

# BBC Gardeners' World Live

Sponsored by:  LEXUS

**17 - 20 June 2021 | Birmingham NEC**

**Floral Marquee  
Application  
17 -20 June 2021  
NEC Birmingham**

Dear Exhibitor,

Thank you for expressing your interest in exhibiting at BBC Gardeners' World Live 2021.

BBC Gardeners' World Live Show has been running for over 25 years and has continued to grow year on year and in 2019 we welcomed 101,000 visitors to The Show. The team behind the horticultural aspects of the show has a wealth of experience and understanding specific to this show and are here to make sure that all exhibitors are supported throughout the process.

#### **Meet the Team:**

*Bob Sweet – Horticultural Director*

Bob brings a vast amount of knowledge and familiarity with BBC Gardeners' World Live and will oversee all horticultural aspects of the show including the Floral Marquee, Plant Village, Show Gardens and features.

*Lucy Tremlett – Horticultural Manager*

Lucy works alongside Bob to deliver all aspects of the show and is based in the office should you have any urgent questions. Lucy will be working together to process your applications and answer queries.

*Louise Jackson – Floral Marquee Manager*

Louise will be your main contact onsite and will help you with any storage, staging or general questions. Louise will also be available pre-show if you have any queries.

#### **Awards:**

We have a fresh approach to assessment and awards, with recognition for not only the best displays, but also the most inviting sales areas. Below is a breakdown of the awards and prizemoney available.

<b>Award</b>	<b>Prizemoney</b>
Platinum	£600
Gold	£525
Silver Merit	£350
Silver	£225
Bronze	£125

- The Geoff Hamilton Award
  - for the best exhibit in the BBC Gardeners World Live Floral Marquee
  - £500 prizemoney

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- The BBC Gardeners World Live Plant Of The Year
  - for the best new plant introduction at the show
  - £500 prizemoney
  
- The BBC Gardeners World Live Best Display Of Summer Plants
  - for the best herbaceous or summer wildflower display
  - £500 prizemoney
  
- The BBC Gardeners World Live Best Retail Area In The Floral Marquee
  - for the best designed sales area in the Floral Marquee
  - £500 prizemoney

**Assessment Time:**

Assessment occurs on the first day of show open (Thursday 17 June).

<b>Dates</b>	<b>Access Times</b>
Monday 14 <sup>th</sup> June	0800-1900
Tuesday 15 <sup>th</sup> June	0630-2130
Wednesday 16 <sup>th</sup> June	0630-2130

Exhibitors will have until **2130 on Wednesday 16<sup>th</sup> June** to complete their stand. Assessment will begin at 0600 on Thursday 17<sup>th</sup> June with the marquee opening to public at 1000, just an hour's delay to opening the marquee. Please be aware to accommodate this new process, access for exhibitors on the first day of show open will be from 0930 until show opens at 1000. Thereafter exhibitor access in the morning and floral marquee opening times will return to normal which is 0700 and 0900 respectively. We aim to have awards placed on the exhibitors stand by mid-morning on Thursday 17<sup>th</sup> June.

**Application:**

Please find enclosed the application form for the BBC Gardeners' World Live Floral Marquee. This outlines the display and sales area options and costs available this year and asks for contact details and additional information in regards to your company and nursery.

The deadline for applications is 18<sup>th</sup> September and we will confirm space by 9<sup>th</sup> October 2020. If you have any questions, or would like to discuss the opportunities available, please contact Lucy on the contact details below. Please direct questions of a general/administrative nature directly to Lucy Tremlett at River Street Events.

We are looking forward to receiving your application for BBC Gardeners' World Live Floral Marquee 2021. With kind regards,

Lucy Tremlett, Bob Sweet & Louise Jackson  
**BBC Gardeners' World Live Team**

**Contact details:**

**Lucy Tremlett:**

E: [Lucy.Tremlett@riverstreetevents.co.uk](mailto:Lucy.Tremlett@riverstreetevents.co.uk)  
 T: 0207 150 5130

**BBC**  
**Gardeners'**  
**World Live**

Sponsored by:  **LEXUS**

**17 - 20 June 2021 | Birmingham NEC**

**Floral Marquee Display and Sales Area**  
**Application 17 - 20 June, 2021**

Please complete the below form and return by **18<sup>th</sup> September 2020** (or earlier) to **Lucy Tremlett** either by post or by email.

**Lucy Tremlett**  
**Immediate Media**  
Vineyard House  
44 Brook Green  
Hammersmith  
W6 7BT

[Lucy.Tremlett@riverstretevents.co.uk](mailto:Lucy.Tremlett@riverstretevents.co.uk)

Allocation/Confirmation of space will be made by **9<sup>th</sup> October 2020**.

Thank you and we look forward to working with you!

