



Potatoes in Practice

EXHIBITOR INFORMATION PACK 2024



INFORMATION FOR EXHIBITORS

ORGANISER DETAILS



Lucy Mitchell

Event and Engagement Manager

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

Tel: 01382 568 850

Email: events@hutton.ac.uk



David Young

Field Manager

Any enquiries about site access, field plot treatments and machinery bookings.

Tel: 07725928964

Email: david.young@hutton.ac.uk



Derek Coyle

Trials Officer

Any enquiries regarding potato seed or seed delivery.

Tel: 07886087489

Email: derek.coyle@huttonltd.com

EXHIBITOR DEADLINES

Submit booking forms for field plots and working machinery demos

1 March 2024

Submit field plot treatment forms (one per plot)

1 March 2024

Deliver seed for field plots

7 March 2024

Submit booking forms for outdoor and static machinery spaces

1 May 2024

Submit risk assessment

28 May 2024

Register staff working on your stand

10 July 2024

LATE ENTRIES MAY NOT BE ACCEPTED AND WILL INCUR THE FOLLOWING FEES:

- 2 – 3 months prior to event: **£150**
- 1 month prior to event: **£200**
- 2 weeks prior to the event: **£250**

INFORMATION FOR EXHIBITORS

BOOKING TERMS AND CONDITIONS

The James Hutton Institute is delighted to welcome you to Potatoes in Practice 2024. If the event has to be cancelled, field plot exhibitors will receive a refund for their booking fee minus any farm costs associated with the plot. All other exhibitors will be refunded in full. Bookings must be paid for before exhibiting at the event. If an exhibitor cancels a booking a refund will not be available, and the organisers reserve the right to 're-sell' your space.

HEALTH AND SAFETY

All exhibitors must complete a Risk Assessment for each booking. This will be sent to you after you have placed your booking.

GENERAL INFORMATION

Exhibitor bookings will be allocated on a first-come basis. Please note that exhibitor spaces 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. Late entries may not be accepted and if they are, a late entry fee will be charged.

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.

The James Hutton Institute requires evidence of an organisation's inspection and testing regimes for any portable electrical appliances or equipment they intend to use at this event. This should be submitted with the risk assessments prior to the event. Should you not have P.A.T certification available, you must provide documented evidence of how your organisation inspects your electrical equipment. If any electrical item is deemed unfit for purpose on the day of inspection by the Hutton health and safety team, you will not be able to use it at the event.

Please note, exhibitors will be invoiced after the event. Any additional chargeable costs incurred by exhibitors on the day, such as banners/flags not previously booked, will be invoiced post-event.



INFORMATION FOR EXHIBITORS

BUILD AND BREAKDOWN ARRANGEMENTS

The site will be available for setting up from 10am to 6pm on Wednesday 7 August. Exhibitor vehicles will not be allowed to transport items from the car park to the field plots and Hutton staff will assist you with transportation of material from car park to field plot area if necessary. This change is for everyone's safety on site and to protect the site from damage by vehicle movements.

All your plot and exhibit-related materials must be onsite and ready for display before 8am on event day.

PLEASE NOTE: For health and safety reasons, plot and exhibit-related materials must not be taken down or removed until after the event closes at 4.00pm.

The venue must be clear of all display items by 10am on Friday 11 August. Anything left on site will be removed to the farm steading for collection. No responsibility will be accepted 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 and large vehicles.

Parking is in a grassed area of the field where the event is held. Car parking marshals 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.

EXHIBIT OPTIONS

EXHIBITOR OUTDOOR STANDS

Organisations wishing to exhibit are invited to bring and erect their own gazebos and showcase their products outside, or indeed to exhibit outside without a structure. **Please note for health and safety reasons gazebos must be industrial gazebos and fit for purpose.** Standard open spaces for this, 3m x 3m are offered at £425 plus VAT. If you require more space, please purchase in the booking process:

Cost per additional linear meter of frontage:

1m: £145 plus VAT

2m: £290 plus VAT

This price includes two food/drink vouchers, one 6' x 2.5' trestle table and two x folding chairs. Additional food and refreshments will be available to purchase when you register your staff attending the event.

A very limited number of outdoor electricity supplies are available, and these can be booked for your stand for £60 plus VAT. One 13amp, single double socket electricity point will be provided.

No additional sockets / extension leads will be

permitted for use. You must adhere to all Electrical and Health & Safety requirements associated with the use of any electrical equipment you intend to use.

