



Sharing the best in Gardening

## RHS LONDON SHOWS 2018

### RHS Early Spring Plant Fair

Tues 13 (11am-8pm) - Wed 14 February (11am-6pm). Late – 12 February (5pm-9pm)

### RHS Orchid Show & Plant Fair

Fri 6 (11am-8pm) - Sat 7 April (11am-6pm). Late - 5 April (5pm-9pm)

### RHS Plant & Art Fair

Weds 11 (11am-8pm) – Thurs 12 July (11am-6pm). Late - 10 July (5pm-9pm)

### RHS Late Autumn Fruit & Vegetable Competition

Tues 2 (10am-5pm) – Weds 3 October (10am-5pm)

### RHS Urban Garden Show

Sat 27 (11am-8pm) – Sun 28 October (11am-6pm). Late - 26 October (5pm-10pm)

## FLORAL EXHIBITOR FACTSHEET

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

- What happens next
- Contacts
- Size of stands, staging and sales options
- Summary of regulations and Terms & Conditions
- Judging

## WHAT HAPPENS NEXT

Space is free of charge for all floral and nursery exhibitors, exhibitors can apply for space at as many of the events as they would like. The application form should be completed as soon as possible.

Once applications have been received they are subject to a selection process. We will select the highest quality, most relevant exhibitors from the details you provide in your application so please take the time to fully complete all sections.

The RHS reserves the right to refuse entry to the events at any point to exhibitors who do not comply with the selection criteria.

## CONTACTS

### General enquiries

Show Manager: Graeme Maynard  
Tel: 020 7821 3121  
[graememaynard@rhs.org.uk](mailto:graememaynard@rhs.org.uk)

Deputy Show Manager: Dario Spagnoli  
Tel: 020 7821 3681  
[dariospagnoli@rhs.org.uk](mailto:dariospagnoli@rhs.org.uk)

Competitions Manager: Georgina Barter  
Tel: 020 7821 3142  
[georginabarter@rhs.org.uk](mailto:georginabarter@rhs.org.uk)

Shows Judging Manager: Joanna Shirley  
Tel: 020 7821 3355  
[joannashirley@rhs.org.uk](mailto:joannashirley@rhs.org.uk)

### Application forms, contact details, badges & passes

Exhibitor Services Coordinator: Lisa McKeever  
Tel: 020 7821 3123  
[lisamckeever@rhs.org.uk](mailto:lisamckeever@rhs.org.uk)

### Press office

Tel: 020 7821 3043  
[showspr@rhs.org.uk](mailto:showspr@rhs.org.uk)

### Marketing office

Tel: 020 7821 3036  
[showsmarketing@rhs.org.uk](mailto:showsmarketing@rhs.org.uk)

### Horticultural Halls

Tel: 020 7828 4125

### Accounts office

Tel: 01483 479743  
Fax: 01483 212399

## SIZE OF STANDS, STAGING & SALES OPTIONS

Please note that it is no longer compulsory for exhibitors at RHS London events to stage a display. You will have the option to choose this on the application form.

The below information applies only if you choose to stage a display. There is also the option to work with the London Shows team to create a special feature at a London Show. You can let us know whether you would like to do so on the application form.

