



Tattersalls

INTERNATIONAL
HORSE TRIALS
& COUNTRY FAIR

31 May - 3 June 2012

RETAIL VILLAGE
INFORMATION





The Event

Tattersalls International Horse Trials and Country Fair combines the highest standard of equestrianism with good food, shopping, entertainment and family fun. It is the premier International Three Day Event in Ireland.

The Sport

- Eventing is the ultimate test in horsemanship
- Horse and rider complete dressage, cross country and show jumping over 3 days

The Olympics

- The CCI*** and CIC*** competitions are Qualifiers for the London Olympics 2012
- The sport 'Eventing' has the potential to provide Team Ireland with a medal opportunity at the 2012 London Olympics

The Facts

- Over 16,500 people attended the event in 2011
- 289 competitors and 7 different nationalities competed
- 300 volunteers work at the event
- 13 officials from 8 different countries officiate over the weekend

Where is Tattersalls?

- Sited on 209 acres Tattersalls is opposite Fairyhouse Racecourse, Ratoath, Co. Meath
- 11 miles NW of Dublin, 10 mins from the M50, 14 miles from Dublin Airport
- Accessed via M3 (Exit 5) or N2 (Ratoath Exit)
- The M3 Parkway train station is 5 mins away

The Country Fair

At the hub of the event beside the main arenas is the Country Fair which runs from Friday to Sunday.

Shopping Village

Over 50 retail and trade stands selling a variety of goods and services, both equestrian and non equestrian, from clothing and footwear to jewellery and homeware.

Hospitality Areas

- Featuring outdoor seating and bars. Top quality concession units provide visitors with a range of artisan products, fresh hot food, snacks and beverages
- Picnic area and bar by the water jump

Family Entertainment

- A variety of old fashioned Carnival Stands and amusements from Archery to Bucking Broncos
- A dedicated kiddie area with Bouncy Castle, Facepainting and Pet Corner
- A mini arena hosts pony rides and a novelty dog show
- A Hound Parade in the main arena is a popular highlight

Exhibitor Opportunities

- Promote or sell your goods or services to a captive audience
- Target over 16,500 visitors to the event from home and abroad
- Tented stands available for rent (or the option of bringing your own unit/marquee and renting ground space) Sizes and options overleaf



Options

Prices for rented space (Tented Sides/Back/Front) include wooden flooring. Power (electric sockets) and gas certs are charged as extra.

3m x 3m Tented Unit	€450 + VAT
5m x 5m Tented Unit	€650 + VAT
Market Stall (shared space)	€250 + VAT
Own Unit (Retail)	€120 + VAT*
Own Unit (Food)	€150 + VAT*
*per metre frontage	



Prices include

- Exhibition Space
- Listing in the official Programme
- Exhibitor entrance and car park badges
- Additional complimentary entrance tickets
- Reduced rates for Programme advertising

We are happy to discuss individual requirements if not listed above.

All applications for space must be on the Official Application Form, (available via website or see contact details below).

Don't just take our word for it...

'Curvy Fillies has had a trade stand for three years at Tattersalls and we are delighted with the huge numbers that have visited the stand. We will certainly be back next year.'

Caroline Lane, Curvy Fillies Ltd.

'Hamish & Ozzie thoroughly enjoyed the Tattersalls event, great camaraderie amongst the exhibitors and the festival atmosphere was great. Well organised and everyone was a pleasure to deal with.'

Mandy O'Connell, Hamish & Ozzie jewellery

'It is one of the highlights of the year in the equestrian calendar.'

Declan Cullen, Bluegrass Horse Feeds

'This event has gone from strength to strength, reflected in an increase in our sales year on year. We find Tattersalls to be a very enjoyable few days attended by a captive audience of our core target market. The atmosphere and layout in the tented village makes for a very pleasant shopping experience.'

Michael Walsh, Dubarry

Contact Us

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