

Cereals 2022



Floorplan Option 1

SERVICE ROAD

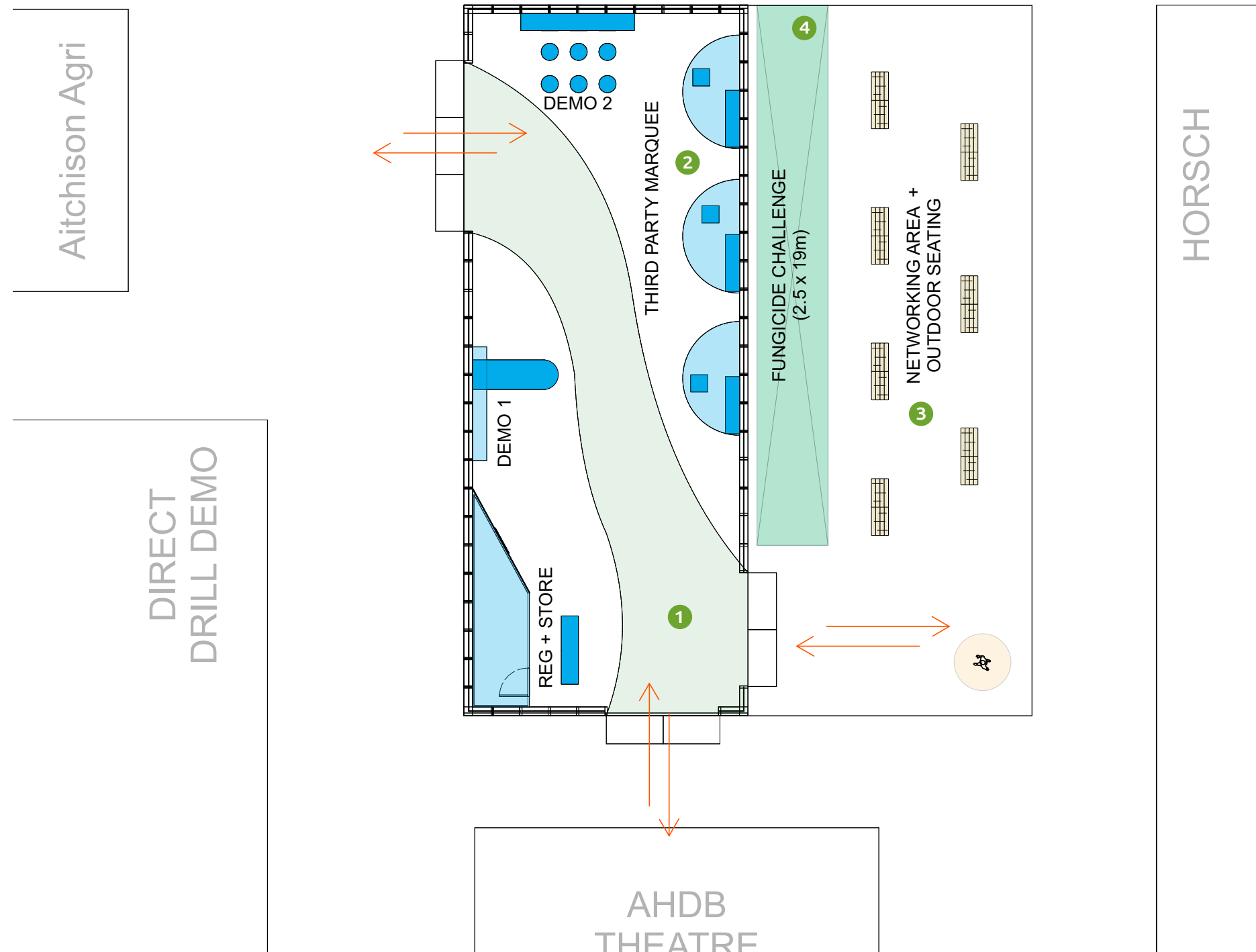


Key:

- ① AHDB Marquee (10x10m)
- ② Third Pary Marquee
- ③ Networking Area + Outdoor Seating
- ④ Fungicide Challenge
- ⑤ Catering

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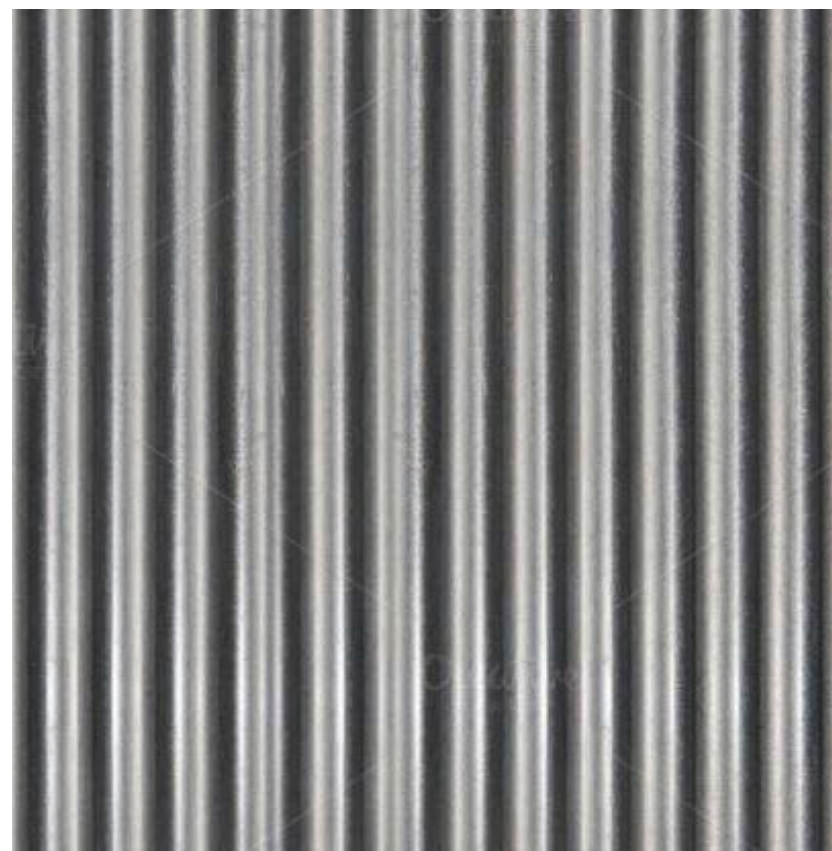


Key:

- 1 AHDB Marquee (25x10m)
- 2 Third Party Area inside Marquee
- 3 Networking Area + Outdoor Seating
- 4 Fungicide Challenge

Materials

Using natural materials, lighting or astro turf to bring life onto the stand



Marquee

Clean, neat if possible creative marquee

AHDB



Inspiration

Clean, branded stand, with elements of natural materials, possibly LED lighting



Demo 1: Recommended List

RL through the ages, a time of our publications



Demo 2: IPM Hub

Looking at Prevent, Detect, Control, pick a pest and chose which method of control you would go? Matching the pest to pesticide



Demo 2: Technical Area

TBC showcasing soil/slides of soil? What makes up a good soil?



touch free - printing the slides of the soil and presenting them in an engaging way