NATIONAL PLANT SHOW
SPONSORSHIP OPPORTUNITIES

Wednesday 17 - Thursday 18 June 2026, 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. At the 2025 event, 87% 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

Advertising Opportunities

Further details are available upon request

MEMBER	NON-MEMBER	Advertising Opportunities	Availability	Specification	Deadline
£-	£-	**Entrance Display**	1	Curated with HTA and co-branded	Friday 27 February 2026
£100	£170	**Vehicle Display - In Hall Price/SQM, minimum of 10 sqm to be taken**	Limited	Dependent on floorplan and availability and subject to venue approval	Friday 27 February 2026
£499	£848	**Vehicle Display - Outside (Under 3.5 tonnes)**	Limited	Dependent on display type, space availability and subject to venue approval	Tuesday 31 March 2026
£999	£1,698	**Vehicle Display - Outside (3.5 - 7.5 tonnes)**	Limited	Dependent on display type, space availability and subject to venue approval	Tuesday 31 March 2026
£1,499	£2,548	**Vehicle Display - Outside (Over 7.5 tonnes)**	Limited	Dependent on display type, space availability and subject to venue approval	Tuesday 31 March 2026
£110	£187	**Product Display - Outside (Price /sqm)**	Limited	Dependent on display type, space availability and subject to venue approval	Tuesday 31 March 2026
£99	£168	**Show Guide Logo**	Limited	High resolution png or jpg	Friday 27 February 2026

Advertising Opportunities

Further details are available upon request

MEMBER	NON-MEMBER	Advertising Opportunities	Availability	Specification	Deadline
£995	£1,692	**Show Guide A5, Print) Full Page Advert**	4	A5 portrait, 3mm bleed, PDF format	Friday 27 February 2026
£595	£1,012	**Show Guide A5, Print) 1/2 Page Advert**	1	105 x 148 mm	Friday 27 February 2026
£495	£842	**Branding Digital Signage**			Tuesday 31 March 2026
£495	£842	**Branding AO Clip frame**			Tuesday 31 March 2026
£495	£842	**Floor tile (1x1 m)**			Tuesday 31 March 2026
£995	£1,692	**Table talkers**			Thursday 30 April 2026
£375	£638	**Social Media Post**	1 per month	Posted across four HTA social channels	Thursday 30 April 2026
£300	£510	**Banner with promotion email to visitors**	1 per month	600 x 100px	Thursday 30 April 2026
£385	£655	**Banner with promotional visitor page on the website**	1	469 x 90px	Friday 15 June 2026

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.