



Crufts 2026 Trade Stand Holder's Manual

National Exhibition Centre, Birmingham

5–8 March 2026

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1. Acceptance of Space

The Offer of Space should be accepted immediately to secure the space.

Payment must be paid by the date stipulated on the invoice. The Organisers reserve the right, if payment is not received by the stipulated date, to charge interest on the outstanding amount at 2% above the bank rate or to cancel the allocation without notice.

2. Cancellations and Withdrawals

Any stand holder withdrawing, after acceptance of space, for any reason whatsoever will be held liable for the whole cost of floor space allocated. Stand holders who cancel after accepting their offer of space may also be charged a £300 cancellation fee.

3. Admission Wristbands and Tickets

In the interests of security, all stand holders and exhibitors must show wristband provided by the organisers, at all times during build-up, breakdown and the open period of the show.

Wristbands are not valid unless they are securely worn on the wrist.

You can also order dog and handler passes which are required if you intend to have any dogs on your stand. See “Dogs on stand” section for further information.

Please note that the wristbands and dog and handler passes are strictly to be given to staff/volunteers working on your stand and should not under any circumstances be offered in any competitions or raffles.

Please complete link on the checklist page by 30 January 2026

indicating quantity required.

4. Advertising – Show Guide & Catalogue

Newhall Publishing Ltd sell all advertising space in the Catalogue, Show Souvenir Guide and Goody Bag (see Marketing section). Newhall will also administer the system for your inclusion in the trade stand listings in the Show Guide. For your free 25 word inclusion please complete link on the checklist page. There is also an opportunity to add additional words, logos and colour pictures.

The trade stand listing in the Catalogue will be undertaken by the Crufts office and the stands including company name, website and stand number will be listed alphabetically.

Contact details for Newhall are detailed in the checklist section of the portal.

5. Banking

No bank onsite. Cash machines available in public areas.

6. Brachycephalic Dogs in Advertising & Graphics

The Royal Kennel Club politely requests that trade stands do not include images of brachycephalic dogs (dogs with flat faces/short muzzles such as Bulldogs, French Bulldogs and Pugs) within their promotional material including adverts, trade stand graphics and any physically present dogs on the stand at Crufts. The exception to this is when promoting specific products for these breeds and where the use of brachycephalic dogs is considered to be appropriate, the images used should show the healthiest, least exaggerated example of the breed.

Any adverts submitted to the Crufts Show Guide or Catalogue using these breeds unless they are specifically promoting a breed or breed related product will be refused and any trade stand including these breeds within their graphics will be asked to remove the graphic from their stand.

This is due to the unnecessary and inappropriate use of brachycephalic dogs in the media which has significantly increased the appeal and desirability of these breeds and therefore harming their welfare. For further information on brachycephalic dogs and a full list of these breeds please go to <https://www.thekennelclub.org.uk/brachyhub>

7. Broadcasting

The Organisers reserve the right, within their sole discretion, to allow television, sound broadcasting transmissions, filming and sound, or film recording at any time during the Show and to re-site exhibits for that purpose, if so requested by the television or film programme producers. The Organisers accept no responsibility whatsoever for the nature or contents of any presentation.

8. Business and Visitor Centre

There is no longer this service available, however there are print services available near Birmingham station. Please email the Crufts Trade stand inbox for details.

9. Car/Vehicle Parking

Vehicle passes will be sent to you along with your wristbands nearer to the time of the show. You must request these passes through the wristband form.

10. Carpeting

GES is the official supplier of floor coverings for space only sites. For a quotation, please see link on checklist section of the trade portal.

Space only stand holders who wish to lay carpet directly on to the hall floor may do so using NEC approved carpet tape, providing that it is lifted before they leave the hall at the end of the show. A charge will be made for removing any carpet tape which is left and has to be lifted by the organisers' contractors.

The rate for "other" shell scheme sites includes the shell scheme/carpet package. Grey cord carpet will be laid on all shell scheme stands.

The current approved tape supplier list is as follows;

UK Industrial Tape Ltd.

11. Catering & Hygiene

The NEC in house caterers (Levys) are the sole catering contractors in the halls and all food and beverage requirements should be purchased from them. There are now also service partners located on the Piazza including Starbucks, Cornish Bakery, Street Kitchen, Subway and Wetherspoons. Under no circumstances whatsoever can consumables for human consumption be sold, distributed or given away in or on any part of the hired premises or the approaches and entrances thereto, including the Piazza (includes any articles or substances for human consumption, by eating, drinking or smoking).

Bars and restaurant facilities are available within the exhibition hall. A stand catering service is also available from NEC Products and Services - see link on checklist page of trade portal.

You are reminded that if you are proposing to have hospitality on your stand, you may have to provide a fridge and sinks/wash hand basins to comply with Health and Safety Regulations. Please contact NEC Catering Services at least one month before the Show for further advice.

12. Cleaning

Stands will be vacuumed if accessible. The cleaning of exhibits and upper floors of stands is not included. Crates, pallets, and stand fitting material must be removed by your stand contractor and any excess literature, leaflets, etc must be removed at the end of the show or an additional charge may be levied.

13. Damage & Dilapidations

No excavations or perforations of the floors, walls, columns or ceilings of the buildings may be undertaken, nor may any fixing be made thereto except by The NEC. Subject to the foregoing, use may be made only of the existing system or service

boxes, service holes, floor anchors, wall hooks, ceiling bolts, fixing rails and other specific provisions. Advice concerning the positions of service boxes, holes, anchors and their use may be obtained from the Technical Operations Department at the NEC (contact technicalsales@thenec.co.uk).

14. Stickers and other adhesive materials

No promotion material of an adhesive nature may be affixed to any part of The NEC building and appurtenances always excepting the advertising sites designated for rental.

