

## Invitation to Quote for Stand Build

### Cereals 8 – 9 June 2022

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**Show Name:** Cereals 2022

**Show Dates:** 8 – 9 June 2022

**Stand Size:** 25mx20m open space

**Budget:** £50,000 GBP

**Show Venue:** Duxford, Cambridge, SG8 7NT

**Deadlines:** Tender submissions to be received by 28 January 2022

## 1. Introduction

This document is an invitation to tender for the provision of stand build for Agriculture and Horticulture Development Board (AHDB) to attend Cereals event held in Duxford, Cambridge, SG8 7NT on 8 – 9 June 2022.

AHDB is a statutory levy board, funded by farmers, growers and others in the food supply chain. It exists to make the British agriculture industry more competitive and sustainable through factual, evidence-based advice, information and activity. We want to create a world-class food and farming industry, inspired by and competing with the best.

For further information, please visit – [www.ahdb.org.uk](http://www.ahdb.org.uk)

## 2. Event Objectives

AHDB are looking for a supplier to provide the overall design, production, build and dismantling of our stand, including marquees and outdoor networking space in a 25mx20m open space, to include all equipment hire, marquees and associated services other than those listed in section 3.

Deadlines and submission instructions are contained in Section 7 & 8

Cereals is the UK's technical event for the arable industry. Over 18,000 farmers, agronomists, and industry experts visit Cereals each year to discover the latest arable

innovations, hear from key opinion leaders, and find the best arable products and services to help grow their businesses.

For background of what can be expected at the event, visit: [www.cerealsevent.co.uk/](http://www.cerealsevent.co.uk/)

The supplier must have the ability to build and dismantle a stand on uneven farm land, and foresee any problematic issues that may occur with this being an outdoor build.

**What our stand will offer to visitors:**

- Meet AHDB Cereal and Oilseeds staff.
- Discuss the key messages and explore our cereal plots
- Keep abreast of research and development work being undertaken by AHDB Cereals and Oilseeds and their stakeholders.
- Network with new and existing customers and colleagues.
- Browse our publications and explore our tools
- Discover more about the activity that AHDB funds to help its sectors grow to become more competitive and sustainable.

AHDB are the content partners for Cereals 2022, with branding around the site including flags and graphics at all entrances and the inclusion of the AHDB theatre adjacent to our stand space. The theatre will help us to boost our presence and is a key channel for AHDB to share relevant research and offerings to our levy payers. This is located next to our stand space but will have a connection via walkways; so we do require the theatre to feel as part of our area. The event organisers are responsible for the AHDB theatre marquee and we will work closely with them on this.

### **3. Service Build Requirements**

The successful supplier will be responsible for the design, construction and dismantling of the AHDB stand including graphics, within the timescales set out by the event organisers.

The successful supplier will be responsible for managing subcontractors and paying for their services and will be responsible for organising any specific arrangements e.g. water, electrics. The supplier shall send AHDB one single invoice for services rendered by subcontractors.

All installations and systems shall be built in compliance with Health & Safety and fire prevention regulations, along with all other rules safe guarding the personal and material safety of exhibitors and third parties.

Transportation, maintenance and disposal of stand are not the responsibility of AHDB. Shipping and delivery, including costs, of the stand and associated products are the contactor's responsibility.

The Project Manager/equivalent of the successful suppliers' team shall be available during the construction and dismantling of the stand and for the duration of the exhibition and must be capable of dealing with any eventuality. A nominated deputy shall be available during any absence of the Project Manager.

All construction and dismantling of the stand must be within the time frames indicated by the event organisers.

## **1. Structure of the stand space**

We have booked a 25mx20m open stand space situated adjacent to the Cereals AHDB theatre.

We are open to design ideas on how to structure this space, we envisage a 12x8m marquee (or similar) for AHDB and a 10x5m marquee (or similar) for our third party exhibitors with the remainder space for outdoor networking and an external catering van. However we are open to one large marquee/area that has clearly defined spaces between AHDB and third parties.

The design should be light, modern and welcoming with a reception area and a good quality marquee.

Included in the outdoor networking area are two 4x7m seed plots. This will be managed by the on site farm manager, but graphics for this area are to be arranged as part of this contract.

For further information on the stand layout please see section 5.

## **2. Elements of the stand**

The responsibility of applying for the provision of electricity, water, waste and any rigging requirements will lay with the successful supplier who will need to coordinate with the exhibition organisers. All related costs shall be borne by the successful supplier.

Maintenance, upkeep and cleaning of the stand daily, including the cleaning of floors throughout the stand, cleaning of all furniture and surfaces, and emptying of bins is the responsibility of the successful supplier during the two day event.

