non-domestic/practical use.

- **The following items may not under any circumstances be exhibited or offered for sale on the Airfield:**
  - i. Lighter than air balloons or similar devices
  - ii. Kites, remotely controlled powered model aircraft, drones or similar devices
  - iii. Any other item that the Organisers deem unsuitable or have notified to the Exhibitors as being unsuitable
- **The following shall only be permitted to be exhibited or offered for sale at the Airfield with the prior written authority of the Organisers:**
  - i. Any lottery raffle or gaming tickets
  - ii. Any type, or reproduction, of any RAFCT, RAFCTE, RIAT 2026, or Air Tattoo event publishing or merchandise
  - iii. Food stuffs, refreshments, beverages or tobacco products whether for consumption at RIAT 2026 or otherwise
  - iv. All selling and promotional activity by Exhibitors and Corporate supporters must be confined to their allotted pitch, hospitality chalet or enclosure, data collection, roving sales, collections or distribution of any kind are not permitted unless previously authorised in writing by the Organisers



# YOUR APPLICATION

## Background

Our exciting new showground design ensures we maximise key traffic drivers across the showground and prioritise allocation of trading partner positions surrounding them. Please see our zone maps at the end of this document for more details.

This new design impacts the quantity of trading positions available for RIAT26 but ensures we provide high volume trading positions for all our traders.

Applications are assessed on their merits taking special considerations for the relevance of the products sold, the alignment of your products to our customers, our themed zones and your previous track record with RIAT26.

We cordially invite you to complete the online application form for trading at RIAT26 [here.](#)

**To take advantage of Super Saver rates, it is strongly advised to submit your application by 23rd February, 2026.**

**For Saver rates, please submit your application by no later than 23rd March, 2026.**



## Application Process

1. Review this pack and complete the online application form being sure to:  
Complete the online application form being sure to:
  - a. Choose your preferred location and stand type
  - b. Attach photos of your pitch and details of your products on sale
  - c. Read, understand and agree to comply fully with all RIAT 2026 Site Regulations
2. If you are successful in your application, please:
  - a. Complete and return the RIAT 2026 Trading Health, Safety & Insurance documentation you will receive with your confirmation email.
  - b. Ensure initial deposit payment is made

Without these, your application may not be accepted.
3. Please return completed forms (as stated above) on the link provided
4. If you require further information or have any questions, please call 01285 713 300

## Important Information

- Once we have received and reviewed your application, we will advise you by email if you have been successful. If so, payment will be required to secure your participation



## Payment Schedule

### Amount

**25% of the total booking value**

**Total remaining balance of the total booking value**

### Due Date

At the time of booking once application has been approved.

No later than the 30 April 2026.

- Failure to pay the balance by the 30 April 2026, will result in your pitch space being allocated to another trader, moved to another location or cancelled
- For all bookings after the 30 April 2026, full payment of the total booking value will be required at the time of booking to confirm your pitch
- All payments received are non-refundable and non-transferable

- Post-dated cheques will not be accepted
- All prices stated are exclusive of VAT which will be charged at the prevailing rate
- All bookings will be subject to VAT at the prevailing rate
- Payment can be made by BACS, Credit / Debit Card or Cheque. Payment will be taken once we have confirmed your application is successful.



Please see details below:

## Credit/Debit Card

Payment can be taken over the phone

## BACS

Barclays Bank  
Southgate Street Branch, Gloucester  
Account Number: 60756563  
Sort Code: 20 - 33 - 91

## Foreign Payment Details

IBAN: GB15BARC 2033 9160 7565 63  
SWIFT BIC: BARCGB22

## Cheque

To be made payable to: RAFCTE  
**FOR ALL PAYMENTS, PLEASE INCLUDE YOUR COMPANY NAME AS PAYMENT REFERENCE.**