Stand holders are responsible for making good at their own expense all damage and dilapidation (no matter how caused) occasioned by them or their employees or contractors, whether to the Show premises or their appurtenances, or properties of the Organisers or their Contractors and hereby indemnify the Organisers from and against

all claims, demands, costs, action or losses which may arise from any such damage or dilapidations.

15. Data – Use of your Data

As a contractual necessity we need to share your details with the contractors who will supply the exhibition procurement and services and Eventsforce who administer the application and trade stand bookings – both the contractors and Eventsforce agree to comply with Data Protection legislation and i) to use data only for the specified purpose ii) not to share with third parties if unauthorised and without consent and iii) to hold data safely and securely. It will also be retained for the purpose of sending stand re-booking information for next year's show and to inform you about trading opportunities at other Royal Kennel Club & partner's events.

15. Deliveries & Restocking

Postal packages should be addressed to:

Stand holders name Stand number Crufts 2026

The NEC Birmingham B40 1NT

The organisers and hall managers will not accept or sign for deliveries except small postal deliveries, so please ensure that there is someone on your stand if you are expecting a delivery. Deliveries will not be accepted outside tenancy times.

Stand holders should use the stand restocking facility each evening when the show closes to the public. Restocking times are strictly between 7.30 - 9.00 pm each evening. NO RESTOCKING IS PERMITTED IN THE MORNING OR AT ANY OTHER TIME APART

FROM HAND CARRIED ITEMS. Any deliveries to stands must be hand-carried through the hall during the open hours of the show. NO trolleys are allowed, due to health and safety regulations. Hi viz jackets are compulsory during this time. Please take note of the NEC online system now in place for all shows where deliveries need to be booked in for any build up days and for restocking via www.voyagecontrol.com/necbirmingham (see item 9 for more information or the checklist page of the trade portal).

16. Dogs on Stands

You are permitted to have dogs on your stand. Puppies under 6 months old are not permitted under any circumstances. You will require a dog and handler pass for each dog and these can be ordered with your staff wristbands using the link on the checklist page.

Please note that anyone bringing a dog must abide by the Regulations of this show, and not to bring any dog which has contracted or been knowingly exposed to any infectious or

contagious disease during the 21 days prior to the show, or which is suffering from a visible condition which adversely affects its health or welfare.

Please note that brachycephalic dogs are not to be permitted on stands as outlined on page 2 due to the unnecessary and inappropriate use of these breeds in the media. It is also asked that dogs are not to wear any kind of clothing other than practical clothing to keep them warm or dry.

If inviting 'influencers' to your stand you must make the Royal Kennel Club Press Office aware including details of the invitee and any possible 'influencer dogs' also attending including the breed.

Please note that the breeds below, and possibly crosses of these breeds, will not be permitted to attend as a social media influencer due to potential health issues within the breeds which may have been exacerbated due to over exposure within the media and through advertising:

French Bulldogs, Pugs, Boxers, Bulldogs, Boston Terrier, Griffon Bruxellois, Pekingese, Japanese Chin, Cavalier King Charles, King Charles Cavalier Spaniels, Bloodhounds, Bassett Hounds, Chow Chow, Dogue de Bordeaux, Mastiff, Neapolitan Mastiff, Shar Pei, St. Bernard, German Shepherds, Dachshunds, and Newfoundlands.

No dog present on stands should ever have been subject to a Court Control Order or a Contingent Destruction Order under the Dogs Act 1871 or the 1991 Dangerous Dogs Act. The dog owner may be required to assist the Royal Kennel Club in verification of this aspect from time to time.

Event organisers have the discretionary right to refuse admission to a dog to Crufts 2026.

Anyone in attendance at Crufts should take all reasonable steps to ensure that the needs of their dog/s are met and should not knowingly put their dogs' health and welfare at risk by any action, default, omission or otherwise. Anyone found negligent in this regard will not be admitted to future events. Please note that the dog and handler passes are strictly to be given to staff/ volunteers working on your stand and should not under any circumstances be offered in any competition or raffles.

17. Electrical Services & Regulations

All electrical installations must comply with the regulations contained in the eguide and meet the current IET wiring Regulations www.aev.org.uk/e-guide. Any requirements made on site by the official personnel must be adhered to. GES have been appointed official electrical contractors to Crufts and no other electrical contractor will be permitted to undertake this work.

It is the stand holders' responsibility to ensure that requirements are notified to the official contractor in sufficient time for their electrical requirements to be completed by the evening of Wednesday 4 March 2026. In no circumstances may stand holders interfere with any electrical installations, except for a connection to plug points. All illuminated signs must have the Organisers' specific written approval. See GES link on checklist section of the trade portal.

A service desk will be situated next to the organisers office (hall 3a) and also in halls 1 and 5 on site to help you with any electrical queries during the build-up.

Electrical Regulations

All work on stands must be ordered through the official contractor. Details of your requirements must be forwarded as soon as possible, as surcharges may be applied to late orders.

Any electrical equipment brought to site must either be within 12 months old and a receipt/invoice available to demonstrate its status, or it must be subject to a current PAT test. This must include any extension leads brought onto site for use.

Floor built/mounted, constructed trusses are required to be earth bonded – IAW IE Regs

Any stands with a fridge/freezer should order a 24 hour power package.

For full details relating to electrical regulations please refer to eguide: www.aev.org.uk/e-guide

18. Equality Act

Please note it is the duty of all stand holders, irrespective of size, to take reasonable steps to ensure that people (visitors and exhibitors) with disabilities are able to access and make use of those services. Wheelchair/scooter hire contact NEC Mobility <http://www.thenec.co.uk/visitors/disabled-visitors>

19. Expulsion of Persons

The Organisers have the right to expel any person whose presence in the Show is, in their opinion, prejudicial to the interests of the Show.

