

FUTUREGROW EXPO

6 October 2026, Stoneleigh Park, Kenilworth CV8 2LG



EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

About the HTA

The Horticultural Trades Association (HTA) represents retailers, wholesalers, growers, manufacturers, landscapers and designers across 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
- Running the National Garden Gift Card through retailers
- Supporting members with 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.



About FutureGrow Expo

FutureGrow Expo brings together senior business leaders, production managers, and technical decision-makers. The 2024 Expo attracted decision makers from grower businesses with an aggregate turnover of around £400m. The event **showcases the strategic investment case for mechanisation and automation**, providing inspiration through innovative technology demonstrations that can **transform productivity and sustainability**. With a strong focus on networking, demonstrations, and high-quality conversations, FutureGrow Expo is the UK's headline event demonstrating how automation and mechanisation will be essential for businesses seeking to remain competitive. With substantial government grant funding available, FutureGrow Expo is the UK's only major event that brings together:



Industry Leaders



Government Policymakers

These stakeholders help shape future government grants and fiscal incentives for investment in technology, making FutureGrow Expo a valuable opportunity to learn about current and future funding opportunities.

Technology and Equipment Featured

- GPS-controlled cultivation systems
- Plant trimmers
- Soil tillage implements
- Planting and transplanting machines
- Sticking and potting machines
- Fertiliser spreading machines
- Crop scouting vehicles
- Drone technology
- Crop protection and 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 systems
- Bundling, grading, order collation, and dispatch equipment

Industry Context

Production of ornamental crops in the UK (including supply to forestry) is worth approximately **£1.7 billion per year**. The top 30 of the HTA's grower members account for around **£600 million**, with all 165 grower members accounting for around **£900 million**. This places the HTA in a unique position to convene influential UK horticultural investment decision-makers.

Attendance is open to:

- All HTA members
- Over 300 UK ornamentals growers
- Growers from across Europe



Exhibition Cost

Exhibiting is FREE

Electrical Supply – Depending on your specific power requirements, an additional charge may apply for the provision of electrical services. Any associated costs will be discussed with you in advance and agreed prior to arrangements being made on your behalf.

Demonstrations – Demonstration opportunities are subject to availability, the nature of the activity proposed, and the outcomes of any required surveys. Where preparatory works, reinstatement, or additional safety measures are necessary, costs may be incurred to facilitate the demonstration.

Exhibitors may apply to demonstrate products in an external area. Please specify requirements, and organisers will aim to accommodate where possible.

What's Included in the Display Area

Internal Display

- Electricity subject to requirements and valid PAT test certificates
- 6ft trestle table available, must be requested in advance
- Space allocated in metres
- Exhibitors must provide product dimensions and space requirements

General Conditions

- Products may be located inside the hall
- We may advise that your display be placed externally depending on size and requirements
- Insurance documents, Risk Assessments, and Method Statements are required
- One attendee pass included
- Demonstration opportunities available subject to product type and feasibility

Arrival and Departure

Arrival: 6 October from 7am

Departure: By 6pm same day

Optional early setup: From 4pm on Monday 5 October

Overnight Security

Internal displays: secured indoor storage

External displays: open space



Sponsorship

Being a sponsor of FutureGrow Expo offers numerous benefits, including:

- Reach high value decision makers including senior leaders, production managers, and technical specialists responsible for major investment decisions within a £1.7bn industry.
- Showcase your company's expertise through direct engagement, live demonstrations, and conversations with buyers actively seeking automation and mechanisation solutions.
- Demonstrate thought leadership by sharing your perspectives on key industry challenges and opportunities, helping position your organisation as a trusted authority.
- Generate new business opportunities by building a high quality prospect pipeline and connecting with potential customers.
- Increase brand visibility among influential organisations across the horticultural sector, strengthening recognition and credibility.
- Stay ahead of emerging innovation by engaging with cutting edge technologies showcased at the UK's leading automation and productivity event.
- Network with industry peers, suppliers, and partners, creating valuable relationships that support collaboration, knowledge-sharing, and longterm growth.
- Enhance your strategic positioning by aligning with the HTA, the UK's leading horticultural trade association, reinforcing your commitment to the sector.
- Influence the future of the industry through exposure to policymakers and grant shaping bodies who drive funding decisions around automation and technology.

Sponsorship Opportunities

	Tier 1	Tier 2	Tier 3
Availability	Exclusive	2	4
Package Name	Headline Expo Partner	Expo Partner	Networking Partner
Price (+VAT)	£4995.00	£2495.00	£1495.00
Exhibition space (space only)	Up to 40sqm	Up to 20sqm	Up to 10sqm
Attendee passes	6	4	2
Event Badges	Logo		
Show Guide Advertising	Inside Front Cover	Full page	
Listing	Logo, Company Bio and Contact information: On FGE'26 partners page within HTA website for duration of event In show guide		
Social Media*	Logo		
Communications*	Company Name included in press releases, visitor and exhibitor comms		

Information for Sponsors

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Programme Structure *(Indicative*)*

- 08:30 - 09:00 Registration
- 09:00 - 09:10 Expo Open & Opening Address
- 09:10 - 10:20 Speaker Sessions
- 10:20 - 11:00 Mid-morning break
- 11:00 - 12:30 Demo Sessions
- 12:30 - 13:30 Lunch
- 13:30 - 15:15 Demo Sessions
- 15:15 - 15:45 Sumary and Close

***Programme timings subject to change.**
 Presentations take place in the hall.
 Demonstrations occur outdoors in designated grass or hard-standing areas.

Contact

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