

RHS FLOWER SHOW TATTON PARK 2017

Wednesday 19 - Sunday 23 July

NATIONAL PLANT SOCIETIES & PLANT HERITAGE MARQUEE FACTSHEET

Before completing your application pack, please read through this document. It explains:

- What happens next
- Contacts
- Stand design
- Description of stands
- Judging & RHS Medals
- Terms & conditions

WHAT HAPPENS NEXT

Plant heritage exhibitors for RHS Tatton Park should go through the Plant Heritage coordinator, Sarah Millington hillview@onetel.net. Please contact Sarah to register your interest rather than filling out the application form.

Applications must be received no later than Monday 14 November 2016. Allocations will take place around January 2017 and the successful applicants notified subsequently.

The RHS Flower Show Tatton Park Exhibitor Manual 2017 will be sent to exhibitors who have been selected once we have received confirmed exhibitors' signed Acceptance of Site contracts.

CONTACTS

Shows Department general telephone: 020 3176 5800

General Enquiries



Deputy Show Manager: Isobel Coulter
Tel: 020 7821 3189
isobelcoulter@rhs.org.uk

Application forms, contact details, badges and passes



Junior Exhibitor Services Coordinator: Lisa McKeever
Tel: 020 7821 3123
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Technical details, operations and health and safety



Operations Manager: Rachel Taylor
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Deputy Operations Manager: Olivia Boswell
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Press Office

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Marketing Office

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Accounts Office

Tel: 01483 479743
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STAND DESIGN

The National Plant Societies & Plant Heritage Marquee is an integral feature of RHS Flower Show Tatton Park's content. Visitors love learning about and speaking with passionate exhibitors with real knowledge and hands on experience. 2017 is the year to get creative with your stands. We'd like you to really think about how you can communicate the invaluable knowledge you have to show visitors.

Here are some points for you to consider when planning your stand design:

- Consider choosing a theme or story for your display. Visitors love designs with theatre!
- How can you engage the show visitors in your specialism? Maybe you could offer hands on demonstrations to visitors.
- Produce colourful and informative literature for people to take away with them.
- Make sure when hanging information posters that they are straight, easy to read and not too cluttered.
- How can you link your display with your sales area?
- Is this a special year for your Society e.g. a centenary or anniversary? If so let us know about it in your application and also advise the RHS Press Department on your story.

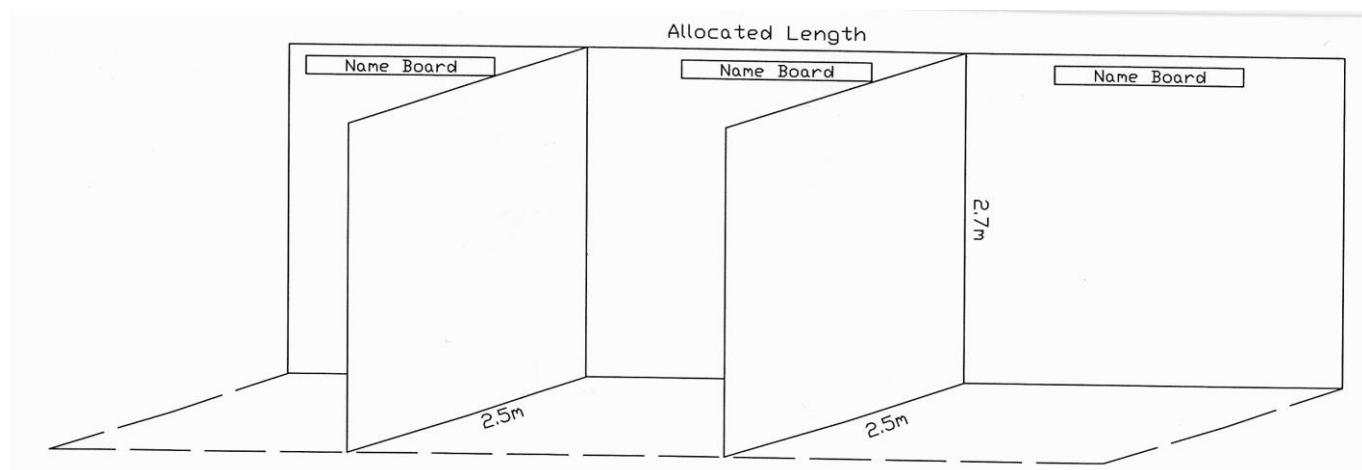
Visitor favourites:



DESCRIPTION OF STANDS

Traditional walling (8'10"/2.7m high) painted in magnolia (unless otherwise specified on application form) will be built directly onto the grass to create individual stands, including a name board. (No ceiling or fascia board.)

