

# THE ROYAL INTERNATIONAL **AIR TATTOO**

## TRADING OPPORTUNITIES





# WELCOME

RIAT 2025 will be held on Friday 18 to Sunday 20 July 2025, at RAF Fairford in the glorious Cotswolds, delivering the ultimate airshow experience, enjoy spectacular views of the air displays and a vibrant Showground including shopping, food and drink, and captivating activities.

First held in 1971, RIAT has a worldwide reputation for aviation excellence and STEM promotion. RIAT is staged in support of the Royal Air Force Charitable Trust, promoting the Royal Air Force and inspiring young people to fulfil their potential in air, space and technology.

## HIGHLIGHTS

### Consumer

- 168,000 visitors
- 44% 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

### Corporate

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

### Media

- 387,000 social media followers
- 53,000 visitor database
- over 200 media representatives in attendance
- national broadcasters include BBC, ITV and Sky



# PRICING & OPPORTUNITIES

## TRADING LOCATIONS – NEW FOR RIAT 2025

We have enhanced the trading offer for RIAT 2025, by creating two dedicated areas, located centrally on the Showground, maximising exposure, footfall and heightening the RIAT experience for visitors and stakeholders.

The Shopping Village and Premium Retail are both centrally located on the Showground, offering three days of trading and tentage structures in a variety of sizes to meet your requirements. Space will also be available for a small amount of retail trailer units which meet our specifications for RIAT.

Both locations will be complemented by greenery and seating to enhance the visibility and shopping experience.

## SHOPPING VILLAGE

Situated by the taxiway, south side of the Showground, in a key location between one of our catering hubs and ever popular Techno Zone. The Shopping Village will encompass the majority of our traders into one location to focus activity and increase footfall.

### SHOPPING VILLAGE A

- 3 day trading (Friday to Sunday inclusive)
- Pre-built tentage facing directly onto the taxiway (corner pitches available)
- Limited corner pitches available (please see Additional Items for pricing)
- Various pitch sizes available

Tick to apply below:

Size of Pitch	Super Saver	Saver	General
	Until 28 February 2025	Until 31 March 2025	
3m (front) x 3m	<input type="checkbox"/> 799	<input type="checkbox"/> £872	<input type="checkbox"/> 926
3m (front) x 6m	<input type="checkbox"/> £1,094	<input type="checkbox"/> £1,147	<input type="checkbox"/> £1,190
6m (front) x 6m	<input type="checkbox"/> £2,170	<input type="checkbox"/> £2,282	<input type="checkbox"/> £2,360
9m (front) x 6m	<input type="checkbox"/> £3,257	<input type="checkbox"/> £3,399	<input type="checkbox"/> £3,544

### SHOPPING VILLAGE B

Includes:

- 3 day trading (Friday to Sunday inclusive)
- Pre-built tentage located within the Shopping Village, to the sides and facing the taxiway at the rear of the Shopping Village
- Various pitch sizes available

Tick to apply below:

Size of Pitch	Super Saver	Saver	General
	Until 28 February 2025	Until 31 March 2025	
3m (front) x 3m	<input type="checkbox"/> £785	<input type="checkbox"/> £856	<input type="checkbox"/> £908
3m (front) x 6m	<input type="checkbox"/> £1,073	<input type="checkbox"/> £1,127	<input type="checkbox"/> £1,168
6m (front) x 6m	<input type="checkbox"/> £2,129	<input type="checkbox"/> £2,241	<input type="checkbox"/> £2,317
9m (front) x 6m	<input type="checkbox"/> £3,196	<input type="checkbox"/> £3,337	<input type="checkbox"/> £3,479

## PREMIUM RETAIL

Located north side of the taxiway, in the premium central area of the Showground, with close proximity to premium exhibits, sponsors aircraft and showcases, one of the busiest locations on the Showground.

To further elevate the area and increase footfall and dwell time, refreshments and light snacks will be available to purchase, alongside seating and vibrant greenery, eye catching fascia displays, creating a desirable and inviting shopping experience.

Includes:

- 3 day trading (Friday to Sunday inclusive)
- Pre-built tentage, facing the taxiway and to the sides facing visitors walking from the east or west of the Showground
- Various pitch sizes available

Tick to apply below:

Size of Pitch	Super Saver	Saver	General
	Until 28 February 2025	Until 31 March 2025	
3m (front) x 3m	<input type="checkbox"/> £960	<input type="checkbox"/> £975	<input type="checkbox"/> £1,075
6m (front) x 3m	<input type="checkbox"/> £1,875	<input type="checkbox"/> £1,905	<input type="checkbox"/> £2,050
9m (front) x 3m	<input type="checkbox"/> £2,808	<input type="checkbox"/> £2,862	<input type="checkbox"/> £3,085
12m (front) x 3m	<input type="checkbox"/> £3,744	<input type="checkbox"/> £3,800	<input type="checkbox"/> £4,090

## PARK & VIEW EAST

Available on Wednesday 16, Thursday 17 and Monday 21 July. A dedicated location for aviation enthusiasts, providing the opportunity to engage with one of our core audiences.

