



# EXHIBITOR INFORMATION PACK 2026



## Event partners



The James  
**Hutton**  
Institute



National  
Potato  
Innovation  
Centre



**SRUC**

**Agrii**

# INFORMATION FOR EXHIBITORS

Potatoes in Practice is hosted by [The James Hutton Institute](#) through the [National Potato Innovation Centre](#) (NPIC), in partnership with [SRUC](#) and [Agrii](#).

## ORGANISER DETAILS



**Nadia Macgregor**  
Events and Engagement Officer

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

**Tel:** 01224 395098  
**Email:** [events@hutton.ac.uk](mailto:events@hutton.ac.uk)



**Andrew Christie**  
Field Manager and Agronomist

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

**Tel:** 07739 296428  
**Email:** [andrew.christie@hutton.ac.uk](mailto:andrew.christie@hutton.ac.uk)



**Derek Coyle**  
Trials Officer

Any enquiries regarding potato seed or seed delivery.

**Tel:** 07886087489  
**Email:** [derek.coyle@huttonltd.com](mailto:derek.coyle@huttonltd.com)

## EXHIBITOR DEADLINES

Submit booking form for field plots and moving machinery demonstrations **27 February 2026**

Submit field plot treatment forms (one per plot) and field plot treatment layout form **27 February 2026**

Deliver seed for field plots **6 March 2026**

Submit booking form for outdoor gazebo and static machinery spaces **1 May 2026**

Submit your companies safety documents including your risk assessment, Public Liability insurance and associated documents **29 May 2026**

Register your staff in attendance at your stand **24 July 2026**

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

- 2 – 3 months prior to event: **£160**
- 1 month prior to event: **£210**
- 2 weeks prior to the event: **£265**

# INFORMATION FOR EXHIBITORS

## GENERAL INFORMATION



### Date

Thursday 13 August  
2026



### Time

9am to 3.30pm



### Event location

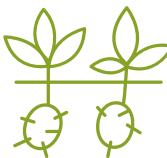
The James Hutton Institute's  
Balruddery Farm,  
Dundee, DD2 5LJ

## Scotland's largest field-based potato event

### Potatoes in Practice – 2025 facts and figures



Potatoes in Practice attracts a growing audience every year. Last year we welcomed around **700 attendees** from across the entire sector including farmers, agronomists, leading industry professionals and academics.



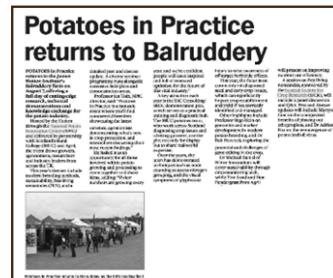
We welcomed **56 exhibitors** from commercial breeders introducing new varieties, to agronomists demonstrating advancements in crop protection with researchers on hand to discuss their most recent findings and with the latest machinery innovations on display.



Potatoes in Practice features in **17 pieces of coverage** across print and online publications, including Farming Monthly National, Farmers Guide, Potato Review, The Scottish Farmer, Potato News Today, British Potato, Potato Pro, Larder magazine, the Courier, Silicone Scotland, Aberdeen & Grampian Chamber of Commerce.



Watch our highlight video [here](#)



# INFORMATION FOR EXHIBITORS

## TERMS AND CONDITIONS

In the event that the event is cancelled:

- **Field plot exhibitors** will receive a refund of their booking fee, minus any farm costs associated with their plot.
- **All other exhibitors** will receive a full refund.

All bookings must be paid in full prior to participating in the event.

Any additional charges incurred by exhibitors for non-standard treatments for field plots or items, such as non-booked banners, flags, or other services on the day, will be invoiced after the event.

Exhibitor spaces are limited and may be fully allocated before the booking deadline. To secure your place, please submit your booking form by the stated deadline. Late submissions may not be accepted, and if accepted, a late entry fee will apply.

## GENERAL INFORMATION HEALTH AND SAFETY

All exhibitors are required to complete a **Risk Assessment** and provide proof of **Public Liability insurance** for each booking. These documents must be submitted via the **Exhibitor tab** on the Potatoes in Practice website by **29 May 2026**.

The James Hutton Institute also requires evidence of inspection and testing procedures for any **portable electrical appliances or equipment** intended for use at the event. This information should be submitted alongside your risk assessment by the stated deadline.

If P.A.T certification is not available, exhibitors must provide documented evidence of their organisation's electrical equipment inspection procedures. Any electrical items deemed unsafe or unfit for use during on-site inspection by the Hutton Health and Safety Team **will not be permitted at the event**.



# INFORMATION FOR EXHIBITORS

## SET UP

The site will be open for setup from **9:00am to 6:00pm on Wednesday 12 August 2026**. Access will be coordinated with the Event and Field Managers and may be subject to weather conditions.

