# 2027 BEDE Events Exhibitor Handbook

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# A Bit About Us

Established in 2003 by Stuart and Anna Buntine, BEDE Events has grown from strength to strength, delivering over 165 events and building a reputation for excellence, innovation and a genuine passion for the sport.

Today, BEDE Events operates across six venues nationwide, delivering a diverse portfolio of events ranging from international competitions to training and development opportunities. Regardless of scale or level, our commitment remains the same: to provide exceptional presentation, meticulous organisation and a consistently high-quality experience for competitors, spectators, partners and stakeholders.

In 2026, BEDE Events entered an exciting new chapter with the launch of the inaugural This Is Farming event. Celebrating British farming and its vital role in the countryside, this new venture represents a natural expansion of our expertise beyond the eventing world, bringing our experience in event delivery to a wider audience and creating new opportunities to connect communities, businesses and the agricultural industry.

As BEDE Events continues to evolve, we remain committed to delivering innovative, professionally executed events that create lasting impressions, build meaningful partnerships and deliver value for everyone involved.

BEDE EVENTS

# 2027 Events

BEDE EVENTS

- Oasby (1) – 10th and 11th March 2027
- The Eventing Spring Carnival – Thoresby Park International – 1st April to 4th April 2027
- Oasby (2) – 24th and 25th April 2027
- Aspen Cooling Osberton International (1) – 21st May to 23rd May 2027
- Aspen Cooling Solihull (1) - 29th to 30th May 2027
- Berkshire College of Agriculture – 12th June to 13th June 2027
- Farley Hall – 25th June to 27th June 2027
- This Is Farming – 10th July 2027
- Aspen Cooling Solihull (2) – 28th to 29th August 2027
- Aspen Cooling Osberton International (2) – 30th September to 3rd October 2027
- Oasby (3) – 16th October to 17th October 2027

EVENTING SPRING CARNIVAL

FARLEY ESTATE

THIS IS FARMING
Thoresby Estate

SRC

ASPEN COOLING LTD
OSBERTON
HORSE TRIALS

# Our Flagship Events

## The Eventing Spring Carnival

Held at Thoresby Park, Newark, Nottinghamshire, in April 2027 the main attraction is three-day eventing hosting international classes from 2* up to 4* alongside national classes from novice up to advanced level with the headline competition of the event being The Grantham Cup, with many combinations heading here for their pre-Badminton runs. Aside from eventing taking place we as organisers try to offer much more to the event than just horses with dog shows and gun dog scurry demonstrations, children's games, fairground rides, shire horse demonstrations and hobby horsing to name just a few other attractions, with an array of trade stands and exhibitors.

### Thoresby's Growth

Across the weekend we had a footfall in 2026 of around 8 to 10 thousand people, an increase on 2025 crowds by 28% with an overall increase since the events start in 2022 of 146%.

## Aspen Cooling Osberton International (2)

Set in the surroundings of the Osberton Estate in North Nottinghamshire, Osberton International Horse Trials is an established highlight of the BE calendar held the first weekend of October. Attracting international riders competing at recognised FEI levels, alongside pony riders and grassroots competitors, the event offers an exciting celebration of equestrian sport for all to enjoy.

Osberton's unique end-of-season atmosphere is more than just competition, it has become renowned for its much-loved 'end of season' party, with evening entertainment throughout the event creating a lively, sociable atmosphere that continues long after the last horse has left the arena.

With weekend camping and a distinctive per-car admission ticketing model, Osberton offers visitors the opportunity to make a real occasion of their visit. Whether coming for the world-class sport, shopping, entertainment or simply the chance to spend a weekend immersed in the equestrian community.

# FARLEY ESTATE

Set within the historic parkland of Farley Hall Estate in Farley Hill, Berkshire, near Reading, Farley Hall Horse Trials offers a compelling blend of top-level equestrian sport, an elegant countryside setting and the charm of a traditional English garden party.

New to BEDE Events in 2026, Farley Hall presents an exciting opportunity for growth, with the foundations in place to establish itself as a sought-after fixture on the British eventing calendar. Its attractive location, exceptional setting and sporting ambition create a strong platform for the event to develop and build its profile year on year.