Exhibitors are required to stage a display (minimum display area 90ft²/8.4m²) and the balance may be used to promote the activities of their organisation.



What's included?

Walling panels, painted in magnolia (unless otherwise specified on application form), will be built to create individual stands including a name board (no ceiling or fascia board – see diagram). The size will vary depending on individual requests (but must accommodate a minimum plant material display area of 90ft²/8.4m²).

- General lighting inside the marquee
- Staging for a horticultural display built to the exhibitor's individual requirements
- Promotional area – adjacent but separate to the display. The sale of plant material/other products is restricted unless specific permission is granted by the RHS. The sale of your Society's literature/memberships is permitted.
- Sales tables for promotional area (quantity according to size of exhibit, see below)

Sales table size & quantity:

- Each table measures a minimum of 6' x 2'

Table allowance:

Type of site	Table allowance
Background sites between 90ft ² (8.4m ²) and 107ft ² (9.9m ²)	1
Background sites above 108ft ² (10m ²)	2
Island sites of minimum area 90ft ² (8.4m ²) and up to 224ft ² (20.8m ²)	2
Island sites of between 225ft ² (20.9m ²) and 424ft ² (39.4m ²)	3
Island sites 425ft ² (39.5m ²) and over	4

Staging & tiering

- Staging measurements must be in feet
- For staging on background stands frontage must be a minimum of 15ft (4.5m) and the depth must be 6ft (2m) or 8ft (2.5m).
- Please indicate on your sketch plan the tiering and walling requirements.

RESTRICTED ITEMS

- Artificial plant material
- Books (excluding exhibitor's catalogues & plant manuals)
- Table decorations
- Wreaths of flowers
- Statuary, garden ornaments, 'props' & non-horticultural accessories unless required as decorative features (permission required from the Deputy Show Manager)

JUDGING & AWARDS

- All exhibits will be judged under either the General Judging Criteria (under which the majority of floral marquee exhibits are judged) or the Lindley Judging Criteria (for exhibits of educational, conservation or historical interest). It is important that you read the criteria overleaf thoroughly before completing and submitting your application.
- Gold, Silver-Gilt, Silver and Bronze medals can be awarded by the Judges. If an exhibit is considered to be below Bronze medal standard, no award will be made.
- Prize money will be paid as follows:

Gold	£525
Silver-Gilt	£350
Silver	£200
Bronze	£100
No Award	No prize money awarded

Correct at time of print, subject to review

- In addition to RHS medals, exhibitors will be eligible for the award of 'Best Exhibit in the National Plant Societies Marquee'.

General Judging Criteria 2017

	Excellent (4)	Very Good (3)	Good (2)	Satisfactory (1)	Poor (0)
a. <u>Plants</u> Colour & texture Quality Health (pests & disease) Nomenclature/ identification Association & relevance Range	Plants are in first class condition and may involve unusual/rare plants, and/or represent diversity in a single genus as appropriate to the exhibit. Plants are free from pests & diseases.	Plants are almost in first class condition but are not properly developed and/or the representative range of plants could be broader. Plants are free from pests & diseases.	Plants are well grown but are either immature or lack freshness. May be minimal evidence of pests & diseases. Some of the plant associations/ colours/ textures require enhancement.	Plants are immature or of mediocre quality. There may be some evidence of pests & diseases or damage. Inappropriate plant associations.	Plants are of insufficient quality and/or are affected by pests & diseases. Plants require extensive/ considerable husbandry to develop from their current state.
b. <u>Overall Impression</u> Impact (Inc. creativity/ theatre/ artistic effect) Unity, balance & scale Design, colour & texture Finish – pots, edging, labels Stand well-filled/ space well-used	The exhibit has creative wow factor and incorporates well executed design and balance with an accomplished level of details and finish. Creates a very high level of interest for visitors.	The exhibit may have some creative elements and is well designed. A high degree of attention to detail and finish. Creates a high level of interest for visitors.	The exhibit incorporates competent design but does not necessarily have wow factor and/or a balanced feel/creativity. Some elements of finish may be lacking but it is still likely to maintain a reasonable level of interest for visitors.	The exhibit lacks wow factor and/ or overall design and finish. Moderate interest for visitors.	Little care has been taken to design the exhibit or to show the best aspects of the plants. There has been little attention to detail or finish. Little to minimal interest for visitors.
c. <u>Endeavour</u> Levels of difficulty in creating display Props Difficulty in growing plants Originality/ new ideas	The exhibitor has resourcefully planned, scheduled, sourced, and assembled all of the elements. There has been original and careful thought in the use of props and great care taken in presenting and growing plants to a state of perfection taking into account seasonality, degree of difficulty in propagation, rarity of the assembly of a diverse collection.	The exhibitor has carefully planned and sourced the elements but it is a regular display which moves between shows/ a formulaic approach. Or a highly original approach but design not fully realised. It is likely that the props have been used/ seen before. The plants are near to perfection taking into account seasonality, degree of difficulty in propagation, rarity of the assembly of a diverse collection.	The exhibit is of a competent standard but lacks special or extraordinary effort in the design, assembly or in the growing of the plants for the exhibit. The plants will not necessarily be difficult to propagate and are likely to reflect the season. The collection is unlikely to include diverse or rare plants.	The exhibit is of a basic standard where limited effort appears to have been made in the design, assembly or growing of the plants for the exhibit. The plants are relatively available and easily propagated. There is little diversity or rarity of the plants displayed.	The display has been simply produced and insufficient effort appears to have been made in the design, assembly or growing of the plants.

