

# YORK CYCLE FESTIVAL 2025

20-22 JUNE  
KNAVESMIRE  
YORK

Bringing together

The York Cycle Rally

The Retrobike Show

National Clarion CC Summer Meet

**Exhibit for free** at the  
North of England's  
friendly and **100%**  
volunteer-run cycle  
festival, bringing together  
thousands of cyclists and  
three great events.

**TRADE  
PACK**



Scan to add to your  
phone calendar!

[www.yorkcyclefestival.org](http://www.yorkcyclefestival.org)

**YORK  
CYCLE  
FESTIVAL  
2025**



**FREE LED RIDES for  
all tastes and abilities**



**GRASSTRACK RACING  
to watch or join - and free  
U16s skills training!**



**HUGE TRADE  
SHOW & CYCLE  
JUMBLE**

**MUSIC, TALKS,  
FOOD & BAR**

**FAMILY  
FRIENDLY, ALL  
ARE WELCOME!**

**Join us on the  
Knavesmire in  
York, 20-22 June!**

**RETRO MTB, BMX and  
VINTAGE BIKE displays**



**Find out more & book camping:  
[www.yorkcyclefestival.org](http://www.yorkcyclefestival.org)**





## EXHIBIT FOR FREE AT THE FESTIVAL

### **CAMP ON SITE, EXHIBIT FOR FREE**

A busy trade show is a valuable attraction for our visitors, and we also know that times are tough in the cycle industry.

So we have made it **free of charge to exhibit for anyone supporting the event by booking camping on site.**

Camping on site is great value, much cheaper than a hotel and a fantastic team experience.

Otherwise, for commercial exhibitors staying off site, we will charge a nominal £50 towards costs.

Trader camping is close by the trade area and we have 24 hour security for your stand's safety. Tents, caravans or motorhomes are all welcome.

### **SUPPORT YOUR FESTIVAL**

With stands free with camping, we'd particularly appreciate trader support in the form of:

- **show programme advertising** (see overleaf)
- **donation of prizes**
- **sponsorship**
- **help with publicity through your channels**, and/or
- **including our A5 flyers with any mail order packages you send to customers.**

Please just contact us if you could help with any of these - we will be very pleased to publicise your contribution!

### **BOOK YOUR STAND**

Please just ask us for a booking form, or contact us with any questions!

**Dave Broadbent**  
**Trade Co-ordinator**  
**07920 201171**  
**trade@yorkrally.org**



## ADVERTISE IN THE SHOW PROGRAMME

Advertise in our high quality 32 page, full colour A5 show programme for lasting exposure and to support the Festival.

Printed copies are distributed at the event and the full PDF is free to download online immediately after.

We can help with artwork, often free of charge. **Please be sure to book your advertising when booking your stand!**

Scan below to read previous editions!



### Prices and artwork details

Double page spread: £180  
Full page: £105  
Half page: £65

#### Advert sizes (mm):

- Full page: 195h x 135w
- Full page bleed: 210h x 148w
- Half page: 95h x 135w
- Half page bleed: 102.5h x 148w

If images or colour runs off the page edge (bleed) please add 3mm bleed to ALL edges. Also, for adverts with bleed, our printers request that no text or important images come within 5 mm of the page edges due to industry-wide fold and finish tolerances.

**Ad copy format:** If possible, please send artwork as a PDF and use the PDF X1a/2001 specification (this will be a preset in most page layout software). All fonts should be embedded, and all graphics 300dpi.

If you cannot send a PDF please just contact us or send what you can. We can often use our software to re-create or design simple adverts free of charge.

Please email final artwork to [publicity@yorkcyclefestival.org](mailto:publicity@yorkcyclefestival.org) For very large files we recommend using the free file transfer service [www.wetransfer.com](http://www.wetransfer.com)

For any artwork enquiries please contact Peter Eland on 07876 244818 or [publicity@yorkcyclefestival.org](mailto:publicity@yorkcyclefestival.org)



## FULL DETAILS, TERMS AND CONDITIONS

### **Setup, trading and breakdown times:**

Trading times are:

- Saturday 21 June:  
10:30 - 18:00
- Sunday 22 June:  
10:30 - 16:30

Goods may only be sold during these hours and within the stand area booked for this purpose.

Access times to set up/re-stock in the retail and exhibition areas are:

- Friday 16:00 - 21:00
- Saturday 8:00 - 10:30 and 18:00 - 20:00
- Sunday 9:00 - 10:30

The trade show closes at 16:30 on Sunday, after which stands must be cleared ASAP.

All rubbish and waste must be put in the skips provided, or taken away. Please flatten all cardboard boxes and recycle where possible.

### **Stand sizes and positions**

Outdoor stands are 8m x 4m and may be booked in multiples of this size. Non-standard plot sizes are generally no problem, please just contact us.

Stand spaces will be marked out by white lines on short cut turf. Please note that there is no flooring, shell scheme or lighting available.

The exact position of stands will be decided by the Trade Co-ordinator. Every effort will be made to meet exhibitor wishes and to avoid placing directly competing products close to each other. Any queries about allocation of space should be raised with the Trade Co-ordinator.

When setting up, exhibitors must stay within the space booked.

