

# BBC Gardeners' World Shows Application Forms 2022



BBC Gardeners' World Fair Spring  
Beaulieu Estate, Hampshire  
29<sup>th</sup> April – 1<sup>st</sup> May 2022

BBC Gardeners' World Live  
The NEC, Birmingham  
16<sup>th</sup> – 19<sup>th</sup> June 2022

BBC Gardeners' World Fair Autumn  
Wimpole Estate, Cambridgeshire  
2<sup>nd</sup> – 4<sup>th</sup> September 2022

Please fill out the attached information for each show you would like to attend. **Please note if you enter your contact details for one show you will not need to do this for each show, we will simply use the same ones.**

Any questions please do not hesitate to contact the team on: 0207 150 5130

## BBC Gardeners' World Fair Spring 2022

Dear applicant,

We are delighted to announce that our applications for BBC Gardeners' World Fair Spring at Beaulieu Estate in Hampshire for 2022 are now open! In its first year the Spring show was a sell out and we are very excited to continue the show into its second year.

The Spring Fair at Beaulieu is set amidst the internationally famous National Motor Museum, Palace House and atmospheric culinary gardens.

### Meet the Team:

#### *Lucy Tremlett – Horticultural Event Manager*

Lucy manages the event from the office and is your first point of contact should you have anything you would like to discuss.

#### *Bob Sweet – Horticultural Director*

Bob brings a vast amount of knowledge and familiarity with running shows and will advise on any aspects of the horticultural content.

#### *Louise Jackson – Floral Manager*

Louise is your contact for any horticultural exhibiting, staging and stand location queries. She will be your main contact onsite and will help you with any storage, staging or general questions.

#### *Rachel Poletti-Gadd – MD of Gardening Division*

Rachel is the Managing Director of the gardening division.

#### *Sarah Sandys-Renton – Brand and Marketing Manager*

Sarah, and her team, will coordinate all marketing elements of the shows, should you have any new plant launches or content to share then Sarah can be reached on [ssr@riverstreetevents.co.uk](mailto:ssr@riverstreetevents.co.uk)

### Awards – BBC Gardeners' World Fair Spring 2022:

Each exhibitor will be asked to present a display in front of their stands using pallets provided by the show. We ask that you create an artistic display using a collection of different sized containers to illustrate by example, your plant specialisms. The plants in the display should reflect the varieties of plants which you have available in your sales area and should be of high show quality.

The displays will be assessed taking into account the quality of the plants, the artistic design and the overall effect. The three best staged will receive prize money as follows:

<b>Award</b>	<b>Prizemoney</b>
1 <sup>st</sup> Place	£450
2 <sup>nd</sup> Place	£250
3 <sup>rd</sup> Place	£100

## Access and Storage

The daily storage is located behind your stand. We will be screening the storage from visitor view in between each stand with either heavy duty hessian or bamboo. There will be enough storage behind your stand for approx. 7 trolleys. The site is secure, and every reasonable measure will be taken to ensure protection of exhibitors' stock and materials. However, the Organisers cannot be responsible for the security of exhibitors' possessions or stock.

## Plant Porters and Plant Creche

There will be a Plant Creche available on site for visitors to leave their plant purchases. With the addition of porters running a wheelbarrow shuttle service to the visitor car parks.

## Camping

There are a number of local campsites, one of which takes larger, liveried commercial vehicles, please click [here for more info.](#)

## Plant Health and Regulations

Imported plants which appear on DEFRA's list of Xylella susceptible plants should not be sold or shown, although UK raised plants will be acceptable. Exhibitors will also be expected to adhere to the Non-Native Invasive Plants regulations and to ensure that all imported plants are labelled with the necessary Plant Passport information.

## Sales Plants

All sales plants must be well rooted in their own pot and labelled to show both the genus and variety. The plants must be of good specimen without pests or diseases and true to type. All pots (or unit planters) must carry the contact details of the vendor.

## Application:

Please find enclosed the application form for all BBC Gardeners' World Shows, complete the applications that apply to you. The application outlines the marquee options and asks details for additional information regarding your company and nursery, including contact details.

## Spring Deadlines:

The deadline for applications is **11<sup>th</sup> October 2021** and we will confirm space and floorplan location by **25<sup>th</sup> October 2021**.

We are looking forward to receiving your application for BBC Gardeners' World Fairs.

