

## **HTA New Plant Awards**

As an exhibitor at the HTA National Plant Show, you can enter the prestigious HTA New Plant Awards. Entry is free and creates a valuable marketing opportunity and after the show.

The plants entered into the HTA New Plant Awards will be displayed in one of two areas, one in centre of Hall 1 and the other in Hall 2 and will showcase the best in new plant introductions from plant suppliers.

Exhibitors can enter plants into the following categories:

- Herbaceous Perennials
- Annuals, Tender Perennials and Container & Basket Plants – Updated for 2025
- Flowering Houseplants
- Foliage Houseplants
- Cacti & Succulents
- Trees (including Conifers)
- Shrubs (including Conifers) & Climbers

## **The Facts**

- The awards will be announced and presented by our esteemed judging panel on the morning of Wednesday 18<sup>th</sup> June 2025.
- The Judged Awards, Bronze, Silver, Gold, and Best in Category will be awarded for each category.
- Best in Category winners will then go forward for The Best in Show Award.
- The HTA New Plant Awards will be judged on the evening of Tuesday 17<sup>th</sup> June and presented at the Media Preview at 8.30am on Wednesday 18<sup>th</sup> June.
- All entries will be required to provide information on the variety, breeder etc. And photographs – see the entry criteria.

## **The Visitor Vote**

The Visitor Vote Awards proved to be extremely popular in 2024 and, with such a high level of entries, visitors were spoilt for choice. The Visitor Vote allows visitors to choose their favourite new plant and have their say about why it should win. During the show visitors will have the opportunity to vote for their Best in Category and Best in Show. Voting closes at 5pm on Wednesday 18<sup>th</sup> June and the winners will be announced at 9.15am on Thursday 19<sup>th</sup> June.

## **Entry Criteria**

**1.** Exhibitors are invited to enter new plant introductions which will be judged on the afternoon of Tuesday 17<sup>th</sup> June 2025. Entries will not be accepted from businesses or individuals that are not the stated exhibitor at the event/not exhibiting at the event.

**2.** “New” means a plant that has not been sold into the UK market before January of the year of the Show and has not been previously entered into any other trade show competitions in the UK. Plants that have previously been entered into competitions at consumer shows in the same year, such as RHS Chelsea Flower Show or BBC Gardeners' World Live, can still be entered into the HTA New Plant Awards. New plants that have already been made available for sale as trials in small quantities (i.e. not commercial quantities) can still be entered.

**3.** The plant must be available for commercial supply within 12 months of the date of the show.

**4.** Entries must be registered by completing and submitting the form by Friday 16<sup>th</sup> May 2025. It is advisable to also produce a press release to go in the Press Area.

**5.** The following information must be provided on the specified forms when registering plants for the HTA New Plant Awards: -

- Exhibitor name and address
- The genus, species, and cultivar/breeder's name, along with any selling name. Please provide any supporting evidence of exclusivity/first to sell the new plant. Please also state if the plant has been produced by a business committed to high levels of biosecurity e.g. one certified to the Plant Healthy standard.
- Description of the New Plant according to species, type of growth and any special features
- One high quality digital photograph of the New Plant showing the whole plant at peak performance. Plus, one or more images (maximum of three) of its specific visual feature(s) including those not in evidence at the time of the show, such as seasonal foliage colouration, berries, flowers etc.

**6.** The specified number of plants (please see specifics for each category below) for each entry must be delivered to the appropriate New Plant Areas by 2.00pm on Tuesday 17<sup>th</sup> June 2025\*.

- Herbaceous Perennials – HALL 1
- Annuals, Tender Perennials and Container & Basket Plants – HALL 2
- Flowering Houseplants – HALL 2
- Foliage Houseplants – HALL 2
- Cacti & Succulents – HALL 2
- Trees - HALL 1
- Shrubs (including Conifers) & Climbers – HALL 1

\*This deadline must be strictly observed in order to allow the set-up and display process to be completed in an orderly manner; otherwise, the judges' evaluation which commences at 3.00pm cannot be guaranteed.

- i. Plants should be labelled with the full name to include the genus and species, the cultivar/breeder's name should also be displayed along with any company selling name.
- ii. Set-up and display will be managed by dedicated HTA staff only.
- iii. Dismantling of the New Plant Display area will commence at 4.00pm on Thursday 19<sup>th</sup> June – any exhibits not picked up by the exhibitor by 5.30pm on Thursday 19<sup>th</sup> June will be disposed of by the organisers.

- iv. Annuals, Bedding, container & Basket Plants – **3** retail ready plants in individual pots and an optional specimen plant container (maximum of 14-inch diameter (approximately 36cm) not judged) for display are to be provided. Where the new plant is a mix, one specimen container showing the full mix is required.
- v. Shrubs & Climbers, Herbaceous Perennials, Flowering Houseplants, Foliage Houseplants, Cacti & Succulents) –**3** single plants in individual pots (retail ready) are to be provided
- vi. Trees, **1** single retail ready plant is required.
- vii. A maximum of 6 entries per exhibitor per category will be accepted.
- viii. 'Retail ready' means that the new plant presented is in the same condition as it would be for commercial sale to retailers i.e. with no added value.

**7.** A committee of five judges, plus one (non-voting) chairman to oversee the judging, is invited by the organisers and will inspect and judge the plants entered and decide upon any awards the day before the show opens. Evaluation will be to the best of judges' knowledge and their decision will be final. The judges are entitled to reject any entries with definitive defects in plant quality, lack of novelty or when the entry is considered to have been commercially available within the UK before January of the year of the show. Evaluation will mainly be based on the following points: -

- Plant quality
- Suitability for the market
- Improvement and/or originality compared with currently available similar plants.

**8.** Gold, Silver, Bronze, and Best in Category will be awarded for each category. The Best in Category winners will then go forward to be judged for Best in Show.

**9.** Best in Category and Best in Show winners will be displayed in the New Plant Areas.

**10.** Entry is free. A maximum of 6 entries per exhibitor per category will be accepted. All entries will be automatically entered into both the Judged Awards and the Visitor Vote.

**11.** Any disputes not covered by these regulations will be decided on by the organisers.