GARDEN PRESS EVENT
SPONSORSHIP OPPORTUNITIES

17 February 2026, Business Design Centre, Islington

The Garden Press Event was founded in 2006 and was set up to bring together gardening brands, businesses, societies and charities with trade and consumer editors from both print and broadcast outlets.

The event is jointly owned by the HTA and GIMA and is the only event of its kind which has grown in popularity over the years.

The event has many exhibitors from previous years as well as numerous new exhibitors for you to meet. As always there are new and innovative ideas and products to discover on the stands, which will give you an abundance of content for the year ahead. The event attracts almost 100 businesses to exhibit each year, with over 400 visitors attending. The New Product Awards also takes place at the event, showcasing the new and innovative products within our industry, with all proceeds going to Greenfingers Charity.

Why Sponsor The Garden Press Event?

There are several sponsorship and advertising opportunities at The Garden Press Event. Showcase your brand in-front of hundreds of gardening businesses and press contacts across a wide range of channels.

Sponsorship Opportunities

Lanyards £1,899

- Branded lanyards at the registration desk, to be worn by all visitors.
- Availability: 1
- Deadline: Friday 28 November 2025

Stair risers £1,899

- Showcase your brand to all visitors with graphics on the stairs up to the mezzanine from the ground floor.
- Availability: 1
- Deadline: Friday 28 November 2025

Digital signage around the venue £499

- Your brands advert displayed on digital signage around the venue throughout the day
- Spec portrait - 50.818cm height x 28.584cm width
- Spec landscape - 28.584cm height x 50.818cm width
- Availability: 6
- Deadline: Friday 12 January 2026

Coffee partner £499

- Branding in the lower coffee area and vouchers given to all visitors with your branding.
- Availability: 4
- Deadline: Friday 28 November 2025

Lunch partner £499

- Branding in the central lunch area and vouchers given to all visitors.
- Availability: 4
- Deadline: Friday 28 November 2025

Advertising Opportunities

Show guide – Full page advert £629
Spec: A4 Portrait – 210 x 297mm with 5mm bleed. PDF format.
Availability: 4
Deadline: Friday 28 November 2025

Show guide – half page advert £449
Spec: A5 Landscape – 210 x 148.5mm with 5mm bleed. PDF format.
Availability: 6
Deadline: Friday 28 November 2025

Exhibitor spotlight email £399
Email sent to potential visitors. HTML finished artwork to drop into mailchimp.
Availability: 5 slots– 3 pre-event, and 2 post-event
Issue dates and artwork deadline dates below

Issue Date	Artwork Deadline
Pre-Event	
27 January	22 January
3 February	29 January
10 February	5 February
Post Event	
24 February	19 February
3 March	26 February

Advertising Opportunities

Banner advert within three visitor registration emails £385
Spec: 600 height x 250 width pixels
Availability: 6
Deadline: Friday 28 November 2025

Website advert £385
Advert displayed on the website - gardenpressevent.co.uk
Spec: 729 width x 184 height pixels. PNG format.
Availability: 1
Deadline: Friday 28 November 2025

Social media post £375
Collaborative post by HTA and GIMA on Instagram.
Spec: 729 width x 184 height pixels. PNG format.
Availability: 1 per month
Deadline: Friday 23 January 2026

The HTA welcomes garden retailers, growers, manufacturers and suppliers, landscapers and service providers in the UK.

The HTA promotes, supports and nurtures our industry to ensure a robust and sustainable future. They do this through representation of members' interests to government and media, provide great garden gifting products and help members develop their businesses through first-class advice.

The Garden Industry Manufacturer's Association (GIMA) is a dynamic and proactive membership organisation representing the majority share of suppliers and manufacturers operating within the UK gardening industry.

Formed over 20 years ago, their goal is to promote the commercial, trading and industrial interests of their members. The range of services and support provided is extensive, offering something for all members, regardless of their size or heritage. By running key industry networking events, offering targeted business services and tangible financial benefits, membership continues to grow, making GIMA a powerful voice in the gardening industry.

Contact us

If you wish to sponsor the 2026 Garden Press Event, Please contact us. We would be delighted to discuss the opportunities with you.

Jo Gildea
Jo.gildea@hta.org.uk

Events Team
Events@hta.org.uk