

Embracing new technologies

# FUTUREGROW EXPO



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





# Event Information

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

- Attendees x 2 Expo only, should you wish to attend the dinner the cost is £50 + VAT per person

### 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



# 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
<b>09.00 - 10.00</b>	1hr	Registration
<b>10:00 - 10:10</b>	15 minutes	Opening Address
		Speaker Slot
		Speaker Slot
<b>10.50 - 11.15</b>	25 minutes	Mid-morning break
		Speaker Slot
		Speaker Slot
<b>12.00 - 13.00</b>	1hr	Lunch
		Demo Session
		Demo Session
<b>14.00 - 14.25</b>	25 minutes	Mid-afternoon break
		Demo Session
		Demo Session
		Demo Session
<b>15:55-16:15</b>	20 minutes	Summary and Close
<b>18.30 - 22.00</b>		Drinks and Dinner

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

# 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.

## 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:

### Wayne Brough

Technical Horticulture Manager



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### Events Team

The HTA Events Team



[events@hta.org.uk](mailto:events@hta.org.uk)