(See also integrity clause)

20. Film Displays

Film displays cannot be given without the prior written approval of the Organisers. The Organisers reserve the right, having granted permission to order the withdrawal of any equipment causing annoyance or inconvenience to visitors or other stand holders.

21. Fire Extinguishers

NEC provides fire extinguishers around the halls – the aim of distributing these is that no stand is more than 30m away from a fire extinguisher. Stand holders should familiarise themselves with the location of the nearest fire extinguisher. If any stand holders believes it would be appropriate (as part of the fire risk assessment) to have additional extinguishers NEC can supply these specifically, at a cost.

22. Fire Regulations

Please note there is legislation in force which requires all stand holders to have available a fire risk assessment for their stand.

There are strict regulations governing the materials which may be used in the construction of stands and in the demonstration of products. Materials should comply with British Standard Numbers please refer to the eguide; www.aev.org.uk/e-guide

Stands will be inspected during build-up and officials may remove any offending materials, or close down a stand if they do not comply with regulations. Exhibitors should ensure that their contractor is aware of the restrictions.

Stands, displays, signs and fascias must be constructed of one of the following materials: non-combustible or inherently non- flammable material, durably flame-proofed fabric, self- extinguishing plastic material or timber plywood, hardboard, pulpboard or fibreboard rendered flame-resistant by an acceptable impregnation and bearing a distinguishing landmark.

All work must be carried out in conformity with the requirements of the Rules and Regulations of The NEC. These regulations must be strictly observed and any Stand holder who fails to do so hereby indemnifies the Organisers of the Show against any claims or expenses arising out of such failure. A full copy of these regulations are now contained within the eguide www.aev.org.uk/e-guide

Gangways. Under no circumstances will exhibits, signs, notices, stand dressings, tables and chairs, etc. be allowed to encroach into gangways. Please keep all your exhibits inside your stand at all times.

Please note all relevant **certificates** should be available for inspection by the Fire Officer whose decision is final with regards to all Fire Regulations.

23. First Aid

The Piazza First Aid Room will be staffed during the show open hours. The centre can be contacted via NEC Security officers on duty in the hall or by calling the Control Room on extension 72393/72595. For emergency medical call 72222, for emergency fire call 73333 (NB - External number for medical call 0121 767 2222).

24. Furniture

The official furniture contractors are GES (please note no chairs or other furniture can be provided by the Organisers). See link on checklist section of trade portal.

Onsite service desks will be situated in halls 1, 3 and 5.

25. Health & Safety and CDM Regulations

Under Health and Safety legislation, trade exhibitors and their contractors are responsible for all activities that take place on their stand throughout the event and any actions that could affect others not on their stand. This includes providing risk assessments and method statements (which must be available upon request), as well as the briefing, communicating to and controlling all their sub-contractors who work on their stand.

The Royal Kennel Club is committed to providing, maintaining and promoting, so far as is reasonably practicable, the highest standards of Health, Safety and Welfare at our events. **All trade exhibitors and contractors at Crufts are expected to ensure that they provide a safe place and system of work, as is their legal duty under HASWA 1974.** Successful safety management requires the commitment, involvement and co-operation of all those on-site at an event. **All trade exhibitors must take note of all Health and Safety documentation and ensure that a copy of their company's Health and Safety policy is available for inspection if requested at Crufts 2026 (for companies with 5 or more employees).**

Space only trade exhibitors and any exhibitors with any items of special risk (see Important Information) must forward a copy of their risk assessment and fire risk assessment to the organisers at least 30 days prior to the show. If you do not have any items of special risk you must complete the Health and Safety Assessment on the checklist page and return to the organisers by the date stipulated.

It is the responsibility of all trade exhibitors to be aware of and adhere to the current Health and Safety legislation.

Construction (Design and Management) Regulations 2015 (CDM) – VERY IMPORTANT INFORMATION REGARDING HSE REGULATIONS REGARDING BUILD UP AND BREAKDOWN

It is important to make yourselves and your staff/contractors aware that we operate within the scope of the Construction (Design and Management) Regulations 2015 (CDM) which are set by the Health and Safety Executive (HSE). To briefly summarise the Royal Kennel Club assumes overall responsibility for the construction site during build up and breakdown with this role being known as the role as Principle Designer/Contractor.

Consequently, each space only stand and those shell scheme stands where an exhibitor plans to undertake construction is to be considered a separate CDM site in its own right. If you have opted to take up a space only stand you have certain responsibilities for your own mini CDM site. You will need to submit plans, visuals, elevations (which are subject to approval on site by our structural engineer) along with Construction phase plans, Risk Assessments and Method Statements by Friday 23 January 2026 to fabbotts@essentialevents.co.uk

Guidance document from ESSA along with a template for your standbuilder is available via <http://www.aev.org.uk/cdmresources>

A site induction document will be available to ALL STAND HOLDERS in February 2026. It is your responsibility to ensure that every single member of your staff, any subcontractors you may use and the staff that they employ are given a copy of these induction sheets. Failure to do so may result in your teams being refused admission to the Halls. Please take particular attention to the fact that the Hi Viz jackets will be required to be worn at all times during build up and breakdown of the show (including restocking in the evenings). It is also advisable to consider using other Personal Protective Equipment (PPE) during these times.

Accident Reporting and First Aid

The Royal Kennel Club investigate all accidents and 'near misses' that occur on site and we expect the cooperation of trade exhibitors and contractors in investigating the true causes of any accident in order to try and prevent reoccurrence. All accidents and near misses must be reported to the onsite organisers office. All contractors are to comply with the RIDDOR Regulations 2013.

