

Hay Festival *Hay-on-Wye*



Exhibitor info pack
27 May–6 June 2027

hayfestival.org

“

The team had a great time at Hay Festival and loved our connection with the audience.

As it was our first time, we learned a lot about the attendees you attract and the opportunities. Such a wonderful community!

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Hay Festival Hay-on-Wye 27 May–6 June 2027

A world of different...

Hay Festival brings together artists and culturally curious audiences to share new ideas in Hay-on-Wye, 27 May–6 June 2027.

On the edge of the Bannau Brycheiniog National Park, our tented village offers a world of different experiences – talks, music, comedy, great food and drink, and the unexpected.

Launching the best new books, while offering insights and debate around significant global issues, our programme features award-winning writers, policy makers, pioneers and innovators from around the world.

And at night, the world's greatest performers take to the stage to offer a heady dose of entertainment and joy.

Why join us?

Showcase your work.

Exhibitors are a vital part of the Festival experience, giving our audiences the opportunity to discover new ideas, innovations, products and organisations.

Connect with our audience.

Hay Festival attracts one of the most engaged, curious and discerning audiences, with more than 150,000 people visiting our free-to-enter site.

Put your brand in good company.

Our audiences trust Hay Festival to curate with care and quality – from our speakers to the experiences, organisations and brands they encounter across the site.

You're in safe hands.

Exhibitor stalls are strategically positioned to maximise footfall, with spaces designed to operate in all weathers and a dedicated support team on hand throughout the Festival.

What they say about us

95% of our exhibitors want to return – here's what they say:

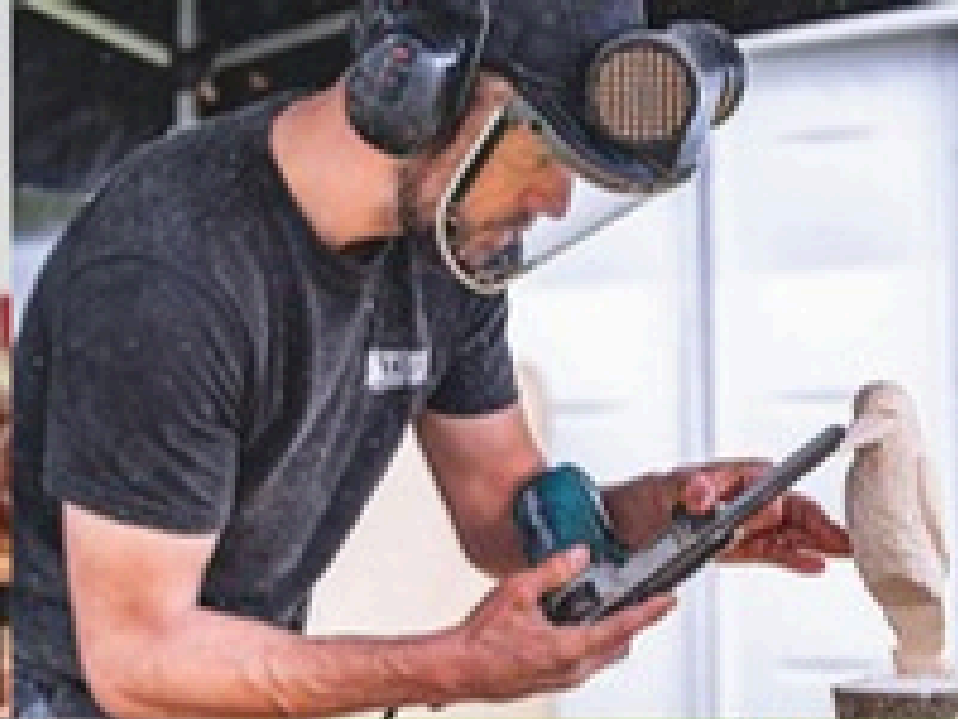
“The event was **a testament to exceptional planning**, phenomenal facilities and excellent execution.”

“It was wonderful to see **so many people come together to share ideas**, learn and engage with such an incredible programme. We are proud to have played a small part in supporting the Festival's important work.”

“Always **an excellent experience** and a great atmosphere.”

“We just wanted to thank you for a great festival! It's **our favourite event of the year** and we really look forward to it. We hope you'll have us back again next year!”

“It was honestly **the best festival experience we've had** to date with the least challenges plus having the strongest positive impact for us.”



Rate card

Please note: these are small business and charity rates. While we welcome corporate and larger charity applications, different rates may apply.

*Small business definition: fewer than 25 employees and an annual turnover of under £5M.

*Small charity definition: annual income of less than £1M.

Included in the pitch fee:

- Marquee structure
- Carpeted, boarded floor
- Single 3kw power supply (additional power will be charged separately)
- Single overhead LED light
- WiFi
- Recycling and waste management
- Daily parking (one vehicle)
- Listing in Hay Festival programmes
- Listing on printed banner on site
- Dedicated point of contact and guidance
- Production support
- 24h security

Size	Cost	Notes
Standard 3m x 3m	£3,850 + VAT	
Corner 3m x 3m	£4,500 + VAT	A corner stand faces two walkways
Standard 3m x 6m	£4,950 + VAT	
Corner 3m x 6m	£5,900 + VAT	A corner stand faces two walkways
Standard 6m x 6m	Starting at £6,850 + VAT	POA
Bespoke sizes	£ POA	Limited opportunities
Family area 3m x 3m	£3,300 + VAT	Only for family-focused exhibitors or retail
Family area – bespoke	£ POA	Limited opportunities

Enhance your Festival experience

All exhibitors benefit from inclusion in the Festival's printed programme and website listings as standard, giving your brand visibility with audiences before they arrive on site.

