



EXHIBITOR MANUAL

THE GARDEN PRESS EVENT

Wednesday 9 March 2022

Business Design Centre, 52 Upper Street, London, N1 0QH



Welcome to the 17th annual Garden Press Event, a joint event bought to you by GIMA & HTA.

The Exhibitor Manual has been compiled to help plan your participation at the Garden Press Event and to ensure a smooth run up to the event. Please read the information carefully, passing the relevant information to your contractors and returning the forms by their dues dates.

At the back of this manual there is a form checklist highlighting the mandatory forms and dates they must be completed by.

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- 3. Show Guidance and regulations
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VENUE DOCUMENTS YOU MUST READ

[The Business Design Centre Construction Design Management Induction Pack](#)

[The Business Design Centre Exhibition Manual](#)

GARDEN PRESS EVENT TEAM

Should you have any queries please contact the Garden Press Event team who will be happy to help -

ORGANISERS - events@hta.org.uk

Harley Coles, HTA Senior Events Organiser

Alex O'Brien, HTA Events Organiser

Coral Wallis, HTA Events Organiser

Vicky Nuttall, GIMA Director

Geraldine Poulton, GIMA Secretariat Administrator

STAND SALES, SPONSORSHIP AND ADVERTISING

Jo Gildea, HTA Member Support Manager, jo.gildea@hta.org.uk

ACCOUNTS

Horticultural Trades Association

Horticulture House, Chilton, Didcot, Oxfordshire, OX11 0RN

Tel: 0333 003 3550

Email: accounts@hta.org.uk

SHOW GUIDANCE & REGULATIONS

Please read the information below to ensure you are adhering to the guidance and regulations of the Show.

Code of Practice

Please ensure that your stand is staffed at all times during the Show open period and that all exhibits remain displayed during the Show open hours. In order that no discourtesy is shown to last minute visitors, we ask that no stands are dismantled before the designated breakdown time.

Products of companies not exhibiting at the show cannot be used on stands displayed without written permission of the organiser.

Damage & Loss

Neither the Organisers, the exhibition site owner, nor the sponsors, accept any responsibility for damage or loss of any properties introduced by the exhibitors and/or their agents/contractors. Exhibitors are especially warned that the exhibits are the sole responsibility of the exhibitor to whom they belong. Exhibitors should have their own insurance against all risks. The strongest possible precautions against theft should be taken at all times.

Dilapidations

Exhibitors are responsible for all panels, walls, columns, flooring, shell scheme stands, electrics, lighting, hired accessories; etc within their stand area and any damages will be made good at the exhibitor's own expense. All exhibits and space only stand fitting materials must be cleared from the venue and charges will be levied for the removal of any abandoned articles, including carpet tape. Please note there will be a charge per meter to cover the cost of making good any damage to the floor of the exhibition hall.

Equality Act

Exhibitors should be aware that they have obligations under the Equality Act 2010 because exhibitors are considered Service Providers.

The Organisers are committed to the implementation of the Act and dedicated to the provision of good customer service for all our exhibitors, contractors and visitors. Therefore, it is important that our contractors and exhibitors understand their responsibilities under the Act.

There are three principal duties under the Act:

1. to provide a disabled person with the service that it provides to others
2. the service must be provided on the same terms
3. the service must be provided to the same standard

Changes and adjustments that are made must be 'reasonable' and reasons for making, or not making, changes and adjustments must be 'reasonable'.

Tips for Exhibitors and Contractors:

- * Access to exhibits must be available to all visitors
- * Platforms must have ramps
- * If it is 'unreasonable' to provide access for disabled visitors, alternative access could be in the form of detailed literature and visuals
- * Information and literature must be printed clearly and available in alternative formats such as enlarged, tactile or audio
- * Signage must be positioned where it is visible to all visitors
- * Staff should be briefed on their responsibilities and trained to assist disabled visitors

SHOW GUIDANCE & REGULATIONS CONT...

This list is not exhaustive and must be used as a guide only; visit the websites below for more information:

Direct Gov - Disability

Disability Rights Commission

Royal National Institute of the Blind

www.disability.gov.uk

www.drc-gb.org

www.rnib.org.uk

Distribution of Promotional Materials

Dispensing of literature and promotional material must be conducted from your stand, as walkways must be kept clear at all times during the show. You are forbidden to hand out leaflets in or around the venue. Materials must not be attached to the structure of the building.