First aid facilities are available on the main Piazza of the NEC or contact the organisers office, a member of security or call internal ext 72595/72393.

Children

Children aged 16 and under are not permitted in the halls during build up and pull out for health and safety reasons. You must also advise if you are intending to use people between the ages of 16-18 on your stand.

Drugs and Alcohol

Misuse of drugs or alcohol can severely affect judgement and physical response to given situations in the workplace; this can result in safety performance being impaired and accidents occurring. Any person found to be under the influence of alcohol or drugs will be asked to leave the site immediately.

Emergency Procedures

Please can you and your staff/contactors read and understand the Emergency Procedures detailed in venue and important information sections of the portal.

Fire Safety

Please see fire regulations in item 21 and 22.

Hazardous Substances

The control of substances hazardous to health regulations 2002 (COSHH) is intended to remove the problem of ill health caused by the exposure to hazardous substances at work. The definition of a substance that is hazardous to health is any substance that legally has to be labelled as “very toxic”, “toxic”, “harmful”, “irritant” or “corrosive”. If you, or your contractors, intend to use such substances you must carry out a written risk assessment under the COSHH regulations and send a copy to the organisers at least 30 days before arriving on site with the substance. Any company wishing to bring pharmaceutical products to display on their stand must inform the organisers of their intention by filling in the relevant part of their Risk Assessment and return before arriving on site and making sure that the relevant COSHH data sheet is readily available at all times during the show.

Any stands selling either pharmaceutical materials or sharp objects must be able to ensure adequate security of their products at all times, including overnight. They must also make a clear statement as to the sales policy regarding age.

The organisers reserve the right to remove anything from a stand that they deem potentially hazardous. This will be done at the exhibitors expense.

Manual Handling

The law requires that, as far as reasonably practicable, you should avoid the need to undertake manual handling operations which involve a risk of injury and appropriate steps are taken following a risk assessment to reduce any chance of injury to the lowest level reasonably practicable.

Items of Special Risk – see Important Information section for further information.

Working at Height

Stand holders and their contractors should make themselves aware of the legislation regarding working at height.

Additional information can be obtained from

<https://www.aev.org.uk/resources/health-safety/stop-the-drop>

Risk Assessments and Guidance

ALL Exhibitors must undertake their own risk assessment. If you are planning an item of special risk then you must submit a copy of your risk assessment to the Organisers at least 30 days before coming on site. If you do not plan a special risk activity you do not need to submit your risk assessment but please be aware that we may ask to see your risk assessment at any time or on site if an incident occurs. As exhibitions and events are deemed as hazardous environments, it is a legal requirement that all exhibitors and contractors undertake a suitable and sufficient Risk Assessment prior to the Show, listing the tasks and identifying the main hazards that each presents on site and devising ways to

eliminate, reduce, isolate or control those hazards. A trade exhibitor is liable to heavy fines, prosecution and even imprisonment should it be found to be negligent in the event of an accident to its staff and visitors if suitable control measures are not in place.

A Risk Assessment should cover all hazards arising from work practices on site including lifting, PPE, fire controls, exhibits and/or demonstrations, COSHH, RIDDOR, fume extraction, hazchems, noise, etc, especially if it would affect neighbouring stands, visitors, etc. Shell Scheme exhibitors are required to undertake a suitable and sufficient Risk Assessment which should include all work practices; hazardous exhibits and the risks found on site.

Please refer to a sample Risk Assessment form and notes for guidance on the important information section on the trade portal.

Smoking or Vaping

To comply with legislation, smoking or vaping is not permitted anywhere in the premises.

26. Insurance Companies - Limitations

Stand holders (acting by themselves or through agents) are not permitted to introduce or promote pet health insurance companies as part of their presence at Crufts.

Insurance

Stand holders' attention is drawn to the following two clauses and they are strongly advised to consult their Insurance Company to insure themselves full against all risks.

Postponement, Abandonment, Strikes, etc.

In the event of either:

- I. all or part of the Show being cancelled, postponed or abandoned or being held either wholly or partly in premises other than The NEC or
- II. the failure or curtailment of any supplies, services or facilities afforded to stand holders, due to any circumstances beyond the reasonable control of the Organisers including without limitation to strikes or lockout, acts of god, acts of terrorism, fire, flood, storm, explosion, pandemic or epidemic and/or disease (including but not limited to foot and mouth disease) or compliance with law or government order rule or regulation (Force Majeure) the Organisers shall not be under any liability whether in contract, tort or otherwise in respect of any expenditure, liability, damage or loss sustained or incurred by stand holders as a result thereof and shall be entitled to retain or recover all sums paid or payable to the Organisers or such percentage thereof as the

Organisers may in their absolute discretion consider necessary to cover the expenses incurred in connection with the Show.

Without prejudice to the generality of the foregoing the Organisers shall not be liable whether in contract, tort or otherwise for any loss, damage or expenses which stand holders may sustain or incur by reason of:-

- I. the Metropolitan Borough of Solihull and/or any other Authority intervening and preventing or restricting the use of the Show premises or any part thereof in any particular manner, or
- II. any strikes, lockout, industrial disputes or labour difficulties.

If the event is postponed for any reason of Force Majeure and is rescheduled for a later date then all the terms and conditions of this agreement will apply to it on such rescheduled date.

27. Liability of Stand holders and Organisers

The Organisers shall not be liable whether in contract, tort or otherwise for any loss, or damage whatsoever caused to the property of any Stand holder, his sub-contractors or his or their visitors, servants, or agents, except to the extent that such loss or damage is caused by the negligence of the Organisers, their servants or agents or either of them.

