

Embracing new technologies

FUTUREGROW EXPO



Exhibitor and Sponsorship Opportunities
8 October 2024, Stoneleigh Park, Kenilworth CV8 2LG



About Us

The HTA works with garden retailers, growers of ornamental and forestry crops, manufacturers and suppliers, landscapers and service providers in the UK.

We promote, support and nurture our industry to ensure a robust and sustainable future. We do this through representation of members' interests to government and media, run the National Garden Gift Voucher Scheme through retailers and help members develop their businesses through first-class advice and technical support.

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

Information about the event

FutureGrow Expo will bring together senior business leaders as well as leads and purchasing decision makers from production management and technical disciplines. It will showcase the strategic investment case for mechanisation and automation, whilst providing inspiration through innovative technology demonstrations that can transform business productivity and sustainability. With a focus on creating the time and space for networking, demonstrations and quality conversations, FutureGrow Expo will be the UK's headline event for showing how strategic investments in automation and mechanisation will be essential for businesses aiming to remain competitive in the coming years.

With substantial government grant funding available to businesses looking to invest, FutureGrow Expo will also be the UK's only major event that brings together industry leaders with government policy makers. These key individuals will help shape future government grants and fiscal incentives for investment in technology, making FutureGrow Expo a fantastic chance to hear about current and future government funds that businesses could use to support investment in innovative technologies.

We are anticipating a range of automation, robotics and technology to feature in the FutureGrow Expo including examples of the latest GPS-controlled cultivation systems, plant trimmers, soil tillage implements, planting machines, transplanting machines, sticking and potting machines, fertiliser spreading machines, crop scouting vehicles, drone technology, crop protection application equipment, precision application equipment, lighting, heating and ventilation technology, monitoring and probe technology, non-chemical weed control equipment, autonomous platforms and robots, digging and plant lifting equipment, internal transport and trolley movement, bundling and grading machines, order collation and dispatch equipment.



Exhibitor Opportunities

Why exhibit at the event?

Production of ornamental crops in the UK (including supply to forestry) is worth around £1.6 billion in the UK per year. The 'top 30' of our 160 grower members account for just under £600 million of this, which puts us in a unique position to bring together the UK's most powerful and influential decision makers over inward investment in the UK's horticultural businesses. What's more, our position as a trade association enables us to bring these businesses together on shared R&D investment needs. Of course, attendance won't be limited to just our members, and will be open to all 300+ of the UK's ornamentals growers and growers from across Europe.

It is free to exhibit at the FutureGrow Expo. If you require accommodation and would like to attend the dinner, there is a charge of £89+VAT per person.

What's Included?

Display Area

Internal Display -

- Electricity subject to requirements and sufficient PAT test certificates
- 6ft Trestle table can be provided

and/or

External Display Space -

- Hard standing or open ground
- The area is subject to you providing the exact measurements of the product and approximate area you would need
- All space will be allocated in metres
- Dependent on the type and size of the product it may be displayed internally or externally
- You must provide copies of Insurance documents and Risk Assessments and Method Statement associated with displaying and potentially demonstrating the product(s)

Attendees x 2

- Expo only, should you wish to attend the dinner and have accommodation the cost is £89 + VAT, subject to availability

Demonstration

- Depending on your product requirements we will be offering exhibitors the opportunity to demonstrate their products in an external area. Please advise what you would like to do and we will do our best to facilitate this

Arrival and Departure

- Arrive at 7am on 8 October to set up, depart by 6pm same day
- Potential option to arrive on Monday 7 October to set up from 6pm
- Internal overnight display behind secured doors
- External overnight display in open space

Sponsorship Opportunities

Why sponsor the event?

Being a sponsor of the event offers a number of benefits including:

- Establish yourself as a thought leader and highlight your company's expertise to senior decision makers
- By sharing your perspectives and advice on the key issues being discussed, greater awareness of your firm's capability can lead to further business collaborations that drive opportunities for growth
- Seek new customers and build a prospect database
- Building brand awareness to others in the industry
- Allows you to keep up with industry trends
- Networking with other organisations and hard to reach senior leaders across the UK

Event partner - £999.00 +VAT [3 available]

- Space to display a pop up banner in the conference room
- Your company logo and description on the HTA event webpage
- Your company name on the event press release
- Your company logo on marketing emails relating to the event
- Your company logo on the on-site event branding
- 2 Dinner places FOC
- 1 night's accommodation after dinner at Stoneleigh Park Lodge for single occupancy
- Full page advert in the delegate pack

Dinner partner - £999.00 +VAT [1 available]

- Exclusive sponsorship of the dinner
- Your company logo and description on the HTA event webpage
- Your company logo displayed at the dinner including your logo on the printed menu
- Spokesperson to welcome guests and introduce After Dinner Speaker.
- 2 Dinner places FOC
- 1 night's accommodation after dinner at Stoneleigh Park Lodge for single occupancy

Advertising Opportunities

Full page advert in delegate pack - £499.00 +VAT [4 available]

All packages include the following in the lead up to the event;

- Social Media
- HTA E-shots
- Member Update
- Press Releases

Programme Structure

The Expo is open from 09.00 onwards for delegates to visit the indoor and outdoor exhibits throughout the event. Presentations will be made within the Warwick Complex containing the internal display areas. Delegates will be encouraged to attend the presentations, but attendance is not compulsory. Demonstrations will take place in the afternoon after lunch on the outdoor grass and hard standing areas. The duration and exact location of each demonstration will be determined by the number of exhibitors requesting a demonstration session and the type of product being demonstrated. Demonstration areas may be cordoned off to ensure delegate safety during any active demonstration.

Timings	Duration	Main Programme
09.00 - 10.00	1hr	Registration
10.00 - 10.10	15 minutes	Opening Address
		Speaker Slot
		Speaker Slot
10.50 - 11.15	25 minutes	Mid-morning break
		Speaker Slot
		Speaker Slot
12.00 - 13.00	1hr	Lunch
		Demo Session
		Demo Session
14.00 - 14.25	25 minutes	Mid-afternoon break
		Demo Session
		Demo Session
		Demo Session
15:55-16:15	20 minutes	Summary and Close
18.30 - 22.00		Drinks and Dinner

The programme, including timings of speaker and demonstration slots are subject to change

Contact Us

We are more than happy to tailor partnership agreements to suit your needs and budget.
For further details or to secure your preferred package please complete contact:

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Events Team

The HTA Events Team



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