Lucy Tremlett, Louise Jackson  
**BBC Gardeners' World Live Horticultural Show Team**



## SECTION 1 - CONTACT DETAILS

### Exhibitor Contact Details

These details are used for communication between the Show Team and the Exhibitor and will not be published:

<b>Nursery/Company</b>		
<b>Key Contact</b>		
<b>Address</b>		
<b>Post Code</b>		
<b>Email</b>		
<b>Telephone</b>	<b>Mobile:</b>	<b>Landline:</b>

### Show Guide/Website Details

These details are for publication on the BBC Gardeners' World Live website and within the Showguide:

<b>Nursery/Company</b>	
<b>Email</b>	
<b>Website Address</b>	
<b>Telephone</b>	

### Exhibitor Plant Details

The plant types to be sold will be used for publication on the BBC Gardeners' World Live website and within the Showguide.

<b>Plant types to be displayed and judged</b>	
<b>Plant types to be sold</b>	

## SECTION 2 - BUILD UP & SHOW OPEN

How many vehicle passes do you require for build up?       One    Two

Will you be releasing a new plant at the show?               Yes    No

### SECTION 3 - EXHIBITOR DISPLAY STAND REQUIREMENTS

Please make sure you complete this section in full

Do you require staging?  Yes  No

*Staging refers to any tiering or raised staging you require to be built by the organisers' contractor.*

Do you require your staging to be covered in drape by the organisers?  Yes

No If space is limited, could you stage on either a background or island?  Yes  No

#### Island Stands

*Some sizes have limited availability*

**Height:**     0cm     30cm     60cm

**Shape:**    Circle    Square

<input type="checkbox"/> 3.6m	<input type="checkbox"/> 3m
<input type="checkbox"/> 4.5m	<input type="checkbox"/> 3.6m
<input type="checkbox"/> 5.2m	<input type="checkbox"/> 4.5m
	<input type="checkbox"/> 6m

#### Background Stands

*All background stands will come with a 2.4m high back rail*

<b>Frontage:</b>	<b>Depth:</b>
<input type="checkbox"/> 4.5m	<input type="checkbox"/> 1.5m
<input type="checkbox"/> 6m	<input type="checkbox"/> 1.8m
<input type="checkbox"/> 7.5m	<input type="checkbox"/> 2.1m
<input type="checkbox"/> 9m	<input type="checkbox"/> 2.4m

#### Edging & Height

Front Edge Only	<input type="checkbox"/> 10cm	<input type="checkbox"/> 15cm
Front & Side Edging	<input type="checkbox"/> 10cm	<input type="checkbox"/> 15cm
All Round Edging	<input type="checkbox"/> 10cm	<input type="checkbox"/> 15cm

**Please see the attached sheet for the tiering profiles and select your tiering option from below:**

*Please make sure the tiering profile you select matches the depth of your background stand.*

<input type="checkbox"/> A	<input type="checkbox"/> B	<input type="checkbox"/> C	<input type="checkbox"/> D	<input type="checkbox"/> E	<input type="checkbox"/> F	<input type="checkbox"/> G	<input type="checkbox"/> H	<input type="checkbox"/> I	<input type="checkbox"/> J
<input type="checkbox"/> K	<input type="checkbox"/> L	<input type="checkbox"/> M	<input type="checkbox"/> N	<input type="checkbox"/> P	<input type="checkbox"/> Q	<input type="checkbox"/> R (A+K)	<input type="checkbox"/> S (A+N)	<input type="checkbox"/> T	<input type="checkbox"/> U

**Please comment below on any changes you would like us to consider in regards to your location:**

## SECTION 5 - SALES TABLES AND AREAS

Please choose whether you would like sales tables or a sales area from the below options.

### Island Stands

All costs are excluding VAT

- Tables**
- One - £140
  - Two - £280
  - Three - £420
  - Four - £560
  - Five - £700

**Sales Areas** Only available on stands above 20m<sup>2</sup>

Sales area must be of equivalent size to display area.

No tables are included with the sales areas.

- 4.5m Square - £685
- 5.2m Circle - £685
- 6m Square - £895

### Background Stands

All costs are excluding VAT

- Tables**
- One - £145
  - Two - £290
  - Three - £435

**Sales Areas** Only available on stands above 10m<sup>2</sup>

Sales area will be of equivalent depth of display.

No tables are included with the sales areas.

### Display Area

- Between 10m<sup>2</sup> and 15m<sup>2</sup>
- Above 15m<sup>2</sup>

### Frontage:

- 3.6m £260
- 4.9m £375

## SECTION 6 - AGREEMENT

We agree that if we are offered and accept space at the show, we will abide by the Show's terms and conditions for 2020. (The terms and conditions will be made available to you when you are asked to commit to taking space).

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Applying on behalf of: \_\_\_\_\_ Nursery/Company

Please return this application by 18<sup>th</sup> September 2020 (or earlier) to:

**Lucy Tremlett**

Immediate Media,  
Vineyard House,  
44 Brook Green,  
Hammersmith,  
W6 7BT

Allocation/confirmation of space will be made by 9<sup>th</sup> October 2020.

If you have any specific enquiries, please email [Lucy.Tremlett@riverstretevents.co.uk](mailto:Lucy.Tremlett@riverstretevents.co.uk) or telephone 0207 150 5130

Thank you, we look forward to working with you.

**BBC Gardeners World Live Horticultural Show Team**