

THE BIG FEEL GOOD FESTIVAL



2ND - 4TH JULY 2027

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DEENE PARK, CORBY, NORTHAMPTONSHIRE

EXHIBITOR INFORMATION PACK

Makers • Independent Businesses • Food & Drink Catering

WELCOME TO THE BIG FEEL GOOD

The Big Feel Good is a new daytime festival hosted across three summer days, taking place in the beautiful grounds of Deene Park, Corby, Northamptonshire, from 2–4 July 2027.

Built around one simple idea “**come and find what makes you feel good**” the festival will bring together movement, creativity, food, talks, entertainment, shopping, family activities and plenty of things visitors may not have tried before.

For us, the businesses and makers joining us are part of that experience. We want visitors to discover brilliant independent businesses, meet the people behind them, try something, taste something and find things they’ll want to tell someone about afterwards.

We’re looking for a great mix of makers, independent businesses and food & drink operators to be part of it.

TARGET ATTENDANCE: 7,000+



COME AND FIND YOUR FEEL GOOD



WHO WE'RE LOOKING FOR

BUSINESSES PEOPLE WILL WANT TO DISCOVER

We're looking for interesting independent businesses with something people will want to stop for, whether that's something beautiful, useful, delicious, unusual or completely unexpected. That might include:

**Fashion & accessories • jewellery • beauty & skincare • home & interiors
art & illustration • gifts • children's products • lifestyle • stationery • plants & floristry
handmade products • specialist services • **and things we haven't thought of yet.****

We're particularly keen to showcase businesses from Northamptonshire, Rutland and the surrounding areas, while remaining open to brilliant businesses from further afield that feel right for the festival.



BRING YOUR BUSINESS TO LIFE

The Big Feel Good is about more than browsing. We want visitors to stop, engage, try things and meet the people behind the businesses they discover. For example:

TRY IT

Let visitors sample, test or experience something.

SEE IT MADE

Show them part of your process or craft.

MEET THE MAKER

Tell them more about you, your business and what you do.

LEARN SOMETHING

Share a technique, idea or little bit of expertise.

This isn't a requirement. A beautiful retail stand is absolutely fine. But if you have an idea for a demonstration, taster, mini activity, make-and-take or another way to bring your business to life, tell us about it in your application.



Have you considered running your own workshop?

It's a great way to showcase what you do, engage with visitors and introduce your business to a new customer base in a more interactive way.

If you'd like to explore getting involved beyond a stand, take a look at our Contributor Information Pack for more details.

FOOD AND DRINK WORTH SEEKING OUT

Food and drink are a big part of the festival experience.

We want food people genuinely look forward to. And it doesn't have to be "healthy" to belong at The Big Feel Good.

For some, that might be an indulgent salad with all the trimmings. For others, a freshly baked chocolate brownie or a really good artisan pizza. It's about food that makes you feel good, whatever that looks like for you.

We're interested in everything from street food and bakeries to desserts, specialist coffee, fresh drinks, independent producers, vegetarian and vegan food, and great regional businesses.



EXHIBITOR SPACES & PRICING

RETAIL

SHOPPING VILLAGE MARQUEE

6ft Trestle Table Pitch - £280

6ft × 2ft table + 1 chair

Pitch: 6ft × 5ft

12ft Trestle Table Pitch - £510

12ft × 2ft table + 1 chair

Pitch: 12ft × 5ft

2.5m × 2.5m Pitch - £750

Open on 3 sides

Includes 3 × 6ft trestle tables + 1 chair

2.5m × 5m Pitch - £1,500

Open on all 4 sides

Includes 3 × 6ft trestle tables + 1 chair



OUTDOOR SPACE

3m × 3m Pitch - £280

BYO Gazebo, 3m × 3m

3m × 3m Pitch + 3m Frontage - £320

BYO Gazebo, 3m × 3m

Includes an additional 3m deep space in front*

3m × 6m Pitch - £505

BYO Gazebo, 3m × 6m

3m × 6m Pitch + 3m Frontage - £550

BYO Gazebo, 3m × 6m

Includes an additional 3m-deep space in front*

**Frontage for retail displays only. Not to be used for additional structures, such as gazebos*

EXHIBITOR SPACES & PRICING

FOOD & DRINK CATERING

Food or Drinks Van

Up to 6m total frontage - £420

Over 6m - Price on application

Please give us the full dimensions of your complete set-up when applying, including trailers, tow bars, serving hatches, gazebos, seating or other areas you require.