### Background sites

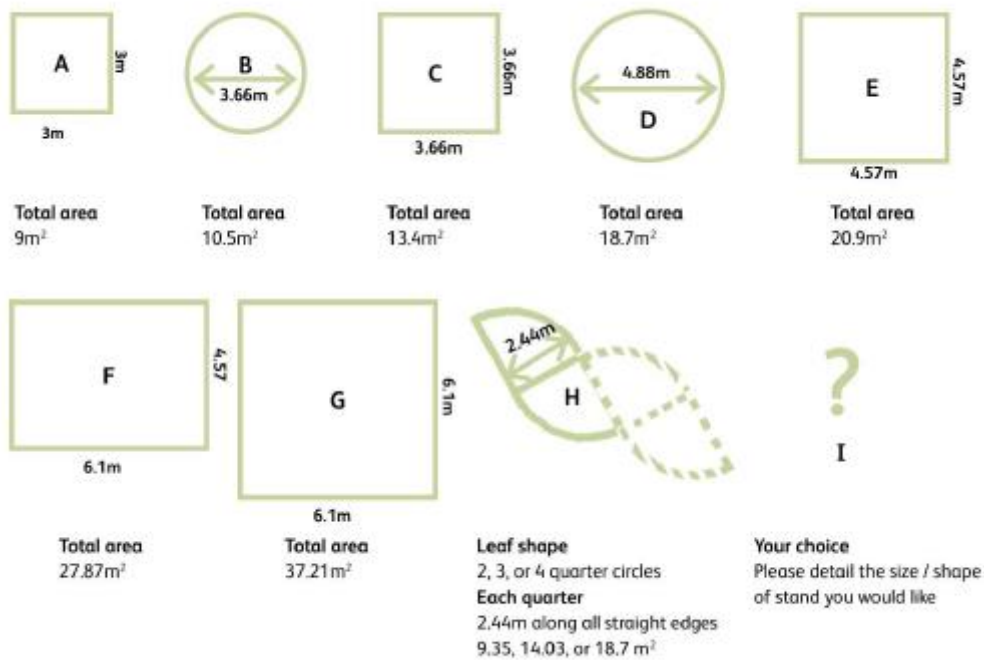
A background site is usually located against the hall wall, backing on to another exhibit or internal walling structure. The majority of these sites allow a small amount of storage directly behind the stand (show dependant) and visitor viewing is mainly from the front length.

Background sites will be built with a backboard to the height of 2.1m and will be provided by the RHS unless the exhibitor is planning a special structure. Please detail this on your application or talk to the Show Manager directly.

### Island sites

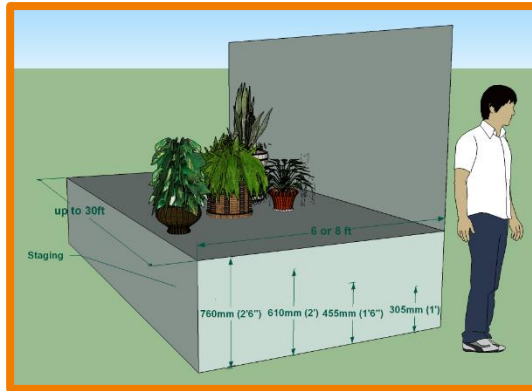
An island site allows for 360° viewing of the display.

The diagrams below demonstrate the standard size options available.



### Staging

Staging refers to the platform on which displays are created. The length and depth are flexible, however, it is only available in the following four heights: 305mm (1'), 455mm (1'6"), 610mm (2') and 760mm (2'6").



### Edging board

This refers to an edging board that can be either connected to your staging as per the diagram below or directly on the floor if no staging platform is required. Edging board comes in two heights: 75mm (3") or 150mm (6").



### Tiering

Tiering refers to different levels that can be built on top of staging or directly on the ground. There is a maximum of three tiers and you may have different widths/heights for each tier. It is available in the following dimensions:

Tiering Widths	Tiering Heights
305mm (1')	152mm (6")
455mm (1'6")	305mm (1')
610mm (2')	455mm (1'6")
760mm (2'6")	610mm (2')
1219mm (4')	760mm (2'6")



### Sales Tables

Sales tables may be used in any combination up to a maximum of three, it may be possible to have more sales tables following special arrangement with the Show Manager.

### Adapting your sales area

We will work with you to create the best possible sales area for your plants and we're happy to discuss any ideas you have on using and dressing your sales area. It is essential that you detail your ideas at application stage so we can consider these on a case-by-case basis for allocations. You may be asked to remove any unsuitable structures/accessories on site if prior approval has not been obtained.

### Non-standard sales options

If you would prefer to have open ground space in order to create your own shopping experience please indicate this on the application form. You could create a 'walk-in shop'; build bespoke staging for your particular plants; experiment with different levels. This is your shop window so think about how you're going to stand out from the competition! Talk to the show team about your ideas- they'll be happy to offer support and guidance.

## SUMMARY OF REGULATIONS and TERMS & CONDITIONS

Full regulations can be found in the RHS London Shows Manual 2018 which will be supplied via pdf to exhibitors after allocation.

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 online 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 and 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.

### **Conduct and selling techniques**

- Exhibitors are expected to conduct their business in a polite and courteous manner and in a fashion that promotes a safe and welcoming environment.
- Exhibitors are expected to act lawfully, ethically and in the best interest of all other site users and show visitors at all times.
- Exhibitors must not smoke or consume food or drink on their stands in view of visitors.
- During the open hours of the Show exhibitors are expected to maintain a clean, smart and professional appearance.
- Exhibitors may not canvas for business in any part of the site outside the space allocated to them.
- The sale or distribution of literature which is not relevant to the exhibit or to the exhibitor's normal business is prohibited.
- Exhibitors are required to respect the Show site and neighbouring stands or sites.

