



Belfast Vegan Festival 2027

Trader Information Pack

Welcome

Hello, I'm Kerri, founder of Plant Power Events UK. After co-organising Vegan events across the UK and Irish Vegan Festival for nearly a decade, I launched Plant Power Events UK to create welcoming, professionally organised events that celebrate compassionate living while supporting independent vegan businesses and charities.

Our aim is to create a varied, friendly event that visitors love and traders return to year after year.

About the Festival

Venue: Europa Hotel, Belfast

Date: Sunday 17 October 2027

Opening Times: 11:00am–6:00pm

The festival features shopping, hot food, talks, workshops, charities and we hope to have a special guest speaker.

Why Trade With Us?

- Professionally promoted event
- Friendly organisers
- Carefully selected trader mix
- Indoor venue
- Strong social media promotion
- Opportunity to reach new customers

Stall Packages

- Standard Stall – £120
- Double Stall – £210
- Hot Food Stall – £170 (includes one 6ft table and two power sockets)
- Charity Stall – £100
- Animal Rights Groups – £30

What's Included

Standard stalls include one 6ft trestle table, chair and tablecloth, Hot food stalls include electricity (2 sockets). Additional tables and additional sockets may be available on request, subject to availability.

Hot Food Traders

Hot food traders must comply with current food hygiene legislation. No gas appliances or deep-fat fryers are permitted in the venue.

Electricity & PAT Testing

All electrical equipment must be safe and PAT tested where applicable. Traders must bring suitable extension leads and clearly declare all electrical equipment during the application process.

Insurance & Documents

Successful applicants will be asked to provide copies of:

- Public Liability Insurance
- Food Hygiene Rating (where applicable)
- Food Hygiene Certificate
- Risk Assessment
- PAT Certificates (if applicable)

These documents are required before trading.

Set-up & Pack-down

Arrival and unloading instructions will be emailed before the event. Traders are expected to remain until the event closes unless agreed with the organiser.

Marketing

We encourage all traders to promote the event using the supplied social media graphics. The more we all promote together, the bigger and better the event becomes.

Terms & Conditions

Applying does not guarantee a stall. Applications are reviewed to ensure a balanced event. Stall fees become non-refundable once accepted unless the event is cancelled by the organiser.

Vegan Products Policy

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Plant Power Events UK is committed to providing visitors with a genuinely 100% vegan event.

All products, food, drinks, ingredients and samples offered for sale, promotion or distribution during the event **must be completely vegan** and **must not contain any animal-derived ingredients or by-products**.

This includes (but is not limited to):

- Meat, poultry and fish
- Dairy products
- Eggs
- Honey
- Gelatine
- Beeswax
- Shellac
- Carmine (cochineal)
- Lanolin
- Any other animal-derived ingredient

Products should also **not be tested on animals** where this is applicable (for example, cosmetics and skincare).

If you are unsure whether a product is suitable, please contact us before the event for clarification.

Important

Plant Power Events UK reserves the right to inspect products before or during the event.

Any trader found selling, displaying or promoting products that do not comply with our vegan policy may be asked to remove the items immediately or leave the event. **In these circumstances, no refund of stall fees will be given.**

Official Belfast Vegan Festival 2027 Goodie Bag

We're producing **100 Official Belfast Vegan Festival 2027 Goodie Bags** which visitors can purchase on the day.

Each bag will contain a fantastic selection of vegan products, samples, discount vouchers, promotional material and exclusive offers donated by our amazing traders and sponsors.

This is an excellent opportunity to introduce your business to hundreds of potential new customers long after the festival has finished.

We're looking for:

- 🌱 Product samples
- 📺 Full-size products
- 🖨️ Discount vouchers
- 📄 Gift vouchers
- 📖 Leaflets and brochures
- 🗂️ Exclusive festival offers
- 🏷️ Stickers and branded merchandise

Businesses contributing to the Official Goodie Bag will be acknowledged in our marketing wherever possible.

Optional Marketing Opportunities

Want to give your business even more exposure before the Belfast Vegan Festival?

Plant Power Events UK offers a range of optional promotional packages to help showcase your business to thousands of potential customers before the event. These opportunities are designed to increase your brand awareness, drive visitors to your stall and maximise your exposure across our marketing channels.

Trader Spotlight Package – £30

Perfect for businesses wanting a little extra promotion before the event.

Includes:

-  Featured Facebook post
-  Instagram feature
-  TikTok feature
-  Featured listing on the Plant Power Events UK website

Premium Trader Promotion – £75

Give your business even greater exposure before the festival.

Includes:

-  Dedicated Facebook feature

- 📺 Dedicated Instagram feature
- 🎵 Dedicated TikTok feature
- 🌐 Featured listing on the Plant Power Events UK website
- ✉️ Featured in our email newsletter
- 📰 Opportunity to be included in our pre-event press releases (where appropriate)
- ⭐ Featured Trader spotlight before the event

Ultimate Promotion Package – £150

Our most comprehensive promotional package, ideal for businesses launching new products or looking to maximise their visibility.

Includes everything in the Premium Trader Promotion package, plus:

- 📺 Dedicated promotional video or Reel across Facebook, Instagram and TikTok
- ✉️ Feature in two email newsletters
- 🌐 Priority placement on the Plant Power Events UK website
- 📰 Priority consideration for media features and press releases (where appropriate)
- ⭐ Premium Featured Trader status throughout our event promotion
- 🔔 Additional social media promotion in the weeks leading up to the event

Why Upgrade?

Our promotional packages help your business reach potential customers before the event even begins.

Benefits include:

- Increased brand awareness
- Greater social media exposure
- More visitors to your stall
- Increased online visibility
- Opportunity to reach our growing community before, during and after the festival

Apply

Ready to join us?

Thank you for taking the time to read our Trader Information Pack.

If you would like to be considered for Belfast Vegan Festival 2027, please complete our online application form using the QR code below or the direct link.

Applications are reviewed to ensure a varied and balanced event.



Or apply online:

<https://forms.gle/AjHLJVgtb7zYPgKk8>

Questions?

 hello@plantpowereventsuk.co.uk

 www.plantpowereventsuk.co.uk

 Follow **@plantpowerevents** on Facebook, Instagram and TikTok for festival updates.