Food & drink exhibitors are responsible for providing all equipment required to operate their pitch.



OUTDOOR SPACE

BRING YOUR OWN GAZEBO (BYO)

3m × 3m Pitch - £295

BYO Gazebo, 3m × 3m

3m × 6m Pitch - £520

BYO Gazebo, 3m × 6m

MAKE THE SPACE YOUR OWN

We want stands to feel individual, welcoming and worth exploring. Style your space in a way that reflects your business and gives visitors a reason to stop. You can bring your own furniture, displays, signage and props, provided everything stays within your booked footprint and is safe and suitable for an event environment.

SHOPPING VILLAGE

Furniture included with your pitch is shown on the previous pages. If you don't require the supplied furniture, you can let us know in your application.

OUTDOOR EXHIBITORS

Outdoor pitches are supplied as space only. Please make sure your gazebo, furniture, stock and displays are suitable for an outdoor festival environment.

FOOD & DRINK

Food and drink vendors must provide everything required to safely operate their business, including their unit or gazebo, cooking and serving equipment, storage and any required handwashing facilities.

PLAN FOR THE OUTDOORS

The Big Feel Good takes place predominantly on grass within the grounds of Deene Park. Please plan your set-up accordingly and bring everything you need to trade safely and comfortably for the duration of the festival. Depending on your set-up, consider:

- Uneven grass and suitable footwear
- Weather protection
- Secure gazebo weights or anchoring
- Moving stock and equipment across grass
- Power, extension leads and outdoor-suitable electrical equipment
- Water, where required
- Lighting

Your pitch should be self-sufficient, other than facilities specifically confirmed as provided by The Big Feel Good.

Please be prepared for changing summer weather and ground conditions.



SET-UP, BREAKDOWN, PARKING & ACCESS

SET-UP

- Exhibitor set-up will take place on Thursday 1 July 2027.
- Confirmed exhibitors will receive an allocated arrival/set-up time before the festival.
- We are working towards allowing exhibitors to unload as close to their trading area as practical, subject to the final site and traffic-management arrangements.
- Once unloading is complete, vehicles will need to be moved to the designated exhibitor parking area.
- All stands must be completely set up and ready before the festival opens on Friday morning.

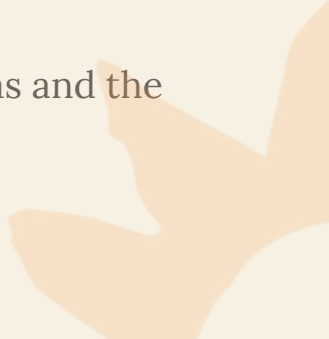
VEHICLE ACCESS

- Vehicle access to trading areas will only be permitted during designated set-up and breakdown periods.
- Exact vehicle routes and timings will be included in the Exhibitor Manual.

EXHIBITOR PARKING

- Dedicated exhibitor parking arrangements are being finalised and full information will be sent before the event.

BREAKDOWN

- Breakdown can begin 30 minutes after the festival closes on Sunday.
 - For safety reasons, vehicles will not be permitted back into trading areas until members of the public have cleared the relevant areas and the event team confirms it is safe to begin vehicle movements.
 - Final instructions will be included in the Exhibitor Manual.
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POWER, WATER & PASSES

ELECTRICITY

The Big Feel Good takes place in a field and there is no mains electricity available for exhibitors or vendors to plug into. If you require power, you will need to provide a suitable low-noise generator.

If you bring a generator:

- It must be suitable and safe for event use.
- You will need to provide us with the relevant generator safety certificate/documentation.
- All electrical equipment connected to the generator must be PAT tested.
- Cables and extension leads must be suitable for the environment and safely positioned.
- Your generator must not create unreasonable noise or disturbance for neighbouring exhibitors or visitors.

Please work out your full electricity requirements before arriving on site. There will not be an option to connect your pitch to mains electricity during the festival.

WATER

- There will be a potable water tap onsite.
- There will be no individual mains water connection to exhibitor pitches.
- If your business needs water for preparation, handwashing, cleaning, food service or another purpose, you must make the necessary provision for your particular set-up. This could include suitable food-safe containers or storage equipment and a way of transporting water from the nearest drinking-water point.

