

2024 BVAC CLASSIC Festival of Motoring

Trade Exhibitor
Handbook

02 June 2024,
Thirlestane
Castle





INTRODUCTION

The BVAC Classic is the premier classic car show in Scotland and it is an event that we are extremely proud to hold at Thirlestane Castle, Scotland's oldest inhabited home.

2023 was a record-breaking year for the event with bumper crowds and new attractions. We are looking forward to building on this success further and making the 2024 edition, the biggest and best BVAC Classic yet with fabulous cars, live motorsport action and great food, drink and retail.

I very much hope you will join us for what promises to be a truly outstanding event and the largest of its kind, in Scotland, in 2024.



A handwritten signature in black ink that reads 'K.M. Watson'.

Keith Watson
BVAC Chairman

BVAC in numbers

10,000+

Show visitors

1,000+

Classic cars & machinery

50+

Food, drink & retail exhibitors

3,000+

Email subscribers

30,000+

Website visitors

3,000+

Followers across BVAC Social media channels

Voted in top 10

UK motoring events by the Sunday Times





THE BVAC CLASSIC

The BVAC Classic is the premier car show in Scotland, held annually at Thirlestane Castle for over 15 years and organised by the Borders Vintage Automobile Club.

It is a Festival of motoring which attracts over 1,000 classic cars of all models and styles, whilst celebrating motoring, culture and great Scottish hospitality.

The event attracts a strong family audience, of over 10,000 people. 2022 marked the BVAC's 50th Anniversary, which was celebrated with a fantastic crowd of over 22,000, as part of the Sir Jackie Stewart Classic.



EVENT OVERVIEW

- ◆ Over 10,000 anticipated visitors
- ◆ The award winning BVAC classic car show, featuring over 1,000 Classic cars
- ◆ Live rally stage entertainment
- ◆ Action arena featuring breath taking stunt shows
- ◆ Local pipe band displays
- ◆ Artisan food, drink and retail village
- ◆ Motor village displaying the latest cars from a variety of manufacturers
- ◆ Children's playzone, with an array of different activities





HOW TO APPLY

Simply:

- *Read through this document*
- *Ensure you meet the criteria*
- *Complete the online application form here before the 26th February 2024:*

<https://bvac.org.uk/bvac-classic/trade-exhibitors/>

**If you are looking to book an autojumble pitch specifically, please email Paul Hann at:
bvac_traders@outlook.com*



EVENT CRITERIA

- ☐ You should have great quality products/ services
- ☐ You should have exhibited at a trade show or event, of a similar size, in the past.
- ☐ Be able to provide us with an image of a previous stand set up
- ☐ Have full responsibility of your stand/ space/ products and be self-sufficient.
- ☐ If your application for exhibitor space is successful, you will be required to:
 - ☐ Provide a risk assessment for your stand
 - ☐ Provide a copy of your Public Liability Insurance documentation
 - ☐ Provide your company logo, social media handles, website/online details
 - ☐ Provide any relevant food hygiene certificates etc if relevant.
- ☐ Have a quality website and clear contact details
- ☐ Excellent customer service when at shows and events.

EXHIBITOR OVERVIEW

Details	Retail, Food & Drink Marquee	Freestanding Trade / Motor Dealers	Caterers, Coffee & Ice Cream vans
Size of Space	3mx3m	From 3m x 3m	Various
Covering	Open fronted Structure	Trader provides own gazebo/ marquee / unit	None – Space only
Spaces available	20	Many	Circa plots 20 in total
Location	Prime central location	Various	Catering Village and varying key locations
Price	£155	POA, from £100	From £175



RETAIL, FOOD & DRINK MARQUEE

The Retail, Food & Drink Marquee will host up to 17 fabulous Retailers and Food and Drink producers, selling everything from baking and liqueurs, to pottery and clothing.

- Each retailer will get a bay under an open fronted marquee.
- Each vendor will have a 3 x 3m space (double - 6x3m slots may be available upon request)
- 3x3m space - £155
- All exhibitors will be provided with a 6'x2' table
- We are not able to provide power
- **Food & drink vendors will be required to provide food hygiene certificate and relevant certificates of compliance from your registered local authority.*



CATERERS, COFFEE & ICE CREAM VANS

The event will host a catering village, plus a variety of 'around the event site' locations for catering.

Food vendor pitches will be split and priced using the following guidelines:

- Hot Drinks and Ice cream vans - £175
- Small pitch (under 4.5 meters frontage) - £260
- Large pitch (over 4.5 meters frontage) - £395

Should you be selling alcohol for consumption on the day – you will be required to provide your occasional licence. **For example: mobile bars.**



FREE STANDING TRADE & MOTOR DEALERS

The event will allocate space to a variety of traders and motor dealers, who wish to bring their own marquee's and/or display units to showcase their products.