Gangways

The gangways within the exhibition are over the minimum permissible by law. **Under no circumstances can any part of your stand, furniture or exhibits project beyond the boundary of your stand.** All gangways must remain unobstructed and accessible at all times. Any exhibitor who has too much stock to fit on to their stand should contact the Organisers Office, as there may be space to store goods.

Insurance

Exhibitors are reminded that in accordance with the Rules and Regulations they **MUST** take out adequate insurance cover. Whilst we take every precaution we are not responsible for damage or loss to stand fittings and exhibits. We must also draw your attention to Public Liability cover and the increasing number of claims against exhibitors and service providers for trips and falls. A specialist Exhibition Policy would adequately cover you for your property and Public Liability insurance, which in the event of any loss or claim would not affect any Business Policy.

Cancellation & Abandonment insurance to cover your costs and expenses is also highly advisable should you not be able to attend due to adverse weather for example, or if the Show was to be cancelled or abandoned for any reason. This is a specialist form of Insurance normally only found on a separate Exhibition Policy.

Risk Assessment

Every exhibitor must undertake a risk assessment prior to the exhibition, identifying the hazards present on site and the ways you can minimise and control these hazards. Exhibitors should follow the HSE's five recommended steps below:

1. Look for hazards
2. Decide who could be harmed and how
3. Evaluate the risk
4. Record the findings
5. Review the findings

The Organisers can stop all work if exhibitors are not in compliance with any Health & Safety regulations.

Security

Spot checks of vehicles may be carried out at any time during the event period. It is the exhibitor's responsibility to ensure that all small or high value items are safely and securely stored whenever the stand is unoccupied. There will be 24-hour security cover at the Show, however, exhibitors should ensure that their goods are safeguarded at all times, particularly during build-up and breakdown. If you have any queries, contact the show team.

SHOW GUIDANCE & REGULATIONS CONT...

Security Advice for exhibitors:

- * Do not leave cash, handbags, valuables etc, unattended in clothing, drawers or cupboards
- * Do not ask your neighbours to “Keep an Eye” on your stand
- * Please check any lockable units before leaving your stand
- * Please report losses immediately to the organisers
- * Delegate one member of your personnel to be responsible for your company's safety and security
- * Please note that build-up and breakdown times are high-risk periods. You are recommended to work in pairs so that the stand is manned at all times
- * Arrive prior to the event opening and don't leave your stand before all visitors have left the event

Smoking

No smoking is permitted inside any of the venue. If you wish to smoke, please go to the allocated smoking area outside the front of the venue.

Stand Manning

It is your responsibility to ensure that your stand will be fully staffed for the open periods of the event. Furthermore, for security reasons we would urge exhibitors to ensure that their stand is manned at all times during build-up and break-down.

Terms and Conditions

This Exhibitor Manual forms part of the Terms and Conditions that you have agreed to on signing your booking form. Please note that you may be excluded from occupying your stand if full payment has not been made by the opening event.

Behavioural Conduct

The Organisers intend to provide their staff with a neutral working environment in which no one feels threatened or intimidated. If at any time our employees or venue staff working on an event feel inappropriate behaviour has taken place we reserve the right to request you to leave the event at any point on reasonable grounds.

The organisers of the Event reserve the right to refuse stand holders admission to the Event in reasonable circumstances.

The organisers of the Event also reserve the right to request that exhibitors or attendees leave the Event at any point on reasonable grounds and may take any appropriate action to enforce this right. By way of example, the Organisers may remove an exhibitor or attendee who:

1. has behaved in the Venue in a manner which, in the reasonable opinion of the Organisers has, or is likely to affect the enjoyment of other visitors; or
2. uses threatening, abusive or insulting words or behaviour or in any way provokes or behaves in a manner which may provoke a breach of the peace; or
3. in the reasonable opinion of the Organisers is acting under the influence of alcohol or drugs

You must comply with instructions and directions given by Organiser and Venue staff and stewards.

