



Harrogate Virtual Preview – Questions and Answers

Q How it will work, and what is at the virtual show?

A The Nursery Fair Digital Showroom will run on Nursery Online in its own dedicated section. The show will be broken down into five areas:

1. **Demo zone** – live and pre-recorded demos of new products from exhibitors.
2. **Showroom** – each virtual exhibitor will get their own “stand” page for images, video, product and company information. This will be categorized into sections.
3. **News/trending** - contains press releases, brand interviews and news features around the show.
4. **Awards** - digital awards to include innovation, best digital marketing campaign, best digital innovation and awards for retailers and independents. Winners to be announced at a live virtual awards ceremony, hosted on the show platform and across social platforms before an after-show quiz and networking.
5. **Talks and workshops** - we will offer show visitors and brands the opportunity to attend webinars, digital meet-ups and live interactive and pre-recorded online workshops to learn more about how they can help their business.

Q Is the Harrogate Virtual Preview being organised and run by Harrogate International Nursery Fair (HINF)?

A This is a Nursery Online initiative, however it is fully supported by HINF and other nursery trade press.

Q If HINF is supporting a virtual trade show, does this mean that it expects the physical show promised later this year to be cancelled?

A No – absolutely not. HINF has just announced a new date for the show – 18th to 20th October 2020 – but as this is five months away, the virtual preview/interim show offers a fantastic opportunity to showcase products in the here and now.

Q Is the Harrogate Virtual Preview open to participation from anyone in the nursery industry?

A No, the Preview is planned to give exhibitors at the show the added benefit of promotion prior to the main event and only companies signed up to exhibit will be able to participate. However, just like the actual show later this year all nursery retailers and buyers, plus the consumer press will be able to register and partake. Non-exhibitors can still book space at the show by contacting Adrian Sneyd.

Q As we have already paid to exhibit at the physical Harrogate show, will it be free of charge to participate in the Harrogate Virtual Preview?

A *The Harrogate Virtual Preview is not owned by Harrogate International Nursery Fair – it is the initiative of Nursery Online and HINF will not receive income from the initiative. Nursery Online is charging a nominal administration fee to participate to cover its administration and running costs, keeping this as low as possible to make the project accessible to everyone.*

Q When we signed up for Harrogate, we were told that all show marketing opportunities would include free participation. If we choose not to pay to participate in the Harrogate Virtual Preview, will we still be included in the physical show's marketing?

A *Absolutely. All Harrogate International Nursery Fair's show marketing remains, including the website with show news, special show offers and exhibitor listings. The HINF show newsletter was suspended with the show's postponement, but this will be reinstated to support both the physical and virtual trade show. All exhibitors will be given the opportunity to participate in this, and the show's social media. Press releases and articles regarding the physical trade show will continue to be issued for publication in all nursery trade press and will include details of all exhibitors where relevant.*

Q I have new products, which we were intending to launch at Harrogate. If we participate in Harrogate Virtual Preview and launch our products using this platform and get interest and the orders we need; can we cancel our commitment to exhibit at the physical show later this year?

A *The Harrogate Virtual Preview is designed to support the industry and help companies to retain their voice during the coronavirus pandemic. It is not intended to replace the physical show and can in no way compete with the value of face-to-face business, touching and feeling products first-hand. As participation in the virtual show is reserved for exhibitors at the show itself, there is an understanding that companies will do both. We hope that exhibitors will embrace the opportunity in the positive manner intended and that signing up to the Harrogate Virtual Preview will not negatively impact the physical show.*

Q Why are you doing this and why should we be involved?

A. *The Nursery Online team first approached the HINF team back in March, proposing this venture as we are all aware how tough the Covid-19 epidemic has been on the industry and want to do something to help. We feel that it is important for the industry to unite and work together – this is not the time to battle, but for everyone from brands, independents, distributors, buyers, associations and the media to support and help each other through the pandemic. There are rumours of a baby boom next spring, so this is an optimum time to maximise potential increased sales opportunities and explore new ways to communicate with customers and reach pregnant couples using methods not necessarily considered before. This is a chance for the UK nursery industry to demonstrate to the world that we can adapt in a crisis and do it well; and be seen as a pioneering force for the future.*

Q What are the benefits of being involved?

A. *There are many benefits including:*

- *Buyers, distributors, independents and retailers are at home at the moment and are increasing their time spent on the internet. Over the last month alone, Nursery Online has seen website traffic quadruple. The audience will be thinking ahead to ensure they have*

enough new brands over the summer and early autumn period, to see them through to the Harrogate show in October.

- *Nursery Online has a database of 3500 international retailers and buyers, and 2500 in the UK, all who will receive Harrogate Preview show newsletters. There are also 1000 followers on Instagram, which will promote the show further. This will give brands more exposure than attending just the show.*
- *The sense of the UK nursery and parenting community coming together to support each other*
- *Interact with buyers – spend more time at the show seeing what is going on and meeting others through the learning zones and demo zones – the stand at the show can get really busy and so this is a great opportunity to meet buyers digitally, before meeting them face-to-face.*

Q *I am interested in a demo zone, but I don't want my competitors to see what I am offering to my customers.*

A *You can control who comes to the demo on Zoom. It is your choice, but if you want it hosted on the site afterwards, then it would be available to all to see.*

Q *How long will my information remain on the website – is it just the two days of the show?*

A *The Harrogate Virtual Preview is a two day 'show'. The live demos, social media activity, show newsletters and learning workshops will only take place over the two days, but will be recorded. All other information and these recordings will be available for visitors to view throughout June, July and August and then all information will be hidden from view.*

Q *How much does it cost?*

A. *There are a number of different pricing packages which Nursery Online is making as affordable as possible. The Nursery Online team will contact exhibitors individually to discuss prices and various options to get involved with the event. Alternatively, you can contact Kerry Haynes of Nursery Online.*

If you have any questions about the virtual event, would like a demo of the exhibition area, or would like to discuss your stand at the show in October, please don't hesitate to contact Kerry (kerry@nursery-online.com or 07715 329191) or Adrian Sneyd (Adrian@nurseryfair.com).