




DUXFORD



**DUXFORD AIR SHOWS 2021
TRADER INFORMATION PACK**



Welcome to IWM Duxford Air Show Season 2021!

ABOUT THE AIR SHOWS

DUXFORD SUMMER AIR SHOW

24– 25 JULY

Thrilling family-friendly days out to power the imagination.
For all big kids from 0-100!

DUXFORD BATTLE OF BRITAIN AIR SHOW

18 – 19 September

Commemorating the 81st anniversary of the Battle of Britain,
step back in time and experience Britain's Finest Hour.

AUDIENCE PROFILE* – Battle of Britain Air Show 2019


74% Male
25% Children in group
31% East Anglia Region
9% International visitors
49% visited an IWM or another UK Air Show in the last 2 years

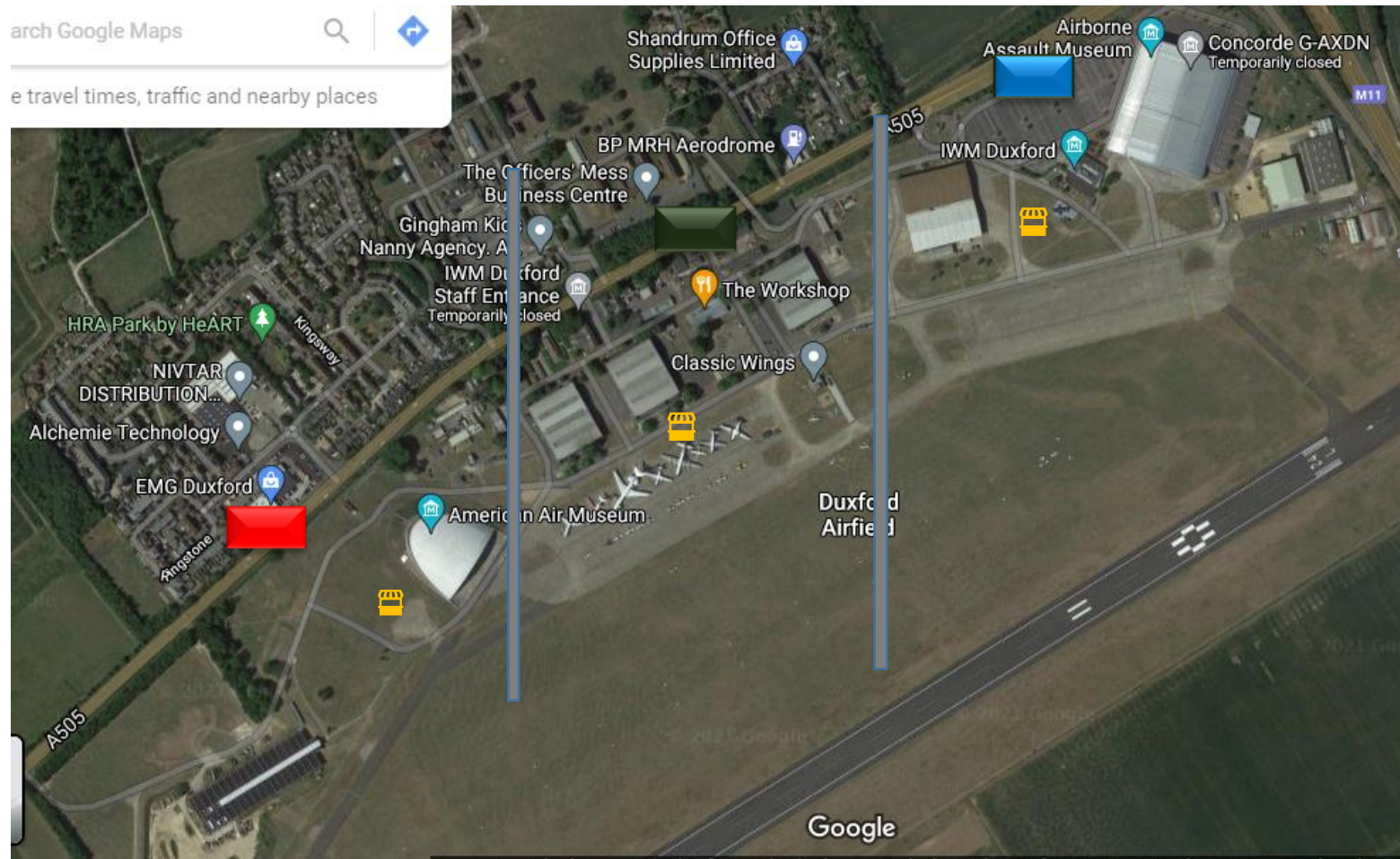
*All data is taken from the IWM online survey and trader database.
E-survey sent to all participants who booked an online ticket.
Duxford Air Shows did not take place in 2020.

IWM Duxford Air Shows 2021 – Trading Locations

-  Zone 2
-  Zone 3

-  Zone 1

-  Trading Locations



UNITS – PITCHES AND PRICING

Pitch only – providing your own structure

3m x 9m	£280
6m x 9m	£555
9m x 9m	£830
12m x 9m	£1110

Providing your own structure which must fit precisely into the space allocated. Total pitch depth is 9m. Where possible one vehicle (no longer than 6 metres in length) may be parked directly behind your structure. The combined area must be within the 9-metre depth. This may not have entry/exit routes during the weekend. A Trader Parking area is provided on site.

All the above prices exclude V.A.T and any additional extras

INDIVIDUAL WRISTBANDS AND VEHICLE PASSES

Standard allocation of wristbands and vehicle passes - strictly for those working on your stand.

Stand frontage	Wristbands	Vehicle Passes
3m	2	1
6m	4	1
9m	6	2
12m	8	2

Extra passes can be purchased in advance – please note only a limited number are available and these cannot be guaranteed.

All passes will be available to collect on the set-up days from IWM Duxford. Passes can be sent out by Royal Mail Signed for delivery at an additional cost including postage and packing. Please enquire at time of confirmed booking.

To apply for a trading space please fill in our application form found at:

<https://forms.office.com/r/mRWqCXFtE3>

FURTHER INFORMATION

Traders and ex-service veterans

As a trader, if you wish to invite veterans to Duxford Air Shows to take part in either book or artwork signings on your stand, IWM are happy to offer traders up to 2 wristbands and 1 vehicle pass free of charge for each authorised veteran to Duxford Air Festival and Duxford's Battle of Britain Air Show.

Please apply in writing to IWM at least 6 weeks before the event if you wish to attend with the names; providing a short history of the veteran's service career and their connection with the book or artwork signing. IWM may use this information to promote the event, PR or as part of Duxford Air Shows content. IWM may also direct members of the press or filming crews to the veterans to interview them on the air show days

Please consider the difference between the two air shows when developing your content: Duxford Summer Air Show in July is a fun, thrilling day out for all ages and Duxford Battle of Britain Air Show in September is an immersive trip back to Britain's Finest Hour.

Camping

IWM does not provide extra facilities for individuals staying at Duxford. Traders are welcome to stay within their allocated pitch space from Thursday to Sunday evening. Important information will be collected before the event. Written permission must be sort if intending to bring a caravan or motorhome.

Contact: duxfordtraders@iwm.org.uk