With kind regards,

Lucy Tremlett, Bob Sweet & Louise Jackson

**BBC Gardeners' World Fairs Team**



### SECTION 3 – SPRING EXHIBITOR STAND REQUIREMENTS

Please make sure you complete this section in full

At our BBC Gardeners' World Fairs exhibitors are offered a marquee space to display and sell their plants from. See below for different marquee options:

Marquee size	Cost	Tick to select
3m x 3m (9m <sup>2</sup> )	£450 (excl VAT)	
3m x 3m (9m <sup>2</sup> ) <b>Indoor under a shared marquee</b>	£450 (excl VAT)	
6m x 3m (18m <sup>2</sup> )	£850 (excl VAT)	

**Note: There is a non-refundable deposit of £40 on all contracts**

### SECTION 4: AUTUMN DISPLAY AND STAGING:

In the spirit of being sustainable, if you have your own 1.2m x 1.2m pallet we welcome exhibitors to bring these to the show. The pallets must be in good condition and for continuity of displays we ask that exhibitors use 2 pallets stacked on top of each other. If you are booking one of the larger marquees or have larger plants to display, we ask that you use 4 pallets stacked 2 tall side by side.

Please select how many pallets you would like:

- Two       Four       None, we will bring our own and **take them back with us**

**Criteria for assessing the display will be issued 8 weeks before the show.**

#### Staging:

We ask that exhibitors use trestle tables in good condition covered with oatmeal hessian to stage their plants within the curtilage of the exhibitor's marquee area. We have trestle tables and hessian available to order prior to the show but again welcome exhibitors to use their own. Trestle table form will be in the exhibitor manual

#### Hessian (to be fitted by exhibitor)

**Cost – £10 to fit per table**

Please state if you need hessian to cover all tables ordered above.....

## BBC Gardeners' World Live Application Form 2022

Please note: This is for the **Floral Marquee**, if you would like a Plant Village application then contact Lucy on [lucy.tremlett@immediate.co.uk](mailto:lucy.tremlett@immediate.co.uk)

### The Show:

BBC Gardeners' World Live 2022 will return to its normal June dateline and we are excited to welcome back our exhibitors to the Floral Marquee. The show format will go back to a dual show running alongside our BBC Good Food Show Summer.

### 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.

Award	Prizemoney
Platinum	£620
Gold	£540
Silver Merit	£360
Silver	£230
Bronze	£130

- The Geoff Hamilton Award
  - for the best exhibit in the BBC Gardeners World Live Floral Marquee
  - £500 prizemoney
- The BBC Gardeners World Live New Plant Introduction
  - 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 afternoon before show open, **Wednesday 15<sup>th</sup> June from 12 noon.**

Dates	Access Times
Monday 13 <sup>th</sup> June	0800-1900
Tuesday 14 <sup>th</sup> June	0630-2130
Wednesday 15 <sup>th</sup> June	0630-1200

Exhibitors will have until 1145 **on Wednesday 15<sup>th</sup> June** to complete their stand.

**Application:**

Please find attached the display and sales area options that can be provided from our staging contractor. Please note if you want to make any amends to this you will need to let the team know as soon as possible.

The deadline for applications is **11<sup>th</sup> October** and we will confirm space by **25<sup>th</sup> October 2021**. 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 Immediate Live.

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**

**SECTION 1 - CONTACT DETAILS (If you have  
completed this above please do not do it again)**

**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*

**Frontage:**    **Depth:**

- |                               |                               |
|-------------------------------|-------------------------------|
| <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<br>(A+K) | <input type="checkbox"/> S<br>(A+N) | <input type="checkbox"/> T | <input type="checkbox"/> U |

**Please comment below on any changes you would like us to consider in regard 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 - £150
  - Two - £300
  - Three - £450
  - Four - £600
  - Five - £750

**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 - £690
- 5.2m Circle - £690
- 6m Square - £900

### Background Stands

All costs are excluding VAT

- Tables**
- One - £155
  - Two - £310
  - Three - £465

**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 £265
- 4.9m £380

## BBC Gardeners' World Fair Autumn 2022

We are excited to be launching our brand-new Autumn BBC Gardeners' World Fair to be held in the picturesque Wimpole Estate in Cambridgeshire. As with the Spring show this is a smaller boutique event that in its first year will play host to a limited number of floral nurseries, garden trade and an artisanal food market.

### **Awards – BBC Gardeners' World Fair Autumn 2022:**

Each exhibitor will be asked to present a display in front of their stands using pallets provided by the show. We ask that you create an artistic display using a collection of different sized containers to illustrate by example, your plant specialisms. The plants in the display should reflect the varieties of plants which you have available in your sales area and should be of high show quality.

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### **Autumn Deadlines:**

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Lucy Tremlett, Bob Sweet & Louise Jackson

**BBC Gardeners' World Fairs Team**



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