



# Potatoes in Practice

## Exhibitor Information Pack 2018



# Information for Exhibitors

## Organiser Details

### **Pam Cassidy, Events Co-ordinator**

Any enquiries regarding bookings including stand space, adverts etc. as well as set-up and breakdown arrangements.

Tel: 01382 568 751                      Email: [events@hutton.ac.uk](mailto:events@hutton.ac.uk)

### **David Young, Field Manager**

Any enquiries about site access and machinery bookings.

Tel: 01382 568 748                      Email: [david.young@hutton.ac.uk](mailto:david.young@hutton.ac.uk)

### **Ralph Wilson, Trials Officer**

Any enquiries regarding field plot treatments and seed delivery.

Tel: 01382 568 802                      Email: [ralph.wilson@hutton.ac.uk](mailto:ralph.wilson@hutton.ac.uk)

## Exhibitor Deadlines

Submit booking forms for field plots and moving machinery demos	1 March 2018
Submit field plot treatment forms (one per plot)	1 March 2018
Deliver seed for field plots	15 March 2018
Submit booking forms for marquee and static machinery spaces	26 April 2018
Submit text and advert artwork for the event guide	26 April 2018
Register staff working on your stand	26 July 2018

## Booking Terms and Conditions

Any exhibitor cancelling their booking for any reason before Thursday 28 June 2018 will only receive a 50% refund. After this date, no return of fees will be made. The Organisers reserve the right to 're-sell' your space.

## General Information

Exhibitor bookings will be allocated on a first-come basis. Please note that spaces in the Main Marquee are limited and all spaces may be allocated before the booking deadline. If you wish to guarantee a space, please submit your completed booking form as soon as possible.

Companies are responsible for producing their own literature for visitors and are required to have a representative present on the day, for the duration of the event.

Electrical equipment without a current PAT test label will not be allowed to be connected to the power supply. Please ensure all equipment is tested and labelled accordingly prior to your arrival. If you have booked a space in the main marquee, you will be provided with two standard power sockets. If you are bringing anything out of the ordinary which might have an adverse effect on the electric supply, please advise us well in advance of the event to make sure we have a suitable generator.

Please note, exhibitors will be invoiced prior to the event. Any additional costs incurred by exhibitors on the day, such as banners/flags or additional plot treatments, will be invoiced post-event.

## Build and breakdown arrangements

The site will be available for setting up from 10am to 6pm on Wednesday 8 August although access on Tuesday 7 August may be possible. Please contact Pam Cassidy on 01382 568 751 to discuss.

**All stands and exhibits must be onsite and completed before 8am on event day.**

**PLEASE NOTE: For health and safety reasons, stands and exhibits must not be dismantled until after the event closes at 4.30pm.**

Every effort will be made to allow exhibitors as close to their stand as possible on set up day but in adverse weather, access will be restricted to keep the site in as good a condition as possible for event day.

The venue must be clear of all stand items by 10am on Friday 10 August to allow the site to be cleared of marquees etc. Anything left on site will be removed to the farm steading for collection. No responsibility will be held for items left at the steading.

## Access to the venue

There will be branded event signage to the venue from all approaches and online directions can be found at [pip.hutton.ac.uk](http://pip.hutton.ac.uk)

**It is essential that you follow the event signage and ignore your satnav or other instructions. We have carefully planned the best route to the event site to minimise traffic disruption through the village as well choosing the most accessible roads for heavy traffic.**

Parking is in a grassed area of the field in which the event is held. Car parking marshalls will be on hand to guide you in and out of the car park. Once the event is finished, again please follow the event signage until you reach the main road.

**Please note: Heavy machinery will be held back until the car park is empty of other vehicles. This is to avoid any traffic jams and hold ups on the narrow country roads.**

## Sponsorship opportunities

In response to a number of enquiries for the 2017 event, for 2018 we are offering exhibitors the opportunity to sponsor aspects of the event and are open as to what form this sponsorship might take:

- Brand awareness pre-event, e.g. name, logo etc on sponsorship page, social media shout outs
- Interaction with attendees on the day, e.g. branded survey or poll of attendees
- Brand awareness on site, e.g. lanyards, logo wall, pillar wrap-arounds etc.

If you are interested in sponsorship opportunities at Potatoes in Practice 2018 and would like to propose or discuss a package that reflects your organisation's offering or interests, please contact Pam Cassidy on 01382 568 751 in the first instance.

## Exhibit Options

### Main Marquee Stands

If you wish to book a stand in the main marquee, please submit your online booking form to us before Thursday 26 April 2018. We offer a standard 3m x 3m open space in the marquee for £550 + VAT. Please note that the marquee is floored but is likely to have a slope and other irregularities.

This year we are also offering a limited number of spaces with a fabric covered panel shell system with name boards, these spaces will be located in the central display areas of the main marquee. Space dimensions are 2.87m x 2.87m x 2m (height) for a total cost of £665 + VAT. This system is adjustable so can be fixed to fit around any unevenness in the floor.

There is also an option to hire poster boards at a cost of £12 + VAT each.

All marquee exhibitors will be provided with two standard power sockets, a trestle table and two chairs.





Final copy to be sent to [events@hutton.ac.uk](mailto:events@hutton.ac.uk) before the deadline of 24 May 2018. If we do not receive your print-ready advert by this deadline, you may not be included in the brochure, but you will still be charged.

## Banners and Flags

Banners may be erected free of charge within a booked field plot or outside exhibit space. Additional banners can be erected on the 1m high crowd control barriers around the site at a charge of £36 + VAT per 3m length. Alternatively, you can display flags around the site at a cost of £20 + VAT per flag or, if all located within a 3m length, a single charge of £50 + VAT will be levied. Space will be allocated on a strictly first come basis. Any banners or flags erected on event day without prior booking will be charged post-event.

## Event Guide Exhibitor Entry

All exhibitors are entitled to one entry per booking in the Event Guide to provide information about their company and the products or services they are demonstrating at the event.

- Marquee and Outside stands have a 100 word limit (excluding contact details)
- Field plot and moving machinery demonstrations have a 200 word limit (excluding contact details)

All print-ready copy should be sent in with online bookings or sent by email to [events@hutton.ac.uk](mailto:events@hutton.ac.uk) before 24 May 2018. Please ensure that text has been carefully proofed as errors will not be picked up. Abstracts received after this date may not appear in the guide.

## Other Information

### Refreshments and Lunch

There will be a number of refreshment stands around the site, inside the main marquee and outside in the main field.

### Health and Safety On-Site

There are a number of fully trained First Aiders on site during the event. The Working Machinery Demonstrations are carefully monitored through the day and precautions taken to assure the safety of all visitors.

## Security

There will be security on-site from 7pm Wednesday 8th to 7.30am Thursday 9th August.

## Tips and advice for a successful exhibition

To ensure you get the most out of your exhibit, we would encourage you to:

- Use social media prior to and during the event, using **#PotatoesInPractice**. This hashtag, while not the shortest, is unique to the event.
- Make your exhibit as eye-catching as possible. There's a limit to what you can do in a sloping field, we know that, but clever use of banners and display materials will make you stand out for the right reasons.
- Although we'll provide you with a trestle table, we'd encourage you to set it to the side of your exhibit space so it doesn't act as a barrier between you and your potential customers. Then you can get out there and mingle!