Event security will be provided by the main organisers but it will be expected the successful supplier will put provisions in place to ensure all stand areas are secure from when the stand build is complete until when the stand dismantling commences for the hours of which the event is closed to visitors.

## **3. Branding and logos**

AHDB will co-ordinate the artwork of all stand graphics and the successful supplier will be responsible for the printing and production.

## **4. Areas of the stand**

The concept of the stand needs to include the following key areas:

- AHDB marquee/area
- Third party marquee/area
- Outdoor seating area
- Outdoor Perimeter (graphics, flags & seed plots)

### **4.1 AHDB Marquee/Area**

This is the central hub for AHDB to show relevant key messages and to engage with visitors, this should be an open and inviting space to walk into and should include the following:

- **AHDB Marquee/Area** – The AHDB area/marquee size should be around 12x8m and should be open on at least 2 sides with a main reception area. Flooring to be provided, with a disabled visitor ramp for at least one entrance and must be easy to maintain/clean.
- **Welcome Reception/Information Hub** – this designated area needs to have a welcome desk with storage underneath with a lockable cupboard and electricity points to cater for a 60” tv screen. There will need to be a backdrop graphic which will highlight this is an information/welcome area and to cover our Spring Vote campaign as well as to display the tv screen. Information on the Spring vote can be found [here](#).
- **Publications Area** - A dedicated area for publications and publications online ordering system, this will include literature racks for publications, and an area for up to 3 tablets where visitors can order online. This will require lockable tablet holders mounted to a table/graphic with some graphic element to advertise this is a publication ordering area. The successful supplier needs to be mindful of any covid restrictions and touchpoints and ensure this element can be adapted if required.
- **Storage** - A lockable storage area for stock of publications, general equipment, refreshments and staff belongings. To include shelving units for literature. A small electric supply for staff phone/laptop charging needs.
- **Graphics for 3 key messages on stand** – There should be graphic panels inside the marquee which will help promote the 3 key messages dotted around the stand, again this should have an open and inviting feel to them. The key messages will have an interactive element and we require each of these 3 areas to have lockable tablet holders mounted to the graphic / on a table which we can use to demonstrate our online tools. Shelving may also be required on these graphics for demonstrations. In one of the designated graphic panel areas for the key messages we may require a podium with field map data (see appendix 4 for an example). We also require appropriate lighting over the graphics.
- **Stand Analytics** – We would like to incorporate stand analytics software that can provide live data on visitor numbers, dwell time, visitor flow and heat mapping in the AHDB area. This is an additional cost outside of the £50k budget but must be included in the stand tender as the successful supplier will work directly with the company to install and remove the software.

#### 4.2 Third party marquee/Area –

- The third party area/marquee size should be around 10x5m for our exhibitors. AHDB support, fund and work closely with many projects and companies across the Cereals & Oilseeds sector, we will offer an opportunity for some of these to take up a small space on our stand, usually between 1-4 third parties and these will be confirmed up to 4 months before the event. The third party area/marquee should feel as part of the AHDB stand and not completely stand-alone. The area should include;
  - Flooring
  - Table and 2 chairs to hold conversations (for each exhibitor)
  - Graphic behind each exhibitor area (around 2m wide)
  - Graphic above the marquee/area to signpost third party area
- Please include the third party area/marquee within the stand overall stand costs, but broken down into a separate cost as we may charge our third parties to attend

### 4.3 Outdoor seating area

- This should function as a hospitality area with picnic benches for approx. 40 people spread around the open space in front of the marquee(s) onto the walkway. It will be used to engage with visitors and hold meetings for AHDB staff members, with a relaxed feel.
- The successful supplier will need to design a way to clearly define this networking space e.g. a picket fence or a 3D company logo (see section 5).
- This outdoor area will also include our seed plots (arranged by AHDB) which will be two 4mx7m plots next to the AHDB theatre.
  - X2 double sided graphic plinths are required next to the seed plots to display information on the seeds
  - X1 outdoor weather-resistant literature rack
- This outdoor area also needs to include space for catering (arranged by AHDB), either a barista or hog roast
- The successful supplier is required to think about sheltered outdoor space such as image 1 in the appendix

### 4.4 Outdoor Perimeter of marquee

- AHDB's stand is situated in the centre of the event with the perimeter of our stand alongside a main walkway this gives a great opportunity to display messages to visitors walking around the site and using large flags at each corner to section off the total area and draw in visitors from further away.
- On the outside spaces we would require:
  - 4x double sided graphic plinths to display relevant messages (graphics open to stand builders interpretation)
  - Large flags with AHDB logo at each corner of the perimeter including on the service road
  - [The seed plots](#) will back onto the AHDB theatre, the provision and assembly of this marquee will be arranged by the event organiser, comexposium however it needs to be ensured that the theatre feels part of the AHDB area.