## EVENT DAY & BREAKDOWN

All plot and exhibit materials must be **onsite and fully prepared for display by 8:30am on event day**. All vehicles must be removed from the event area and parked in the designated **exhibitor car park by 8:30am**.

For health and safety reasons, no plot or exhibit materials may be dismantled or removed **until after the event closes at 3:30pm**. Vehicles will not be permitted on site until all attendees have safely left the site.

The site must be **cleared of all display items by 10:00am on Friday 14 August 2026**. Any items left on site after this time will be at the exhibitor's own risk.

## ACCESS TO THE VENUE

Branded event signage will guide visitors to the venue from all approaches. Online directions are also available at [pip.hutton.ac.uk](http://pip.hutton.ac.uk).

**Important:** Please follow the official event signage rather than relying on satnav. The organisers have planned the safest and most efficient routes to minimise traffic through the village and ensure access for heavy vehicles.

Parking will be in a **grassed area at the event site**, with car park marshals available to guide vehicles in and out safely. At the end of the event, please continue to follow the event signage until you reach the main road.

**Please note:** Heavy machinery will be released only once the car park is clear of other vehicles to prevent congestion on the narrow country roads.

# EXHIBIT OPTIONS

## EXHIBITOR OUTDOOR STAND SPACE

Standard stand spaces for this are 3m x 3m and are offered at **£465 + VAT**. If you require more space, please purchase during the booking process.

Cost per additional linear meter of frontage:  
1m: **£160 plus VAT**

Organisations wishing to exhibit are invited to bring and erect their own gazebos. Please note for health and safety reasons gazebos must be industrial gazebos and fit for purpose.

This exhibitor outdoor stand space package includes:

- **Two** catering vouchers
- **One** 6' x 2.5' trestle table
- **Two** folding chairs

Additional catering vouchers can be purchased when registering your staff for the event.

A limited number of **outdoor electricity supplies** are available for booking at **£110 + VAT per stand**. Each supply provides **one 13amp, single double socket**. No additional sockets or extension leads are permitted. All exhibitors must comply with **Electrical and Health & Safety requirements** for any equipment they intend to use.

The James Hutton Institute requires evidence of your organisation's **inspection and testing regimes** for all portable electrical appliances or equipment. This documentation must be submitted alongside your risk assessment prior to the event. If P.A.T certification is unavailable, you must provide documented evidence of your organisation's inspection procedures. Any electrical equipment deemed unsafe by the Hutton Health and Safety Team on-site **will not be permitted for use**.

The **Events Manager**, in consultation with the Health and Safety Team, will monitor weather conditions. Should wind speeds reach unsafe levels, a decision will be made to either reduce or secure temporary demountable fabric structures and equipment where practicable, or to close the event to ensure safety



# 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.

For 2026, we have updated the range of plots available to exhibitors. There are four plot options to choose from. Please review the descriptions carefully and select the option that best suits your organisation's requirements.

Arrangements for planting and harvesting will be carried out under the control of Hutton staff.

We are offering the following plots:

- **Standard-harvested plot £1,298 + VAT**  
Plot contents will be harvested and disposed of by The James Hutton Institute staff.
- **Harvested plot for collection £1,731 + VAT**  
Plot contents will be harvested, boxed, labelled, transported, and stored at Invergowrie for collection.
- **Graded harvested plot for collection £2,000 + VAT**  
Plot contents will be harvested, measured (graded yield), boxed, labelled, transported, and stored at Invergowrie for collection.  
**N.B.** Any additional measurements must be agreed with Derek Coyle in writing prior to the event day. This will incur an additional cost based on requirements.
- **Cover-crop plot £598 + 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.



**These plots are for demonstration purposes only therefore do not constitute a replicated trial, nor do they effectively account for spatial variation. If you wish to conduct replicated trials on our site please contact James Hutton Institute Scientific Services at [toby.alkhersan@huttonltd.com](mailto:toby.alkhersan@huttonltd.com).**

Please complete [this template](#) to indicate your plot layout and submit to [andrew.christie@hutton.ac.uk](mailto:andrew.christie@hutton.ac.uk) by 27 February 2026.

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](mailto:events@hutton.ac.uk).

All instructions must be received in writing and acknowledged by The James Hutton Institute staff.

Please submit your booking and field treatment forms before 27 February 2026. Bookings received after this date may not be accepted and will incur a late fee cost. **Additional requirements beyond the standard treatments for plots will be quoted and invoiced separately up to 90 days after the event.**

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 6 March 2026.

# EXHIBIT OPTIONS

## FIELD PLOT MARQUEE SPACE (AVAILABLE ONLY WITH A FIELD PLOT BOOKING)

Exhibitors wishing to erect a **gazebo or similar structure** beside their plot (maximum size **3m x 3m**) must book by **27 February 2026**. The cost of **£200 + VAT** applies. Structures larger than 3m x 3m will **not be permitted** unless pre-approved. Gazebos must be **industrial grade and fit for purpose**, ensuring the safety of visitors and allowing sufficient space to walk around the plots.

