HOWTHELIGHTGETSIN • HAY-ON-WYE

BRING YOUR BRILLIANT TO THE MARKET

Trader applications • 2027

Join the world's largest philosophy and music festival on the banks of the River Wye.

28–31 MAY 2027



AN INVITATION

Make something unforgettable.

Set against the River Wye, HowTheLightGetsIn brings ideas, music, culture and creativity together for one extraordinary weekend.

Trade alongside debates, performances, experiences and entertainment at the world's largest philosophy and music festival.

We're seeking bright, bold and innovative traders — especially the unusual, the interesting and the extraordinary.

IF WHAT YOU DO IS GENUINELY SPECIAL, WE'D LOVE TO HEAR FROM YOU.



YOUR GUIDE

What’s inside

01 **ABOUT THE FESTIVAL**
What makes the event — and its audience — distinctive.

02 **THE MARKET & SITE**
Pitches, facilities, access and site infrastructure.

03 **SET-UP & BREAKDOWN**
Arrival, unloading, trading and pack-down logistics.

04 **FEES & APPLICATIONS**
What’s included and how to secure your place.

05 **TRADING GUIDELINES**
Essential expectations for a successful weekend.



Five quick chapters. One clear route to a great festival weekend.

READ • PLAN • APPLY



ABOUT THE FESTIVAL

Ideas by day.
Music into the night.

“There is a crack in everything, that’s how the light gets in.”

— Leonard Cohen.

As the world's largest philosophy and music festival, it brings together some of the globe's most influential thinkers, writers, scientists, artists, and performers for a weekend of debate, discovery, and entertainment.

There is simply nowhere else quite like it.



AUDIENCE PROFILE

A crowd that seeks the exceptional.

12,000
guests across the weekend

21–60
core age range

Curious • engaged • culturally minded

Predominantly educated and professionally employed, visitors come for unique experiences, inspiring ideas and exceptional products.

This makes HowTheLightGetsIn an ideal environment for traders offering distinctive, premium, and thoughtfully curated goods.

They value originality, craftsmanship and quality — and are willing to invest in products that stand out from the ordinary.



THE SITE

The festival site is a fully ticketed event space located just a short 200-metre walk from the centre of Hay-on-Wye.

Set alongside the beautiful River Wye, the site provides a unique and vibrant setting for traders and festival-goers alike.

200 m

from central Hay-on-Wye

PLAN FOR GRASS + WEATHER

The site is grassland, with trackway where required. Bring a stall and equipment suited to outdoor conditions.



PITCHES & FACILITIES

Your pitch, your personality.

4m × 4m
standard grass pitch

13A / 16A
standard power included

1 vehicle
parking included

COME SELF-CONTAINED

Bring your own stall or gazebo, tables, displays and everything you need to trade. Custom pitch sizes may be available on request.

WHAT'S INCLUDED

- power : 13A / 16A
- overnight site security
- free Wi-Fi + drinking water
- on-site festival support
- additional power at an extra cost

*Additional power is chargeable.



CAMPING & PARKING

Camping and parking are included for traders and their staff — located around 50 metres from the festival site.

There is no overnight camping on the festival site itself.

While overnight security is provided across the festival site, traders must arrange their own insurance; the festival cannot accept responsibility for loss, theft or damage.

CAMP
Space for trader tents

PARK
Trader vehicle parking

RESET
Hot showers

ESSENTIALS
Toilet facilities

SET-UP & BREAKDOWN

The weekend starts before the gates open.

WED 26 MAY • 09:00
Set-up begins

FRI 28 MAY • 13:00
Fully stocked and ready to trade

MON 31 MAY • 15:00
Trading may finish

MON 31 MAY • 17:00
Vehicle movement resumes

MON 31 MAY • 19:00
Site vacated — or Tue 1 June at 13:00 by previous arrangement

Remain open for the full festival. Detailed arrival, access and unloading instructions follow for successful applicants.



COSTS & APPLICATIONS

A pitch shaped to your offer.

INDICATIVE FEES FROM

Food outlets	**From £2,400 + VAT**
Coffee vendors	**From £1,000 + VAT**
Sweet food traders	**From £400 + VAT**
Clothing retailers	**From £350 + VAT**
Crafts + artisan goods	**From £120 + VAT**

ALSO WELCOME

- Walkabout acts
- Workshop facilitators
- Artists + creatives
- Interactive experiences
- Installations

Every quote is tailored to your offer, pitch size, location and operational needs. One 13A or 16A are included in the pitch fee. One 32A has a cost of £150. Any extra power connections have a cost of £50 each for 13A/16A and £100 each for a 32A. Please declare extra power at application as we might not be able to supply it on the day.

Successful applicants receive a tailored quotation.



TRADER APPLICATIONS • 2027

ONLY THE BRILLIANT.

We’re looking for makers, traders, artists, performers and creators who bring something truly special.

APPLY WITH YOUR STORY

Complete the application form and tell us as much as possible about what you make, sell or create. Our team will review it and be in touch with next steps.

https://HowTheLightGetsIn.regfox.com/traders-applications-hay

SEE YOU IN HAY.

