

# POTATO DAYS<sup>DLG</sup>

UNITED KINGDOM

4-5

SEPT 2024

NOCTON, LINCOLN UK



Event partners:



Dyson farming



dewulf  
enjoy growing

GRIMME

MADE BY



[www.potato-days.uk](http://www.potato-days.uk)

# WELCOME

**Welcome to Potato Days UK** – brought to you by the German Agricultural Society (DLG International) – one of the world's major agricultural events and shows organisations. The DLG is excited to be supported by agricultural industry expert partners as it brings this exciting and internationally proven event to the UK for the first time in 2024.

Potato Days UK is a field days event built for the complete potato production and supply chain. Although new to the UK, this event is part of the well-established Potato Europe and Potato Days family of sector specialist events. These take place each year in a wide range of potato growing countries across Europe and further afield.

Building on our unique industry experience and network through Potato Days UK we are creating an event that will support professional farmers, growers and the wider value chain to develop and grow potato production to meet increased use and demand. Our aim with this event, as with the others made by the DLG, is to create a successful platform for everyone to meet and share ideas and knowledge and see the latest machinery and technology in action.

**SPONSORSHIP OPPORTUNITIES  
ARE AVAILABLE. CONTACT US  
TO FIND OUT MORE.**



## WHAT IS POTATO DAYS

Potato Days UK aims to attract farmers, growers and others from across the supply chain from across the UK and Ireland. The event takes place on **4 and 5 September 2024** and is custom built at a specially prepared site at **Nocton, near Lincoln** in the heart of the UK's potato growing region as guests of **Dyson Farming**.

On an area of more than 20 hectares, we expect some 5,000 visitors will come to meet partners, companies and other organisations representing the diversity of the sector. International visitors will be most welcome with flights to a range of regional airports and accommodation available through our travel partners, Field Farm Tours.

The DLG is excited to be supported major machinery manufacturers, industry organisations and regional business and academic institutions.



# EXHIBITOR OPPORTUNITIES

Potato Days UK comprises several distinct elements that make it a fulfilling, interesting and enjoyable experience for all participants:

## Indoor exhibition space

A high-quality, clear span marquee structure to provide a weather-proof open plan space to accommodate shell-scheme stands, exhibitor built structures and clear 'raw' space. Carpeted floor.

## Outdoor static display space:

Grassed/prepared stand areas in varying sizes (base size 10m x 10m)

- Options to build own structures or hire Pagoda marquees (3mx3m > 5mx5m)



## Outdoor exhibitor demo / trial plots

Ten 15mx15m cultivated plots for breeding, agronomy, cultivation and other static displays

- Adjacent stand space available – own structures or Pagoda marquees
- Plots maintained by exhibitor or on your behalf by Dyson Farming – separate arrangement

## Knowledge exchange 'theatre':

Seated stage area for a programme of lectures, talks and panel discussions concerning the latest research and innovations in the industry, developed in conjunction with Dyson Farming Research, University of Lincoln and UK Food Valley (Lincolnshire LEP).

## Live machinery demonstrations:

Throughout both days of Potato Days UK there will be live real-time displays of machinery harvesting approximately 11 Ha of processing potatoes specially grown for the event. This unique element offers:

- Dynamic display of harvesting machinery and equipment in a controlled and safe environment
- Crop grown by Dyson Farming for McCain UK
- Loading/cleaning line displays - with options for box-filler and handling equipment displays

# EXHIBITOR SPACE

- Indoor exhibition space:** various stand sizes including shell scheme, carpet, electricity and lighting. Spaces ranging in size from 12 – 25 sqm.
- Bespoke exhibition space:** 'block' indoor space, clear floor (carpeted) – electricity, lighting and stand building available separately. Spaces up to 100 sqm.
- Outdoor exhibitor space:** flexibly sized outdoor plots primarily for larger static displays, show trailers and own-build stands.
- Outdoor machinery exhibit and demonstration:** 50 – 100 sqm space plus 2 demonstration slots daily.
- Outdoor crop demo plot plus exhibition space:** demo plot 225sqm – 450 sqm plus 50 sqm exhibition space.

## PLEASE CONTACT US TO DISCUSS OPTIONS

**Special packages are available including a variety of sponsorship and brand promotion opportunities**

Once you confirm your exhibition space, you will have an option to book and purchase the following items:

- Additional or bespoke furniture - magazine racks, bar stools, sofas, cabinets etc.,.
- Additional signage/branded exhibition structures and local stand design and printing options
- AV equipment hire – screen, laptops etc.,.
- Stand catering
- Courier/shipment management
- Additional staff passes.

All rates are subject to 6% registration fee plus 20% VAT  
Bookings from outside the UK are subject to the regulations applicable at the time of invoicing. 'Place of supply' rules apply and we are obliged to add VAT to all invoices.