The stand build construction and breakdown dates and times will be advised to the winning supplier nearer the time of the event, although we can advise that there is usually a 5 day build up once the marquees are installed, and as advised above, the successful supplier will be expected to work closely with the contractors erecting the marquees.

Please note: All measurements are approximate, and the stand build requirements are subject to change.

## 4. Venue plan

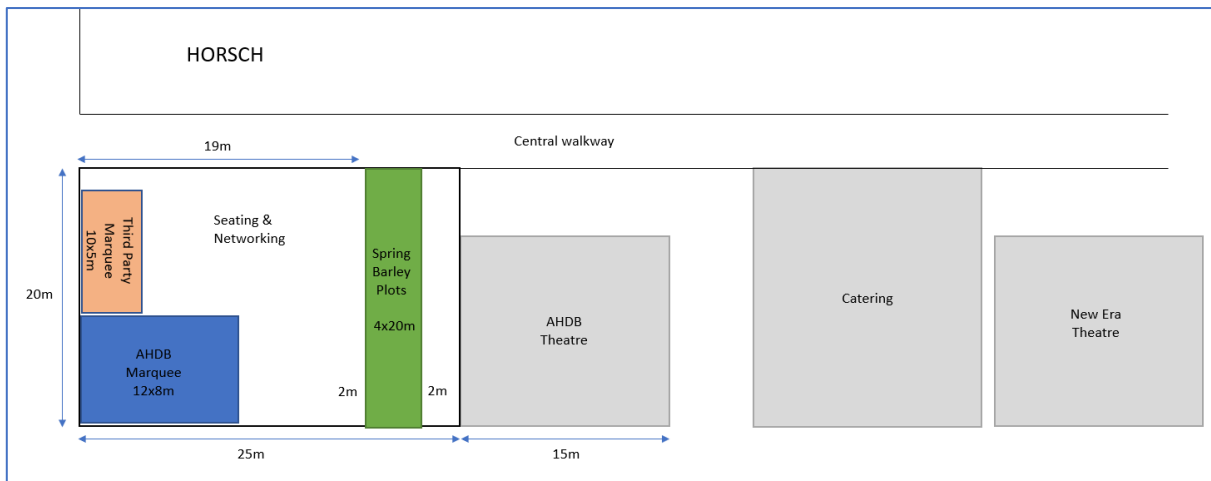
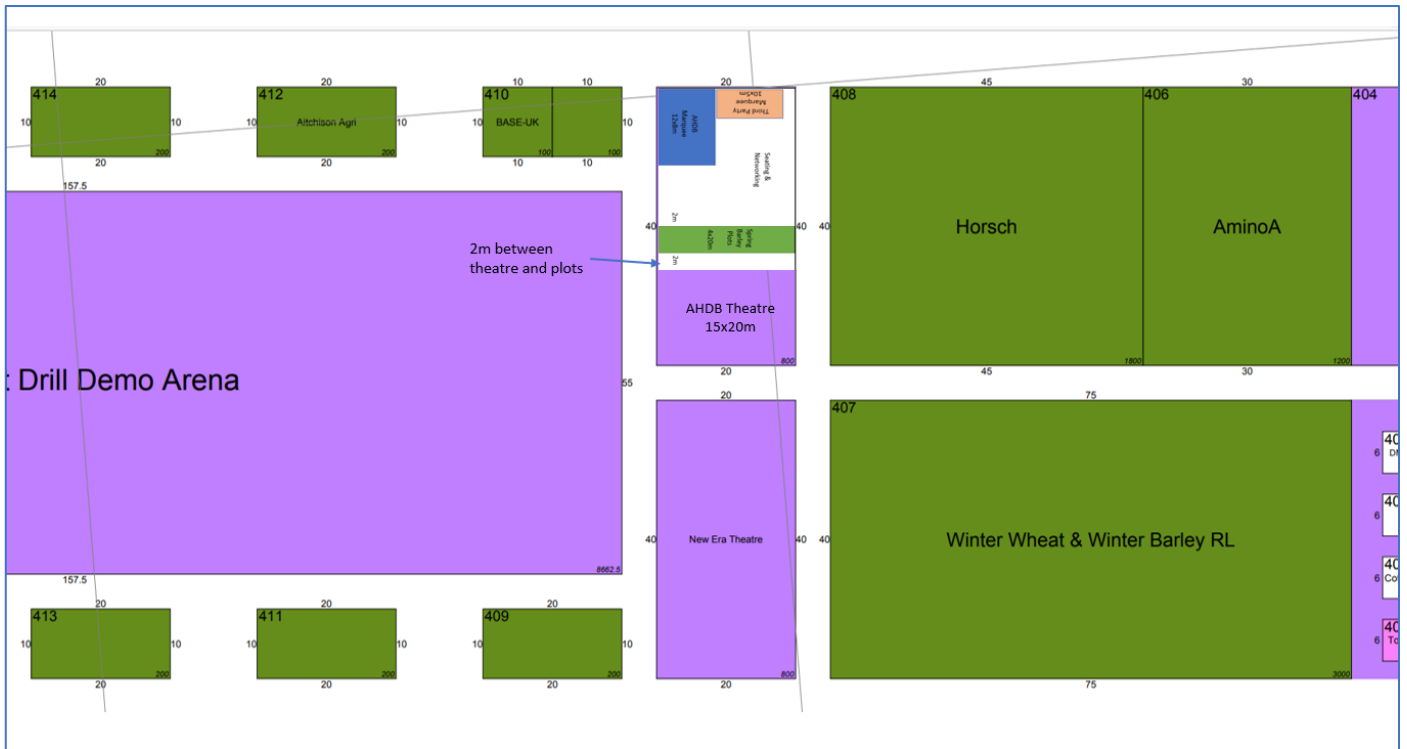
The full event map layout can be found in the appendix, please note the stand backs onto a service road. Below is an example of what we envisage with regards to the marquees. Please note the plots can not be moved.