### **Drapes**

Staging, where provided, will be covered with fabric. Colours may vary from show to show and from year to year. In some cases, exhibitors may use their own draping and background materials provided that they are fire proof, neatly applied and do not extend above the top rail of the background. Exhibitors own draping material and plans for its use must be approved by the Show Manager in advance.

Exhibitors who deliberately cut the fabric provided by the RHS will be charged for the cost of replacing the entire length of fabric.

### **Exhibitor catalogues**

Exhibitors must make current catalogues and price lists available or display their website address.

## Props

Props may be used to enhance and highlight the plant material in the display, which must remain dominant. Artificial plant material including artificial turf is not permitted. Props should be in keeping with the display.

## Restricted items

Items not allowed:

- Balloons
- Feather flags
- Flags
- Gnomes or brightly coloured creatures
- Materials exuding a foul or unpleasant odour (including spray paints, aerosols and fibres).
- Any item which, in the opinion of the RHS, detracts from the presentation of the plants or products on display, or from the general appearance of the show.
- The Society does not permit the sale or display of gas patio heaters.
- The Society does not permit the sale of petrified timber or fossils.

Items requiring special permission from the Show Manager:

- Items deemed by the RHS to have no direct or demonstrable relevance to horticulture or gardening
- Artificial plant material
- Audio & visual media
- Banners
- Bunting
- Clothing (except gardening clothing)
- Dormant bulbs and corms
- Food and drink (except where this is an exhibitors regular trade)
- Fruit or flowers artificially attached to a plant or spray
- Live animals of any kind
- Mirrors
- Music/sound effects
- Pop up banners
- Samples
- Wood products offered for sale by exhibitors at RHS Show must be genuinely certified as coming from forests which are managed with full regard to conservation and the environment

## Sale of plant material

- Trees, shrubs, plants, seeds, bulbs, corms and tubers may be sold provided that the material offered forms part of the exhibitor's regular trade, is strongly related to their display and was entered on their applications. Alterations to applications must be discussed with the Show Manager at least two weeks prior to arriving on site.
- If staging a display, the majority, if not all, of plants offered for sale must strongly relate to and be represented in the display exhibit. As a guide, please take 'the majority' to mean around 75% of sales plants. Where exhibitors do not adhere to this guide they will be required to remove the excess unrelated plants from the sale.
- Plants which require special conditions, e.g. carnivorous and tropical, must have cultural instructions supplied with them when sold.
- Individual plants sold must be clearly labelled, indicating the genus, cultivar and exhibitor name.
- All plants sold must be healthy, of good quality and in a condition conducive to successful transplanting and establishment. Plants must have well developed root systems that substantially fill the container. Weeds should not be present and plants must not be pot-bound.
- The size of container must be in proportion to the size of the plant, with a minimum size of 65mm diameter (round) or 65mm width (square). Any exception must be with prior permission of the Show Manger. Annual bedding plants grown from seed may be sold in trays or units but not be removed and sold loose as individual plants.
- Blister packs or plugs may only be sold with the express permission of the Show Manager.
- Tall plants must be supported.

- Cut flowers or other cut material may only be offered for the sale of exhibits of cut flowers. All sales must be from an appropriate container to be located on the sales tables unless agreed with the Show Manager in advance.
- No plants may be sold from displays before sell off and a list of sale prices of individual display plants must be available in writing throughout the show.

### Sale of bulbs, corms, rhizomes and tubers

The RHS will from time to time take bulb samples and arrange for them to be checked for true to type quality.

- Bulbs must include the bulb name, name and contact details of the exhibitor either on or within the bag.
- Bulbs, corms, rhizomes and tubers must be pre-packaged and include cultural notes.

### Sale of seeds

Exhibitors may sell the seed of plants which they are exhibiting and/or seeds from plants which form part of their normal range. The RHS from time to time will take seed and bulb samples and arrange for them to be checked for true to type and quality.