This space package includes:

- **Two** catering vouchers
- **One** 6' x 2.5' trestle table
- **Two** folding chairs

The **Events Manager**, in consultation with the Health and Safety Team, will monitor weather conditions. If wind speeds reach unsafe levels, temporary structures or equipment may be reduced where possible, or the event may be closed to ensure safety.

Visitors are encouraged to explore all plots throughout the day. Please ensure your staff are present, easily identifiable, and ready to engage—using **name badges or distinctive clothing** is recommended.

## 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, there are three size options to choose from.

All machinery must be pre-authorised by The James Hutton Institute prior to the event.

### Outdoor Space (space only)

- **5m frontage with a 5m depth.** £465 + VAT
- **5m frontage with a 10m depth.** £725 + VAT
- **10m frontage with a 10m depth.** £900 + VAT

This space package includes:

- **Two** catering vouchers
- **One** 6' x 2.5' trestle table
- **Two** folding chairs

The location of your exhibit will be provided prior to the event. Any machinery not pre-authorised may be refused admittance or will attract a surcharge which will be invoiced post event. If you wish to book outside space, please submit your online booking form before 1 May 2026.



# EXHIBIT OPTIONS

## WORKING MACHINERY DEMONSTRATIONS

We have two machinery demonstration options available:

- **In-crop live machinery demo £650 + VAT**  
For exhibitors that require a crop of potatoes to show machinery such as harvesters, windrowers, or flails.
- **Pre-planting live machinery demo £325 + VAT**  
For exhibitors that require an area of fallow ground to show machinery such as bed tillers, destoners or planters.

For exhibitors that wish to demonstrate machinery, that they feel does not fit the two live machinery demonstration options, please contact [events@hutton.ac.uk](mailto:events@hutton.ac.uk). We can discuss your requirements and the demonstration you would like to show. Our team will work with you to review the possibilities.

Running commentary will take place on the day during each demonstration. Demonstration exhibitors will be expected provide their own commentary on the day unless agrees otherwise.



# ADDITIONAL ADVERTISING

## BANNERS AND FLAGS

Exhibitors may **erect banners free of charge** within their booked field plot or outdoor exhibit space.

For additional advertising:

- **Banners on crowd control barriers:** £72 + VAT per 3m length
- **Single feather flag:** £44 + VAT per flag

Space is allocated on a **first-come, first-served basis**. Any banners or flags erected on the day of the event without prior booking will be invoiced **after the event**.



## EVENT MAP



Event maps help visitors navigate the event with ease, quickly locating exhibitors, demonstration areas, facilities, and key features. This increases footfall and visibility for key event features and exhibitors.

Please ensure the booking form is completed with accurate company and contact information.

The event map will be available on our website and displayed throughout the event on the day.



# EVENT PROGRAMME BROCHURE

We are pleased to announce the return of our comprehensive **event programme brochure** for this year's Potatoes in Practice. The brochure has been redesigned to provide attendees with all the essential information they need to get the most out of the day. It will serve as a valuable guide, offering clear navigation, event highlights – seminars and working demonstration, and detailed insights into every aspect of the event.

## The event programme brochure will include:

- Full event timetable
- Complete exhibitor directory
- Site map for easy navigation
- Working demonstration schedule and information
- Field plot exhibit details
- Outdoor exhibitor information
- Static machinery exhibit details

Please complete [\*\*this form\*\*](#) so the event organisers can accurately list your organisation and exhibit details.

In addition to being an essential resource for attendees, the event programme brochure also offers **exclusive paid promotional opportunities**. These options provide organisations with enhanced visibility and a prominent presence within one of the event's most widely used materials.

Opportunities include:

- Full page advertisement
- Half page advertisement
- Banner advertisement

Details can be found at [pip.hutton.ac.uk](http://pip.hutton.ac.uk). Please contact Nadia Macgregor at [events@hutton.ac.uk](mailto:events@hutton.ac.uk) if you are interested in discussing this opportunity further.

## SPONSORSHIP

Exhibitors have the opportunity to sponsor various elements of the event, allowing them to increase their visibility and engagement with attendees. To support this, we have developed a structured sponsorship programme featuring tiered packages, each offering different levels of exposure and benefits.

If you are interested in sponsorship opportunities at Potatoes in Practice 2026 and would like to propose or discuss a package that reflects your organisation's offering or interests, please contact Nadia Macgregor at [events@hutton.ac.uk](mailto:events@hutton.ac.uk).

### Inputs:

1. Images for machine vision routines.
2. Ground Penetrating Radar (GPR) for mass estimation.



### Target outputs:

1. Tuber count.
2. Tuber weight distribution.
3. Tuber sizeband distribution.
4. Marketable yield.