



# **EXHIBITING & PROMOTIONAL OPPORTUNITIES 2026**

# ABOUT

Take advantage of our action-packed events calendar at the home of British Motorsport.

Our eclectic events offer vendors and promoters a fantastic chance to showcase and retail their products at one of the most iconic sporting destinations in the UK.

From motorsports to lifestyle events we've got a hugely diverse audience.

Our trading pitches are all located within close proximity to the food courts and entertainment areas, generating natural footfall from our visiting fans.

Whether you're selling motoring memorabilia, clothing & accessories, photography, art, antiques, car parts, or anything else... we'd love to hear from you.

**TO MAKE AN ENQUIRY ABOUT TRADING WITH US, PLEASE GET IN TOUCH,  
ONE OF OUR TEAM WILL BE HAPPY TO HELP**

**TRADE@SILVERSTONE.CO.UK**



# EVENTS CALENDAR

**BRITISH GT  
CHAMPIONSHIP**  
25 - 26 APRIL

ATTENDANCE

**12K**

**BRDC  
CLASSIC**  
24 - 26 JULY

ATTENDANCE

**15K**

**BRITISH GRAND PRIX  
MOTOGP™**  
07 - 09 AUGUST

ATTENDANCE

**100K**

**CARFEST**  
28 - 30 AUGUST

ATTENDANCE

**100K**

**EUROPEAN  
LE MANS SERIES**  
11 - 13 SEPTEMBER

ATTENDANCE

**50K**

**BRITISH TOURING CAR  
CHAMPIONSHIP**  
26 - 27 SEPTEMBER

ATTENDANCE

**25K**

**CLUB  
EVENTS**  
THROUGHOUT THE YEAR

VISIT OUR WEBSITE FOR  
MORE INFORMATION ON  
THESE EVENTS

**VARIES**

# PRICING

The price of a trade stand will vary dependent on the event and size of stand you wish to have. The frontage of each stand is priced per metre, starting from 3m. Each trade stand has a standard depth of 5m. An increased depth may be available - please contact us directly and we will be happy to discuss your requirements.

EVENT	PER METRE	EARLY BIRD DISCOUNT
British GT Championship	£43	20% discount if booked by 28 February 2026
British Grand Prix MotoGP	£800	£750 per metre if booked by 31 March 2026
ELMS	£200	20% discount if booked by 31 March 2026
British Touring Car Championship	£200	£180 per metre if booked by 31 March 2026
BRDC Classic	£200	£180 per metre if booked by 28 February 2026
Club Events	£33	Club Events that take place by 31 May receive 20% discount if booked by 28 February 2026

*(Subject to change and the price excludes VAT)*





# OTHER EVENTS

## EXHIBITING AT FORMULA 1 BRITISH GRAND PRIX

- ⇒ As Silverstone does not hold the commercial rights to Formula 1, all requests for trade at the British Grand Prix need to be made to F1® directly.

## EXHIBITING AT CARFEST

- ⇒ All trade enquiries will be processed directly by the CarFest team.

**APPLY NOW >**

[carfest.org/exhibit-at-carfest/](https://carfest.org/exhibit-at-carfest/)

## FOOD & BEVERAGE TRADE

- ⇒ Freemans Event Partners are our exclusive partner to manage all food and beverage traders. Any requests to trade anything of this nature need to be made directly to them.

**BECOME AN OPERATOR >**

[freemanseventpartners.co.uk/become-an-operator/](https://freemanseventpartners.co.uk/become-an-operator/)



# FAQs

## CAN I SPEAK TO SOMEONE BEFORE I APPLY?

- ➡ Need some more information? Not to worry, contact us on [trade@silverstone.co.uk](mailto:trade@silverstone.co.uk) a member of the team will be in touch to help

## WHAT WILL I NEED IN ORDER TO APPLY?

- ➡ £10 million PLI (valid for all events)
- ➡ Risk assessments (template available on registration)

## HOW MUCH DOES IT COST TO HAVE A STAND AT SILVERSTONE CIRCUITS?

- ➡ The cost of trading at Silverstone varies depending on the event and the size of stand you want. Prices start from as little as £33 +VAT

## HOW MANY EVENT AND VEHICLE PASSES WILL I RECEIVE?

- ➡ All trade pitches come with 4 access passes and 2 vehicle passes as standard. Further passes can be purchased for a fee

## WHAT ARE NORMAL TRADING HOURS?

- ➡ The normal trading times are 08:00 - 18:00 each event day, however these times can vary and will be confirmed prior to the event

## CAN I CAMP ON SITE DURING THE EVENT?

- ➡ For safety and security reasons, residing within the venue is not permitted at any time. Should you wish to stay during the event a staff campsite is available for most events and is only a short distance away