The space allocated will be on grass.

The pricing is determined by the amount of space required. Pitches start from 3x3m, which are priced at £100.



WHAT'S INCLUDED IN THE PRICE:

- Allocated space
- Brand exposure to a large audience
- Your business promoted on the Event website
- Exposure via our social media channels
– there will be posts on exhibitors
- Opportunity to advertise in our event programme



APPLICATION PROCESS

As the premier classic car festival in Scotland, we once again anticipate a large number of applications for trade exhibitor space.

Applications will be assessed and allocated based on:

- Quality brands
- Engaging content / products
- Varying offerings from exhibitors
- Design / layout of stand based on image submitted
- Online visibility and presence

In addition, whilst we welcome applications from across the UK (and further afield), there will be a focus on showcasing Scottish products and produce at the event.

Confirmation:

Successful applicants will be notified from week commencing 26th February 2024.

If your application is successful we will contact you with further details, requirements and provide you with more information on your stand at this time.

FREQUENTLY ASKED QUESTIONS - FAQ'S

1. What size of crowd do you expect to attend over the weekend?

- In 2023, the show attracted over 10,000 people and we anticipate a similar attendance again in 2024.

3. What are the timings of the event?

- The event will be open to the public from 11am – 5pm on Sunday

4. What timings can we have access to set up?

- You will be required to set your stand up between the hours of 9-5pm on Saturday 1st June. There will be event personnel onsite, but we will not take responsibility for stock, it will be left at your own risk. There will be access, for traders, from 9am on Sunday.

5. When do tickets go on sale and how much will they cost?

- Tickets are on sale to the public via the [BVAC Classic Website](#)

6. When do applications close?

- Applications will close on the 26th February 2024.

FREQUENTLY ASKED QUESTIONS - FAQ'S

7. Can I apply for multiple stands on the online application form?

- If you need to apply for more than one stand, please note this in the comments box at the end of the application form and a member of our team will review and come back to you with any further questions.

8. What is the process for the trade application?

1. Complete the online application form.
2. We will review your application. An email with the offer of space will be sent alongside terms and conditions during the week commencing 26th February
3. We will require your confirmation of acceptance within 14 days of the offer. We anticipate a waiting list so please ensure, if you are successful, to respond quickly or your allocation may be given to another trader.
4. Once accepted, you will be provided the details to make payment and we will require you to submit your paperwork which includes a risk assessment, and all other relevant documentation.

9. Can I apply using a paper application form?

- All applications must be made online through the online application form. If you are having difficulties, please contact us and we will do what we can to support you.

FREQUENTLY ASKED QUESTIONS - FAQ'S

10. Will I receive an allocation of tickets to attend the show?

- You will be given a suitable number of tickets to the show for your stand.

11. Will I receive car parking passes for the show?

- Traders will be allocated sufficient parking as close as we can to your trade area although we request only essential vehicles are parked in these areas, all staff should park in the public parking areas.

12. Can I set up on the Sunday morning before the event opens to the public?

- All traders must be set up on the Saturday due to the time constraints of the event. Stock does not need to be onsite but all infrastructure must be in place before Saturday 6pm. Traders will have access to the site from 9am on Sunday morning.

13. Can I order additional services such as water and power?

- We do not provide power for the event. Anyone requiring power must make arrangements, using super silent generators only. Access to water (standpipe) is available although no hoses are permitted.

14. What level of insurance is required for exhibitors?

- Every applicant must have public liability insurance, with a minimum of £2m cover. You will be required to evidence this documentation to secure your place.

FREQUENTLY ASKED QUESTIONS - FAQ'S

15. How do I know if my application has been successfully submitted?

- A message will appear on your screen after submitting and you will receive an email confirming. Please do check your Spam/Junk folder in case it goes in there.

16. When would I need to submit my documentation and payment if I was successful?

- Licence / insurance and all other documentation required must be submitted on confirmation of a successful application within 14 days to confirm your attendance.
- Website links, social media links and company logo's must also be supplied.
- Payment within 14 days for your pitch.
- If we don't receive the documentation or payment from you within this time scale, your pitch may be offered to another business.

17. What is the venue address?

- Thirlestane Castle, Lauder, Berwickshire, Scotland, TD2 6RU



For further information contact:

Email: BVAC@thirlestanecastle.co.uk

Thirlestane Castle,
Lauder,
Berwickshire, Scotland
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