With classes ranging from Novice and Intermediate to Open Intermediate and young-horse competitions, Farley Hall attracts ambitious combinations progressing through the levels, alongside established riders showcasing talented horses with the potential to reach the top of the sport. The event offers the opportunity to connect with elite owners, leading competitors and influential members of the equestrian community.

Farley Hall offers the prospect of reaching an engaged, discerning and commercially relevant audience in an environment that combines the excitement of competitive sport with the appeal of a premium country event. As the event continues to grow, there is an opportunity for brands and independent businesses to establish an early presence, build valuable relationships and become part of Farley Hall’s developing success story.

ASPEN COOLING LTD

ASPEN COOLING LTD OSBERTON HORSE TRIALS

# Osberton International (1)

BEDE EVENTS

Returning in 2027, Aspen Cooling Osberton International (1) takes place from 21st to 23rd May. Although the event is not traditionally promoted as a public-facing or ticketed occasion, Osberton continues to attract growing interest from spectators seeking to enjoy a day out in a countryside setting, alongside the excitement of international equestrian sport.

With over 600 horse-and-rider combinations competing in 2026, the event has demonstrated its ability to attract a substantial and engaged equestrian audience. For 2027, we anticipate welcoming more than 500 competitors across the three days, bringing together riders, owners, grooms, support teams and equestrian enthusiasts.

For trade exhibitors, Osberton offers a valuable opportunity to connect directly with consumers, at a fraction of the price of our major events. Osberton (1) does not have the large footfall that takes place at our flagship events however with growing numbers of competitors and additional classes coming, an evet that is on the rise in an ideal time of year for people to attend with attending free of charge.

# This Is Farming

2026 was the inaugural year of This Is Farming, an event with Thoresby Park as a joint venture to showcase British Farming and all that is behind the world of agriculture. Ranging from machinery to agricultural vehicles and all in between to livestock and producers of foods to live entertainments across the event with axemen, the fittest farmer competition and local young farmer groups. In 2026, we were delighted to welcome Harriet Cowan from Clarkson's Farm to officially open the event. Harriet also joined us on our dedicated chat stage for an interview, as part of a full day of engaging conversations with a diverse range of guests from across the agricultural community, celebrating the people, stories and experiences that make British farming so special.

THIS IS FARMING

Thoresby Estate

Trading opportunities at This Is Farming are aimed at businesses and producers who champion British farming through homegrown produce, homemade goods, locally sourced ingredients and proudly British products. We celebrate the people, skills and craftsmanship behind these offerings, providing a platform to showcase the incredible talent, quality and creativity found within our local and agricultural communities.

# Trading Options

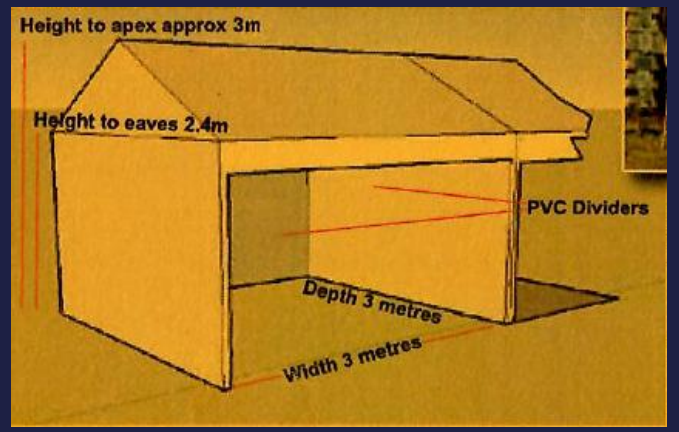
At our events we offer pitches from 4-metre frontage as the smallest size up to 15 metres as standard but can go to as much as you would like.
Each trade stand pitch comes with 8 metres of depth as standard and if required we can accommodate for this with prior arrangements with ourselves.
Generators are prohibited on site; however, we do provide power that can be booked directly during the application process of 16 amp and 32 amp.

## General Open Space

General open space is open for food and general trade stands and is charged by the metre.
This space requires you to bring your own marquee/gazebo or unit.

## Shedded Space

This is for non-food vendors and are marquees that are provided by ourselves as organisers, these start from 3m-by-3m marquees with the option to go up to 9m by 6m. If anything, bigger is required, this can be arranged.
Additional add on such as flooring, banner rails or furniture.



