HTA NATIONAL PLANT SHOW

NATIONAL PLANT SHOW
SPONSORSHIP OPPORTUNITIES

Wednesday 18 June – Thursday 19 June 2025, NAEC Stoneleigh

The HTA National Plant Show

The National Plant Show is a key event in the horticultural calendar, the show sees a huge concentration of British growers and suppliers under one roof and showcases the best of British gardening from growing to retail and everything in between. The National Plant Show provides growers, manufacturers and suppliers with an opportunity to showcase their businesses in front of over 1,100 visitors from the horticulture industry.

Why sponsor the National Plant Show?

The HTA National Plant Show will provide you with an invaluable opportunity to promote your company to visitors, seek new business, network with key industry figures and be inspired by exhibitor's stands and seminars. With over 1,100 visitors and 154 exhibitors at the 2024 event, sponsorship puts your brand at the forefront of the show. Additionally, 83% of surveyed visitors gave positive feedback on the event, reinforcing its value as a prime platform for visibility and engagement for your business.

For more information, please contact the HTA Events Team: events@hta.org.uk

Sponsorship Opportunities

Further details are available upon request

The Meeting Hub Sponsor - Exclusive

- Includes 20sqm stand located next to The Meeting hub
- Full Page advert in the show guide
- 1x1 floor tile
- High signage and area signage at the show
- Displayed on entry screens
- 2x2m area on the Meeting hub
- Feature in comms to visitors or Exhibitors

SOLD

Show Ambassador — SOLD

New Plant Awards — SOLD

New Plant Awards - Visitor Vote — SOLD

Seminar Area — SOLD

The Meeting Hub — SOLD

HTA Preferred Partners — SOLD

Bag — SOLD

Benching — SOLD

Plant Verification — SOLD

Sponsorship Opportunities

Further details are available upon request

Registration Partner- Exclusive £6,795+VAT

- Full page advert in the show guide
- Branding to feature on visitor badges at the event
- Branding on entrance light boxes, contravision and registration desks
- Badge drop bins and entry screens
- Feature in visitor comms pre and post event

Entrance Display Partner- Exclusive

- Half Page Advert in the show guide
- Work with HTA to curate an exciting entrance display and be promoted before, during and after the event.

Exhibitor Show Partner £2,795+VAT

- 10sqm stand
- Half page advert in the show guide
- Promotion before, during and after the event.

Sponsorship Opportunities

Further details are available upon request

Sustainability Partner £2,875+VAT

- Includes 10sqm stand
- Half page advert in the show guide

Research & Development Partner £2,875+VAT

- Includes 10sqm stand
- Half page advert in the show guide

Cafe Partner -Exclusive £3,875+VAT

- 50x table talkers in Strollers Café
- Half page advert in the show guide
- High signage in strollers

HTA Village Coffee Partner - Exclusive £5,875+VAT

- Full page advert in show guide
- Branding on coffee station

Media Partner £2,875+VAT

- Includes 10sqm stand
- Half page advert in the show guide

Transport/logistics Partner

Dependent on vehicle type(s) displayed Price per vehicle -

- Under 3.5 tonnes - £499
- 3.5 - 7.5 tonnes - £999
- Over 7.5 tonnes - £1499

Advertising Opportunities

Venue opportunities

	Member rate	Non-member rate
Floor tile	£695+VAT	£895+VAT
Table talkers	£695+VAT	£895+VAT

- To be displayed in café
- (Maximum 297mm x 417mm flat size)
- To be printed by the partner
- Quantity = 50

