

Serving all sectors
potato industry



**18th & 19th
NOVEMBER 2026**

LINCONSHIRE SHOWGROUND



BRITISH POTATO BRINGS YOU CONFEX

WHAT IS BRITISH POTATO CONFEX

The aim of this brand new event, which will compliment the British Potato Industry Event, held in Harrogate bi-ennially in November, is to create a combined conference and exhibition in a single event.

This format of engagement has grown in popularity because it aims to maximize potential for engagement, connection, and business relationships by merging the educational and thought-provoking aspects of a conference with the supplier showcases and networking opportunities of an exhibition.

KEY FEATURES OF BRITISH POTATO CONFEX WILL INCLUDE:

- ✔ **Educational sessions and seminars within the main stage theatre:** A program of speakers, workshops, and panels accessible to the visitor.
- ✔ **Information discussions in our breakout areas:** Topic focused breakout sessions delving into what matters to your business.
- ✔ **Commercial conference areas:** Opportunity for exhibitors to book a slot within a conference area to discuss, promote and debate.
- ✔ **Exhibition floor:** A large area where suppliers and other industry relevant businesses can exhibit their products and services. Showcase new innovations here.
- ✔ **Networking:** Structured and informal opportunities for professionals to connect and form new business relationships.
- ✔ **Hospitality:** An opportunity to offer hospitality to your clients, privately or on stand.
- ✔ **Café area:** Grab a coffee, lunch or chill out in the zone whilst you gather your thoughts.
- ✔ **Press Office:** Press will be invited to attend the event and report back on the industry.



STAND PRICES

BESPOKE EXHIBITION SPACE

Clear floor space with flexible choice of frontage and depth.
Cost £105 per square metre

SPONSORSHIP OPPORTUNITIES

AT SHOW

- ✔ Exclusive layout preview and priority stand choice. (Stand paid for separately)
- ✔ Option of large equipment on prominent area between 2 halls. (inc. in sponsor package)
- ✔ Logo on you are here maps around site.
- ✔ 1 hour time slot allocated in the commercial seminar area.
- ✔ Video footage filmed at the show edited and posted on social media and available to the client post show.

SHOW PROGRAMME (DIGITAL ISSUE)

- ✔ Logo on cover of Show programme.
- ✔ Logo on sponsor page of show programme.
- ✔ Bespoke content on sponsors official page in show programme. Approx. 160 words.
- ✔ Single page space allocated in show programme.

DIGITAL

- ✔ Banner advertising with click through on www.britishpotato.co.uk events pages to run end of March to the show.
- ✔ Bespoke content on sponsors pages on www.britishpotato.co.uk 160 words.
- ✔ Solus email promoting the sponsors with content from the sponsors featured, will be sent in the run up to the event.

GENERAL

- ✔ Prominent logo on event advertising.
- ✔ Logo on selected event signage.

6 sponsors maximum accepted.

Cost £4,800 plus vat



CONTACT



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ARTWORK REQUIREMENTS

All adverts and documents are to be supplied in hi-res PDF format or as a PSD, TIFF or JPEG with a resolution of at least 300 dpi and CMYK with all fonts embedded.

Files should be prepared with trims centred, and registration and bleed marks included with a separate PDF for each page.

email: sallyd@warnersgroup.co.uk

OUR SPONSORS

MEET THE SPONSORS

Thank you to our 2025 sponsors. Learn more about each of them below.

GOLD AGRIVECH	SILVER Balbeal	SILVER McCann	BRONZE BASF
GOLD GRIMME	SILVER FMC	SILVER TONG	BRONZE UPL

REGISTRATION SPONSOR
Luinasta

KNOWLEDGE EXCHANGE PARTNER
24/7

PRECISION TOPPING PROVEN PERFORMANCE

From 2 to 8 rows, GRIMME's Toppa line-up of grower slicers. Each machine features rugged quality, high-speed ball rotors, and adjustable superior crop protection and residue control.

GRIMME 6-row Toppa options starting from **£34,500!**

British POTATO INDUSTRY EVENT

19th & 20th NOVEMBER 2025
YORKSHIRE EVENT CENTRE, WARRINGTON

THE PREMIER EVENT FOR THE POTATO INDUSTRY

A-Z EXHIBITOR LISTINGS
EXHIBITION PLAN
SEMINAR TIMETABLE
ARTICLES FROM INDUSTRY BODIES

2563 PEOPLE VIEWED OUR 2025 EVENT DIRECTORY

GRIMME AGRIVECH