No refunds will be given to exhibitors who are refused entry or ejected due to their own behaviour as suggested in, but not limited to, the examples above.

HEALTH & SAFETY INFORMATION

Exhibitors must at all times take every precaution in respect of Health and Safety of employees, contractors and visitors as far as it is reasonably practicable. You should ensure that your actions do not give rise to accidents, injuries or unsafe working environments.

Your attention is drawn to the Health and Safety at Work Etc Act 1974 and the regulations made under this act, and are reminded that the duties imposed by these laws are not reduced, regardless of whether an employer is in their own office or participating at an exhibition.

All exhibitors must be able to demonstrate they have established, and will put into practice, effective management of Health and Safety over matters within their control. As employers, they should have produced a health and safety policy, and a copy should be made available on the stand for inspection by the Exhibition Organisers and the relevant authorities.

- * **Health and Safety at Work Etc Act 1974** identifies general duties of employers and employees to ensure as far as is reasonably practicable, Health and Safety at the work place.
- * **Control Of Substances Hazardous to Health Regulations 2002 (COSHH)** requires the assessment of substances or materials to determine the risk to health and precautions to be adopted for safe usage.
- * **Electricity At Work Regulations 1989** identifies precautions to be taken, to prevent, so far as it is reasonably practicable, risk of injury or death when working with electricity. These regulations also require that all electrical equipment including portable appliances such as tools, heaters, kettles etc, are regularly maintained and inspected.
- * **The Control of Noise at Work Regulations 2005** requires the assessment of noise levels, to determine actions to be taken to control noise exposure of employees and others who may be affected.
- * **The Management Of Health and Safety At Work Regulations 1999** requires the assessment of risk, to health and safety of employees and other persons affected by undertaking. From assessment, preventative measures are to be identified and a management control system to action, monitor and review the measures.
- * **The Provision And Use of Work Equipment Regulations 1998 (PUWER)** imposes general duties regarding selection and use of work equipment, which is broadly defined as including hand tools, through to machines of all kinds to a complete plant, such as a refinery. In addition to these duties, there are specific requirements covering guarding, isolation, maintenance and many more.
- * **The Manual Handling Operations Regulations 1992** requires the avoidance of manual handling operations where reasonably practicable. Where the operations cannot be avoided, an assessment must be carried out with a view to reducing the risk of injury, so far as is reasonably practicable.
- * **The Personal Protective Equipment Regulations (2002) & The Personal Protective Equipment At Work Regulations 1992 (PPE)** identifies the sound principles for selecting, providing, maintaining and using personal protective equipment to ensure that the equipment provided is suitable for the risk(s) involved and the wearer. Personal protective equipment includes most types of protective clothing and equipment such as eye, foot and head protection.

In addition to the above mentioned general regulations, there are many other regulations depending on the type of work. Exhibitors and contractors should ensure they are familiar with the relevant legislation. Hirers shall also be conversant with the Health and Safety Executive Code of Practice for Exhibitions and Shows. A copy is available from Health and Safety Executive offices as are further details on statutory regulations.

BUSINESS DESIGN CENTRE EMERGENCY AND FIRE SAFETY INFORMATION

FIRE EVACUATION PROCEDURE:

What to do in an emergency;

- IF YOU DISCOVER A FIRE OR SOMEONE REPORTS A FIRE TO YOU IMMEDIATELY RAISE THE ALARM, THIS MAY BE DONE IN SEVERAL WAYS.
- PICK UP ANY INTERNAL EMERGENCY PHONE. THIS WILL CONNECT YOU WITH CONTROL. TELL THE DUTY OPERATIVE WHERE THE FIRE IS AND YOUR LOCATION.
- OPERATE THE NEAREST FIRE ALARM CALL POINT BY BREAKING THE GLASS. IF YOU DO THIS (AND IT IS SAFE TO DO SO) PLEASE STAY NEAR THE FIRE POINT TO DIRECT THE ATTENDING SECURITY OFFICER TO THE FIRE OR DIAL AND INFORM THE DUTY OPERATIVE OF THE SITE OF THE FIRE.
- IF IT IS DECIDED TO EVACUATE THE BUILDING YOU WILL HEAR THE FIRE ALARM BELLS AND TANNON MESSAGE INFORMING YOU TO LEAVE THE BUILDING. PLEASE LEAVE BY THE NEAREST EXIT OR AS INSTRUCTED BY MEMBERS OF THE SECURITY STAFF. PLEASE FAMILIARISE YOURSELF WITH THE NEAREST FIRE EXITS TO YOUR OFFICE, SHOWROOM, OR EXHIBITION STAND.
- DO NOT STAY IN THE BUILDING ONCE YOU HAVE BEEN INSTRUCTED TO LEAVE. DO NOT STAY TO COLLECT HANDBAGS, VALUABLES ETC. **LEAVE IMMEDIATELY.**

