

Potatoes in Practice 2012

Information for Exhibitors

Event Location

The James Hutton Institute's Balruddery Farm, Invergowrie, DUNDEE, DD2 5LJ. Detailed access arrangements will be sent prior to the event.

Booking Information and Deadlines

Marquee Exhibits and Outside Machinery Exhibits

If you wish to book exhibitor space in the Marquee, or an Outside Stand for machinery, please return your completed form to The James Hutton Institute **before Wednesday 25 April 2012.**

Marquee Exhibits

We offer a **3m x 3m open space** in the marquee for **£460+vat.** Exhibitors will be provided with a power socket, a table and 2 chairs. There is no shell system.

Please note that all electrical equipment other than lights, computers and displays MUST be authorised and approved by The James Hutton Institute prior to the event. Equipment outwith this list, which has not been pre-authorised, will not be allowed to be connected to the power supply.

Under no circumstances will any electrical equipment without a current PAT test label be allowed to be connected to the power supply

Outside Machinery Exhibits

Should your company wish to demonstrate machinery or similar outside the marquee, the fee will be **£210+vat per unit space.** All machinery must be pre-authorised by The James Hutton Institute prior to the event and will be charged per unit, in multiples of 4m frontage and defined depth, as ordered. The location of your Exhibit will be provided prior to the event. Any machinery not pre-authorised may be refused admittance or will attract a surcharge. Prices for area required will be supplied on receipt of application.

**Marquee bookings received after 25 April may not be accepted or will attract a £200 surcharge.*

Each exhibitor will receive a copy of the Programme and two sets of lunch and beverage vouchers per stand/plot on the day. If you wish to purchase additional vouchers at £5 each, please contact The James Hutton Institute prior to the event.

Advertising in the Programme

Exhibitors can take out additional advertising in the Programme. A full page colour advert in the brochure will cost £160. If you are interested in this, please contact The James Hutton Institute.

Please note that the **deadline for this copy is 5 May 2012.**

Field Plots

If you would like a field exhibit at PiP 2012, please return your completed form **to The James Hutton Institute before 1 March 2012.**

If you would like to demonstrate your company product/varieties in a field plot, we offer a standard sized plot across 8 beds / 16 drills of c. 4 metres in length, with a c. 5 metre path for public access on the day. This **standard 'unit' will cost £620+vat.** Plots will be stone separated, subject to a standard agronomic and disease control regime and plot contents will be bulk harvested and disposed of by The James Hutton Institute.

Companies who wish to harvest their plots themselves must indicate this on the booking form. Self-harvested plots will be charged £580+vat.

If you wish to arrange alternative harvesting methods, these **MUST** be arranged at the time of booking.

*Please note that seed must be sent to The James Hutton Institute prior to **15 March 2012** and **must be Scottish classified seed.** Please contact Ralph Wilson (ralph.wilson@hutton.ac.uk) if you need further clarification.*

A standard sized plot consists of 8 beds / 16 drills of c. 4 metres in length, with a c. 5 metre path for public access on the day.

If 'special' plot treatments are required needing notable additional inputs, this may also incur additional charges and this must be arranged at the time of booking.

**Field Bookings received after 1 March may not be accepted or will attract a £200 surcharge.*

Field Marquee

If you wish to erect a marquee at your plot (maximum size 3mx3m), this must be booked at the same time as you book your plot and an additional charge of £100+vat will be levied.

Companies will be responsible for producing their own literature for visitors and are required to have a representative present on the day. There will be two small marquees at the periphery of the plots' area for shelter which will contain a table on which a small amount of literature may be displayed per exhibitor.

As last year, we will organise tours of the plots for visitors at 10.00, 11.30, 13.30 and 15.00. We consider this to be a taster for visitors who can then revisit those plots they are interested in. To this end, please prepare a **5 minute talk** as introduction and stick to this time limit. We hope you will be able to take up this offer to explain to visitors the advantages of your varieties or treatments. Visitors will be offered the opportunity to return for further discussions outwith the tour times, so please make sure that your staff are available and easily recognisable (name badges or identifiable clothing please).

All seed used in field trials must be Scottish classified seed

Please complete the attached Field Experiment Form together with the Booking Form, and return **to The James Hutton Institute by 1 March 2012.**

The field plots will be laid out under one of the following categories – Herbicides; Varieties & Agronomy; Nutrition. If we have not received your completed form by the above date, please note that late plots will be situated on the outskirts of the plots area and may not be able to be included in the most appropriate tour.

Should you identify extra requirements for the plot after you have submitted the form, please fax or email your requirements to us as soon as possible - written instructions do not go astray, unlike verbal ones. The James Hutton Institute will take no responsibility for discrepancies in requirements if instructions are not received in writing and acknowledged by The James Hutton Institute staff.

After the event we produce a trials results booklet on the Potatoes in Practice website, please make sure we get this information if you wish to be included.

Banners

Banners may be erected free of charge within booked field plot or machinery exhibit space. Additional banners can be erected on the 1m high crowd control barriers around the site at a charge of £20+vat per 3m length. This space will be allocated on a strictly first come first served basis.

Abstracts

There is a 200 word limit for Field Plot abstracts and a 100 word limit for Marquee and Outside stands. Abstracts will be posted on The James Hutton Institute website's Potatoes in Practice pages and will be printed in the Event Programme.

Please send your abstract, **preferably by email, to The James Hutton Institute before 5 May 2012.** Abstracts received after this date may not appear in event literature and programme.

Setup and Takedown

The site will be available for setting up from 12.00pm on 8 August and all stands and exhibits must be onsite and completed before 9.00am on 9 August.

For health and safety reasons stands and exhibits must not be dismantled until after the close of the event at 4.30pm on the 9 August.

No moving machinery will be allowed onto or off the site from 09.00 – 16.30 on Thursday 9 August. Please make sure your machinery exhibits are static and your cars and vans are in the official car parks during this time.

Contact Details:

Please return all forms and enquiries to:

Sharon Neilson, Potatoes in Practice, The James Hutton Institute, Invergowrie, Dundee DD2 5DA

Email: events@hutton.ac.uk

Fax: 01382 568714

Telephone: 01382 568750