The Organisers shall not be liable whether in contract, tort or otherwise for death or personal injury caused to any Stand holder, his sub-contractors or his or their visitors, servants or agents, except to the extent that such death or personal injury is caused by the negligence of the Organisers, their servants or agents or either of them and to the extent such liability may not be excluded as a matter of law.

It is a condition binding upon each Stand holder that he shall hold the Organisers and each of them, their licensors and every agent, servant or representative of each Organiser at all times harmless and indemnified against all loss, expense, claims, demands or proceedings whatsoever in respect of any death or personal injury to himself, his agents, servants, visitors or sub-contractors whether arising in contract, tort or otherwise except to the extent that such death or personal injury is caused by the negligence of the Organisers, their respective servants or agents or either of them.

It is a condition binding upon each Stand holder that he holds the Organisers and each of them, their licensors, and every agent, servant or representative of each Organiser at all times harmless and indemnified against all loss, expense, claims, demands or proceedings whatsoever in respect of injury, loss or damage to the

property of the Stand holder, his servants, agents, visitors or sub-contractors or any property used in conjunction therewith whether arising in contract, tort or otherwise.

It is a condition binding upon each Stand holder that he will indemnify the Organisers and each of them against any loss, expenses, damage, claims or proceedings whatsoever caused to, incurred by, or instituted against the Organisers or either of them or any other person whatsoever arising out of the exhibits or goods of such Stand holder or any property used in connection therewith or any act or omission of the Stand holder, his servants, agents, visitors or sub-contractors.

It is a condition binding upon each Stand holder that he shall indemnify and hold harmless the Organisers and each of them from and against all consequential losses, costs, expenses, damages or proceedings in connection therewith howsoever arising and, in particular, it is expressly agreed that such indemnity shall extend to all such losses, costs, claims, expenses, damages or proceedings arising from the failure (howsoever caused) by any stand or exhibition contractor or designer to perform fully all the terms of its contract with the Stand holder whether or not such contractor or designer is accredited by the Organisers or either of them.

If the Stand holder or his servants, agents or sub- contractors should fail to vacate the premises by 1500 on Monday 9 March 2026 due to any cause whatsoever, the Organisers will hold the Stand holder fully responsible for all losses and expenses incurred by the Organisers as a result of such failure.

It shall be the responsibility of each Stand holder before he, his servants, agents or sub-contractors enter the premises to ensure that he has effected adequate liability insurance (of not less than £5,000,000) with scope of cover appropriate to its activities and the venue and the event in respect of any claim or incident with an insurance office of repute and if so requested by the Organisers produce evidence of such insurance at any time.

Any dispute shall be referred to a single arbitrator in accordance with the provisions of the Arbitration Act 1950 and any statutory modification or re-enactment thereof for the time being in force.

28. Integrity of Crufts/the Royal Kennel Club (the RKC)

Stand holders shall ensure that it and any of its employees, agents or sub-contractors will familiarise themselves and have a clear understanding of the Royal Kennel Club's ethos and business as a whole and be aware of and respect the values and beliefs associated with The RKC and its brand and objectives and act accordingly.

Stand holders shall be responsible for the conduct of all personnel and any other person associated or connected with it. The RKC reserves the right in its absolute discretion to exclude or remove from the event any person whose presence or behaviour is undesirable and/or potentially unlawful, harmful, disrespectful and/or causing a nuisance to visitors, exhibitors, stand holders and/or The RKC.

Stand holders shall at all times act in accordance with the Trade Stand Rules and Regulations, applicable laws (particularly consumer protection legislation), and good industry practice.

Stand holders shall ensure that all personnel and any person associated or connected with their Company comply with any reasonable requirements of The RKC (and its personnel) in relation to the event and its operation.

- I. it shall not do, or permit any third parties to do, anything that would breach the terms of the relevant licence that RKC holds in relation to the NEC.
- II. it shall ensure that its presence at the NEC and activities thereon do not disrupt the operation of the event and shall not impede the enjoyment of visitors at the event;
- III. it shall not denigrate, defame, obstruct, divert or deter prospective purchasers to any other trade stand.

Stand holders shall not do or not do or omit anything which may be prejudicial to the good image of The RKC or cause damage to The RKC or bring the reputation of The RKC or its members and/or visitors into question. In particular, the allocation of the trade stand is on the basis that all goods/services provided by the stand holder whether at Crufts or outside the event are not incompatible with or prejudicial to the RKC or will have a detrimental effect on the event or its sponsors or bring the event into disrepute.

In the event that there is a breach of any of these terms and conditions and in particular that it becomes apparent that the trade stand does sell or promote goods or services which are incompatible with the ethos of the RKC generally, then the RKC reserves the right to withdraw the allocation of a trade stand at Crufts 2026 or any other of its events.

29. Judging Rings

No stand holder may place any item in the judging rings without the prior written permission of the Organisers. In addition, trading at the dog benches is strictly prohibited.

30. Lifting & Storage

The official contractors are Ceva Logistics. See link on the checklist page.

31. Lost Property

Lost property should be taken to and collected from Security Suite on the Piazza.

Tel: 0121 767 3883

32. Music

The NEC does not permit music on any stand by any means or "live" without a Licence being obtained from the Performing Rights Society/PPL (information is available from the organisers).

It should be noted that the Organiser's permission must also be obtained for any music to be played on stands.

33. Nameboards

If you have a shell scheme booked, your company name and stand number will be supplied on a standard panel fixed to the front of your stand. Please fill in the Name Board form on the checklist section of the trade portal.

Please note if you do not complete this form the trading name on your stand space application form will be used and any changes required on site will be charged.

34. Organisers Office

Will be located in hall 3a Organisers' suite during the show.