Hutton requires evidence of your organisation's inspection and testing regimes for any portable electrical appliances or equipment you intend to use at this event. This must be submitted with the risk assessments prior to the event. Should you not have P.A.T certification available, you must provide documented evidence of how your organisation inspects your electrical equipment. If any electrical is not fit for purpose on the day of inspection by the Hutton Health and Safety Team, you will not be permitted to use it.

The Events Manager, in conjunction with the health and safety team, will monitor the weather forecast and should the wind speed increase to an unsafe limit, a decision will be taken to either reduce all temporary demountable fabric structures and/or equipment where practicable, or to close the event.



EXHIBIT OPTIONS

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. 6m path for public access on the day.

There are two different plot types on offer, these are a cover crop plot along with the standard potato plot option. This is for exhibitors who wish to show plots that are cover crop only and do not require the standard agronomic & disease control regimes as well as the harvest requirements that a potato plot does.

Please also note that exhibitors are no longer allowed to plant or harvest their own plots so, as a result, plots will be planted and harvested by James Hutton Institute staff. We are offering full harvest or bulk harvest options for field plot exhibitors.

Bulk-harvested plot £1,200 + VAT

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

Fully-harvested plot £1,600 + VAT

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

Cover-crop plot £550 + VAT

This is for exhibitors who wish to show plots that are cover crop only and do not require the standard agronomic & disease control regimes as well as the harvest requirements that a potato plot does.

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 to 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 1 March 2024. Bookings received after this date may not be accepted and will incur a late fee cost.

The standard variety of potato seed provided is Maris Piper, if you wish to use another variety this will have to be provided by the exhibitor. All seed used in field plots must be Scottish classified seed. Please note that seed must be sent to the James Hutton Institute for the attention of Derek Coyle by no later than 7 March 2024.



EXHIBIT OPTIONS

FIELD PLOT MARQUEE (ONLY AVAILABLE WITH A FIELD PLOT BOOKINGS)

If you wish to erect a gazebo or similar beside your plot (maximum size 3m x 3m), this must be booked **by 1 March 2023**. An additional charge of £185 + VAT will be levied. Under no circumstances will marquees larger than 3m x 3m be permitted unless pre-approved. Gazebos must be industrial and fit for purpose. This is for health and safety reasons as the field plot site has been carefully laid out to allow sufficient room for visitors to walk around the plots.

This price includes one 6' x 2.5' trestle table and two x folding chairs.

The Events Manager in conjunction with the health and safety team will monitor the weather forecast and should the wind speed increase to an unsafe limit, a decision will be taken to either reduce all temporary demountable fabric structures and or equipment where practicable, or to close the event.

WHISTLESTOP 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 and easily recognisable (name badges or identifiable clothing, please).

OUTSIDE SPACES (STATIC MACHINERY AND OTHER DISPLAYS)

Should your company wish for an outdoor display area for static machinery, or similar, or potato boxes etc. the fee will be £425 + VAT per unit space.

All machinery must be pre-authorized by the James Hutton Institute prior to the event. The standard size is 4m frontage with a 5m depth. Further size options are available on the booking form.

The location of your exhibit will be provided prior to the event. Any machinery not pre-authorized may be refused admittance or will attract a surcharge.

If you wish to book outside space, please submit your online booking form before **1 May 2024**.



EXHIBIT OPTIONS

WORKING MACHINERY DEMONSTRATIONS

We have two machinery demonstration options available:

- In-crop live machinery demo (£600): For exhibitors that require a crop of potatoes to show machinery such as harvesters, windrowers, or flails.
- Pre-planting live machinery demo (£300): For exhibitors that require an area of fallow ground to show machinery such as bed tillers, destoners or planters.

Exhibitors that wish to demo machinery, that they feel does not fit the two live machinery demo options, can contact David Young (david.young@hutton.ac.uk) in the first instance where you can discuss your requirements and the demonstration you would like to show.

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



ADDITIONAL ADVERTISING

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 £65 + VAT per 3m length. Alternatively, you can display single feather flags around the site at a cost of £40 + VAT per flag or multiple feather flags at a cost of £90 + 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.



OTHER INFORMATION

REFRESHMENTS AND LUNCH

There will be refreshment stands around the site.

HEALTH AND SAFETY ON-SITE

There are a number of fully trained First Aiders on site during the event. Any working machinery demonstrations are carefully monitored through the day and precautions are taken to assure the safety of all visitors.

SECURITY

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



Potatoes in Practice

THURSDAY 8 AUGUST 2024

