Press information – for immediate release

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New Brands Zone Debuts in Hall C at Harrogate International Nursery Fair

New and emerging brands now have an exciting opportunity to take their place at the UK's only nursery trade show, as Harrogate International Nursery Fair introduces a dedicated ***New Brands Zone*** in Hall C — complete with an exclusive, fully supported exhibition package.

Created specifically for start-ups and smaller companies, this initiative is designed to remove the barriers to entry and give new businesses a powerful platform to present their products to both major retailers and independent buyers. With a turnkey package from just £885, exhibiting becomes an affordable and accessible option for companies looking to gain industry exposure, build connections, and grow their presence in the market.

The New Brands Zone package includes a 2m x 2m stand area, carpet, and full shell scheme walling with a 1m high divisional wall between stands, ensuring a professional and cohesive look throughout the space. Each exhibitor will benefit from an illuminated fascia nameboard with stand number, plus the choice of either a 1m full-height graphic panel or a 1m slat wall on the back wall—ideal for branding and product display.

Also included is a front counter cupboard with custom graphic and a stool, providing a practical, ready-to-use set-up that allows brands to focus entirely on engaging with visitors and showcasing their collections.

For those looking to enhance their stand, optional extras include a power socket and connection (£145) and a 1.5m LED lighting batten (£45), offering additional flexibility.

Positioned within the busy Hall C, the New Brands Zone gives exhibitors direct access to key decision-makers actively seeking newness and innovation—making it the perfect launchpad for brands ready to take the next step.

This initiative underlines the Fair's commitment to supporting fresh talent and driving the future of the nursery industry.

Harrogate International Nursery Fair takes place at the Harrogate Convention Centre from 18th to 20th October 2026. BOOK HERE – or contact adrian@nurseryfair.com for more information.

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