Any gazebos, marquees etc. erected by exhibitors must be securely fixed and safe - please note that the

site is an open area and can experience strong winds. This should be addressed in exhibitor risk assessments (see below). Exhibitors must obey any instructions from the event's Safety Officer, including if necessary dismantling any structure if it is considered to be a source of danger.

### **Banners and signage display**

If you have any large banners or similar for display outside your stand around the event venue please contact us and we will try to agree locations for these to be displayed, normally free of charge, subject to available space.

### **Risk assessments**

Traders are responsible for carrying out and documenting a Risk Assessment for their stand and equipment. The documentation must be available on site, for production on demand.



## FULL DETAILS, TERMS AND CONDITIONS

### **Motor vehicle movements & parking**

Two vehicle passes will be issued to each exhibitor. Additional vehicles must be parked in the main car park.

Vehicles needing to be moved during the event, other than on arrival or departure, must be parked on a booked campsite pitch, in the main car park or off-site.

Except for booked campers, any vehicle without a clearly displayed Trade Pass will not be admitted further than the main car park.

Vehicles in the exhibition area may not be moved during trading hours.

Vehicles which are not part of a stand must be clear of the trade area by 10am on both Saturday and Sunday. When moving vehicles at any time on site, please go dead slow and with great caution.

### **Trestle table hire**

6ft tables are available, but must be booked in advance. Please order on the booking form.

### **Trading licenses**

Traders are covered by our site license which we have arranged with City of York Council. Please contact us if you have any licensing queries.

### **Programme advertising**

Please order programme advertising when you book your stand.

Positioning of adverts in the programme is at the discretion of the organisers, but please enquire if you have any particular preference.

To guarantee inclusion, programme advertising space should be booked by mid May. Final advertising copy must be sent or agreed by 1st June.

### **Security**

Security staff will be on duty 24 hours during the event, but the site is large and has open access. Exhibitors are advised to store valuable stock securely when unattended.

Exhibitors are responsible for the security and insurance of their goods at all times. No liability will be accepted by the York Cycle Festival for goods and/or property that is lost, stolen or damaged before, during or after the event.

### **Badges**

Two exhibitor badges will be provided for each stand booked - please mention (in advance!) to the Trade Co-ordinator if you would like more. Exhibitor badges should be worn at all times in the trade show and exhibitor parking areas.



## FULL DETAILS, TERMS AND CONDITIONS

### Generators

The organising Committee will allow the use of electrical generators by traders at the event. This will only be permitted if prior notification has been given on the booking form. To minimise noise disturbance and maximise the safety of visitors, the position and grouping of stands using generators will be determined by the event organisers.

110 volt output type generators are preferred. Each generator must have a current safety certificate, which must be available for production on demand during the event, to York Cycle Festival officials and/or to emergency services or City of York Council representatives.

Trader insurance must cover liability for use of generators.

Generators must not be sited within 2 metres of any marquee wall. The generator must be

protected from casual public access by Netlon fencing or similar safeguard.

Fuel top up must only be undertaken with the generator switched off.

Fuel must be stored in secure, legally approved containers and these must be kept locked in the trader's vehicle when not in use.

### Free stand booking with camping

Stand bookings are free of charge with any campsite pitch booked via: [www.yorkrally.org/campsite](http://www.yorkrally.org/campsite)

As a contribution towards costs, we will invoice commercial traders £50 if no campsite booking has been made before 1st June 2025. This is payable before the event or on the day before you set up.

We are pleased to make the stand bookings free with camping, as your

presence as exhibitors enhances the event. If you find the event successful then we would be very grateful for any voluntary contribution to further support the Festival.

### Sponsorship

Sponsorship packages are available. Please contact the Trade Co-ordinator.

### To book, or with any questions

We include a sample booking form overleaf for info only.

Please just call or email us to request an editable Word booking form, so that you can fill it out and return it by email.

For this or with any questions, please contact us! We look forward to hearing from you.

**Dave Broadbent**  
**Trade Co-ordinator**  
**07920 201171**  
**[trade@yorkrally.org](mailto:trade@yorkrally.org)**

# STAND BOOKING FORM AND PRICES

This is a sample booking form to show prices and the info we will request.

You can download a full editable and e-mailable form at

[www.yorkcyclefestival.org](http://www.yorkcyclefestival.org) or request one from [trade@yorkrally.org](mailto:trade@yorkrally.org)

Retail/commercial stands	Quantity	Price	Total
8m x 4m outside stand - campsite booked		-	
8m x 4m outside stand - no campsite booked		£50	
Club/display/non-commercial stands	Quantity	Price	Total
8m x 4m outside stand		-	
3m x 3m stand in the club marquee		-	
Equipment	Quantity	Price	Total
Trestle table hire		£20	
Will you be bringing a generator? (please circle yes or no)		yes / no	
Show programme advertising	Quantity	Price	Total
Double page spread		£180	
Full page		£105	
Half page		£65	
Flyer distribution			
Could you send out our A5 flyers with your mail orders or to your mailing list? Please circle or write in how many you could distribute by early June and we will send them ASAP.		100 / 200 / 500 / 1000 / 5000	