

A nighttime photograph of the Goodwood Revival fairground. The scene is filled with numerous white, conical tents and various fairground attractions, including a large Ferris wheel and a brightly lit carousel. The area is crowded with people, and the overall atmosphere is festive and vibrant.

Exhibiting at the
Goodwood Revival

18 • 19 • 20 September



GOODWOOD REVIVAL

The Goodwood Revival came to life in the autumn of 1998, a dream come true for the Duke of Richmond, whose grandfather – the Ninth Duke of Richmond – had opened the Motor Circuit at Goodwood in 1948.

A magical step back in time, set entirely in period, Goodwood Revival transports guests back to the halcyon days of 1948-1966, when the joys of motorsport allowed the post-war world to kick off its heels and have a jolly good time.

Over the course of the action-packed three day event each September, the world's rarest and most valuable racing cars and bikes battle it out on the track. Legendary drivers and riders from the golden era of motorsport are cheered on by visitors, all immaculately dressed in period clothing and accessories.



TAKE CENTRE STAGE

Each year 150,000 visitors flock through the gates of the historic Goodwood Motor Circuit to enjoy these three days of spine-tingling racetrack action and joyful atmosphere. However, this unique gathering offers a great deal more than beautiful cars and vintage dressing: from aerial displays featuring rare historic aircraft, vintage style, an authentic period high street, music and dancing, and an old-fashioned funfair.

For Revival guests, their experience is not complete without at least a few hours spent 'Over the Road'. An event within an event, Over the Road is a world of eclectic shopping, music and merriment, unique entertainment and fabulous eating and drinking. Not to mention an old-fashioned funfair, and the world's biggest classic car show, the Revival Car Show presented by Smith & Williamson. The fun goes on Over the Road from Thursday late afternoon, throughout each day of the event and well into the evening.

This spectacle must not be missed.

Our exhibitions team can help you to pick, design and build a retail outlet of your own specification in the heart of the event. Please contact our exhibitions team at exhibitionssales@goodwood.com or phone 01243 755081 for more information.



SUSTAINABILITY

Goodwood Revival is the world's greatest historic race meeting. The event began with the restoration of Goodwood's motor circuit to its original form and is evidence of our long-standing commitment to a culture of care – safeguarding the things we treasure so that they may be shared and bring joy to generation after generation.

From the cherished classic cars to beautifully preserved vintage clothes, Revival is by its very nature a celebration of exceptional craftsmanship and sustainability. At the heart of all the glamour and excitement there is a thoroughly modern ethos: reduce, reuse and recycle.

We continue to make our commitment to this ethos a more evident part of the event, accentuating the message of 'reuse, repair, restore, recycle' as it is woven through not only the spectacular moments attendees see and experience but also all they do not see. Our ethos isn't an answer to a trend; it's what makes Revival possible and it's a mindset we hope visitors will take away with them.

We are encouraging our exhibitors to become more sustainable. Those brands who reuse, restore and upcycle will be given more prominent positions at the event.



WHAT OUR CUSTOMERS SAY ABOUT THE EXHIBITION AREAS

'Lots to do, great atmosphere, a super day out as a family, loved the stalls.'

Goodwood Revival visitor – Lisa, D

'It is a fantastic weekend with great historic racing, some excellent over the road stalls and well laid out exhibits to keep the punters interested.'

Goodwood Revival visitor – Herman, R

'There is so much to see for all. Even if you are not interested in the races the over the road gives you a full days' worth of enjoyment.'

Goodwood Revival visitor – Martin, Q

STAND PRICES

	3 x 4.5m Terrace Trackside	5 x 5m Pagoda Trackside	5 x 5m Terrace Over the Road	5 x 5m Pagoda Over the Road East Entrance	5 x 5m Pagoda Over the Road	6 x 6m Pagoda Over the Road	10 x 10m Space only plot Over the Road	Premium 10 x 10m space Over the Road	6 x 6m Archway Trackside
Pitch Fee	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company details in Event Programme	✓	✓	✓	✓	✓	✓	✓	✓	✓
Company details on Goodwood website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Structure	✓	✓	✓	✓	✓	✓			✓
Signage (company name only)	✓	✓	✓	✓	✓	✓			✓
4 way power socket	✓	✓	✓	✓	✓	✓			✓
Signage (company name and logo)									✓
Coco matt flooring			✓	✓	✓	✓			
Flooring with carpet	✓	✓							✓
Archway facade									✓
Event wristbands (per day)	4	5	5	5	5	6	8	10	10
Price	£2,400	£3,700	£2,250	£2,450	£2,950	£3,400	£7,000	£11,500	£11,000
Colour on map	Dark blue	Red	Red	White	White	Purple	Green	Yellow	Orange



MARKETING OPPORTUNITIES

To ensure your stand and activation receives as much footfall as possible, our dedicated Goodwood Revival Marketing team are here to help.

In addition to your brand featuring on our website and event programme, other marketing opportunities can include mentions in our 'plan your day' customer emails. These are subject for approval from the Goodwood Revival Marketing team to ensure the additional exposures enhances the customer experience at the event and is on brand.

It is highly recommended that your brand activation includes some of the following ideas:

- Competitions
- Talks and live demonstrations at specific times
- Complimentary samples
- Celebrations – what anniversaries are you celebrating this year?

The Exhibitions team will be able to put you in touch with a dedicated marketing contact to assist with ensuring your brand receives as much exposure as possible.

Please let us know how you are promoting your brand's presence at Goodwood Revival so we can look to link up relevant marketing activity and PR opportunities.

Contact us to also discuss being part of our exclusive shopping club at the Goodwood Revival.

