



Potatoes in Practice

Exhibitor Information Pack 2019



Information for Exhibitors

Organiser Details

Pam Cassidy, Events Coordinator

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

Tel: 01382 568 751

Email: 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

Ralph Wilson, Trials Officer

Any enquiries regarding field plot treatments and seed delivery.

Tel: 01382 568 802

Email: ralph.wilson@hutton.ac.uk

Exhibitor Deadlines

Submit booking forms for field plots and moving machinery demos	28 February
Submit field plot treatment forms (one per plot)	28 February
Deliver seed for field plots	14 March
Submit booking forms for marquee and static machinery spaces	25 April
Submit text and advert artwork for the event guide	23 May
Register staff working on your stand	25 July

Booking Terms and Conditions

Any exhibitor cancelling their booking for any reason before Thursday 27 June 2019 will only receive a 50% refund. After this date, no refund will be given. The Organisers reserve the right to 're-sell' your space.

Health and Safety

All exhibitors must complete a Risk Assessment for each booking. This is included in your booking form.

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 send your completed booking form to us 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, will be invoiced post-event.

Exhibit Space Options

Main Marquee Stands

If you wish to book a stand in the main marquee, please submit your booking form to us before Thursday 25 April 2019. 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.

Central stands will be made up of fabric covered panel shell systems with name boards for £650 + VAT. Space dimensions are 2.87m x 2.87m x 2m (height) made up of 6 individual panels. This system is adjustable so can be fixed to fit around any unevenness in the floor. To make best visual use of this space, we recommend you bring graphics specially designed to fit these panels.

All marquee exhibitors will be provided with two power sockets. If you want us to provide you with a 6' x 2.5' trestle table and 2 x folding chairs, please order these on your booking form at no additional charge.

All electrical equipment other than lights, computers and displays **MUST** be authorised and approved by the Organisers prior to the event. Equipment outwith this list, which has not been pre-authorised, will not be allowed to be connected to the power supply.

Field Demonstration Plots

If you would like to demonstrate your company product/varieties in a field plot, we offer a standard sized plot across 8 beds / 16 drills of c. 4m in length, with a c. 5m path for public access on the day.

There are three different plot types on offer, although all plots will be stone separated and subjected to a standard agronomic and disease control regime, unless otherwise indicated on your Field Treatment form (full details of these are provided in the online form).

Self-harvested plot £740 + VAT

Exhibitors will be required to harvest and clear the plot of contents after the event. If contents are not cleared by the agreed date, this will be undertaken by James Hutton Institute staff and you will be invoiced for an additional £120 + VAT.

Bulk-harvested plot £860 + VAT

Plot contents will be bulk harvested and disposed of by James Hutton Institute staff.

Fully-harvested plot £1040 + VAT

Plot contents will be harvested, boxed, labelled, transported and stored for you.

Should you identify extra requirements for your plot after you have submitted your booking and Field Treatment forms, please email your requirements to us as soon as possible – written instructions do not go astray, unlike verbal ones. Please email events@hutton.ac.uk. The James Hutton Institute will take no responsibility for discrepancies in requirements if instructions are not received in writing and acknowledged by James Hutton Institute staff. You will be invoiced separately for any additional requirements post-harvest.

Please submit your Booking and Field Treatment forms before 28 March 2019. Bookings received after this date may not be accepted.

Please note that seed must be sent to the James Hutton Institute for the attention of Ralph Wilson by no later than 14 March 2019.

All seed used in field plots must be Scottish classified seed.

Field Plot Marquee (only available with field plot bookings)

If you wish to erect a marquee beside your plot (maximum size 3m x 3m), this must be booked at the same time as you book your plot to allow for site planning. An additional charge of £130 + VAT will be levied. Under no circumstances will marquees larger than 3m x 3m be permitted unless pre-approved. This is for health and safety reasons as the field plot site has been carefully laid out to allow enough room for visitors to walk round the plots.

Outside Spaces (Static machinery and other displays)

Should your company want an outdoor display area for static machinery or similar, or tattie boxes etc. the fee will be £310 + VAT per unit.

All machinery must be pre-authorised by the James Hutton Institute prior to the event and will be charged per unit, in multiples of 4m frontage and defined depth, as ordered.

The location of your Exhibit will be assigned on arrival on set up day. Any machinery not pre-authorised may be refused admittance or will attract a surcharge.

If you wish to book Outside space, please submit your booking form before Thursday 25 April 2019.

Working Machinery Demonstrations

If your company would like to demonstrate their potato-related machinery, please contact David Young, Field Manager, in the first instance where you can discuss your requirements and the demonstration you would like to show. A final cost will be agreed, at which point you should complete the booking form and submit by Thursday 28 February 2019.

It is anticipated that you will provide a running commentary on the day during each demonstration so please prepare something appropriate.

Additional Advertising

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 before 23 May 2019. 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.

Event Guide Advert Pages

Exhibitors can take out additional advertising in the Event Guide. A full colour A5 page advert in the brochure costs £260 + VAT.

Final copy to be sent to events@hutton.ac.uk before the deadline of 23 May 2019. 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 within assigned outside exhibit space. Additional banners can be erected on the 1m high crowd control barriers around the site at a charge of £40 + VAT per 3m length. Alternatively, you can display flags around the site at a cost of £25 + VAT per flag or, if all located within a 3m length, for a single cost of £60 + VAT. 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.

Sponsorship opportunities

Exhibitors are offered the opportunity to sponsor aspects of the event and we 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 2019 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.

Other Information

Refreshments and Lunch

There will be a number of refreshments stands around the site, inside the main marquee and outside in the main field. Food and drink voucher sets are available to purchase separately, i.e. these are not included in your exhibitor booking fee. There is also an option to book a packed lunch if you would find this easier.

Health and Safety On-Site

There are several 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 overnight security on-site on both Tuesday and Wednesday before the event.

Build and breakdown arrangements

The site will be available for setting up from 10am to 6pm on Wednesday 7 August although access on Tuesday 6 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. Under no circumstances will you be allowed a vehicle on site after 8am.

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 9 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

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.

Whistle-stop Plot Tours

Organised tours of the plots provide a taster session for visitors who can then revisit plots they are interested in. Therefore, please prepare a 5 to 10-minute talk as an introduction to the advantages of your varieties or treatments and ensure you keep to this time limit. Visitors are free to return to plots for further discussions throughout the day, so please make sure that your staff are available at the start of the tour times and easily identifiable (name badges or branded clothing, please).