EXHIBITOR PASSES

- Retail pitches include two exhibitor passes.
- These allow the named exhibitors to access the festival throughout the event without purchasing public admission tickets.
- Arrangements for additional staff and food & drink teams will be confirmed where applicable.

FOOD, DRINK & CATERING REQUIREMENTS

FOOD SAFETY & HYGIENE REQUIREMENTS

All food & drink exhibitors must comply with the relevant food safety and hygiene requirements.

- **FOOD SAFETY & HYGIENE:** All food & drink exhibitors must comply with the relevant food safety and hygiene requirements.
- **FOOD HYGIENE RATING:** Where a Food Hygiene Rating applies, we are looking for businesses with a rating of 4 or above.
- **FOOD BUSINESS REGISTRATION:** Where required, businesses must be appropriately registered as a food business with their local authority.
- **ALLERGEN INFORMATION:** You are responsible for providing customers with accurate and appropriate allergen information for all food and drink you sell.
- **HANDWASHING:** Food & drink exhibitors must provide suitable handwashing facilities as part of their set-up where required. Remember that there are drinking-water taps around the site, but no direct mains water connection to individual pitches.

EQUIPMENT & COOKING

- You are responsible for providing all equipment required to safely prepare and serve your food and drink.
- Hot cooking is permitted subject to appropriate safety requirements.
- Gas and LPG equipment may be permitted subject to the correct safety procedures and documentation.
- If you require electricity, you must provide a suitable low-noise generator and the relevant safety documentation.
- All electrical equipment connected to your generator must be PAT tested.
- Further technical and safety requirements will be confirmed to successful applicants.

ALCOHOL

If you would like to sell alcohol at The Big Feel Good, please declare this in your application. Alcohol sales will be subject to approval, festival licensing arrangements and any applicable legal requirements.

SEATING

We're planning areas around the festival where visitors can sit, eat and spend time together.

If you'd like to create your own seating area as part of your food or drink pitch, tell us in your application. We'd be happy to discuss what might be possible.

APPLICATION PROCESS

1. APPLY

Tell us about your business, what you sell and what you'd like to bring to The Big Feel Good.

2. REVIEW

Applications are reviewed as part of our overall festival planning. As we want to offer visitors a varied mix of businesses, we may limit the number of exhibitors offering similar products or services.

3. ACCEPTANCE

Successful applicants will receive an acceptance email with the next steps, required documentation and payment information.

4. PAYMENT & CONFIRMATION

If accepted before 1 February 2027: 50% payment is due within 14 days of acceptance, with remaining 50% due by 1 February 2027.

If accepted on or after 1 February 2027: 100% payment is due within 14 days of acceptance.

Your space is only confirmed once the required payment has been received.

CANCELLATION

Exhibitor fees are non-refundable once a booking has been confirmed. Full booking terms and conditions will be provided as part of the booking process.

MARKETING

We'll promote The Big Feel Good through our website, social media, email, advertising and PR, and showcase participating businesses and experiences as the festival develops. We can't guarantee individual coverage, but we'll collaborate on suitable content where there's a good fit.

FAQS

WHAT ARE THE FESTIVAL OPENING HOURS?

Friday 2nd July 09:00 – 17:00

Saturday 3rd July 09:00 – 17:00

Sunday 4th July 09:00 – 17:00

CAN I TRADE FOR JUST ONE DAY?

No. Exhibitor spaces are booked for all three festival days.

DOES APPLYING GUARANTEE ME A SPACE?

No. The event is curated and we may limit similar businesses to create the right overall mix.

WHAT IF MY APPLICATION ISN'T SUCCESSFUL?

Where appropriate, we may keep your details on a reserve list should a suitable space become available.

CAN I DRIVE TO MY PITCH?

We aim to allow unloading as close to your trading area as practical. Final arrangements will be confirmed in the Exhibitor Manual.

CAN I RUN A TASTER OR DEMONSTRATION FROM MY STALL?

Yes. We love businesses bringing what they do to life. Tell us what you have in mind when applying so we can make sure it is suitable for the event and your allocated space.

WHEN WILL I KNOW MY EXACT PITCH LOCATION?

Final pitch allocations and site information will be provided closer to the festival.