- Seed packets must bear plant name, cultivation advice, name and contact details of the exhibitor and the 'sow by' date.
- Vegetable seed packets should show the above information and the 'sell by' date and must comply with the current FERA/DEFRA regulations.
- All seed must comply with Plant Breeders Rights under the Plant Varieties Act 1997.
- Bulbs sold must include the bulb name, cultivation advice name and contact details of the exhibitor either on or within the bag.
- National Plant Societies (including those with promotional stands) may only sell seeds relating to their specialism.

### Sales area

- Exhibitors are not allowed under any circumstances to sell or store sale plant material in public view on any surface other than allocated sales units (e.g. tables) or to use additional tables or structures other than those allocated to them.
- Sales areas must be tidy, well presented and regularly maintained.

### Signage

Signage is an umbrella term for signs, name boards, notices and labels.

- Signs, notices and labels must be in harmony with the exhibit and in keeping with the ambience of the show as a whole.
- Signage may be taken into account by assessors and judges.
- Crudely handwritten signs, day-glo signs, revolving or signs using artificial light, flags or banners are not permitted.
- All signage must be contained within the exhibit.
- Additional name boards, signs or information signs may not be added to an exhibit after assessing/judging.
- The RHS reserves the right to reject signage considered to be unsuitable and to insist on its replacement with a suitable sign or notice.
- Exhibitors are given guidance on the number and size of signs dependant on size of exhibit. This allocation includes name boards along with sponsorship and product placement credit boards.
- Recommended colour for labels and information signs:
  - Background – black, dark green or other dull/muted colours no bright colours are permitted
  - Lettering – cream, white or silver to contrast with the background colour

### Credit card signs

Exhibitors making sales may display one credit card sign to be no larger than 150mm x 100mm.

### Name boards

Name boards must be visible on all exhibits. The RHS provides name boards for some exhibits, check specific regulations under individual manuals for more details.

### Information signs

- Trophies, medals and advertisements of previous awards may not be displayed.
- Notices, other than those mentioned in the RHS Regulations must not be displayed except with the permission of the Show Manager.



- Exhibitors who wish to include information signs on their display (e.g. educational information) must submit the text for approval in advance to the Show Manager. Please make sure text is legible and is easily read from a distance. Signs should not take dominance over the plants in the display.

### Royal Warrant

When an exhibitor holds the Royal Warrant the Royal Arms, together with the words authorised or specified by the Warrant, may appear at the top of a sign.

### Sponsorship Boards

If not supplied by the RHS these must be approved by the Show Manager.

Sponsorship boards must relate to sponsorship of the exhibit on which they are sited.

### Plant labels

- Plant labels should be printed or neatly handwritten and should be legible and uncrowded.
- Exhibitors using unsuitable labels will be required to change them.
- Bright or day-glo colours are not permitted.
- Plant name labels must be placed for information and not for advertising or third party branding.
- Abbreviations are not permitted with the exception of standard orchid abbreviations for genera and hybrid genera, as given in the International Orchid Register.
- Cultivar name should be distinguished by single quotes to follow the recommended international code for nomenclature that can be found here [http://www.actahort.org/chronica/pdf/sh\\_10.pdf](http://www.actahort.org/chronica/pdf/sh_10.pdf).

### Labels on bonsai plants

- The botanical name must be given on all labels. The common name may be added but will not be allowed as a substitute.
- Labels may bear the age, name, parentage and country of origin of the plant.

### Labels of sales plants and show offers

- Individual plants sold must be clearly labelled, indicating both the genus, cultivar, exhibitor name.
- Individual plants may be priced and/or included in a show offer.
- Show offer signs showing a previous price crossed out are not permitted.
- The maximum size for sale price labels is 10.5cm x 7.4cm (A7)
- Shows offer signs should be no larger than 21 cm x 14.8cm (A5)
- To avoid customer confusion and over use of signs please sensibly limit the number of *different* show offers you operate.

### Sell-off

Sell-off is intended predominantly for the sale of display plants. Plants in sales areas may still be sold during this time, however we discourage volume sales of discounted stock. Please see the individual show online manuals for timings.

### Staffing of exhibits

Exhibitors must ensure that their exhibits are adequately staffed and open throughout the open hours of the show and must at all times clearly wear the RHS London events badge provided bearing the name of their organisation, and preferably the individual's name.

### Staging material & plant containers

Staging materials must be hidden unless specifically intended to enhance the exhibit. Exhibitors must use their discretion as to whether the exhibit is enhanced by hiding pots or containers, partly hiding them, or leaving them exposed. Plant containers must never obtrude in comparison with the plants they contain, and if visible, must be clean and attractive.

