HTA Nursery Supply Show

Supporting UK Horticulture is at the heart of everything the HTA does, listening to our members and the industry is key and the HTA is continuously staying in touch with its members to identify and deal with key garden issues and opportunities. Seven years ago the HTA launched the HTA National Plant Show at Stoneleigh Park, Coventry to support our growers and give them the right show at the right time of the year for them to do business. The event is now a staple date in the horticultural calendar and to enhance this offering and give a platform to even more of the industry the HTA introduce the co-located HTA Nursery Supply Show.

The HTA is delighted to announce its new exhibition the HTA Nursery Supply Show, running alongside the HTA National Plant Show at Stoneleigh Park. The exhibition will follow the back to basics formula of the HTA National Plant Show to allow the product to do the talking with the same low cost stand options for exhibitors to ensure the event is affordable for all.

Running as a separate exhibition in hall 3 at Stoneleigh alongside the HTA National Plant Show on the 20 and 21 June 2017 the HTA Nursery Supply Show will give even more to visitors by both enabling them to buy plants and to also look at the critical elements that support plant sales, garden centres and retail nurseries. Along with the HTA National Plant Show this enhancement aims to be the number one show in UK for plants and nursery suppliers. The premier buying event for garden retailers, retail nurseries and growers.

"The quality of the visitors is excellent and there is always plenty of opportunity to spend time with both current customers and potential customers."

National Plant Show exhibitor comment from post event survey

Who are the HTA

The Horticultural Trades Association (HTA) is the trade association for the UK garden industry. It helps its members to flourish by representing, promoting and developing the garden industry through their key values; Collaboration, Innovation, Influence and Integrity

Its key roles include: provision of advice-based services such as business improvement schemes, briefings and help lines; training, conferences and events for members; market information and research; promotions such as the National Garden Gift Voucher scheme; and working closely with government and the media to influence policy and projects.
Who can exhibit

The question we ask all exhibitors “Does it help support plant sales and is for trade only”

This is a curated show. All stand applications will be checked by our internal curation team and we will respond to applicants within 5 working days with a deposit request and confirmation of a place at the show.

Applicants must have a registered base in UK or Ireland and provide services to horticulture. The Nursery Supply Show is open to members and non – members of the HTA.

There are member and non-member rates available, please check the booking form for detail.

Accepted categories in to the Nursery Supply Show

<table>
<thead>
<tr>
<th>Crop protection – trade use only</th>
<th>Labelling</th>
<th>Product Identification</th>
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</thead>
<tbody>
<tr>
<td>Display Benches</td>
<td>Lighting – trade use only</td>
<td>Retail Display</td>
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<tr>
<td>Fertilizers – trade use only</td>
<td>Packaging</td>
<td>Slug pellets – trade use only</td>
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<tr>
<td>Glasshouse and Growing Sundries</td>
<td>Pesticides – trade use only</td>
<td>Substrates</td>
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<tr>
<td>Growing Media</td>
<td>Planters - trade use only</td>
<td>Trays</td>
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<tr>
<td>Hanging Baskets - trade use only</td>
<td>Plastic Pots (including screen printed pots) trade only</td>
<td>Trolleys</td>
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<tr>
<td>Heating and Engineering</td>
<td>Polytunnels and Glasshouses</td>
<td>Troughs - trade use only</td>
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<tr>
<td>Irrigation equipment</td>
<td>Potting machines</td>
<td>Others may apply and will be reviewed on application</td>
</tr>
<tr>
<td>IT Software</td>
<td>Printing</td>
<td></td>
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</tbody>
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Why exhibit?

The strength of the HTA Nursery Supply Show is that it comes from being organised for the trade by the trade. The show offers a back to basics approach to exhibiting and focuses purely on our exhibitors products giving them a no fuss direct audience with their customers.