FIRE ASSEMBLY POINTS ARE AS FOLLOWS:

FRONT OF BUILDING: PARKFIELD STREET AS ADVISED BY SECURITY

REAR OF BUILDING: PAVEMENT AREA OUTSIDE OF THE OLD ROYAL FREE HOSPITAL

PLEASE REMEMBER:

- DO NOT DO ANYTHING TO ENDANGER YOUR LIFE. RESTRICT YOUR ACTIONS TO TRYING TO PREVENT THE FIRE FROM SPREADING BY CLOSING DOORS/WINDOWS ETC. AND RAISING THE ALARM. TRY TO PREVENT PEOPLE FROM GOING NEAR THE FIRE UNTIL HELP ARRIVES.
- PLEASE TRY TO STAY CALM AND ENCOURAGE OTHERS TO DO THE SAME. PLEASE HELP THOSE THAT APPEAR TO BE EXPERIENCING DIFFICULTIES.
- DISABLED VISITORS WILL BE COLLECTED AND TAKEN TO THE ASSEMBLY POINT.
- THESE PROCEDURES SHOULD BE FOLLOWED IN ALL EMERGENCIES.

FIRST AID:

If first aid is required: Contact the Organiser or the Business Design Centre Venue Services Manager

Contact the Business Design Centre Reception Desk by using the internal red telephones or 0207 288 6475 (external telephone).

TELL THEM:

- Exact Location
- Nature of medical emergency
- Is the patient male or female and approximate age
- Are they breathing, conscious or unconscious, nature of illness

All accidents, incidents or near misses must be reported to the Organiser or the Business Design Centre Venue Services Manager.

EVENT TIMETABLE

BUILD UP	
TUESDAY 8 MARCH	08.00 TO 18.00
WEDNESDAY 9 MARCH	08.00 TO 08.45
SHOW OPEN	
WEDNESDAY 9 MARCH	09.00 TO 16.30
BREAKDOWN	
WEDNESDAY 9 MARCH	16.45 TO 19.00

Dismantling of stands, display materials and exhibited goods must not commence until all guests have vacated and the show has closed.

Please note no children under the age of 16 are permitted to be in the halls during the build-up and break-down period.

Coffee, tea and refreshments will be available to purchase during build up.

STAND NUMBER

Your stand number will have been sent out to you on your booking form, however, if you have any queries about the floor plan or your stand requirements, please contact the Organisers Team.

SHELL SCHEME

Please note stands automatically come with shell scheme unless you expressly request us not to provide this. If you put your own walls/backing up, you will need to ensure they are finished on the back to ensure they don't have a negative effect on the exhibitor behind you. **If you would like to opt out of shell scheme, please let us know as soon as possible** by emailing the Organisers Team.

The maximum build height for 'space only' stands rear walling is 3m. 'Space only' stands must submit their plans along with a risk assessment and method statement in advance of the show for sign off. This is at the discretion of the organisers who will try to be flexible where possible.

BADGES / PASSES

Exhibitor badges will need to be collected from the organisers office on arrival.

- **Exhibitor Badges** are valid throughout build-up, break-down and Show periods and should be issued only to personnel working on your stand. **These badges should be carried/worn at all times, even if you have a company name badge.** Please register your staff [here](#).
- **Contractor Badges** are valid during build-up/break-down periods only. These are NOT valid during the show-open period. Please register your contractors [here](#).

NOTIFICATION OF OWN CONTRACTOR

If you are employing an external organisation to build your stand, please email the following details to the Organisers Team.