# Application Process

The Eventing Spring Carnival and Osberton (2) applications will open in due course and will be notified via email if you have signed up to our mailing service. Or for more information please email office@bedeltd.co.uk.

Osberton (1) and Farley Hall, applications are completed on Microsoft forms plus a payment links and our open now, please see the following page.

THIS IS FARMING
Thoresby Estate

This Is Farming, as a stand-alone event from our other events, This Is Farming is done internally by the BEDE team alongside the team at Thoresby Park, the link below provides the way to apply for this event, with all pitches costing £50 + VAT:
https://forms.cloud.microsoft/e/M3XGkFCzA2?origin=lprLink

Our grassroots events (Oasby, Solihull and BCA) are primarily competitor-focused, so we don't typically expect large public attendance. However, with over 500 competitors anticipated at each event, there is always a fantastic community of people on site, creating plenty of opportunities to showcase your business.

Booking forms for each event are linked on the following pages, where you can find further details and pricing information per event.

# Our Other Event Applications: Microsoft Forms

## Osberton (1) International Horse Trials

Osberton (1) – 21st to 23rd May 2027: £150 + VAT
https://forms.cloud.microsoft/e/KihEmtNfUv?origin=lprLink

## Farley Hall

Farley Hall Horse Trials – 25th June to 27th June 2027: £150 + VAT
https://forms.cloud.microsoft/e/mipvYQ8Nvp?origin=lprLink

## Oasby

Oasby (1) – 10th and 11th March 2027, Oasby (2) – 24th and 25th April 2027 and Oasby (3) – 16th and 17th October 2027: £60 + VAT
https://forms.cloud.microsoft/e/A3FD2c6CiN?origin=lprLink

## Solihull

Solihull (1) - 29th and 30th May 2027 and Solihull (2) – 28th and 29th August 2027: £60 + VAT
https://forms.cloud.microsoft/e/q1vxWu74TZ?origin=lprLink

## BCA

Berkshire College of Agriculture – 12th and 13th June: £60 + VAT
https://forms.cloud.microsoft/e/eSxUsd7Mq5?origin=lprLink

# Costings

General Trade Stand Space
Grassroot events - £70 + VAT
This Is Farming - £50 +VAT
Thoresby – The Eventing Spring Carnival - per metre frontage - TBC
Aspen Cooling Osberton International (1) - £150 + VAT
Aspen Cooling Osberton International (2) - per metre frontage - TBC
Farley Hall Horse Trials - £150 +VAT

Shedded Marquees
The Eventing Spring Carnival – all TBC
- 3x3 - £+VAT
- 6x3 - £ +VAT
- 6x6 – £ + VAT

Shedded Marquees
Aspen Cooling Osberton International (2) – all TBC
- 3x3 - £ +VAT
- 6x3 - £ +VAT
- 6x6 - £ +VAT

Power
Grassroot events – No Power Available
This Is Farming – No Power Available
Thoresby – The Eventing Spring Carnival - TBC
Aspen Cooling Osberton International (1) – No Power Available
Aspen Cooling Osberton International (2) - TBC
Farley Hall Horse Trials - TBC

# Cancellation and Terms and Conditions

If the event is cancelled or abandoned before the start of the event – a proportion of the site fee will be refunded (Please see below). We will be unable to refund shedded spaces or power due to these already being onsite and set up.

Cancellation prior to the start of 1st day – 80%
Cancellation prior to the start of 2nd day – 50%
Cancellation prior to the start of 3rd day – 20%

There will be no refund if you choose to leave during the event.

General trade stand Terms and conditions:
https://bedeeventsltd.sharepoint.com/Shared%20Documents/Internal/Tradestands/2027/Terms%20and%20Conditions/General%20T%20&%20C's.pdf

The Eventing Spring Carnival Terms and Conditions:
https://bedeeventsltd.sharepoint.com/Shared%20Documents/Internal/Tradestands/2027/Terms%20and%20Conditions/Thoresby%202027%20TCs.pdf

Aspen Cooling Osberton International (2) Terms and Conditions:
https://bedeeventsltd.sharepoint.com/Shared%20Documents/Internal/Tradestands/2027/Terms%20and%20Conditions/Osberton%202%202027%20TCs.pdf

# Thank you for your support and we hope to see you at a BEDE event in 2027

Please do not hesitate to contact our team with any queries.

Email: office@bedeltd.co.uk
Tel: 01949 829061