With exclusive access to garden retail outlets, nurseries and growers across the UK, the HTA Nursery Supply Show offers exhibitors:

- A highly cost effective way to promote your business and to establish new contacts
- Quality face to face time with current and potential customers from across the UK and Europe
- A strategic showcase for your new products and existing ranges
- A show timed to meet the needs of the garden industry
- Good quality, serviced exhibition space at a well-known, centrally located exhibition venue
- Great value rates with no hidden extras — shell scheme, lighting, fascia nameboards and lunch all included in the rate
- Simple space booking of up to two 2 x 5m stands with discounted rates for HTA members
- Full promotion to the garden industry using extensive HTA contacts, social media and databases
Where is it?
The newly refurbished hall 3 at Stoneleigh park, Coventry with great transport links around the UK.

Floorplan
Here you can see how the Nursery Supply Show sits alongside the existing National Plant Show and the linkway between halls which can also offer exhibition space to machinery, vehicle hire and large product companies looking to showcase their merchandise.
Stand Number

Your stand number will be allocated to you in February once we have received your stand requirements. Please be aware preference will be on a Member and first come first served base.

Stand Information

This is a back to basics show where the products do the talking so shell scheme, lighting and nameboards are included with your stand. There are no electric points or carpet included on your stand.

Q: Can I opt out of the shell scheme and lighting you provide?
A: Yes. If you put your own walls/backing up you will need to ensure they are finished on the back to ensure they don’t have a negative effect on the exhibitor behind you.

Q: What is included in the backing?
A: Simple white shell scheme panels (950mm wide by 2500mm high) with 2m of supporting panels on each side. There is no ceiling or carpet on stands at this event, however there will be a name board and bus stop sign on every stand. To ensure your name board is correct please specify the correct company name you would like on the board in your booking.

Q: What will my stand look like?
A: There are three different stand layouts available; measurements are included in stand plan drawings and you can see all of these within this document.

An excellent, busy and successful show providing a lot of new leads and business opportunities. We were very pleased with the number of visitors: we had a story to tell and have been able to tell it to a lot of people. Overall it was a remarkable show, smoothly run, well organised and planned.

National Plant Show exhibitor comment from post event survey
Available build options — Stand Plans

Here you can see the various stand options available at the show alongside some actual stand examples from the recent HTA National Plant Show:
Why Exhibitions Work

Exhibiting at the right show can be one of the most efficient, effective and successful marketing activities available to you. No other form of marketing can put you in a room with hundreds of potential customers actively looking for suppliers and give you the chance to have hundreds of face-to-face meetings in such a short space of time, whilst also benefiting from brand exposure.

Trade shows represent the marketplace in one place and time – bringing together suppliers, buyers, purchase influencers, consultants and the media – shows are an incredibly versatile marketing medium. If you want to launch new products, generate media coverage, build brand awareness, generate leads and retain existing customers, exhibitions let you do it all in one bold stroke.

It can be easy to overlook the many ways an exhibition can help their business and so we have put together a list of the main ways exhibiting at the HTA Nursery Supply Show can help you:

- Personal selling to potential buyers
- Generating sales leads
- Strengthen relationships with existing customers
- Seeking new customers
- Obtaining sales or orders onsite
- Building prospect database
- Educating the market
- Showcasing or demonstrating new or existing products
- Promoting and maintaining company profile
- Building brand awareness
- Keeping up with industry trends
- Networking with other organisations
- Generating media awareness
- Positioning the company as a market leader

Benefits

As a HTA Nursery Supply Show exhibitor, you will benefit from the following support and exposure:

- A targeted campaign to key contacts in the UK
- Regular emails sent to key industry contacts
- Company name and contact details listed on the dedicated website and on the joint HTA Show app
- News entry in the Show Preview which is sent to all pre-registered visitors and exhibitors as well as inserted into key trade magazines
- Regular adverts in key trade magazines read by your target audiences
- Registration flyer inserts into key trade publications
- Dedicated national PR campaign
- Coverage on the main social media channels – Twitter, Facebook, Linkedin
- Free marketing materials for you to send to key contacts, such as email headers and footers, pens and flyers
- Online marketing materials including adverts and logos, for you to use to promote your presence at the Show.

How do I sign up?

Simply complete and return the event booking form or contact one of the team to discuss options.

Email: events@hta.org.uk    Phone: 0333 0033 550