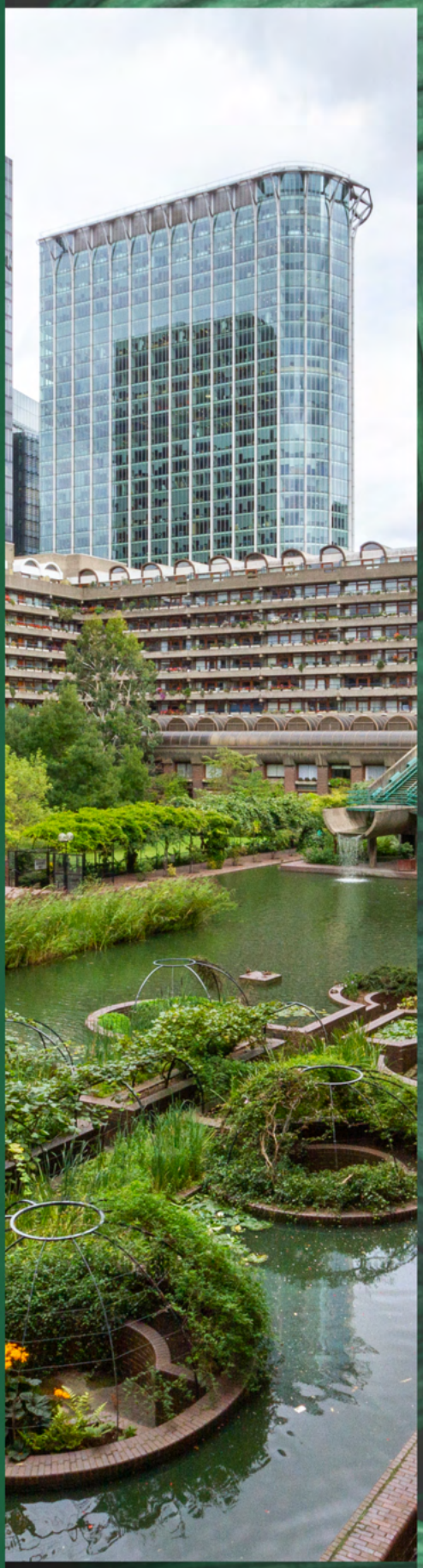
HORTICULTURE
THE CONFERENCE

SPONSORSHIP OPPORTUNITIES



THE BARBICAN CENTRE LONDON
THURSDAY 25 SEPTEMBER 2025

About the HTA

The HTA welcomes garden retailers, growers, 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, provide the National Garden Gift Card programme 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.

Horticulture, The Conference

The one-day event offers an opportunity to promote your brand to approximately 200 attendees, including senior leaders from retailers, suppliers, landscapers and growers as well as a number of key policy stakeholders, media and external stakeholders who are in attendance at this event.

This event will take place on Thursday 25 September 2025 at The Barbican, London and will provide an invaluable opportunity to take time out of the day-to-day business and be inspired from what you hear with further networking provided by the evening dinner.

The programme content will be responsive to the changing needs of the target audience and will cover a range of hot topics and challenges that are on the minds of the industry leaders.

Why sponsor Horticulture, The Conference?

Being a sponsor of the event offers numerous benefits, including:

- Showcasing 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

Sponsorship Opportunities

A limited number of sponsorship opportunities are available, and we would love to work with you to further enhance the 2025 event programme and showcase your thought leadership to this audience.

Event Partner — £4,495

- 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 where relevant
- Your company logo on the on-site event branding on the stage and directional signage throughout the venue
- Opportunity to have a poseur table for collateral and pull up banner manned during refreshment breaks and lunch
- 5 x Conference delegate places included
- Full page advert in the delegate pack

Networking Partnerships — £1,495

- 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 where relevant
- Opportunity to have a poseur table for collateral and pull up banner manned during refreshment breaks and lunch
- 2 x Conference delegate places included

Plant Partner

- Your company logo and description on the HTA event webpage
- Your company logo on the on-site event branding on the stage
- Plants – stage design in Cinema conference room during the day, to be moved to the Garden Room for Gala dinner. Explicitly no plants to be displayed in the the Barbican's Conservatory.
- Opportunity to display a banner in the Barbican Conservatory during the Drinks Reception
- Option to provide up to 18 table centres for the Gala Dinner
- 2 x conference delegate places included
- 2 x dinner places included
- Half page advert in the delegate pack

Dinner Partner £4,495

- Exclusive sponsorship of the dinner
- Your company logo and description on the HTA event webpage
- Your company logo on marketing emails relating to the event where relevant
- Your company logo displayed at the dinner including your logo on the printed menu
- Your company name on the event press release sent after the dinner announcing the winners of the awards
- Spokesperson to welcome guests and introduce After Dinner Speaker.
- 5 x dinner places included

Drinks Partnerships £795

- Your company logo and description on the HTA event webpage
- Your company logo on banner during drinks reception
- Your company logo displayed at the dinner including your logo on the printed menu
- 1 x dinner place included

Advertising Opportunities

- Full page advert £499
- Half page advert £399
- Website banner £299

HORTICULTURE THE CONFERENCE | THE BARBICAN CENTRE LONDON
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HTA GROWER OF THE YEAR

These awards demonstrate the high calibre of UK nurseries that lead the way in quality, levels of service, innovation and peat-free production and it is fantastic to be able to recognise young and upcoming talent that will ensure our world-class industry can thrive in the future.

Grower of the Year Partner

£2,495

- Exclusive sponsorship of the awards
- Your company logo and description on the HTA event webpage
- Your company logo displayed at the dinner including your logo on the printed menu
- Your company logo on marketing emails relating to the event where relevant
- Your company name on the event press release sent after the dinner announcing the winners of the awards
- Welcome the winners of each category onto the stage to congratulate them
- 5 x dinner places included

Contact Us

We are more than happy to tailor partnership agreements to suit your needs and budget. If you would like to add any further places outside of the packages, please contact events@hta.org.uk
For further details or to secure your preferred package please complete linked form.

events@hta.org.uk

hta.org.uk/conference