35. Post Office

There is not a Post Office at the NEC but stamps are available from Londis located on the Piazza.

36. Photography, Filming, Influencers & Interviews

The taking of photographs, recordings or video footage (including for social media, podcasts & radio) in the exhibition premises for sale or reward is strictly prohibited, except with the written permission of the Organisers. The Organisers reserve the

right, at their absolute discretion, to confiscate cameras and/or films for infringement of this condition.

It is prohibited for film, recordings or photographs of Crufts and/or the Show rings (or any part of them) to be used in any commercial, promotional or advertising material (including social media, podcasts & radio) unless given permission by the Crufts press office.

It is prohibited at Crufts (including but not limited to the Show rings) to conduct interviews, take tapes, film, recordings or photographs for and/or carry out any work incidental to the production of commercial, promotional or other advertising tapes, films, videos or other materials (including social media, film, podcasts & radio) featuring Crufts, dogs or their owners. For filming requests please contact the press office.

If inviting 'influencers' to your stand you must make The Royal Kennel Club press office aware including details on the invitee and any possible 'influencer dogs' also attending including the breed.

Please note that the breeds below, and possibly crosses of these breeds, will not be permitted to attend as a social media influencer due to potential health issues within the breeds which may have been exacerbated due to over exposure within the media and through advertising:

French Bulldogs, Pugs, Boxers, Bulldogs, Boston Terrier, Griffon Bruxellois, Pekingese, Japanese Chin, Cavalier King Charles Spaniel, King Charles Cavalier Spaniels, Bloodhounds, Bassett Hounds, Chow Chow, Dogue de Bordeaux, Mastiff, Neapolitan Mastiff, Shar Pei, St. Bernard, German Shepherds, Dachshunds, and Newfoundlands.

For the purposes of this Rule, Crufts 2026 comprises all the halls, associated rooms and areas hired by the Royal Kennel Club and subject to their Rules for the purposes of the Show.

Crufts 2026 is being filmed and your image may appear on television and in other media. By attending Crufts you consent to being filmed/recorded as part of the show and for broadcast in all media (now known hereinafter invented) as part of the show. By attending Crufts, you acknowledge that you may be filmed/recorded by others who are filming the event for private purposes. No such recording or reproduction of your image and likeness shall entitle you to payment.

In addition, the NEC operates CCTV for security purposes for the safety and welfare of other people and of dogs attending the event, however it does not secure the contents of your stand

(please refer to NEC stand security advice on the venue tile of the portal)

37. Prohibited Products

Please note sale or promotion of the following products are strictly prohibited at Crufts 2026: All electrical shock training devices. Prong collars. Pinch collars. Hushers. Show stackers. Dog-o-matic washing machines.

It should also be noted that dogs should not be adorned with items of clothing or accessories unless it is for purely functional purposes, such to keep a dog warm. Anything which could potentially cause a dog frustration, distress, irritation or harm cannot be endorsed by the Royal Kennel Club or advertised in any of its publications.

Furthermore, dogs on stands should not be dyed for exhibition purposes at the show.

38. Public Relations

The Media Centre will be staffed from 0800-1930 each day and will be located in the Toute Suite. Our Press Office would like to receive advance notice of any events, celebrity visits or other newsworthy items planned by exhibitors.

The Press Office, can be contacted in advance of the exhibition press.office@thekennelclub.org.uk.

39. Public Address System

The public address system at the exhibition is for organisers' official announcements and police messages only and is NOT available for use by stand holders or visitors under any circumstances.

40. Security

The security provided by the organisers is designed to prevent unauthorised access to the hall and is not there to secure the contents of your stand. There will be internal security patrols, however the organisers cannot accept responsibility for any loss, damage or accident and it is the responsibility of the exhibitor not to leave their stand unattended while the hall is open and to take precautions to protect their products.

PLEASE SEE VENUE INFORMATION SECTION.

Lockable night sheets are available from GES. If used, they must be removed by 0815 hours and stored out of sight until 1830 hours.

NEC Security Manager - Please call to discuss your security requirements: - Tel: 0121 767 3572

IMPORTANT: ANY STATIC SECURITY GUARDS ON TRADE STANDS NEED TO HOLD A LICENCE ISSUED BY THE SECURITY INDUSTRY AUTHORITY (SIA) – PLEASE CONTACT THE ORGANISERS OR NEC SECURITY FOR FURTHER INFORMATION.

PLEASE NOTE THAT TO ASSIST WITH THE SECURITY OF THE SHOW, ALL PERSONS INCLUDING CONTRACTORS RESTOCKING IN THE EVENING WILL BE REQUIRED TO SHOW A WRIST BAND PRIOR TO ENTERING THE HALLS.

41. Sponsorship Opportunities

Enhance your presence at the show by opting for additional sponsorship – email: crufts@thekennelclub.org.uk.

42. Stand Fitting

All work must be carried out in conformity with the requirements contained in the eguide www.aev.org.uk/e-guide. These regulations must be strictly observed and any Stand holder who fails to do so hereby indemnifies the Organisers of the Show against any claims or expenses arising out of such failure.

The types of stand in the Show will be limited to the following:-

Island sites - independent stand designs (space only) IMPORTANT: ALL SPACE ONLY STANDS OR THOSE STANDS WITH A SPECIAL RISK – PLEASE REFER TO IMPORTANT INFORMATION WHICH DETAILS REGULATIONS AND CDM REQUIREMENTS.

