

Dogs on stands

While we welcome our trade stands to invite social influencers with their dogs that have an affiliation with their brand, we do need to make you aware that Crufts is a very busy and stimulating environment that might not be suitable for all dogs. Members of the public are unable to bring their dogs for this reason.

We ask for trade stands to provide a list of all social media influencers who they would like to invite including the breed of dog and a link to their social profile. Please note that the breeds below, and possibly crosses of these breeds, will not be permitted to attend as a social media influencer due to potential health issues within the breeds which may have been exacerbated due to over exposure within the media and through advertising:

- French Bulldogs, Pugs, Boxers, Bulldogs, Boston Terrier, Griffon Bruxellois, Pekingese, Japanese Chin, Cavalier King Charles Spaniel, King Charles Cavalier Spaniels, Bloodhounds, Bassett Hounds, Chow Chow, Dogue de Bordeaux, Mastiff, Neapolitan Mastiff, Shar Pei, St. Bernard, German Shepherds, Dachshunds, and Newfoundlands.

There is a limit of six social media influencers and six dogs per day for trade stands and ten dogs per day with influencers for sponsors. We ask that influencers and their dogs remain on the stand they are representing only; they are not permitted to walk around the show. Of course, they are permitted to leave the stand for regular toilet relief and exercise breaks outside and we encourage rest periods throughout the day.

Due to the broadcast rights held by Channel 4, permission needs to be sought for any filming taking place at Crufts. Please note there is no live social media filming at all and other restrictions are also in place. To find out more and to receive a filming request form please contact our press office on press.office@thekennelclub.org.uk

The health and welfare of all dogs at the show is our priority and The Kennel Club reserves the right to refuse entry to any dogs whereby they feel the health and welfare of the dog is at risk. We may also request for one of our vets to check over any dog that we have concerns about.