Park & View East 3 Days (Wednesday, Thursday, Monday)	General
Per Metre Frontage	£135

Please contact us directly to discuss your requirements and to make a booking.

## PERSONAL PASSES

Standard Allocation

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

Additional Personal Passes

		Tick to apply
1 Day	£40	<input type="checkbox"/>
2 Day	£50	<input type="checkbox"/>
3 Day	£60	<input type="checkbox"/>

## VEHICLE PASSES

Standard Allocation

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

Extra Vehicle Passes

Price (Duration of the Airshow)	Tick to apply
£30	<input type="checkbox"/>

## ADDITIONAL ITEMS

Item	Price	Tick to apply
Corner Supplement	£245	<input type="checkbox"/>
6ft Trestle Table	£35	<input type="checkbox"/>
Chair	£25	<input type="checkbox"/>
Power 1 x Twin Socket – Tentage Only	£225	<input type="checkbox"/>
Additional Power 1 x Twin Socket – Tentage Only	£105	<input type="checkbox"/>

## BOOKING SUMMARY

Please complete the pitch type (from your selection on page 3 & 4) and pricing details below.

Item	Price
Pitch Type	
Pitch Price	
Power & Additional Power (Tentage Only)	
Corner Supplement	
Additional Personal Passes	
Additional Vehicle Passes	
Additional Items	
<b>Total (Excluding VAT at the Prevailing Rate)</b>	

## RIAT PUBLIC OPENING TIMES

### Showground

Day	Opening	Closing
Friday 18 July	07:30	18:00
Saturday 19 July	07:30	19:30
Sunday 20 July	07:30	19:30

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

### Park & View (East & West)

Day	Opening	Closing
Wednesday 16 July	07:30	17:30
Thursday 17 July	07:30	17:30
Monday 21 July	07:30	16:30

Public car parks for Park & View East & West open at 6am on Wednesday, Thursday and Monday.

# KEY INFORMATION

## General

- All prices quoted are exclusive of VAT which will be charged at the prevailing rate.
- All measurements are in metres.
- The majority of 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. 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.

## Prohibited Activity

- Conduct 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.
- Consume food or drink within your trading pitch in view of visitors.
- Canvass for business outside of your trading pitch.
- It is strictly forbidden for anyone to sleep in their vehicles on the base. Armed security and guard dogs will be on patrol.
- Please see heading, Prohibited Exhibits And Articles For Display Or Sale for further information on prohibited activity.

## 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 enquires need to be received by the 1st February 2025 for review against Showground availability.

## 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.
- You will be 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 the public catering offer and 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 FOR DISPLAY OR SALE

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 2025, or Air Tattoo event publishing or merchandise
  - iii. Food stuffs, refreshments, beverages or tobacco products whether for consumption at RIAT 2025 or otherwise
  - iv. All selling and promotional activity by Exhibitors and Corporate supporters must be confined to their allotted pitch, hospitality chalet or enclosure (as the case may be), data collection, roving sales, collections or distribution of any kind are not permitted unless previously authorised in writing by the Organisers

## APPLICATION PROCESS & IMPORTANT INFORMATION

### Application Process

1. Download the Trading Opportunities Pack to your computer or print a copy.
2. Complete the appropriate forms in full, which include:
  - a. Application Form (page 8)
  - b. Pricing & Opportunities (page 3, 4 and 5 inclusive)
  - c. Please remember to attach photos of your pitch
3. Complete and return the RIAT 2025 Trading Health Safety & Insurance documentation. All forms must be completed in full and provided as part of the application process including insurance certificate/s. Without these your application may not be accepted.
4. Read, understood and agree to comply fully with all RIAT 2025 Site Regulations (to be supplied in early 2025 and agreed as part of the accreditation process).
5. Please return completed forms (as stated above) with pitch photos by email (preferred option) or post:  
Email: [sales@rafcte.com](mailto:sales@rafcte.com)  
Address:  
Royal Air Force Charitable Trust Enterprises  
Douglass Bader House, Horcott Hill,  
Fairford, Gloucestershire, GL7 4RB, UK
6. If you require further information or have any questions, please call 01285 713 300 Ext 5389.

## APPLICATION FORM

<b>Company Name:</b>	
<b>Contact Name:</b>	
<b>Address:</b>	
<b>Postcode:</b>	
<b>Telephone No:</b>	
<b>Mobile No:</b>	
<b>Email Address:</b>	
<b>Website:</b>	

### Description Of Your Stand

Please give a full description of your pitch, the items you sell along with prices and please attach photos of your pitch.

Pitch Description - Please remember to attach photos of your pitch.



## Important Information

- Once we have received your Application Form and Trading Health Safety & Insurance documentation, your application will be reviewed and you will be advised if you have been successful, payment will then be required to confirm your booking.
- The payment schedule is as follows:

Amount	Due Date
25% of the total booking value	At the time of booking once pitch availability has been confirmed
Total remaining balance of the total booking value	No later than the 30 April 2025

- Failure to pay the balance by the 30 April 2025, will result in your pitch space being allocated to another trader, moved to another location or cancelled.
- For all bookings after the 30 April 2025, 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.**