Door posters	£385+VAT	£550+VAT

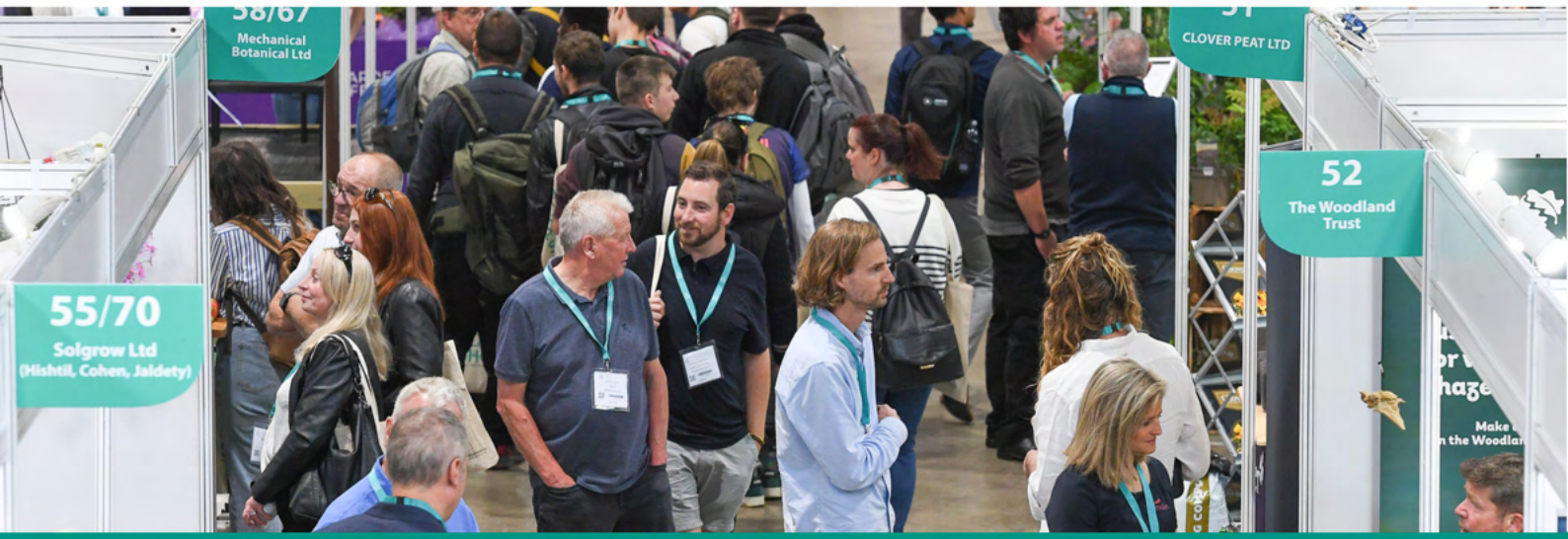
- To be displayed by toilet doors
- Maximum size 210mmx297mm
- Printed by the sponsor
- 5 posters total

One clip board	£695+VAT	£895+VAT

- Entrance corridor

Screens	£385+VAT	£550+VAT

- Around venue
- 3 second clip within a video



Digital Opportunities

	Member rate	Non-member rate
One banner ad on website • 240x240px	£385+VAT	£550+VAT
Social media posts • Across four HTA social channels • Specification: 1080x1080px • Maximum 2MB	£385+VAT	£550+VAT
Banner on promotional visitor page on the website • 469x90px	£385+VAT	£550+VAT
Banner within a promotional email to visitors • 600x100px	£385+VAT	£550+VAT
Solus email to registered visitors	£800+VAT	£1,100+VAT

Show Guide Advertising

Placement of Full, 1/2 and 1/4 page will be at the discretion of the HTA

	Member rate	Non-member rate
Inside back cover	£1,000+VAT	£1,350+VAT
Full page advert	£900+VAT	£1,250+VAT
Half page advert	£495+VAT	£845+VAT
Quarter page advert	£325+VAT	£675+VAT
Enhanced logo in show guide	£99+VAT	£199+VAT

Payment Terms

Pay the agreed sum which will be invoiced in two equal amounts, 50% upon agreement and a further 50% twelve weeks before the Show (both amounts must be paid on invoice terms and before the Show takes place, whichever is the sooner)

Terms & Conditions:

HTA require a signed agreement, useable logo, and adverts (where applicable) in advance of deadlines (size and position of logo to be determined by the HTA). This agreement is governed by English law and is subject to the exclusive jurisdiction of the courts of England and Wales. Each party's liability to the other for each event is capped at the annual contract value of the sponsorship. Neither party shall be liable for indirect costs, loss of profits, economic loss, and similar costs. Nothing in this agreement creates or is intended to create a partnership or joint venture between the parties. The sponsor agrees that all intellectual property subsisting in the event and sponsorship categories belongs to HTA. Cancellation by HTA: the HTA may cancel this agreement with no liability if the HTA National Plant Show is cancelled in a given year. Cancellation by sponsor: All cancellations must be made in writing and will incur a 50% charge (therefore forfeiting the initial payment made) when made 120 days before the event. Cancellations less than 120 days before the event will be liable for 100% of the agreed fee. Cancellation or alteration of event: HTA reserves the right at any time to cancel/alter the programme to an equivalent standing. In the event that the HTA cancels or postpones the event, liability will be restricted to the partner fee(s) paid and HTA will not be responsible for any transport, accommodation or other costs incurred by partners. Data protection: In order to process this agreement your details will be added to the HTA database, these details will be used to keep you up to date with relevant details concerning this event. If you do not wish for your details to be used for this purpose, please email events@hta.org.uk.

Package selected:

PO Number*:

Agreed Sum:

Company Name:

Contact Name:

Email Address:

Telephone Number:

Mobile Number:

☐ I agree to the payment terms as set out above

☐ I agree to the terms and conditions as set out above

Signature:

*if your company requires PO numbers to process invoices, then the package agreed will not be taken off of sale until the PO number is provided.