

Plant Village Exhibitors

Welcome to the Plant Village homepage, here you can find all the specific information covering the break down, build up and show open period of the Show.

If you do have any questions, please do not hesitate to get in touch!

Melissa Poole

Event Director

melissa.poole@immediate.co.uk

Build Up

Date	<u>Outside Area Access</u> Plant Village
Tuesday 16 June	0700 - 2100
Wednesday 17 June	0700 - 2100

Show Open

Date	Show Open Times	Outside Area Access
Thursday 18 June	0900 - 1800	0630 - 0730 / 1800 - 1900
Friday 19 June	0900 - 1800	0630 - 0730 / 1800 - 1900
Saturday 20 June	0900 - 1800	0630 - 0730 / 1800 - 1900
Sunday 21 June	0900 - 1700	0630 - 0730 / 1700 - 2200

Plant Village

Each exhibitor within the Plant Village will receive a 4m by 4m marquee with 1 open sides, along with a 1m wide area of open ground on the two sides of the structure.

Every sales unit will have a corresponding display unit which will be assessed. The display unit will be positioned 2.5m in front of the sales unit. The display can be of square, circular, rectangular or oval shape but must be a minimum of 12m² with no access to visitors. The display area must be a quality horticultural display and be maintained to a high standard throughout the show.

Storage areas will be located as close to your sales unit as possible. Nameboards will be included with your sales unit. Should you require any services such as water and electricity these can be ordered through the [Order Forms](#).

Further information on the Plant Village Rules & Regulations, Awards and Judging Criteria can be found below.

Rules And Regulations

These regulations should be read in conjunction with the General Regulations section.

ALTERATION TO EXHIBIT CONTENT

Any changes to your exhibit from your application form must be notified to Imogen Grundy in writing. Only items that are mentioned in the exhibit description on the application form may be exhibited.

BUILD-UP

During build-up period the following must be adhered to:

- High visibility vests must be worn at all times during build-up.
- Robust footwear must also be worn during show build.
- Children under the age of 16 are not allowed on site during build-up, restocking and breakdown.

Further information on the specific access and assessment times can be found within the Timetable' section.

CANCELLATIONS

We understand that there may be unexpected circumstances and exhibitors may need to cancel. If this does occur, please contact Imogen Grundy at the earliest convenience.

Please refer to the terms and conditions of your booking for specifics on cancellation fees.

CONDUCT AND SELLING TECHNIQUES

Exhibitors are expected to conduct their business in a polite and courteous manner and in a fashion which is in keeping with the style of the show. Exhibitors must not smoke or consume food or drink on their stands in view of show visitors. Bottles, cans, glasses, plates of food or wrapping must not be left on stands in view of visitors. During the open hours of the show exhibitors are expected to maintain a clean, tidy and acceptable appearance.

When using mobile phones exhibitors are asked to do so in a quiet manner causing no disturbance to visitors or neighbouring exhibitors.

Exhibitors may not canvas for business in any part of the site outside the space allocated to them. The sale or distribution of literature which is not relevant to the exhibit or to the exhibitor's normal business is prohibited. Exhibitors may not canvas for business or undertake any form of promotion outside the showground. Exhibitors are required to respect the show site and neighbour's stands or sites

DISPLAY AREA

- There is no show visitor access into or through the display.
- The display area must contain a quality horticultural display and must be maintained to a high standard throughout the show.
- Display material must be of mature size to allow visitors to understand the eventual look of the plants offered for sale.
- Display plants must strongly relate to plants offered for sale e.g. of the same genus or type. The aim of this is to create a unified exhibit and make it straightforward for customers to be inspired by a display, then to purchase plants on show. See Sale of Plant material.
- The sale of plant material from the display area is only permitted on the last day, once sell-off commences at 1630.
- Exhibitors must not commence breaking down exhibits before the sell-off ends.

GRAPHICS, MURALS & PAINTED BACKGROUNDS

The proposed use of graphics, murals, painted backgrounds, etc. must be shown in plans submitted in advance and Imogen Grundy's permission sought for their use. In all cases these must be constructed of a fire-retardant material.

