

Suffolk Dog Day 2026

Trade Stand Pack

Sunday 13 September



Contents

- 3 About St Elizabeth Hospice
- 4 About Suffolk Dog Day
- 5 Why exhibit at Suffolk Dog Day
- 6 Trade & catering stand packages
- 8 Booking guidelines
- 11 Sponsorship packages
- 12 Discounted trade stands
- 13 How to find us



About St Elizabeth Hospice



St Elizabeth Hospice is an independent Suffolk charity, which every year delivers care to over 4,000 patients and their families throughout East & Mid-Suffolk, Great Yarmouth and Waveney, who are living with a progressive or life-limiting illness.

The majority of our care is given in people's homes or community settings and is entirely free.

Annually, our services cost around £12million to facilitate, with 70% of these funds raised via revenue streams and community generosity through support of our retail shops and fundraising activities.

Our young adult service, Zest, supports

those aged 14 and above with progressive & incurable illnesses.

We work closely with children's hospice services to ensure young adults have a smooth transition into adult care, tailored treatment and services they need to enjoy life to the full.

Since April 2019, through our healthcare partnership with East Coast Community Healthcare (ECCH), we have been providing care to patients and their families in Great Yarmouth and Waveney.

During this time, the partnership has supported more than 6,000 patients, in their homes and through our specialist palliative care beds at Beccles Hospital.



About Suffolk Dog Day

Suffolk Dog Day is back! St Elizabeth Hospice is thrilled to be presenting this much-loved family friendly event at Trinity Park on Sunday 13 September 2026.

There will be plenty of fun dog classes with great prizes, agility, dog scurry and lots of attractions and trade stands to keep everyone entertained. Gates open to the public at 10am, and close at 4pm.

Other highlights include:

- Over 60 stalls to treat your dog – selling everything from dog accessories to cheese!
- Have a go area – fun activities for you and your dog to try out.
- Crufts style competitions.
- Talks.
- Competitions to enter with your dog – best rescue, best veteran, best puppy, best junior handler to name a few!
- Children's activities to keep them entertained.
- Puppy Cuddles area.
- Catering village & bar to enjoy throughout the day.



Attendee Tickets:

Standard online:

£10 adult | £5 child | Under 5s go free

Buy 4 or more tickets and receive a 10% discount

Until Wednesday 9 September

Tickets on the day:

£15 adult | £8 child | Under 5s go free



Why exhibit at Suffolk Dog Day

- **Raise brand awareness and profile:** Share your brand with the local community, grow your customer base & encourage repeat business.
- **Access to a targeted audience:** Suffolk Dog Day, a pet oriented event, will attract groups of people who are already interested in the products you will be selling.
- **Supporting the local community:** Participating in Suffolk Dog Day demonstrates your commitment to the community and charity work of St Elizabeth Hospice, which can foster goodwill and customer loyalty.
- **Face-to-face interaction:** You have the perfect opportunity to build personal connections and trust with potential customers, which is often more effective for closing sales and building long-term loyalty than digital communication.
- **Inclusion in our event programme:** All of our traders are featured in our event programme, maximising visibility. This means that no matter how small or niche your product offering is, you can have the confidence that attendees are informed of all traders at the event.
- **Product demonstration:** You have the opportunity to physically showcase your products in action, allowing potential customers to touch, test and understand what you do and offer first-hand, which is not possible online.
- **Networking with industry peers:** The event is a hub for meeting other local business owners and like-minded traders and suppliers, opening doors for future collaboration.
- **Professional image:** Having a stand at a high-profile local event, such as Suffolk Dog Day, enhances your credibility and exposure in the local community.
- **Sponsorship opportunities:** Additional sponsorship opportunities come with benefits such as advert in event program, social media shoutouts and even a guest judge option.



Trade & catering stand packages 2026

Trade

Small pitch

3m x 3m

£105

Trade

Double pitch

6m x 3m

£170

Trade

Large pitch

12m x 6m

£220

Catering

Small pitch

3m x 3m

£155

Catering

Double pitch

6m x 3m

£255

Trade & catering stand packages 2026 continued...

- All stands include access to Wi-Fi
- Electricity: +£40 per stand
- Corner stand preferred location (limited availability): +£30

For **charity stand** rates, please speak to us directly by emailing:

suffolkgogday@stelizabethhospice.org.uk

IMPORTANT

Traders will not be permitted to operate at Suffolk Dog Day 2026 without producing a valid Public Liability Insurance certificate and risk assessment prior to the event.



Booking guidelines

Register your interest by following this link:

<https://register.enthuse.com/ps/event/SuffolkDogDayTradersInterest2025>

Once we have reviewed your submission, we will send you a link to confirm your booking.

