



**19th & 20th
NOVEMBER 2025**
YORKSHIRE EVENT CENTRE, HARROGATE

EVENT MEDIA PACK 2025

**BECOME AN
EXHIBITOR**



**NETWORKING
OPPORTUNITIES**



**SPONSORSHIP
OPPORTUNITIES**



SEMINARS



**SHOW
DIRECTORY**



WHY EXHIBIT

The premier event for the Potato industry, creating a vibrant platform where the industry congregates to engage in fruitful business interactions. Unique among shows it delivers the opportunity for an unmissable chance to gauge the mood, update on trade changes, take stock of competitors and learn more about innovations at every level of this progressive, fast moving industry.

An opportunity to interact with your customers and network with new customers. Do not be left behind, secure your stand.

Our commitment to maintain the shows sharp focus on potatoes and its positive impact on businesses remains resolute. The synergy between our portfolio of media outlets, British Potato Review, British Potato Industry Awards and the British Potato Industry Event means we can work harder to deliver a quality audience to the event, amplifying prominence within the specialist marketplace.

BP2025 is the premier event of its kind, unmissable for those involved in all parts of the British potato industry and a major draw for others worldwide.

Once every two years the whole of the potato industry comes together for this unique 'seed to shopping trolley' event. It's an exceptional networking and business opportunity for those who grow, handle, process and retail the crop in this £multi billion industry. No matter what part of the supply chain visitors come from, they have something vital in common - they come to do business. The show has consistently grown in size and breadth of content and is going from strength to strength. Thousands of decision makers put the event in their diaries because it provides a high profile, convenient and authoritative 'one-stop-shop' for products and services covering every aspect of potato production and marketing. Your customers, suppliers and competitors will be there - can you afford to miss it?



REASONS TO EXHIBIT

- ✔ Quantity & quality of visitors – the major, dedicated event attracting people genuinely interested in your products and services
- ✔ The keynote event for everyone with an interest in Britain's £multi-billion potato industry - from growing to retailing
- ✔ Proven track record
- ✔ Heavy, effective promotion
- ✔ Highly cost effective way to meet customers and suppliers
- ✔ Flexible opportunities for exhibitors with helpful event organisers
- ✔ Freebuild spaces or turnkey ready-to-use stands – with wide choice of sizes and locations

INCLUDED IN YOUR STAND RENTAL (bookings made before the closing date)

- ✔ Free Show Guide and Show Directory listings
- ✔ Free supply of promotional materials to send to customers/potential customers
- ✔ Free use of press facilities (on pre-arranged basis) and publicity advice
- ✔ Complimentary forklifts to assist with loading and unloading (on pre-arranged basis)
- ✔ Access to outstanding exhibitor-only advertising and sponsorship opportunities
- ✔ Support from friendly exhibitor care team before, during and after the event - If you have special requirements, please let us know and we will work with you to try to provide exactly what you are looking for

PRICES

SPECIAL SHOW PACKAGE STAND

A self-contained shell scheme stand/ includes standard colour carpet/ nameboard/ twin 2 amp 500w three pin plug socket on back wall of stand.

Frontage (metres)	Depth (metres)	Package cost
3	2.5	£1,372
3	3	£1,594
3	3.5	£1,814
3.5	3.5	£2,071
4	3	£2,034
4	3.5	£2,329
4	4	£2,624
4.5	3	£2,318
4.5	3.5	£2,714
5	3	£2,540
5	3.5	£2,908
5	4	£3,276
5.5	3	£2,760
5.5	3.5	£3,166
6	3	£2,981
6	3.5	£3,423
6	4	£3,865
6	5	£4,748
6	6	£5,632
7	2.5	£2,971
7	3	£3,487
7	3.5	£4,002
7	4	£4,517
7	4.5	£5,032
7	6	£6,579
7.5	5	£5,916
8	2.5	£3,339
8	3	£3,929
8	3.5	£4,517
8	5	£6,284
8.5	5	£6,715
9	3.5	£5,095
15	4	£9,483

Stand prices quoted subject to availability. Prices subject to VAT.

BESPOKE EXHIBITION SPACE

Clear floor space with flexible choice of frontage and depth
Cost £115 per square metre

OUTDOOR DISPLAY AREA

Hardstanding product display area
Cost £26 per square metre

SPONSORSHIP OPPORTUNITIES

Limited sponsorship packages are available on this event to showcase your brand, call Sally Dodds to discuss opportunities and availability. Within the sponsorship packages is the chance to choose your stand location before the event goes on general sale. Sponsorships can increase brand recognition before, during and after the actual event by giving your company increased exposure. British Potato Industry Event recognises this through our portfolio of potato industry brands. Brand visibility has many benefits and it will create customer perception improvement.





 Gold Sponsor	£11,500
 Silver Sponsor	£8,500
 Bronze Sponsor	£4,500

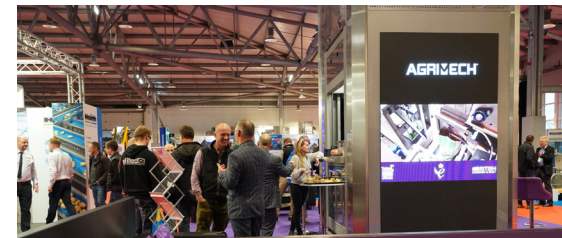
SHOW DIRECTORY

The industry event bible. 64 pages of content detailing the event and what to expect. Alongside editorial content from leading companies within the industry and event sponsor members.

Emailed to all contacts registered for the show, visitors and exhibitors, 1 month prior to the event. With a call to make sure you take a look and plan your visit, making the most of your time at the event.

Available on www.britishpotato.co.uk 1 month prior to the event with a call out to take a look within the British Potato Review newsletter.

 Double page spread	£1,600
 Full page	£900
 Half page	£500
 Quarter page	£290



CONTACT



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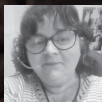
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ARTWORK REQUIREMENTS

All adverts and documents are to be supplied in hi-res PDF format or as a PSD, TIFF or JPEG with a resolution of at least 300 dpi and CMYK with all fonts embedded.

Files should be prepared with trims centred, and registration and bleed marks included with a separate PDF for each page.

email: sallyd@warnersgroup.co.uk



To become an exhibitor contact Sally Dodds on **07831 775450** or email sallyd@warnersgroup.co.uk