## 5. Stand layout and design

Below is an example of the potential layout of the open space. Please note that the successful supplier does not have to provide two separate marquees, this is a design option only and we are open to ideas on how best to utilise the space for both AHDB and the third parties. The main points to note are:

- The spring barley plots can not be moved and will be split into two 4mx7m plots
- The open space backs onto a service road
- The AHDB theatre will be adjacent to our space and we require this to feel as part of our stand as much as possible with a walkway between the spring barley plots to the theatre
- We will be adjacent to a large drill demonstration area so access from this side would be beneficial to footfall.



We would like the successful supplier to think of alternative ways to promote the AHDB logo rather than just being located on the marquee, an example idea is a 3D design like the below.



Images from Cereals 2021







Images from Cereals 2019





## 6. Budget

Our budget for the stand build which is to include graphic production is £50,000 GBP

## 7. Tender Process

The contractor shall deliver the whole of the services, complete in all parts and furnished with every necessary detail, notwithstanding any omission or inconsistency in the specification.

The quote should include 'to scale' visuals of your design and be clearly itemised for all services and provision; where possible split by area (cooking area, storeroom, partner areas etc.) stating if any sub-contractors will be used; graphic dimensions and artwork deadline.

Except as otherwise stipulated in the specific conditions of service required, the contract shall remain at the fixed price and rates shall not be revised.

AHDB's Event Manager can order reasonable additions to or reduce from the service specified. These amendments shall be requested in writing and agreed by both parties.

Your brief should include:

- Full proposal based on brief (Ideally 2+ variations for stand design)
- To scale designs / drawings
- Proposed timetable – of how the supplier will achieve the build
- Information on how you will deliver this project within the stated budget
- Methodology for liaising with AHDB staff, other suppliers and event's organisers
- Proposals and solutions to any unforeseen challenges in relation the venue and any extreme weather conditions that may arise
- Generic project plans/checklists to ensure full delivery of service
- Risk assessments/Method statements in relation to this project
- Health & Safety policy and details of any key issues for this project
- Your measures in place against current and potential changing Covid-19 requirements
- Itemised breakdown of costs including the third party area within the 50k budget. Any additional costs e.g. stand analytics, are to be clearly itemised outside of the £50k budget.

## 8. Evaluation of Tenders

Our award criteria are:

Understanding of the brief	20%
Innovation / Creativity	40%
Ability to deliver the brief cost effectively	25%
Delivering tender on time	15%

Please email your design proposals to [Amanda.Tomlinson@ahdb.org.uk](mailto:Amanda.Tomlinson@ahdb.org.uk) by **Friday 28 January 2022**.

Following the successful awarding of a supplier (w/c 14 February), an initial meeting will be put in place to meet the team and discuss initial changes to the preferred designs.

## 9. Payment Terms

Please note that all invoices submitted to AHDB require a purchase order number to enter onto our payment system. Our payment terms are 30 days from receipt of the invoice.

## 10. Appendix

1. Example of sheltered outdoor networking area under marquee



2. Event Map



Cereals 2022 - Event  
Map Draft.PDF

3. Stand design ideas – This attachment shows some potential design/graphic/branding inspiration which AHDB are trying to achieve on UK stands



Cereals 2022 -  
stand mood board.r

4. podium example