## PACKAGE OVERVIEW

### INDOOR EXPO SPACE + SHELL SCHEME

- 12sqm (4 x 3)
- 16sqm (4 x 4)
- 18sqm (6 x 3)
- 25sqm (5 x 5)

### BLOCK INDOOR EXPO SPACE

- 40sqm – 100sqm

### OUTDOOR EXPO SPACE

- 16sqm (4 x 4)
- 25sqm (5 x 5)
- 50sqm (5 x 10)
- 100sqm (10 x 10)
- 150sqm (15 x 10)
- 200sqm (20 x 10)
- 300sqm (30 x 10)
- 400sqm (20 x 20)
- 500sqm (25 x 20)

### OUTDOOR MACHINERY EXPO + DEMO SPACE

- 50sqm (5 x 10) Including 2 demo slots daily
- 100sqm (10 x 10) Including 2 demo slots daily

### CROP TRIAL + EXPO SPACE

- 225sqm (15 x 15) Crop trial + 50sqm (5 x 10) expo space
- 300sqm (15 x 20) Crop trial + 50sqm (5 x 10) expo space
- 450sqm (15 x 30) Crop trial + 50sqm (5 x 10) expo space

### ADDITIONAL SPONSORSHIP ITEMS

- Exclusive Registration Area Sponsor
- Exclusive Networking Function Sponsor
- Visitor Bags
- Branded Field Signage

## EXHIBITOR PACKAGE EXAMPLES

**1**

### 50SQM (5 X 10) RAW EXPO SPACE + MACHINERY DEMOS + BRONZE SPONSORSHIP STATUS

- Company logo to feature with Bronze status
  - on signage in and around the event site
  - on the event website [www.potato-days.uk](http://www.potato-days.uk), with a direct hyperlink to a webpage of your choice
  - in multimedia publications pre-show
  - in the show guide
- 25 word company description on the website and in the show guide
- 50sqm (5 x 10) raw outdoor space to create an inviting area for farming professionals to view products and network with your team
- 2 x machinery demonstration slots, in line with Potato Days UK program
- Opportunity to brand your area as you see fit, with pull up banners, flags, marquees and promotional material (all branded material to be supplied by the exhibiting company)
- Opportunity to create a hospitality area within your expo space
- Digital invitations to forward to your target audience to attend the event and to meet with your team

**2**

### 100SQM RAW INDOOR EXPO SPACE + SILVER SPONSORSHIP STATUS

- Company logo to feature with Silver status
  - on signage in and around the event site
  - on the event website [www.potato-days.uk](http://www.potato-days.uk), with a direct hyperlink to a webpage of your choice
  - in multimedia publications pre-show
  - in the show guide
  - in the exhibitor guidebook
- 50 word company description on the website and in the show guide
- Company flag on a flagpole around the perimeter of the showground
- 100sqm of raw indoor space, to create an inviting area for farming professionals to view products and network with your team
- Opportunity to brand your area as you see fit, with pull up banners, flags, promotional material (all branded material to be supplied by the exhibiting company)
- Digital invitations to forward to your target audience to register to attend the event and to meet with your team

**3**

### 400SQM (10 X 40) RAW OUTDOOR EXPO SPACE + PLATINUM SPONSORSHIP STATUS

- Company logo to feature with Platinum status
  - on signage in and around the expo site
  - on the homepage of the event website [www.potato-days.uk](http://www.potato-days.uk), with a direct hyperlink to a webpage of your choice
  - in multimedia publications pre-show
  - in the show guide
  - in the exhibitor guidebook
- 125 word company description on the website and in the show guide
- Company flag on 2 x flagpoles around the perimeter of the showground
- 4 x social media blasts through the Potato Days UK channels
- Company logo to feature on the site map with stand location
- Full page advert in the show guide (Artwork to be supplied by exhibiting company)
- Onsite media interview
- 400sqm (10 x 40) raw outdoor expo space to create an inviting area for farming professionals to view products and network with your team
- Opportunity to brand your area as you see fit, with pull up banners, flags, marquees and promotional material (all branded material to be supplied by the exhibiting company)
- Opportunity to create a hospitality area within your expo space
- Opportunity to run live demonstrations throughout the event
- Digital invitations to forward to your target audience to attend the event and to meet with your team

**CUSTOM BUILT PACKAGES AND ADDITIONAL SPONSORSHIP ITEMS ARE AVAILABLE ON REQUEST.**

**PLEASE CONTACT THE TEAM TODAY, TO SEE WHICH PACKAGE WILL WORK BEST FOR YOUR PRODUCT RANGE AND TARGET AUDIENCE.**

**Project management:**

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## POTATO DAYS UK

promises to be a unique experience for visitors from across the UK, Ireland and further afield.

## FREE TO ATTEND FOR VISITORS

Pre-registration only – Readily accessible by road and rail. Major airports (Birmingham, East Midlands, Humberside, London Luton and London Stansted) are all within 2 hours drive time.



### CONTACT THE POTATO DAYS UK EXPERT TEAM:

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