

HowTheLightGetsIn

HAY 2026





HAY-ON-WYE

An invitation

HowTheLightGetsIn Hay is situated on the stunning river banks of the river Wye.

For one weekend only you can be part of the world's largest philosophy and music festival.

We are welcoming the very brightest, boldest and most innovative high-end traders, particularly those specialising in the unusual, the interesting and the extraordinary. If what you do or sell is genuinely special then we want to hear from you.



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A large, diverse audience is seated in rows under a large white tent. The audience is facing towards the left side of the frame. In the background, there are stage lights and speakers mounted on poles. The tent's structure is visible with its white fabric and supporting poles. The overall atmosphere is that of a large-scale outdoor event or festival.

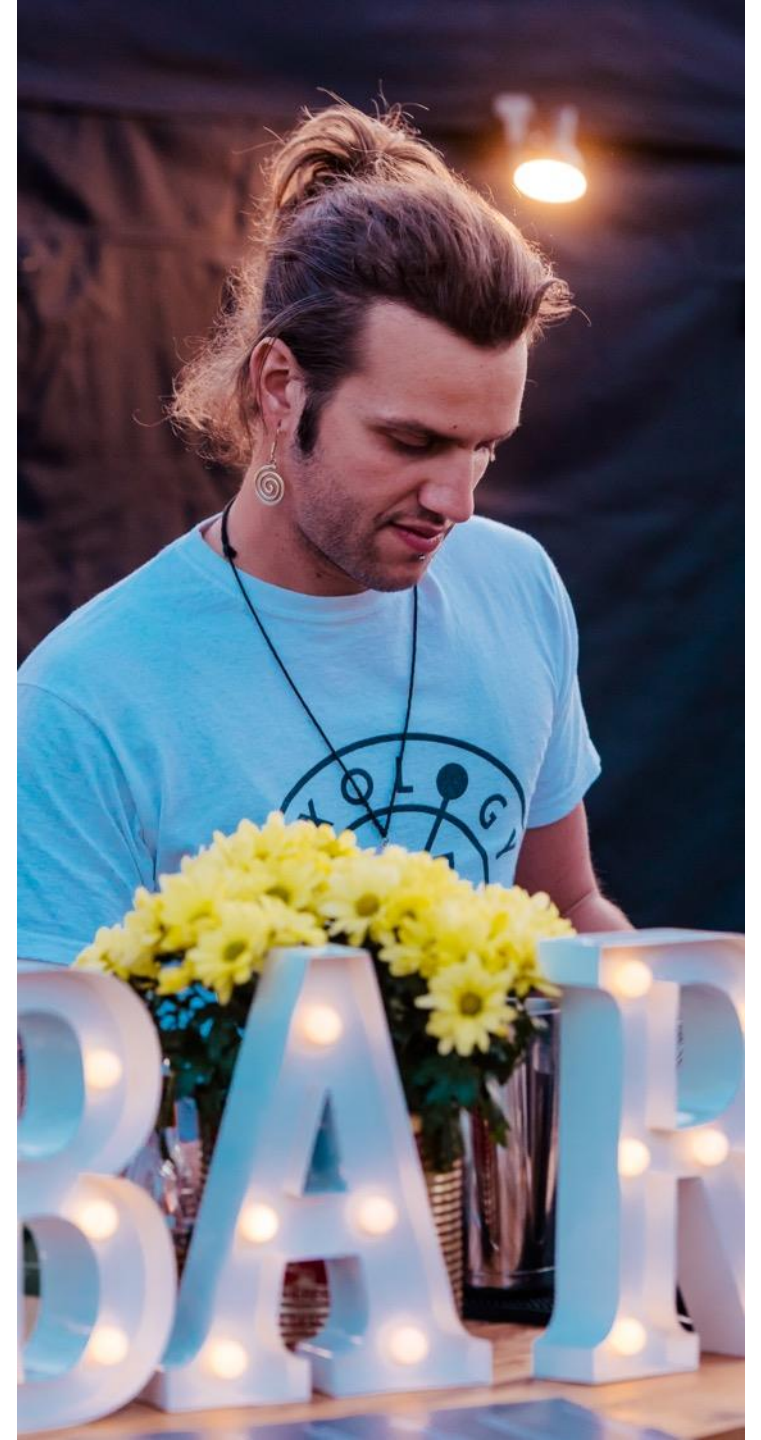
About us

01



About us

"There is a crack in everything...that's how the light gets in", goes the Leonard Cohen song from which the festival gets its name. And HowTheLightGetsIn brings its own special form of magic to everyone. There is no other place on the planet where you can meet as many of the world's leading thinkers, discover the most cutting-edge ideas and party into the night.





Our guests



Demographic

Over the festival long weekend we expect to see approx. 12,000 guests at the festival.

Our guests are predominantly ABC 1s and range from 21-60 in age.

They are a well-heeled bunch, appreciate quality and are quite happy to pay for it.

The site

The Festival site is a ticket only space that is within a 200m walk from the centre of Hay-on-Wye. The site is entirely on grass with access via trackway.



HAY-ON-WYE

02



Pitches & Camping

Standard pitches are 4m x 4m on grass. Custom sized pitches are available on an individual basis. Each pitch has a standard electricity supply. No stalls, tables or covering is supplied - traders are expected to be fully self-contained. Parking for one van per trader is allocated behind or adjacent to your pitch.

Camping and parking is included for traders and their staff at the festival camp site which is approximately 50m from the festival site. There are hot showers available there.

No overnight camping is permitted on the festival site itself.

Overnight security is provided for the site as a whole but traders are expected to have their own insurance and the festival is not responsible for any loss or theft from traders' stalls or vehicles.

All inclusive

4 days trading from 22nd – 25th May. Starting from 1pm to 1am Friday, 8.30am to 1am Saturday & Sunday and Monday 8.30am to 4pm.

13A or 16A Electricity supply (if you require more power please let us know)

Overnight security on site

Free Wi-Fi

Drinking Water

Help and support from our friendly on-site team

Set-up & de-rig



03

Traders may set up from 9am Wednesday 20th May and must be ready to go by Friday 22nd at 1pm.
Traders must do a full day's trade on Monday (at least until 3pm) and be off site by 7pm on Monday or 1pm on Tuesday.



Costs

04



Costs

Standard 4m x 4m pitches start from £600 + VAT

Larger food and drinks outlets start from £2000 + VAT

Larger (and smaller) custom sized pitches are available on request – POA

Walkabout traders welcome!

If your application is successful, we will be in touch to quote you a pitch fee!

To secure your pitch we ask for a refundable deposit of £150



The small print

Traders must submit an application no later than Friday 27th March 2026.

Your application will then be assessed, and we'll get back to you with a pitch fee and a contract.

If we're both happy with everything, we'll then ask you to pay a deposit of £150 which will be repaid, at the end of the festival provided you have adhered to the terms set out in the contract.

Following this you'll be required to pay your pitch fee no later than 1st May 2025.

Places are strictly limited.



Do ensure your full team is wearing hi-vis at all times during set up and pack down (we will have a very limited number for sale when you arrive if you forget).

Do provide us with a full team list, reg for the vehicle you will be bringing on site for set up and electrical requirements prior to the event.

Don't forget to bring your own electricity leads.

Do provide all necessary H&S paperwork including standard and fire risk assessments, PAT testing and gas certificates.



Apply

Only the best

If what you do, make or sell is genuinely interesting, unique and high quality then we want to hear from you!

To apply, simply drop us a line telling us about your business. Please include some images of your pitch and set up.

We'll be back in touch very shortly.

See you in Hay x

Email: traders@artandideas.org