### Staging, tiering & edging

- Exhibitors requiring RHS staging, tiering and/or edging must fill in the appropriate details on the application form.
- Any alterations to your original staging requests made within 14 days of the show opening will incur a charge relative to cost of labour.
- The maximum height of staging and tiering on an island site may not exceed 2.44m (8') without prior approval of the Show Manager.
- No nails, screws or staples may be driven into the RHS staging, tiering or fabric.

- Exhibitors who damage RHS staging and/or materials will be invoiced for the full cost of repair or replacement.
- Exhibitors who provide their own staging must submit plans for the Show Manager's approval in advance.

### Storage of plants

Exhibitors will be notified of designated plant storage areas by the Show Manager when they arrive.

These storage areas are usually shared with other exhibitors and exhibitors are asked to be considerate towards their fellow exhibitors.

- Plants, trolleys, trays etc. should be clearly labelled with the exhibitor's name. Any found outside the designated areas will be removed.
- To avoid visitors mistaking storage areas for sales areas, exhibitors must not place name boards or information signs in public view on their stored plants.

Selling may not take place from storage areas.

## JUDGING

**Please note that judging is optional at RHS London events in 2018. You can let us know whether you would like your display to be judged on the application form.**

Floral exhibits are judged using a criteria based system. The criteria are: Plants, Overall Impression and Endeavour. Depending upon the standard the exhibit achieves against each criteria a corresponding mark is awarded, as listed below and this will dictate the medal to be awarded.

Excellent - 4; Very Good - 3; Good - 2; Satisfactory - 1; Poor - 0.

Award	No Award	Bronze	Silver	Silver-Gilt	Gold
Points	(0-2)	(3-5)	(6-7)	(8-10)	(11-12)

Exhibitors also have the opportunity to submit an Endeavour Comment form in advance of judging to inform the judges about any aspects of the exhibit that may not be immediately obvious or is especially noteworthy.

### Educational Exhibits

Educational exhibits may be judged under the Lindley Criteria which looks at Plants, Information/Interpretation, Overall Impression and Endeavour.

### RHS Awards

All Floral Exhibitors will receive a tick sheet showing the standard they achieved against each of the judging criteria. They will also receive verbal feedback from their judging panel chairman.

Award cards will be placed on the exhibits as soon as possible after moderation (with respect to any press embargoes).

Additional cards may be ordered from the RHS and cost £3 per medal card.

### Additional points to note

Prize money will only be award at the RHS London Orchid Show 2018 at the following rates:

- Best Orchid Exhibit: £250
- Most Creative Orchid Exhibit: £250
- Best Hybrid Orchid: £150
- Best Specimen Orchid: £150

Correct at time of print, subject to review.

	Excellent (4)	Very Good (3)	Good (2)	Satisfactory (1)	Poor (0)
<b>a. Plants</b> 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>b. Overall Impression</b> 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.
<b>c. Endeavour</b> 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.
<b>Medal</b>	Gold	Silver-Gilt	Silver	Bronze	No Award
<b>Points</b>	(11-12)	(8-10)	(6-7)	(3-5)	(0-2)

\*Correct at the time of publishing, subject to review

<p><b>1. Plants</b> Colour &amp; texture Quality Health (pests &amp; disease) Nomenclature/ identification Association &amp; relevance Range *Except where these are the qualities being exhibited.</p>	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.
<p><b>2. Information/ Interpretation</b> Knowledgeable portrayal Clarity Well-researched message Signage (comprehensiveness, readability &amp; illustrations) Take home message (could include provenance, historical context, scientific background and/ or cultural information)</p>	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.
<p><b>3. Overall Impression</b> Impact (Inc. creativity/ theatre/ artistic effect) Unity, balance &amp; scale Design, colour &amp; texture Finish – pots, edging, labels Stand well-filled/ space well-used Relationship between horticultural content and interpretation</p>	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 linkage 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.
<p><b>4. Endeavour</b> Levels of difficulty in creating display Props Development of information Difficulty in growing plants Originality/ new ideas</p>	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.
<p><b>Medal</b></p>	Gold	Silver-Gilt	Silver	Bronze	No Award
<p><b>Points</b></p>	(14-16)	(11-13)	(7-10)	(4-6)	(0-3)

\*Correct at the time of publishing, subject to review