



HORTICULTURE THE CONFERENCE

SPONSORSHIP OPPORTUNITIES 2026



ABOUT US

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 24 September 2026 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 THE EVENT?



Showcase your company's expertise to senior decision-makers while sharing insights that build credibility and open the door to new collaborations and growth opportunities



Increase brand awareness, attract new customers, and build a strong prospect database



Gain insight into industry trends while networking with other organisations and hard-to-reach senior leaders across the UK.

PACKAGES

Being a sponsor offers numerous benefits, including the opportunity to showcase your company's expertise to senior decision-makers and share your perspectives on key industry issues. This increased visibility can raise awareness of your company's capabilities and lead to valuable business collaborations that drive growth. Sponsorship also enables you to seek new customers and build a strong prospect database, while enhancing brand awareness across the industry. In addition, it helps you stay up to date with the latest industry trends and provides valuable networking opportunities with other organisations and hard-to-reach senior leaders across the UK.

EVENT PARTNER

- 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
- 4 x Conference delegate places included
- Full page advert in the delegate pack

£5,995
EXCLUSIVE

NETWORKING PARTNERSHIP

- 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

£2,995
5 AVAILABLE

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 dinner. Explicitly no plants to be displayed in 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 dinner
- 2 x conference delegate places included
- 2 x dinner places included
- Half page advert in the delegate pack

1 AVAILABLE



**HTA
GROWER
OF THE YEAR
PARTNER**

The Grower of the Year 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.

- 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
- 4 x dinner places included

**£4,995
EXCLUSIVE**

DRINKS PARTNERSHIP

- 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
- 2 x dinner place included

**£995
2 AVAILABLE**

DINNER PARTNER

- 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.
- 4 x dinner places included

**£4,995
EXCLUSIVE**

ADVERTISING

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

We're happy to tailor partnership agreements to suit your needs and budget. If you'd like to add additional places or want more information—or to secure your preferred package—please contact events@hta.org.uk.



events@hta.org.uk