MASONRY CUTTING, DUST & SMALL AIRBORNE PARTICLES

Only masonry-cutting equipment with water-spray dust suppression kit may be used on site. No masonry cutting equipment may be used in the floral marquee at any time or anywhere on the show site less than five days before judging, except with permission from Imogen Grundy. No exhibitor may undertake any operation which is likely to create dust causing detriment to exhibit which have already been staged. Materials causing airborne particles (including cement and spray paint) may not be brought into the marquees after midday three days before judging. Dust causing operations such as stone cutting, etc. may not be carried out inside the marquees at any time except with the prior permission of Imogen Grundy.

BIO SECURITY AND PLANT HEALTH

All plants brought into the show must comply with the latest DEFRA guidelines regarding the following:-

- Xylella plant host list
- Non-native invasive restricted sales
- Sudden oak death restrictive movements
- Ash dieback restrictive movements
- Oak processionary moth bio security measures
- Please follow this link for Plant Risks and Regulations
- Please follow this link to find out more about [Plant Risks and Regulations](#)

SALES AREA (TENT AND OPEN GROUND SITE)

- An attractive and tidy sales display must be created and maintained throughout the show.
- All sales activity must be confined to the allocated sales area and must not extend into the storage or display area or spill over marked boundaries of the open ground sites.
- Exhibitors are limited to a maximum of seven trollies to allow space for all. Exhibitors have adequate time in the morning before show open and after show close each day to restock and are welcome to store additional trollies in Car Park N1B.
- The Organisers reserve the right to remove the night screen or cover from any exhibit which should be open during the show open hours and for assessing purposes. The Organisers shall not be in any way responsible for any damage or loss arising from such actions.

SALE OF PLANT MATERIAL

- Trees, shrubs, plants, seeds, bulbs, corms and tubers may be sold provided that the material offered forms part of the exhibitors' regular trade, is strongly related to their display and was entered on their applications. Alterations to applications must be discussed with Imogen Grundy at least 28 days prior to arriving on site.
- The majority, if not all, of plants offered for sale must strongly relate to and be represented in, the display exhibit. As a guide, please take 'the majority' to mean around 75% of sales plants. Where exhibitors do not adhere to this guide they will be required to remove the excess unrelated plants from the sales area. Plants which require special conditions e.g. carnivorous and tropical must have cultural instructions supplied with them when sold.
- Individual plants sold must be clearly labelled, indicating the genus, cultivar and exhibitor name and current contact details. See also Signage: labels on display plants.
- All plants sold must be healthy, of good quality and in a condition conducive to successful transplanting and establishment. Plants must have well developed root systems that substantially fill the container. Weeds should not be present and plants must not be pot-bound.
- The size of container must be in proportion to the size of the plant with a minimum size of 65mm diameter (round) or 65mm width (square). Any exceptions must be with prior permission of Imogen Grundy. Annual bedding plants grown from seed may be sold in trays or units but not be removed and sold loose as individual plants.
- Blister packs or plugs may only be sold with the express permission of Imogen Grundy.
- Tall plants must be supported.

- Cut flowers or other cut material may only be offered for the sale of exhibits of cut flowers. All sales must be from an appropriate container to be located on the sales tables unless agreed with the Show Manger in advance.
- No plants may be sold from displays before sell off and a list of sale prices of individual display plants must be available in writing throughout the show.

SALE OF SEEDS AND BULBS

Exhibitors may sell the seed of plants which they are exhibiting and/or seeds from plants which form part of their normal range.

- Seed packets must bear plant name, cultivation advice, name and contact details of the exhibitor and the 'sow by' date.
- Vegetable seed packets should show the above information and the 'sell-by' date.
- All seeds must comply with Plant Breeders Rights under the Plant Varieties Act 1997.
- Bulbs sold must include the bulb name, cultivation advice and name and contact details of the exhibitor either on or within the bag.

SHARP/POINTED GOODS

Any sharp or pointed items sold during the show must be protectively wrapped. Supporting canes on plants must be appropriately capped.

SIGNAGE

Organisers will provide a name banner for the tented area. Exhibitors are responsible for providing a name board for their **display** which must not exceed A3 in size and must be in harmony with the exhibit. This will be considered during assessing. We encourage the availability of cultural information however general posters and promotional signs are not permitted. It is particularly important that half-hardy, tender and annual plants have clear labelling to avoid the possibility of miss-selling.