These must be arranged through a professional stand contractor of the Stand holder's choice. Full details, including the name of the company to be used and relevant documentation as detailed in the Important Information section must be submitted to fabbotts@essentialevents.co.uk by Friday 23 January 2026. Please also complete the link on the checklist page. If this information is not received by the due date, the Organisers reserve the right to arrange for a modular shell scheme to be erected on the relevant site and the stand holder will be invoiced accordingly. NOTE: Stand holders are advised to use contractors which are members of ESSA (the Event Supplier and Services Association).

ALL SPACE ONLY SITES SHOULD BE BUILT AND READY FOR STRUCTURAL INSPECTION FROM MIDDAY ON WEDNESDAY 4 MARCH 2026.

Island Sites – including shell scheme package. A plan showing the layout of the stand and location of walls must be submitted to the organisers by Friday 23 January 2026.

This is due to Health & Safety requirements which require checking by the stand builders.

"Other" (1/2/3) sites – including shell scheme package

The shell scheme package is included in the price of b/c above and includes the company name on the stand fascia and carpet. PLEASE NOTE WE DO NOT OFFER PARTIAL OPEN SITES.

All stands will be laid with grey cord carpet.

For any shell scheme extras, ie lockable cupboards, night sheets, etc please see GES link on the checklist page.

On site service desks will be situated in halls 2 and 5.

PLEASE NOTE:

Island Sites (space only) – stands or any structures must not exceed 4 m in height, inclusive of any signs or fascias, unless they are sponsors or supporters of the show.

Pop ups are not acceptable as dividing walls/all walls must be solid and stable.

All doors to storage or meeting rooms must have a vision panel.

“Other” Sites – stand holders are not permitted to erect any structure above the height limit of the modular canopy shell framework. No panels should be removed under any circumstances.

Fascias, signs and exhibits must not project over or into gangways. The fascia must not be covered with any items, such as door mats, pictures, t-shirts, etc. No items are permitted to be hung from the ceiling grid or from the fascia, this will be closely monitored.

Please do not staple, pin screw or nail fix into any part of the wall or fascia panels. Permitted means of fixing are:

Double sided stick pads

Hook and loop velcro

Panel Brackets

Hanging chains and hooks

All of these fixings will be available from the GES Service Desk located in the hall near the organiser’s office.

Should any damage to your stand be found from unpermitted fixings, a charge to replace materials may be made.

No suspension may be made from the roof of the exhibition halls, nor may any fixings be made to the structure of the building.

Any raised structure or exhibit to which the general public has access must be constructed to the satisfaction of the Local Authority and any fee payable in connection therewith must be paid by the stand holder.

Stand holders are not permitted to transfer, share or sub-let the whole or any part of the space allotted to them or to allow any portion of their stand to be used by any other company, firm or individual for business or any other purpose whatsoever.

Stand holders must not exceed the area allocated to them. Gangways must be maintained unobstructed and exit doors kept clear at all times. Stand holders must ensure, therefore, that their exhibits on the stand do not project into the gangways and that no materials, such as packing cases or cardboard boxes, are allowed to accumulate in the gangways. No storage is permitted behind stands of any items.

Stands without platforms must have a suitable floor covering acceptable to the organisers on those areas visible to the public. Where independent stands are constructed, floor covering must be supplied and laid by a professional contractor. Only the NEC recommended type of carpet tape may be used directly onto the exhibition hall floors. Contractors must use floor tape solely from UK Industrial Tapes Ltd. <https://www.ukindustrialtapes.co.uk>. More details can be found on the contractors page within the trade portal. Sides of stands bordering the public gangway must be properly delineated. If this regulation is not complied with the organisers reserve the right to arrange for carpet to be laid on the relevant site and the standholder will be invoiced accordingly. Stand holders should be aware they are responsible for adequately avoiding trip hazards on their stands which may be caused by items such as cabling, pipework and ramps. Space only stands with platforms, must have a bevelled edge.

All trade stands must display the name and stand number of the stand in a prominent position. All notices displayed on stands must be professionally executed.

All stand walls visible to the public must be finished and decorated to an acceptable standard.

Stand holders are to inform the organisers if water features are being used so relevant information regarding their operation can be given.

Stand holders are warned that work undertaken by the stand holder, his contractor and sub-contractor, if any, in connection with:

The construction, assembly, erection, display, decoration and dismantling of the stand must comply with the current AEO/AEV/AEC eguide

www.aev.org.uk/e-guide

The preparation, assembly, erection, maintenance and dismantling of electrical equipment must comply with the current AEO/AEV/AEC eguide and meet the current Wiring Regulations.

Any person reported carrying out work contrary to these regulations will be instructed to stop immediately and, at the discretion of the organisers, asked to leave the building.

The organisers reserve the right, if a stand is not up to the standard expected at the show to ask the stand holder to vacate the show or replace the stand with alternative stand fitting which is acceptable to the organisers at the stand holder's expense.

Show sponsors are only permitted to rig any items above their stand or build over 4m in height.

Nothing should be attached to the Shell Scheme which could leave any damage to the structure – which will be chargeable to the stand holder.

43. Stands – Management

Nothing shall be exhibited or sold at the Show: -

Which has not been described in detail on the application form by the Stand holder.

Which can be considered detrimental to the welfare of an animal in any form.

Which contravenes in any way Royal Kennel Club Regulation F(B) - Preparation of Dogs for Exhibition.

Stand holders will not be permitted to put up decorations or to display or distribute samples, advertisements or other printed matter, take photographs, or in any way to conduct their business except upon their own stands. Leaflets must not be distributed in the gangways. Collections for Charities or similar beneficiaries may not be made from stands unless prearranged with the organisers.

No leaflets, samples or promotional material may be placed on the benching without written permission from the Organisers.

Stand holders will not be permitted to sell or give away balloons of any description.

It is also prohibited to use balloons to form part of a stand.

