

As announced last autumn, BP2021 will be on Wednesday 24th and Thursday 25th November 2021 at the Yorkshire Event Centre (YEC) on the Great Yorkshire Showground.

As the survey results on page 2 confirm, despite the season's weather, BP2019 was a major success. As a result, we are inundated with booking requests for the next show, so this Update sets out the timescales and process in the interests of fairness to all.

Meanwhile, thank you for all of your other feedback. We're using it to make BP2021 even bigger and better and this Update also highlights some of those key developments.



Interested in sponsors' benefits?

Gold & Silver sponsorships are sold out but, at the time of writing, a limited number of Bronze packages are available. Please contact us urgently if this may be of interest – in a year like this when show layout is changing, the sponsors option to preview layouts and select a location is particularly relevant and this process is currently underway. Of course, stand choice is just one aspect of the packages which offer extensive off-stand profile before, during and after the event.

Key developments for 2021

For 2019, 1 in 10 stand enquiries could not be accommodated as the show sold out months beforehand.

Numerous exhibitors asked to enlarge their stands, but this wasn't feasible.

Exhibits less suited to outdoor display were there because there was no spare capacity inside.

The overwhelming majority of visitors and exhibitors reconfirmed they want the show to remain at Harrogate and retain its traditional late November timing.

So:

The venue is making structural changes to allow an additional covered display area to be connected directly to Hall 1, and for outdoor exhibits to be displayed along the main visitor entrance thoroughfare.

The new display hall (Hall 1A) will be rigid-sided with 3m eaves, full heating and lighting and a load bearing, level floor (350kg/m²).

The new area adds c.17% to the indoor area, while associated relaying of the original two halls, including a new aisle format, adds c.30% to overall capacity – meaning those wanting to enlarge and/or relocate stands now have this one-off opportunity.

In response to requests, outdoor exhibits will be alongside the main visitor thoroughfare so that they are the first areas visitors see – and can access – on arrival.

2019 rain and resilience

No one needs (or wants) reminding of the atrocious harvest conditions running up to BP2019. Inevitably this influenced grower turnout, but not to the extent some predicted. In fact, analysis shows that key decision makers from the majority of businesses attended, although for one rather than both days and sometimes with fewer of their farm teams. A key finding behind this robust support is that when questioned, half of visitors said that they had made the firm decision to attend 'some months ahead'.

This resilience also helps explain why overall data for visitor quality and business engagement remains exceptional...



Quality

- Visitor quality (level of interest, decision making or purchasing power) was rated positively by **95%** of exhibitors with a quarter rating it excellent.
- **98%** of visitors rated the overall event positively, with over a third describing it as excellent.



Effect

- **70%** of exhibitors expect to do business as a result of exhibiting and two thirds reported making useful new contacts.
- **73%** of visitors may do business as a result of attending, with over half saying they definitely will. As a result of something they saw or heard, **78%** may change something in their business.



Organisation

- **91%** describe the show as well or very well organised.
- **87%** of exhibitors and **97%** of visitors want the show to retain its traditional late-November timing.



Next show

- **96%** of exhibitors will consider exhibiting again, with **89%** saying they are probably or definitely going to do so.
- **85%** of visitors asked to be kept informed about the next event.

Next show – what's happening & when

In the interests of fairness, bookings are following the pattern of recent shows:

Now

Sponsors' stand selection process underway (please see side 1 if you are interested in details of one of the last Bronze packages).

Mid-March

Layouts published online and booking open to past exhibitors.

At the start of this process we will be proactively discussing options with those who have already notified us that they wish to enlarge their stand and/or relocate within or between show areas. If you haven't asked to be on that list but would like to be, please contact us as soon as possible (details below), as obviously the opportunities for both new stand size and new location are greatest at the outset of the process.

Mid-June

Subject to remaining availability, stands will go on general sale. Please be aware that demand is always high so early enquiries are strongly encouraged. Indeed, the last seven shows have sold out long before the event, and pre-enquiries for the coming show have already been extensive.

Now

Websites live. Sponsorship sales and stand selections underway

Mid-March 2020

Layouts published. Priority booking for previous exhibitors

Mid-June 2020

General sale (subject to availability)

Getting in touch

Naturally we'll contact you again with more details. But in the meantime, if you want to know more, please take a look at the event websites (exhibitors: www.bp2021.info visitors: www.bp2021.co.uk) and follow us on Facebook and Twitter (@BP2021Harrogate). And, of course, we're always delighted to catch up with regulars in person and to answer direct enquiries you may have:

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Or in the office on: **01743 455886.**