For those looking to extend their reach further, exhibitors receive 25% off our wider marketing and advertising opportunities, helping you connect with audiences across multiple touch-points before, during and after the Festival.

Opportunities include newsletter features, onsite banners, pre-show reel bundles, competitions, press pack inclusion, artist goodie bags, product placement across Festival stages and additional print advertising. We can work with you to find the most effective combination of activity for your objectives and budget, helping you maximise impact throughout the campaign.

Food & drink exhibitors

If you are interested in applying for a catering pitch, please visit our website:

hayfestival.org/exhibitors-and-food-traders

We do not generally accept food and drink traders in the exhibition spaces, but there are some limited opportunities to sell food items that do not require cooking or back of house preparation (e.g. cakes, nuts, juices).

Under these circumstances, if the food or drink is to be consumed on site, 10% should be added to the prices on the exhibitor rate card.

In addition, we do not allow alcohol to be sold for consumption on site anywhere except in the official Festival bar.

The above rules do not apply to exhibitors wishing to sell food or drink items that customers will consume offsite, but may promote their products via free samples.

Past exhibitors



How to apply

Apply online using our digital form by 8 January 2027 (www.hayfestival.com/hay-on-wye/exhibitor.aspx).

Successful applicants will be notified by 22 January and will be required to complete the booking form, pay a deposit and sign a contract by 5 February 2027.

Important information

50% deposit due by 5 February.

Full balance due by 16 April.

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Join us in 2027
for our 40th
anniversary!

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Get in touch

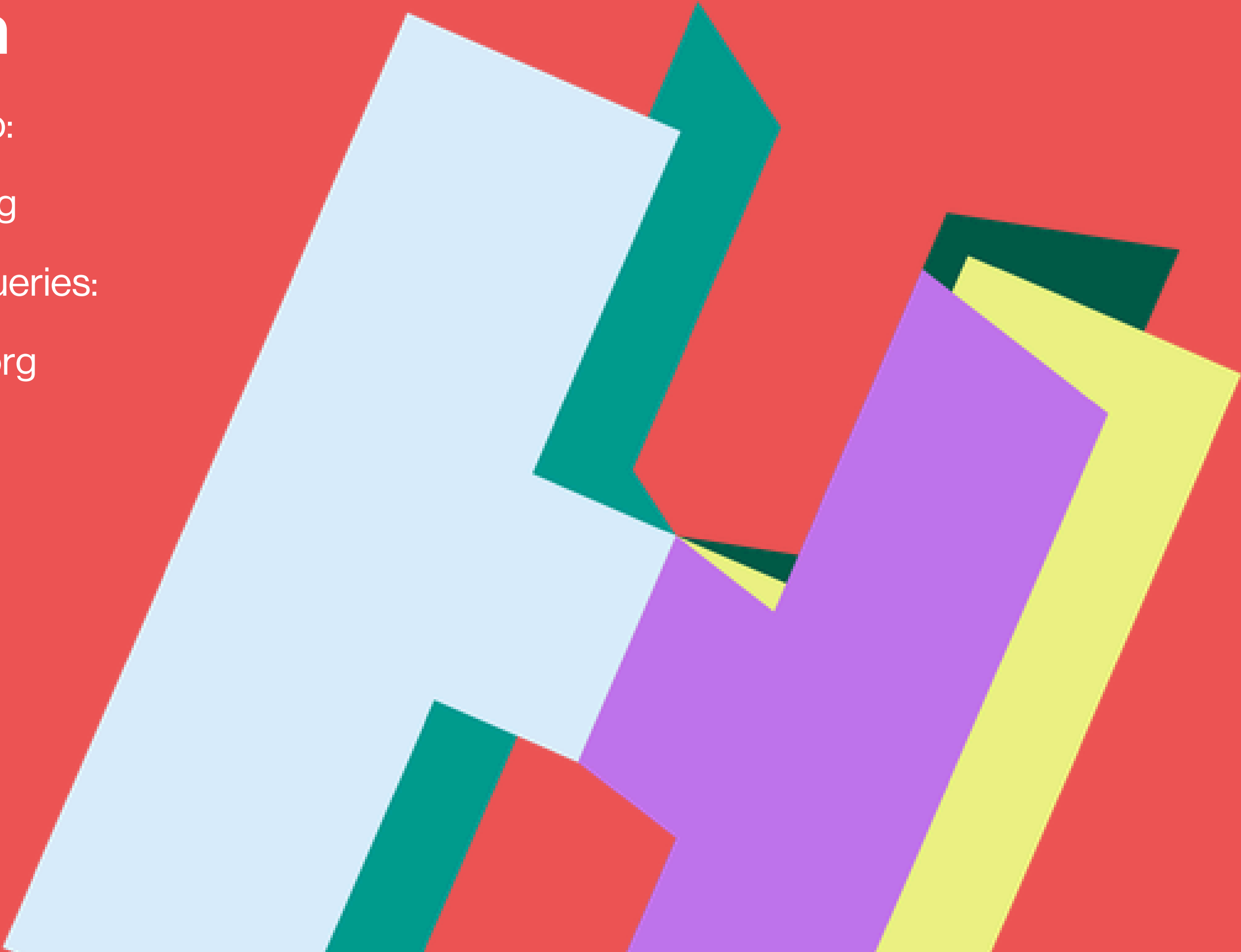
Booking and more info:
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Site and production queries:
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