- Contractor company name, address and post code
- Contact name, phone number, mobile number (for build and break down times) and email address

Please make sure you pass on all relevant material to your contractors such as this manual.

EXHIBITOR PACKS

Exhibitor packs must be collected from the Organisers Office during show build up. These will contain your catering vouchers.

VENUE

Business Design Centre, 52 Upper Street, Islington, London, N1 0QH

FURNITURE HIRE

A selection of furniture is available to hire from our preferred supplier Creative Hire. [Click here](#) for their website catalogue, [here](#) for the order form and [here](#) for the email address to submit your order to (please title your email Garden Press Event 2022 Furniture Hire).

CATERING

The organisers are pleased to provide a complimentary lunch voucher for exhibitors to use during the day. These will be allocated as follows:

0 - 4 sqm = 1	5 – 10 sqm = 2	11 – 16 sqm = 3	17 sqm and above = 4
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Other refreshments will be available for purchase from the catering outlets at the venue.

GRAPHICS

The graphic company on site at the BDC is Onward Displays, contact Benn.

Email: bdc@onwarddisplay.com Tel: 0203 219 7920 Website: www.onwarddisplay.com

AUDIO VISUAL

The AV Supplier on site at the BDC is Aztec Event Services Ltd.

Email: hello@aztecuk.com

ACCOMMODATION

For nearby hotels please email The Organisers.

PARKING

Upper Street Car Park - 52 Upper Street, N1 0PW (020 7288 6475) - located underneath Hilton at BDC. A separate email will be sent to you with instructions.

City Road Parking - City Road, EC1 V1JT (0207 490 1158) - Not 24hr

Excel Parking - Sandstone Lane, E16 1WW (0207 069 4568) - 24hr and Good for Large Vehicles

Private Parking - Holloway Road, N7 6NE (07772 222803)

Just Park - www.justpark.com

LOADING BAY

The loading bay at the Business Design Centre is located to the rear of the venue on Liverpool Road (sat nav postcode N1 0QH). It is marked by a 'Goods In' sign and can be found between Bromfield Street and Barford Street. If you are having trouble locating the loading bay, you can contact the BDC office on 0207 288 6489. **High visibility clothing MUST be worn when accessing loading bay.**

Please note that stands **MUST** be built during the designated build up times - see the build-up and breakdown times detailed on the Event Timetable. Access to the loading bay for this event is strictly limited to between 0800 and 1800 hours.

All vehicles travelling to the venue for the purpose of build-up or breakdown should kindly note the following:

1. The venue marshals/security will have full control of traffic flow and parking for Goods in/out
2. Good lifts will be used by the direction and at the discretion of the venue marshals/security
3. To avoid unnecessary traffic congestion during the build-up and break-down **please move your vehicles from the loading bay as soon as you finish unloading/loading**

DELIVERIES

The Organisers and the BDC cannot accept deliveries on your behalf - please ensure deliveries are planned to arrive **when you have someone on-site to take delivery otherwise it will be turned away.**

BEST STAND DISPLAY

In recognition of the exhibitor's efforts in making their stands at the Garden Press Event interesting & informative for visitors, the organisers will be presenting a special award for the best overall stand. The award will be based on stand presentation, visitor interaction, information and interest.

The award is named **THE BOB MAKER BEST STAND AWARD** in recognition the shows dear friend and previous colleague, who was involved with the inaugural event and who sadly passed away very suddenly in 2006.

BEST NEW PRODUCT

Do you have a product you want to feature or something new? Then join us in supporting the Greenfingers Charity by entering a new product into the **GREENFINGERS NEW PRODUCT AWARD** located in the New Product Area.

The Best New Product will be voted for by the visiting press and media.

It is a great opportunity for the visitors to see your new product while they are getting their refreshments and lunch and raises funds for the Greenfingers Charity. The Greenfingers New Product Award Area will be set up as you enter the hall and will be seen by all visitors – the area you will be given is a table top or floor display, no more than 1m square (unless permission has been requested from the organiser).

To participate in the New Product Area is a minimum donation of £50.00 to the Event's Charity Greenfingers, once you provide the product details you will be invoiced by the event organiser. The form to fill out for this will be sent out separately.