Lindley Judging Criteria 2017

	Excellent (4)	Very Good (3)	Good (2)	Satisfactory (1)	Poor (0)
a. <u>Plants</u> Colour & texture Quality Health (pests & disease) Nomenclature/ identification Association & relevance Range *Except where these are the qualities being exhibited.	Plants are in first class condition and may involve unusual/rare plants, and/or represent diversity in a single genus as appropriate to the exhibit. Plants are free from pests & diseases*.	Plants are almost in first class condition but are not properly developed and/or the representative range of plants could be broader. Plants are free from pests & diseases*.	Plants are well grown but are either immature or lack freshness. May be minimal evidence of pests & diseases*. Some of the plant associations/ colours/ textures require enhancement.	Plants are immature or of mediocre quality. There may be some evidence of pests & diseases or damage*. Inappropriate plant associations.	Plants are of insufficient quality and/or are affected by pests & diseases*. Plants require extensive/ considerable husbandry to develop from their current state.
b. <u>Information/ Interpretation</u> Knowledgeable portrayal Clarity Well-researched message Signage (comprehensiveness, readability & illustrations) Take home message (could include provenance, historical context, scientific background and/ or cultural information)	The exhibit very knowledgeably portrays a very clear self-explanatory message that is very well presented with superb quality of signage/ hand-outs/ supporting materials.	The exhibit knowledgeably portrays a clear self-explanatory message that is well presented with high quality signage/ hand-outs/ supporting materials.	The exhibit portrays an accurate message that may require further explanation or is not well presented with adequate quality of signage/ hand-outs/ supporting materials.	Message potentially not fully realised, visitor may have to work hard to understand. Basic standard of presentation of information with limited signage/ hand-outs/ supporting materials.	A missed opportunity for interpretation of message. Rudimentary signage/ hand-outs/ supporting materials.
c. <u>Overall Impression</u> Impact (Inc. creativity/ theatre/ artistic effect) Unity, balance & scale Design, colour & texture Finish – pots, edging, labels Stand well-filled/ space well-used Relationship between horticultural content and interpretation	The exhibit has creative wow factor and incorporates well executed design and balance with an accomplished level of detail and finish. The design strongly enhances the scientific/ education/ conservation message. Creates a very high level of interest for visitors.	The exhibit may have some creative elements and is well designed. A high degree of attention to detail and finish. The design enhances the scientific/ education/ conservation message. Creates a high level of interest for visitors.	The exhibit incorporates competent design but does not necessarily have wow factor and/or a balanced feel/creativity/ clarity of lineage to the scientific/ education/ conservation message. Some elements of finish may be lacking but likely to maintain a reasonable level of interest for visitors.	The exhibit lacks wow factor and/ or overall design and finish. The link to the scientific/ education/ conservation message may be weak. Moderate interest for visitors.	Little care has been taken to design the exhibit or to show the best aspects of the plants. There has been little attention to detail or finish. Little linkage between plants and the scientific/ education/ conservation message. Little to minimal interest for visitors.
d. <u>Endeavour</u> Levels of difficulty in creating display Props Development of information Difficulty in growing plants Originality/ new ideas	The exhibitor has resourcefully planned, scheduled, sourced, and assembled all of the elements. There has been original and careful thought in the use of props and great care taken in presenting and growing plants to a state of perfection taking into account seasonality, degree of difficulty in propagation, rarity of the assembly of a diverse collection.	The exhibitor has carefully planned and sourced the elements but it is a regular display which moves between shows/ a formulaic approach. Or a highly original approach but design not fully realised. It is likely that the props have been used/ seen before. The plants are near to perfection taking into account seasonality, degree of difficulty in propagation, rarity of the assembly of a diverse collection.	The exhibit is of a competent standard but lacks special or extraordinary effort in the design, assembly or in the growing of the plants for the exhibit. The plants will not necessarily be difficult to propagate and are likely to reflect the season. The collection is unlikely to include diverse or rare plants.	The exhibit is of a basic standard where limited effort appears to have been made in the design, assembly or growing of the plants for the exhibit. The plants are relatively available and easily propagated. There is little diversity or rarity of the plants displayed.	The display has been simply produced and insufficient effort appears to have been made in the design, assembly or growing of the plants.

