

# Potatoes in Practice 2013

## Information for Exhibitors

**Event Location** The James Hutton Institute's Balruddery Farm, Invergowrie, Dundee, DD2 5LJ.

**Time of Event** 9.30am to 4.30pm on Thursday 8 August 2013

### General Information

Exhibitor bookings will be allocated on a first-come basis. Please note that Main Marquee spaces are limited and all spaces may be allocated before the booking deadline. If you wish to guarantee a space, please send your completed booking form to us as soon as possible.

All exhibitors 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 for stand staff at £5 each, please contact the James Hutton Institute prior to the event.

Companies will be responsible for producing their own literature for visitors and are required to have a representative present on the day.

Electrical equipment without a current PAT test label will not be allowed to be connected to the power supply. Please ensure all equipment is tested prior to your arrival.

Please note exhibitors will be invoiced prior to the event. Any additional costs incurred by exhibitors will be invoiced post-event.

### Setup and Takedown

The site will be available for setting up from 10.00 am – 6.00 pm on Wednesday 7 August and all stands and exhibits must be onsite and completed before 9.00am on Thursday 8 August.

Please make sure machinery exhibits are static and your cars and vans are in the official car parks during the event.

For health and safety reasons stands and exhibits must not be dismantled until after the close of the event at 4.30pm on 8 August.

Please note that, if the site is affected by adverse weather conditions, it may not be possible to unload exhibits or machinery close to the marquee or field plots.

### Abstracts

Abstracts will be posted on the James Hutton Institute website's Potatoes in Practice pages and will be printed in the Event Programme alongside exhibitor contact details.

Marquee and Outside stands have a 100 word limit and Field demonstrations have a 200 word limit, excluding contact details provided. All copy should be print-ready.

Abstracts should be sent in with online bookings or sent by email to [events@hutton.ac.uk](mailto:events@hutton.ac.uk) **before 3 May 2013**. Abstracts received after this date may not appear in the event programme or on the website.

## **Additional Advertising**

Exhibitors can take out additional advertising in the Programme. A full page colour advert in the brochure will cost **£195 + VAT**. If you are interested in this, please indicate this when you complete your booking form. You will subsequently be contacted by the Potato Council with a deadline for receipt of copy.

## **Marquee Exhibits**

If you wish to book exhibitor space in the Marquee, please return your completed Booking Form to the James Hutton Institute **before Wednesday 24 April 2013**.

We offer a **3m x 3m open space** in the marquee for **£480 + VAT**. Exhibitors will be provided with a power socket, a table and 2 chairs. The marquee is floored but there is no shell system.

*\*Marquee bookings received after 24 April may not be accepted or will attract a £200 surcharge.*

*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-authorized, will not be allowed to be connected to the power supply.*

## **Outside Machinery Exhibits**

Should your company wish an outdoor display area for static machinery or similar, the fee will be **£225 + VAT per unit space**.

All machinery must be pre-authorized 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-authorized may be refused admittance or will attract a surcharge.

If you wish to book an Outside space for static machinery exhibits, please return your completed Booking Form to the James Hutton Institute **before 2 May 2013**.

## Field Demonstration Plots

If you would like to demonstrate your company product/varieties in a field plot at PiP 2013, 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 £650 + 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 £610 + VAT.

If 'special' plot treatments are required needing notable additional inputs, or you wish to arrange alternative harvesting methods, this may incur additional charges and must be arranged at the time of booking.

If you would like a field demonstration plot, please return your completed Booking and Field Experiment forms to the James Hutton Institute **before 28 February 2013**.

Please note that seed must be sent to the James Hutton Institute prior to **14 March 2013**.

*Bookings received after 28 February may not be accepted or will attract a £200 surcharge.*

### **All seed used in field trials must be Scottish classified seed**

*Please contact Ralph Wilson ([ralph.wilson@hutton.ac.uk](mailto:ralph.wilson@hutton.ac.uk)) if you need further clarification.*

## **Field Marquee** – *only available with a field plot booking.*

If you wish to erect a marquee beside your plot (**maximum size 3m x 3m**), this must be booked at the same time as you book your plot. An additional charge of £100+VAT will be levied.

*Under no circumstances will marquees larger than 3m x 3m be permitted.*

Organised tours of the plots will commence at 10.00, 11.30 and 13.30. These are a taster for visitors who can then revisit plots they are interested in. Therefore, please prepare a five minute talk as introduction to the advantages of your varieties or treatments and ensure you keep to this time limit. Visitors are free to return to plots for further discussions throughout the day, so please make sure that your staff are available and easily recognisable (name badges or identifiable clothing please).

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 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 after the event if you wish to be included.

## **Banners**

Banners may be erected free of charge within a 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 £30 + VAT per 3m length. This space will be allocated on a strictly first come first served basis.

## **Contact Details:**

Please return all forms and forward any enquiries to:

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

Email: [events@hutton.ac.uk](mailto:events@hutton.ac.uk)  
Fax: 01382 568714  
Telephone: 01382 568750

