



BOWU FESTIVAL



Celtic Vibrations

6, 7 & 8 JUNE 2025
OUISTREHAM BEACH

EXHIBITOR FILE



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1. THE BOWU FESTIVAL

The BOWU Festival, the 3rd largest gathering of Pipers (Scottish bagpipers) in France, has become a **must-attend event in Normandy** for a diverse audience, especially **Celtic music enthusiasts!**

In Ouistreham Riva-Bella, near Brittany-Ferry, it blends Celtic culture and a tribute to D-Day with Celtic rock, folk concerts, and much more.

Artists and volunteers from **over 10 nationalities** bring a unique energy, all while being committed to sustainability through **eco-friendly initiatives**. A vibrant event you won't want to miss!



2. THE ASSOCIATION

B.O.W.U International is a committed association that has brought together defenders of Celtic culture and the D-Day memory for 10 years.

During the 80th anniversary of the D-Day landing, 350 members (all volunteers) from 13 nations participated in 21 ceremonies and events.

As a key player in preserving memory, B.O.W.U fosters fraternal bonds between peoples, inspires youth, and transmits a living and essential heritage, while working towards a more united and supportive future.



3. A MULTICULTURAL AUDIENCE

The BOWU Festival captivates with its **diverse audience**, creating a unique atmosphere.

During the day, families, locals, and tourists come together to celebrate the history of D-Day through ceremonies and parades.

In the evening, the energy shifts: a young crowd and French and international military personnel gather to enjoy Celtic rock, folk, and electro concerts, celebrating peace and unity.

Tradition, modernity, and memory blend into an unforgettable experience.



4. WHY BE AN EXHIBITOR?

Showcase at the heart of Celtic culture!

Join the BOWU Festival and place your products at the center of the action!

An enthusiastic audience, eager to celebrate Celtic music and the memory of D-Day, will be on the lookout for your products and services.

Shine at the BOWU Festival!

The BOWU Festival attracts thousands of passionate attendees. For its second edition, the fees for exhibitor spaces are set solely to cover the association's expenses. It's the perfect place to showcase your business and grab the attention of a diverse audience, both local and international.



5. OUR EXHIBITOR SPACES - THE VILLAGE

BARNUM

Enjoy a covered, lit space with flooring and electricity. Multiple space options available, either to rent individually or share with your network.

From €690

BEACH

Spaces designed to unleash your creativity and create the atmosphere of your choice. Without lighting or electricity, you have the freedom to set up your own tent.

From €340

The festival site is secured 24/7, both day and night. However, the organizers cannot be held responsible for theft or vandalism. We recommend staying vigilant and protecting your personal belongings.

5. OUR EXHIBITOR SPACES - THE VILLAGE

Your Benefits	BARNUM	BEACH
Parking space (for exhibitors)	1	1
Stand frontage sign	1	
Mention of your brand in the paper and web guide	X	X
Accommodation (with your bedding) in the gymnasium	3 pers.	2 pers.
Access to the Volunteers' WC & Shower area	X	X
Invitation to the breakfast (before 9:30 AM)	X	
Full pass 3 days for Festival	6	3

5. OUR EXHIBITOR TENTS ON FLOORING



3 x 3

**3 x 3 open
corner**

6 x 3

**6 x 3 open
corner**

3 days rate

690 €

850 €

1 250 €

1 500 €

Registration deadline is set for April 13, 2025. Payment for your space must be completed before April 15, 2025.

Please note: The 6-meter stands have a single opening every 3 meters. The second part includes the support crosses for the structure. You may opt for two 3 x 3 stands to have 6 linear meters with public access. However, the rate will remain that of two 3 x 3 stands.

5. OUR EXHIBITOR TENTS ON THE BEACH + ELECTRICITY



3 x 3

**3 x 3 open
corner**

6 x 3

**6 x 3 open
corner**

3 days rate

470 €

550 €

750 €

950 €

Registration deadline is set for April 13, 2025. Payment for your space must be completed before April 15, 2025.

5. OUR LAWN SPACES

5 x 3

10 x 3

3 days rate

340 €

560 €



The registration deadline is set for April 13, 2025. Payment for your space must be completed before April 15, 2025.

Please note: If you wish to bring a vehicle to your space, it must fit within your designated area. No vehicle entry or exit is allowed between 9:50 AM and 12:30 AM.

6. WHAT PRODUCTS CAN BE SOLD?

The festival takes place within a context of memory, and certain products are prohibited for sale, including:

- Insignia and symbols referring to Nazi, fascist regimes, or any other political ideology.
- Firearms or any explosive products (such as fireworks).

During your setup, our team will check your products. We reserve the right to refuse the sale of items deemed incompatible with the safety and ethics of the event.

ALCOHOLIC AND FOOD STANDS: Sampling of your products is allowed. However, on-site consumption at your stand is only permitted with prior authorization from the festival, except for exhibitors in the food court area.

For any questions regarding your products, please contact us.

7. OUR EXHIBITOR SPACES - CATERING

CATERING SPACE

Benefit from an ideal location at the entrance of the festival (Mairie side), but outside the paid access zone. Only 4 food stands will be present, each offering a unique culinary experience.

Exclusive location for €1,500

Available space: 6 x 5 m

Paved area with electricity supply and lighting in the covered dining area.

No tent provided – please bring your food truck or your own tent.

No water supply on site.

Partnership offer: Our volunteers need food too! Enjoy your location freely in exchange for providing 120 meals over the 3 days!

The festival site is secured 24/7, both day and night. However, the organizers cannot be held responsible in case of theft or vandalism. We advise you to stay vigilant and protect your personal belongings.

8. RULES & INFORMATION

Opening hours: The festival opens daily at 10:00 AM and closes at 00:30 AM. Your stand's opening hours must be between 10:00 AM and 10:00 PM, but you can remain open until 11:30 PM at the latest. All stands must be closed by 11:30 PM.

Vehicle access: If you wish to bring a vehicle to your stand location, it must remain within your designated space (exhibitors on the grass). No vehicle entry or exit will be allowed between 9:50 AM and 00:30 AM, except for emergency services and law enforcement.

Stand setup and departure: You can begin setting up your stand from June 5th at 2:00 PM. Dismantling must take place after the festival closes on Sunday, June 8th, or on Monday, June 9th, in the morning.

7. CONTACTS

Book a slot to discuss with our team via videoconference and explore opportunities to showcase your brand.

Visit the festival website to book your slot:

<https://bowufestival.com/reservez>

E-mail : contact@bowufestival.com



Garance
Partnership &
Sponsorship
Manager



Rémy
President &
Exhibitor
Manager



BOWU FESTIVAL



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