TERMS & CONDITIONS

In these regulations, the following words shall have the meaning ascribed to them below:

‘Public’ shall mean and include members of the general public, members of the Society, officers of the Society, exhibitors, their employees, contractors, agents and all other persons attending the Show.

‘Exhibitor’ shall mean and include any person, business or company or other body making an application for space in accordance with these Regulations.

Where the context so admits, references in these Regulations to the singular shall include the plural. Where more than one person, business, company or body is understood by the term exhibitor, any liability imposed on the exhibitor by these Regulations shall be a joint and several liability on those people’s businesses, companies and bodies.

Acceptance of entries

The Royal Horticultural Society (RHS) adopts a good faith approach in assessing all applications for space and subsequently in monitoring the conduct and standard of exhibitors to whom space is allocated. However, whilst every effort is made to allocate space to exhibitors whom the Society regards as appropriate to the Show, matters may come to the attention of the Society after allocation which either they were not aware of at the time space was allocated to the particular exhibitor, or which have arisen since the time that space was allocated.

Accordingly, after acceptance and up to the Show, the Society reserves the right to cancel or amend any allocation of space if it considers the attendance of an exhibitor at the Show will be prejudicial to the interests of the general public, members of the Society or the good name of the Society. The RHS reserves, without limitation, the right to remove or alter exhibits and to refuse any application for space and in the event of any such refusal it is not required to give an explanation.

Acceptance of Regulations by exhibitors

Application for space by the exhibitor and/or the acceptance of space offered shall mean that the exhibitor agrees to observe and conform to the Rules and Regulations of the Show and to abide by the decisions of the Society in connection with the Show. It will be the responsibility of the exhibitor to ensure that contractors and any third party involved with their exhibit on site comply with these regulations.

Applications for space

Any person or organisation may apply for space to stage an exhibit at the Show. Applications must be made on the official application form. Forms and Regulations for each section are available from the RHS Shows Department. The return deadlines are printed on the application forms. Applications received after the deadline that are of a sufficiently high standard may be placed on a waiting list.

The RHS reserves the right to deny space at the Show to any exhibitor who has consistently failed to provide a high standard and quality of goods or services sold through the Show, or who has failed to adhere to the RHS regulations. The RHS may at its discretion pass information to other exhibition organisers concerning the conduct of such exhibitors.

Cancellation of space

Exhibitors who have been allocated space but subsequently find that they are unable to exhibit must notify the Show Manager as soon as possible in writing. Exhibitors who cancel late or who neglect to send any notification may not be allocated space at subsequent RHS Shows. The RHS reserves the right to recover its reasonable expenses when exhibits are cancelled.

Exhibitors’ liability & need for insurance

- a) The exhibitor shall indemnify the RHS against and from any claim, damage, loss or expense in respect of personal injury, damage to property or any loss (whether caused by negligence or not) which may arise out of or is connected with or in consequences of the carrying out, completion or maintenance of the work, or which may arise from a breach by the exhibitor, their servants or agents (whether or not in the course of their employment or any of the provisions) of this document, provided nothing herein shall impose any liability upon the exhibitor for negligence on the part of the RHS or its servants or agents.

- b) The exhibitor shall be liable for loss and/or damage to the workplace (which shall include work executed and all material intended for, delivered to a place on or near to the workplace) from any cause whatsoever.
- c) The exhibitor shall insure their liabilities under clauses (a) and (b) above by the provision of the appropriate insurance below:
 - Public and Product Liability Insurance for a minimum of £3 million. (For certain larger scale stands a minimum of 5 million may be required)
 - Employer's Liability Insurance (where the exhibitor has employees who are paid on PAYE working at the show). A copy of your insurance must be sent in with your Health and Safety Form 1 (to be supplied at a later date).
- d) In connection with clause (c) above, the RHS's Insurers may request details of such insurances.

RHS liabilities

The RHS carries third party insurance cover in respect of any such claim through its liability or negligence during the show including the build-up and breakdown periods.

Show cancellation & force majeure

If the Show is not held, or if the completion of the stand contractor's work is not completed through causes beyond the control of the RHS, then the allocation of space will be deemed to be null and void and a refund will only be made from monies paid direct to the Society. If the Show is partially closed through causes beyond the control of the RHS, no refunds will be made of monies paid directly to the RHS. You are strongly urged to take out insurance to cover the possibility that the Show may be cancelled in accordance with this provision.