

GARDEN PRESS EVENT **SPONSORSHIP OPPORTUNITIES**

18 February 2025, Business Design Centre, Islington

The Garden Press Event was founded in 2006 and was set up to bring together gardening brands, businesses, societies and charities with trade and consumer editors from both print and broadcast outlets.

The event is jointly owned by the HTA and GIMA, and is the only event of its kind which has grown in popularity over the years.

The event has many exhibitors from previous years as well as numerous new exhibitors for you to meet. As always there are new and innovative ideas and products to discover on the stands, which will give you an abundance of content for the year ahead. The event attracts almost 100 businesses to exhibit each year, with over 400 visitors attending. The New Product Awards also takes place at the event, showcasing the new and innovative products within our industry, with all proceeds going to Greenfingers Charity.



Why Sponsor The Garden Press Event?

There are several sponsorship and advertising opportunities at The Garden Press Event. Showcase your brand in-front of hundreds of gardening businesses and press contacts across a wide range of channels.



Sponsorship Opportunities



Registration Partner £2,795

- Your company/logo featured in the foyer
- Your company/logo on visitor lanyards
- Your company/logo on visitor badges
- Full page advert in the Garden Press Event show guide
- Promoted on The Garden Press Event website
- Logo on all visitor communication emails pre and post event.
- Advert on the visitor landing page on the website
- 1 x Banner advert in E -Newsletter.



Coffee Partner £1,795*

- Your company/logo in the coffee area
- Company name/logo featured in the joining instructions sent out to visitors before the show
- 1 x Banner advert in E -newsletter
- Half page advert in show guide and digital advert on digital screens positioned at various points around the venue
- Rolling advert on website on visitor landing page.

*in Collaboration & Innovation cafe and back cafe, not central refreshment area.



Lunch Partner £1,795

- Your company name/logo in the lunch area
- Company branding on lunch vouchers given to every visitor to the show (1x lunch voucher per person)
- Company name/logo featured in the joining instructions sent out to visitors before the show
- 1 x Banner advert in E-newsletter
- Half page advertisement in show guide and digital advert on digital screens positioned at various points around the venue
- Rolling advert on website on visitor landing page.

Sponsorship Opportunities



Presentations (4 available) £345

- 11.30 - 11.45am
- 12.30 - 12.45pm
- 13:30 - 13:45pm
- 14.30 - 14.45pm

15-minute presentation in the Collaboration & Innovation Zone (seminar area) to talk about your brand, product, or campaign. This can include a 10 minute presentation with 5 minutes for Q&A.

Presentation to be sent in advance in wide screen 16:9 format.

Deadline: Friday 31 January 2025



Presentation Description

Presentation description in show guide, on website and in relevant promotional communications.

Deadline: Friday 13 December 2025



Sponsorship Opportunities



Stair Risers £1,795

Showcase your brand with graphics on the stairs up to the mezzanine from the village green

Specification: To be provided on agreement



Advertising Opportunities



Inside Front Cover – £795

Specification: A4 Portrait – 210 x 297mm with 5mm bleed. PDF format

Deadline: Friday 20 December 2024



Inside Back Cover - £795

Specification: A4 Portrait – 210 x 297mm with 5mm bleed. PDF format

Deadline: Friday 20 December 2024



Full page advert £595

Specification: A4 Portrait – 210 x 297mm with 5mm bleed. PDF format

Deadline: Friday 20 December 2024



Half page advert £425

Specification: A5 Landscape – 210 x 148.5mm with 5mm bleed. PDF format

Deadline: Friday 20 December 2024



Banner adverts within E-newsletter to visitor contacts £295

Specification: 600 height x 250 width pixels.

Deadline: Friday 20 December 2024



Solus email to visitor contacts £495

Specification: HTML content in line with Mailchimp guidelines. Max 500 words

Deadline: Friday 20 December 2024



Website advert £325

Specification: Wide rectangle – 729 x 184 px. PNG format.

Deadline: Friday 10 January 2025



Digital advert on screens positioned at various points around the venue £495

Specification: To be provided on agreement

Deadline: Friday 10 January 2025



The HTA welcomes garden retailers, growers, manufacturers and suppliers, landscapers and service providers in the UK.

The HTA promotes, supports and nurtures our industry to ensure a robust and sustainable future. They do this through representation of members' interests to government and media, provide great garden gifting products and help members develop their businesses through first-class advice.

No matter the size or location of your business, if you're part of the gardening, amenity and landscaping industry, you need to be part of the association that represents it.

The Garden Industry Manufacturer's Association (GIMA) is a dynamic and proactive membership organisation representing the majority share of suppliers and manufacturers operating within the UK gardening industry.

Formed over 20 years ago, their goal is to promote the commercial, trading and industrial interests of their members. The range of services and support provided is extensive, offering something for all members, regardless of their size or heritage. By running key industry networking events, offering targeted business services and tangible financial benefits, membership continues to grow, making GIMA a powerful voice in the gardening industry.



Contact us

If you wish to sponsor a category at the 2025 Garden Press Event, Please contacts us. We would be delighted to discuss the opportunities with you.

Jo Gildea

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Events Team

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