

## **We'd like to invite you to exhibit at Potato Europe 2018**

**Booths and pods available on the AHDB stand in a prime location**

**12 - 13 September 2018 - Rittergut Bockerode near Hanover, Germany**

What past exhibitors say: "The event is at a time of year where the deals for selling seed to North Africa take place, and it allows us to see a lot of customers and potential customers in one place."

**Reserve your space | Wall stand (3m) £4,000 | Free standing pod (1m) £2,000**

Each AHDB exhibitor gets their own distinct branded area on the AHDB stand. Furniture, comfy seating, stand hospitality and the use of a private meeting area is provided.

- We arrange the stand space, design and features
- Implement international PR and marketing campaign leading up to the event
- Book exhibitor group hotels
- Provide travel information and arrange tickets
- Provide all-day hospitality on-stand for our exhibitors and guests and our Events team is on-hand throughout to assist

### **AHDB Exhibitor package in detail:**

- Plasma screen for showcasing your company video/images or graphic instead
- Seating
- Self-contained lockable storage
- Access to a private meeting area
- Branding and listing on the Potato Europe website and associated PR
- All-day hospitality on stand for exhibitors and your visitors/contacts
- Professional stand design and build
- Stand support pre and during event from the dedicated AHDB Events team
- Two pre-reserved hotel rooms at a local hotel (n.b. only the securing of rooms is taken care of. Hotel, dinner and travel costs must be covered by the exhibitor)
- Branding included in all AHDB publicity (web, press, social media)
- Two exhibitor passes for your stand representatives
- Possible funding through Department of International Trade (DIT) towards your stand cost. More information available on request

# BOOKING FORM for Exhibitors

POTATO EUROPE 2018, 12 – 13 September, Hanover, Germany

Organisation name:	<input type="text"/>
Stand contact name:	<input type="text"/>
Mobile:	<input type="text"/>
Email:	<input type="text"/>
Invoice address:	<input type="text"/>
Postcode:	<input type="text"/>

*Please note – we will accept applications from grower organisations such as marketing groups, however your application must be supported by a levy paying business. If possible, please include a testimonial of support from a levy paying business in your application.*

## Stand Options

**Free-standing Pod:** on a visitor walkway, to include branding, plasma screen and communal stand facilities detailed in information pack: **Cost: £2,000 + VAT**

**Wall space:** on one side of the central store room – approximately 3m **Cost: £4,000 + VAT**

Exhibitors will be invoiced after acceptance of their signed Booking Form. Invoices will reflect the choices indicated above but Hotel room bookings will have to be paid direct. We will advise you how to do this.

## Accommodation for booked exhibitors

An allocation of rooms has been pre-booked by AHDB and enables co-exhibitors to take up to two rooms per exhibitor. Accommodation is already sold out in some Berlin hotels due to the size and popularity of this event. If you let us know that you want to take up your allocation of hotel rooms then please be aware you will be subject to the hotel cancellation policy.

## Please complete:

I wish to book as a co-exhibitor

I have read and accept the AHDB Terms & Conditions

Please reserve the hotel rooms you need (max 2):

Signed: ..... Name: ..... Date: .....

Complete this form to confirm your booking and email it to

[amanda.robins@ahdb.org.uk](mailto:amanda.robins@ahdb.org.uk)