

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

Sponsored by:  LEXUS

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

**Plant Village 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@riverstreetevents.co.uk](mailto:Lucy.Tremlett@riverstreetevents.co.uk)

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 and Bob Sweet  
**BBC Gardeners' World Live Horticultural Show Team**



## CONTACT DETAILS

### Exhibitor Contact Details

These details are used for communication between the Show Team and the Exhibitor and will not be published:

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

### Show Guide/Website Details

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

Nursery/Company	
Email	
Website Address	
Telephone	

### Exhibitor Plant Details

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

Plant types to be displayed and judged	
Plant types to be sold	

## BUILD UP & STORAGE

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

Please note that storage is limited behind each stand and exhibitors should store no more than 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.

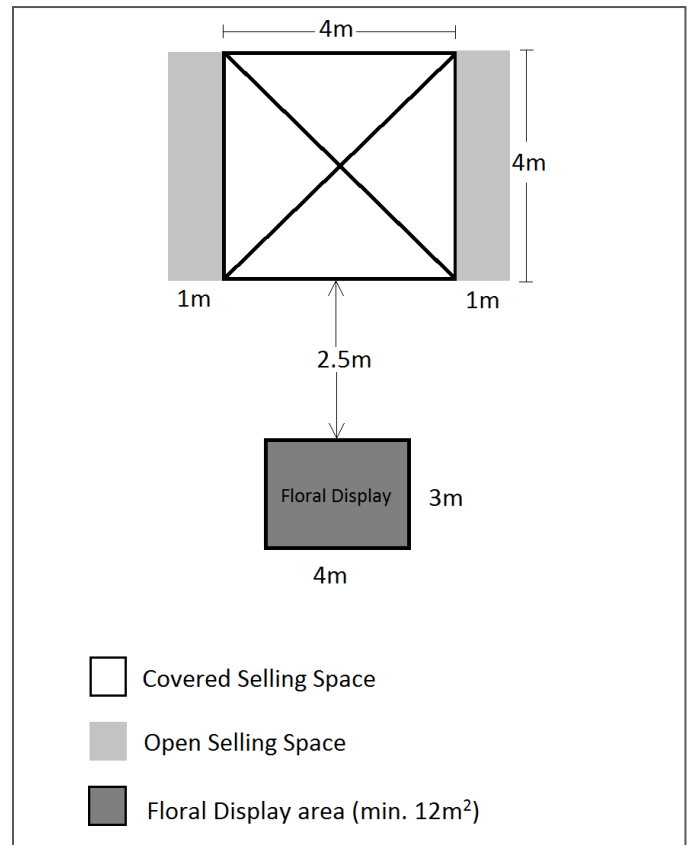
## DESCRIPTION AND LAYOUT OF UNITS

Please refer to the diagram on the right for clarification of layout. Each unit has a 4m by 4m covered sales area with three open sides, along with a 1m wide area of open ground on the two sides of the structure. It is important that exhibitors stick to this footprint to allow for visitor flow, look and feel of the area and to not negatively impact neighbours.

Due to the open and accessible nature of the stand, it is necessary that the sales areas be **well-designed** and presented. In particular it is important that sales display units are **well-dressed and signage is appropriate**.

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 12m<sup>2</sup> 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. Exhibitors are responsible for ordering electricity should they need it.



Plan view of Plant Village units.

## EXHIBITOR REQUIREMENTS

Units are available in one size:  
24m<sup>2</sup> at £1995 per unit + VAT

Please indicate the number of units you would like:  One  Two

Total cost = £ \_\_\_\_\_ + VAT

Would you need access to the storage area through the middle of the back of your marquee or from one of the back corners of the marquee?

Through the back

From a back corner

If you have two stands, would you like the two stands next to each other:  Yes  No

Would you like to have the same location as you had in 2019?  Yes  No

Please note, that we may not be able to guarantee the same position due to changes in stand numbers, but we will try.

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  
River Street Events  
Vineyard House  
44 Brook Green  
Hammersmith  
W6 7BT**

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

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

Thank you, we look forward to working with you.

**BBC Gardeners World Live Horticultural Show Team**