



National Show 2025

Frequently Asked Questions

Why have you moved from Telford ICC to the Staffordshire County Showground?

The venue provides us with the ability to have all exhibitors together in one hall, providing a more vibrant and inclusive environment. The on site catering and entertainment facilities are also better so that we can really benefit from the opportunity to bring everyone together and socialise. In addition, the contract terms are preferable, allowing us to invest more into the show without having to keep increasing prices to exhibitors and visitors.

What do I need to do if I want to camp at the venue?

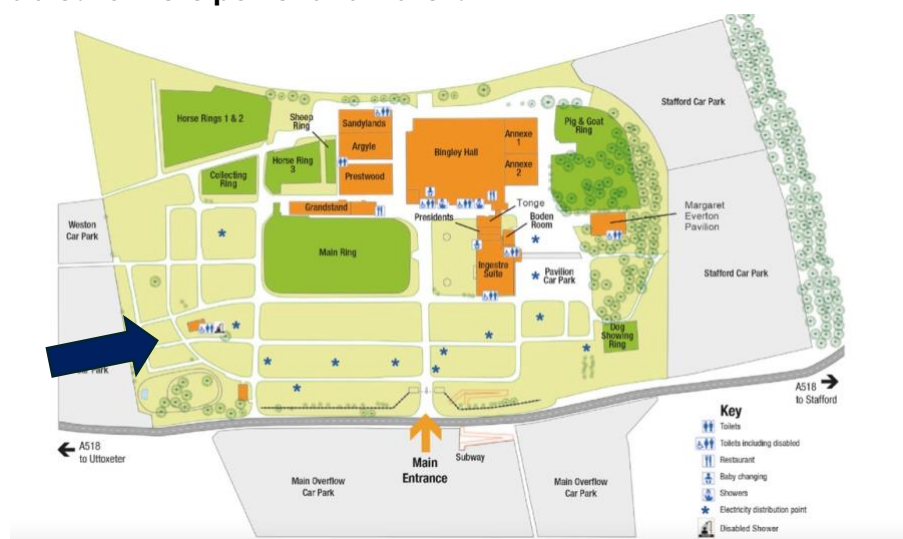
Nearer the show, we will ask exhibitors to confirm if they would like to stay on site.

Is there a charge?

Caravan parking and camping is available on the Showground for exhibitors at a charge of £10 per caravan/tent inclusive of VAT per 24-hour period or part thereof. Caravan parking and camping is limited to a period from 12noon on the day prior to the event until 12noon on the day following the event.

What facilities are available? Is there power and water?

Caravans must be parked, and tents pitched in the designated camping area which is situated at the North Eastern end of the Showground. Facilities include toilets, wash hand basins, showers and water points, however, N.B. there are no electrical connection points.



Why aren't there any UK judges this year?

In a member survey earlier in the year, by a narrow margin, the majority of respondents voted for 2 overseas judges.

Why have you introduced a Regular Pen fee?

Now that we have all exhibitors together in one hall we felt it was appropriate to distribute the overhead costs more evenly across exhibitors. By including all pen essentials and an electric point, plus catering on both Friday and Saturday night and transport to the Premier Inn hotels, we have tried to ensure great value for money for all. As an added bonus, all exhibitors are encouraged to promote their herds with pen banners and an additional 'tear drop' flag – *note for pens under the mezzanine level, the max height for a flag is 2.7m*

How can you justify a fee of £200 when we didn't have to pay anything at Telford?

The charge covers the costs to provide all pen essentials (barriers, bedding, clean up and electric supply) and contributes to the overall overheads of running the halter show (rosettes, judges, floor space, audio visual, tiered seating etc).

Additional sponsorship kindly given by some exhibitors, BAS and other businesses and proceeds from the stud auction cover the remainder of the overheads, including catering on both Friday and Saturday night and transport to the Premier Inn hotels.

We have chosen to include 2 passes for Friday and Saturday Night food and transport to and from the hotels to exhibitors as part of their pen package at no additional charge, courtesy of the other sponsorship and funding raised.

Additional hospitality passes are available to pen holders at a subsidised cost of £20+VAT each.

As an added bonus, all exhibitors are encouraged to promote their herds with pen banners and an additional 'tear drop' flag.

Note that the National Show aims only to break even, and after accounting for all the pen fees and alpaca entry costs, there is still a significant cost which is covered by generous additional sponsorship from businesses & some exhibitors plus the proceeds of the stud auction.

A little more detail:

Rather than looking to generate all the exhibitor income from a straight 'per alpaca' cost, we split it into entry fees per alpaca and pen packages. The pen packages contribute more than half of this total exhibitor income - around 60%.

Breaking this down further, the colour sponsors (Bronze, Silver and Gold) make up 83% of the pen package total with the Regular pens accounting for only 17% - despite the number of herds involved. In previous years, the colour sponsors carried all of this.

Remember that to fully cover show costs (including costs of dinners and transport), we still have to raise substantial amounts through other sponsorship and support from BAS (or directly bill exhibitors for other elements)

As an additional note, we did consider a straight per alpaca entry model (without having any pen packages). This would result in cost per alpaca of approx £120+VAT each - £360 + VAT for a 3 alpaca entry vs £200 for regular pen package + £50 per alpaca. The pen package model is even more favourable for Regular pens if you enter more than 3 alpacas.

Another alternative is to allocate costs by floor space usage. In this case, small teams would cost proportionately even more because there is a minimum pen size and fixed space between pens to allow for biosecurity considerations. The cost for a 3 alpaca pen would be £250+VAT (vs the regular pen charge of £200 + VAT)

The choice to include hospitality in pen packages reflected our desire to make the social functions available to all without an additional charge and to make transport more seamless, despite the hotels being a small journey away from the showground.

Comparison of exhibitor costs vs previous years:

Package fees incorporate the £75 charge for electric points if this is required

They also cover costs of barriers, bedding and pen cleaning which were effectively covered by Gold, Silver and Bronze pen sponsors on behalf of all entrants in previous years.

If you choose to take advantage of the hospitality offer, they will effectively save you personal costs of eating out on 2 evenings for 2 people and running your car back and forward to the showground.

Entry costs per alpaca are £50 +VAT in 2025 (vs £55+ VAT in 2024)

Hotel costs on average are less expensive vs Telford

Camping on site is an option for the first time @ £10 per day

Furthermore, if we had remained at Telford the costs for hall rental alone would have been substantially more expensive than Staffordshire.

As such the Show Committee have concluded that the Regular pen package is more equitable than previous years but crucially still good value noting that it is effectively being subsidised by the generosity of the Bronze, Silver and Gold sponsors, and includes the hospitality package as a further benefit.

Why doesn't BAS contribute more to the show overheads?

BAS already contributes to the sponsorship funds for the show, upwards of £5000 for the last 3 years, with a focus on elements that have broad appeal to all BAS members and visitors. The society also acts as the underwriter in event of need and will continue to do so.

This is an extremely important event in the BAS calendar, particularly for members who participate in the show, so the BAS is 100% behind making it a fantastic event.

BAS also has to keep in mind that many members (the majority by volume) choose not to show, so the level of funding needs to take that into account.

I don't want to have Friday and / or Saturday night food and / or use the shuttle – can I get a discount on the Regular Pen Package fee?

No – the regular pen fee is still required to contribute to the overheads of the show.

What if I am not staying in the Premier Inn hotels? Can I still use the shuttle?

The shuttle service has only been priced to and from the Premier Inn Hotels where we anticipate the majority of show exhibitors and visitors to be staying.

If you are staying in a different location, you are of course welcome to make your own way to the premier inn hotels and make use of the shuttles from there.