You will need to bring with you appropriate POS (point of sale) to put next to your product indicating your Company Name & Stand No.

FREQUENTLY ASKED QUESTIONS - GENERAL ENQUIRIES

Q: When can I start setting up my stand?

A: You can start building your stand from **8am on Tuesday 8 March 2022**.

Q: When must I finish setting up my stand?

A: You must finish building your stand by **6pm on Tuesday 8 March 2022**.

Q: Will my stand be cleaned?

A: The Halls will be cleaned each evening. Exhibitors are responsible for their own stands. All rubbish must be in the aisles by 6pm on build up day. If you have any concerns or questions pop into the organisers office.

Q: Is there internet available at the Show?

A: Yes, there is free wireless internet access available throughout the venue. You do not require a password to connect, simply connect through your normal internet browser via Wi-Fi.

Q: When do exhibitors have access to the venue on the Show day?

A: Exhibitors will have access to the venue at 8am.

STAND FREQUENTLY ASKED QUESTIONS - STANDS

Q: Can I opt out of the shell scheme you provide?

A: Yes. If you put your own walls/backing up you will need to ensure they are finished on the back to ensure they don't have a negative effect on the exhibitor behind you. If you would like to opt out of shell scheme, please let us know as soon as possible by emailing the Organisers Team.

Q: Is there a maximum height for my stand?

A: Exhibitors are advised that if you have shell scheme the maximum height of a stand is restricted to 2.5m high. However, if you opt out of the shell scheme, the maximum height will be 3m high.

Q: What if I require lighting or electrics?

A: You can order lighting or electrics online [here](#).

Q: What is included in the backing?

A: Simple white back panels with supporting panels on each side. There is no ceiling on stands at this event, however there will be a name board on every stand. To ensure your name board is correct please specify the correct company name you would like on the board using the forms on page 12 of this manual.

Q: Do I need to finish the back of my walls?

A: No, unless you have opted out of the shell scheme provided. If the back of your walls can be seen, then they must be dressed so that no unfinished walls are exposed. If you are backing onto a stand with the backing, the walls are 2.5m in height.

Q: Can I attach graphics to my walls?

A: Yes, we recommend using double-sided Velcro. You must not damage the walls. If you are in any doubt, please contact the organisers for advice. Please note you are not allowed to paint or wallpaper walls.

Q: What happens if I damage the shell scheme?

A: We would be grateful if you would observe the Do's and Don'ts associated with the shell scheme, as any damage will be charged directly to the exhibitor:

Do use Velcro (hook and loop), double-sided tape, Sellotape and blue tack on the panels.

Don't use nails, staples, pins or glue on the panels, screw into or paint the panels.

Q: Can I hang banners / graphics above my stand?

A: **No**, exhibitors cannot hang banners above their stand.

Q: Can I bring in my own furniture?

A: **Yes**, you can bring in furniture from any source as long as it fits within your stand.

THE GARDEN PRESS EVENT—FORM CHECKLIST

MANDATORY FORMS

FORM

Form 1 – [CDM Declaration](#)

DEADLINE

Tuesday 25 January 2022

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Form 2 – [Health & Safety Declaration](#)*

Tuesday 25 January 2022

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*There is a separate form for space only/own build stands to complete, which can be requested by emailing events@hta.org.uk

Form 3 – [Insurance](#)

Tuesday 25 January 2022

☐

Form 4 – [Risk Assessment & Method Statement](#)

Tuesday 25 January 2022

☐

Form 5 – [COVID-19 Agreement](#)

Tuesday 25 January 2022

☐

Form 6 – [Exhibitor Badges](#)

Friday 18 February 2022

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OPTIONAL FORMS Sponsorship Opportunities and New Product Award Forms will be sent out separately.

Business Design Centre Forms

There is an online system provided by the Business Design Centre upon which you can order electrics and shell scheme extras for your stand.

How to use — [Click here](#) and create a log in, once done you will be prompted to add an event. Select The Garden Press Event 2022 from the drop down menu. Add in your stand information. When you click on new event you will then be able to complete your name panel form, your Health and Safety form and make any online extra orders such as electrical sockets, shelving and lockable cupboards.