Details of all competitions and promotions, and the conduct of surveys or public opinion polls by stand holders in The NEC Hall and Grounds including the Piazza must be submitted in writing to the Organisers for their permission. The Organisers reserve the right to prohibit or remove at any time any competition, promotion, survey, public opinion poll, advertisement or decoration or other printed matter to which they may take objection.

Discounts or "Show Offers" may be made but must apply throughout the period of the show.

Reproduction or use of the words CRUFTS, THE ROYAL KENNEL CLUB, THE YOUNG KENNEL CLUB (YKC), DISCOVER DOGS, SCRUFFTS, PETLOG, THE KENNEL CLUB GOOD CITIZEN DOG TRAINING SCHEME, SAFE & SOUND SCHEME, THE KENNEL CLUB CHARITABLE TRUST, FIND A PUPPY, BREED

RESCUE the Logo of the foregoing, any combination of these words or devices and the word SOUVENIR in conjunction with any of the foregoing is prohibited unless a Product Licence Agreement has been granted by the Royal Kennel Club. This regulation applies both to items offered for sale and articles or documents intended to be given away or distributed free of charge including bags, wrappings, etc. Any infringement of this regulation will result in legal proceedings.

Exhibitors are responsible for the good order and cleanliness of their own stands. Stand builders should be advised to remove unwanted materials from the gangways during build up to avoid trip hazards.

Stands not complying with regulations. If a Stand holder causes to be erected a stand which does not conform fully and in all respects to the regulations and requirements of the Organiser, The NEC or Eguid the Organisers shall be at liberty, at their discretion, to enter on a Stand holder's stand and to close, alter, demolish and/or reconstruct the said stand, so as to make it conform to the regulations and requirements aforesaid. The Stand holder shall, on demand, repay to the Organisers all expenses incurred by them in respect of such alteration, demolition and reconstruction.

Expulsion of articles or exhibits. The Stand holder on being so required by the Organisers shall remove from any stand or from the Exhibition Hall, any article or exhibit which in the opinion of the Organisers contravenes any of these regulations or is dangerous, objectionable, unsuitable or undesirable to be exhibited on the stand.

The Organisers, whether or not they shall first have required the Stand holder to remove any such article or exhibit, shall be entitled at their absolute discretion without notice and without incurring any liability to remove such article or exhibit from the stand or from the Exhibition Hall and shall be under no liability for the safety or custody of such article or exhibit.

The provisions of this Regulation shall apply in respect of any article or exhibit notwithstanding that such article or exhibit may have been properly described on the Stand holder's official form of application for space.

Stand holders must comply with all applicable By-Laws, Rules and Regulations of any authority for the time being having jurisdiction over premises or conduct of the show.

Demonstrations and PA systems are not permitted on stands unless permission has been granted by the Organisers.

All items on stands must be suitably packed to prevent odours which may cause offence to visitors and other exhibitors.

Stand holders must be vigilant of health & safety issues relating to stand stability. Leaning of objects or persons against the stand which may impair stability or cause a failure of the structure is prohibited.

The organisers will not guarantee any form of product exclusivity.

If you intend to sell items with animal fur then you must have with you, at the show, proof of the provenance of the fur and any relevant documentation/licences to prove that they meet Defra regulations regarding the prohibitions and restrictions on the import of animal furs and skins into the UK. If you are challenged and do not have the relevant documentation, then you will be asked to remove the items from sale and if you do not comply we reserve the right to close the stand down. Please see the following page on the Defra website for full details-
<https://www.gov.uk/guidance/importing-animal-furs-skins-and-fish>

44. Storage

PLEASE NOTE NO MATERIALS ARE PERMITTED TO BE STORED BEHIND/TO THE SIDE OF STANDS.

Please contact the official lifting and storage contractor for further details - details on the checklist page.

45. Waste Management

Wherever possible exhibitors are encouraged to consider the amount of packaging required and transported onto site, and every attempt should be made to re-use packaging when able to do so. On site collection and recycling facilities are available and managed by the NEC. The NEC has announced plans to minimise waste for all shows at the venue. They request that greater efforts are made to use recyclable materials and stand holders are requested to bear this in mind when designing stands. Please note any excess waste (including packaging and boxes) must not be discarded in the halls during the show.

Arrangements must be made with NEC cleaning to keep the area clear for which a fee may be payable.

46. Warning!

Exhibitors are being targeted by companies claiming to be, or work with, event organisers. They use existing event branding and may appear genuine. In the past this has included directories and hotel bookings but companies are now also claiming they can sell visitor data from events. This is not the case.

Exhibitors need to be vigilant, read the small print, inform their exhibition, marketing and finance teams about the risk of scams and check with their organiser if they receive anything they are not expecting or are unsure of.

Organisations such as Event Fair, FairGuide.com/Construct Data Verlag, Expo Guide (Mexico) and International Fairs Directory (Portugal) are targeting exhibitors with their misleading directory services.

For further information and advice please see: <https://www.aeo.org.uk/expoguide>

47. WiFi / IT

WiFi/Event IT can be ordered direct from NEC Products and Services (see the venue section on the portal). Please also see NEC Connectivity Guide on the venue section.

48. Definitions

In these Regulations, the term "the Contract" means the contract to be entered into between the Organisers and the Stand holder. The term "Stand holder" includes any person, firm, Company or Corporation and their employees and agents to whom space has been allocated for the purpose of exhibiting at the Show. The term "Show" in all cases refers to Crufts 2026. The term "Organisers" in all cases refers to the Royal Kennel Club Limited and/or/ Crufts Committee. The terms "the Hall", "Exhibition Hall", "Premises", in all cases refers to that portion of The NEC and ground licensed to the Organisers for the Show.