You will be required to either make your booking payment online, or request an invoice.

We require payment for all held bookings within 14 days.

Where payment has not been made, we reserve the right to book other similar traders, and the confirmation of your place could be withdrawn.

Your space:

Your space comes as an open space and will be marked out on the day. This gives you the opportunity to design your stand within the dimensions, the way you want it.

The space is on grass and, in places, can be uneven so please plan for this. There is no storage space outside of your stand so, if you require additional storage, book a stand to include this.

Please also consider room for tow bars, guy ropes or foot plates. There will be a traders' car park where vehicles can be stored with easy access for back up stock.

You are welcome to bring your own marquees, gazebos, furniture, carpet/flooring, plants etc. to decorate your space.



Stand numbers:

With stand numbers and sizes changing each year the show stand numbers will change each year too. We will email you your stand number before the end of August.

Cancellations

If you need to cancel your space, please email:

suffolkdogday@stelizabethhospice.org.uk

We reserve the right to resell your space, however, under no circumstances are you allowed to sell on or offer your space to another trader.



Booking guidelines continued...



Refund Policy:

Refunds for cancellations are strictly as follows:

- Notified before 31 May 2026: Full refund
- Notified between 1 June – 30 June: 50% refund
- Notified between 1 July – 31 July 2026: 25% refund
- Notified on or after 31 July 2026: No refund will be given

Health and Safety:

All stand holders will be required to supply the following as appropriate

- Relevant Risk Assessments
- Public Liability (minimum of £5 million)
- Food Standards rating of 5* (if serving food)

All documents must be received before the 31 July 2026.

It is the trader's responsibility to ensure their stand is secure and appropriately insured during the show. Suffolk Dog Day does not accept responsibility for security or insurance for your own stand.

Set up

- Access to Trinity Park is from 10am till 3pm on Saturday 12 September or 7am on Sunday 13 September 2026. If setting up on Saturday, please do not

leave goods on site as the venue is not manned overnight.

- We do not allow anyone to stay on site overnight.
- Moving vehicles must not drive faster than 5mph (hazard lights kept on at all times).
- Stands need to be ready for general public gates opening at 10am.
- Any additional vehicles not used as part of the stand must be removed from the showground and parked in the car park by 9.30am.
- There will be no vehicle movement while the show is open.
- Please be considerate to other stands and do not block pathways / access.
- All staff you bring will require a traders admission ticket.



Booking guidelines continued...



Clear down

- Show closes at 4pm.
- No stands can be closed before 4pm.
- Vehicles will be allowed back on to the showground from approx. 4.30pm and will be marshalled on.
- Moving vehicles must not drive faster than 5mph (hazard lights kept on at all times).

- All spaces will need to be cleared on the day.
- Any rubbish from stands will need to be deposited in bins around the showground.



Sponsorship packages



Dog Class Sponsor - £720

Company logo on promotional material, including:

- Programme
- Sponsor page on website
- Inclusion on St Elizabeth Hospice social media channels

Half page colour advert in event programme.

Opportunity to display prominent onsite banners on event day within ring of sponsored class.

Opportunity to provide a judge for one of the classes.

**Exclusive Trade Stand discounts.
(see page 12)**

Get a personalised bespoke framed certificate, thanking you for support.

Opportunity to provide branded merchandise as prizes for the dog classes.

2x complimentary tickets to the event including VIP lunch, and drinks, in Judges & Sponsors' marquee.

Opportunity to meet senior members of the St Elizabeth Hospice team & support further by volunteering.

1x complimentary family ticket to be used in a competition run over your channels (T&Cs apply).

Special Thank You event specifically for Suffolk Dog Day sponsors, with the opportunity to have a tour of the hospice to see first-hand the impact of your generosity.

25% discount on individual ticketed events (T&Cs apply).

Discounted trade stands



If you become a Dog Class Sponsor (see page 11), you can immediately reap the benefits, including savings on our already competitively priced trade stands.

There are limited Dog Class Sponsor opportunities available. Please contact us as soon as possible to discuss.

3m x 3m

£55

Normal price: £105

6m x 3m

£120

Normal price: £170

12m x 6m

£170

Normal price: £220



How to find us



Suffolk Dog Day 2026 venue:

Trinity Park Conference & Event Centre, Felixstowe Road, Ipswich, IP3 8UH

Gates to Trinity Park open from 10am to the public.

On arrival, please enter via Felixstowe Road roundabout.



Contact us:

Via our website: stelizabethhospice.org.uk

Email us: suffolkgogday@stelizabethhospice.org.uk

Call us: 01473 723600



@stelizabethhospice



@stelizabethhospice



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