

# Hay Festival *Hay-on-Wye*

Exhibitor  
info pack  
2026

hayfestival.org



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# Hay Festival

## 21–31 May 2026

### A world of different...

Hay Festival brings together artists and culturally curious audiences to share new ideas in Hay-on-Wye, 21–31 May 2026.

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?

## **Connect with our audience.**

People from around the world travel to Hay Festival with more than 150,000 people visiting our free to enter Festival site.

## **Showcase your work.**

Exhibitors are a vital part of the Festival experience, providing our audiences an opportunity to hear new ideas and innovations.

## **Be part of a quality experience.**

Each year, 50 businesses, enterprises and charities work with us, from internationally known brands to local artisans, from fashion and food products to artworks and accessories.

## **You're in safe hands.**

Exhibitor stalls are strategically placed to ensure footfall is maximised and all stalls are located to operate in all weathers with a dedicated support team on hand to help you.

# What they say about us

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

**“The Glastonbury of literary festivals.”**  
– The Guardian

**“Always an excellent experience and a great atmosphere. Many thanks for having us.”**  
– Previous exhibitor

**“Hay Festival democratizes inspiration.”**  
– New York Times

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



# Rate card

**Please note: these are small business and charity rates. Whilst 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
- 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	£3,720 + VAT	
Corner 3m x 3m	£4,380 + VAT	A corner stand faces two walkways
Standard 3m x 6m	£4,820 + VAT	
Corner 3m x 6m	£5,700 + VAT	A corner stand faces two walkways
Standard 6m x 6m	Starting at £6,625 + VAT	POA
Bespoke sizes	POA	Limited opportunities
Family area 3m x 3m	£3,200 + VAT	Only for family focussed exhibitors or retail
Family area – bespoke	POA	Limited opportunities

# Add-ons

	Cost	Notes
<b>Power – additional to single 3kw supply</b>	To be confirmed with successful application	Starting at £200 for a single 3kw domestic square pin socket, up to 3x 63amp round pin socket at circa £2,300 (subject to 2026 changes)
<b>Event sponsorship</b>	Exhibitors benefit from 50% off sponsorship rates	Includes complimentary front row tickets, credit on tickets, website, and online & print programme
<b>Print programme advert</b>	Exhibitors benefit from 25% off advertising rates	Available on ¼, ½ and full page ads. 40,000 brochures are produced and distributed nationwide

# Food & drink exhibitors

If you are interested in applying for a catering pitch, please visit our website [here](#).

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 [here](#) by 9 January 2026.**

Successful applicants will be notified by 23 January and will be required to complete the booking form, pay deposit and sign contract by 2 February.



# Get in touch

Booking and more information:  
[penny@hayfestival.org](mailto:penny@hayfestival.org)

Site and production queries:  
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