Exhibitors Own Information Signs:

Exhibitors who wish to include information signs on their display (e.g. educational information) must submit the text for approval in advance to Imogen Grundy. Please make sure text is legible and can be read from a distance. Signs should not take dominance over the plants in the display.

Signs Advertising Seed Lists, Books, Catalogues and Collection of Plants

- A maximum of two information signs can be displayed.
- Prices quoted on the information sign must be the same as those quoted in the catalogue.
- Size of information signs must be a maximum of 21cm x14.8cm (A5).

Plant Labels

- Plant labels should be printed or neatly handwritten and should be legible and uncrowded.
- Exhibitors using unsuitable labels will be required to change them.
- Bright or Day-Glo colours are not permitted.
- Plant name labels must be placed for information and not for advertising or third party branding.
- Abbreviations are not permitted.
- Cultivar name should be distinguished by single quotes to follow the recommended international code for nomenclature that can be found here http://www.actahort.org/chronica/pdf/sh_10.pdf

Labels on Bonsai Plants

- The botanical name must be given on all labels. The common name may be added but will not be allowed as a substitute.
- Labels may bear the age, name, parentage and country of origin of the plant.

Labels of Sales Plants and Show Offers

- Individual plants sold must be clearly labelled, indicating the genus, cultivar, exhibitor name and current contact details.

- Individual plants may be priced and/or included in a show offer.
- Show offer signs showing a previous price crossed out are not permitted.
- The maximum size for sale price labels is A7.
- Shows offer signs should be no larger than A5.
- To avoid customer confusion and over use of signs please sensibly limit the number of different show offers you operate.

Nameboards

- Nameboards must be kept visible on all exhibits for the duration of the show.
- The Organiser will provide nameboards for exhibitors and these must not be substituted for another nameboard.
- It is the exhibitor’s responsibility to complete the nameboard form to make sure that the nameboard is as they would like.

SELL OFF

Sell off is intended predominantly for the sale of display plants. Plants in sales areas may still be sold during this time, however, we discourage volume sales of discounted stock. Sell off will begin at 1600 on Sunday 21 June and will finish at 1700. **Please do not do any further breakdown of your stand until visitors are clear from site.**

STORAGE OF PLANTS

Exhibitors will be notified of designated plant storage areas within the show site. These storage areas will be shared with other exhibitors and exhibitors are expected to conduct themselves in a considerate manner with thought for their fellow exhibitors.

- Plants, trolleys, trays etc should be clearly labelled with the exhibitor’s name. Any found outside the designated areas will be removed.
- To avoid visitors mistaking storage areas for sales areas, exhibitors must not place name boards or information signs in public view on their stored plants.
- Selling may not take place from storage areas.
- The storage area must remain fully screened from the public during the show open period.

TIMETABLE

Exhibitors will have the following access for build-up:

	Tuesday 16 June	Wednesday 17 June
Plant Village Exhibitors	0730-2100	0700-2000

WATER FEATURES

Pools, ponds and water features must be drained at the end of the show – if you are exhibiting inside this must be done through pre ordered water and waste. Under no circumstances should pools, ponds or water features be drained onto the surrounding ground or roadways. Please contact Imogen Grundy for more information.

Exhibitors who have water features as part of their display are required to leave contact details in case of leakages and are responsible for any leakages that may occur and repairs that may be necessary.

Awards

Plant Village Assessment will involve a 1st/2nd/3rd place Award.

If you have any other queries please get in touch with Melissa on melissa.poole@immediate.co.uk

Assessment Criteria

	Quality of Plants	Stand Design & Presentation	Finish Labelling Detail	Sales Area, Interaction & Creativity
Considerations	<ul style="list-style-type: none"> • Pests and diseases • True to Type • Skill in growing • Range 	<ul style="list-style-type: none"> • Impression – “wow” • Balance • Pleasing to the eye • Choice of material and props 	<ul style="list-style-type: none"> • Pots clearly presented (or hidden) • Legible & accurate labelling • Quality of finishing touches 	<ul style="list-style-type: none"> • Inviting to the visitor • Informative to the visitor • Attractive sales environment