



# FutureScape

Shaping the Future of UK Landscaping

In association with



**21 – 22 NOVEMBER 2023 | ExCeL LONDON**

**THE UK'S LARGEST LANDSCAPE EXHIBITION, WITH SEMINARS,  
DEMONSTRATIONS, LIVE DEBATES AND A FANTASTIC VARIETY OF EXHIBITORS**



# THE HISTORY OF FUTUREScape

For the past 12 years, FutureScape has been the UK's must-attend landscaping event. Working as a meeting place and information hub, FutureScape has enabled business professionals across the UK to make strong and valuable connections to further develop their businesses.

Back in 2012, the first FutureScape event took place at Kempton Park Racecourse, attracting 35 exhibitors and 350 visitors.



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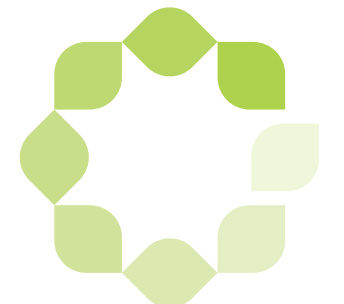
# THE HISTORY OF FUTUREScape

In 2014, the event moved to Sandown Park Racecourse due to rapid growth in visitors. After a successful two years at Kempton Park Racecourse, more space was needed to accommodate this increase in demand.

Then, in 2016, an additional exhibition hall was added. This created 50% more space on the floor, and FutureScape was able to hold 144 exhibitors and 1,765 visitors!

By 2018, 2,478 visitors attended FutureScape, and in 2019, the event was

shortlisted in three categories for the 2019 EN Indy Awards. Director Jamie Wilkinson also received Best Show Director for FutureScape at the Honourable Artillery Company.



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# THE HISTORY OF FUTURESCAPE



During 2020, however, things changed a little. Due to the COVID-19 pandemic, FutureScape was unable to be held in its usual format, and so FutureScape was held virtually. Despite this, the event was unmissable. Over 3,000

industry professionals still logged in for the three-day event and it was the first digital exhibition in the UK's landscaping industry.

2021 and 2022 witnessed the show move to its new home at the ExCeL London. This development resulted in a floorplan three times the size of the previous live event in 2019.

FutureScape won Most Impressive Growth – Trade Show and took silver for Best Trade Show of the Year in the 2022 EN Indy Awards.



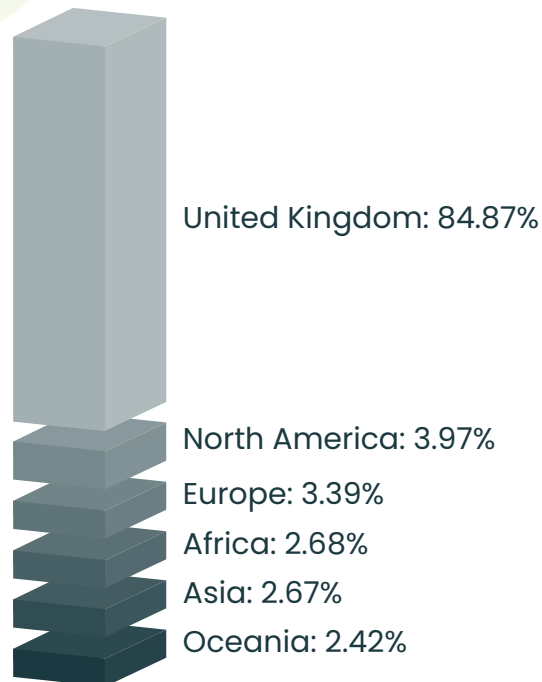
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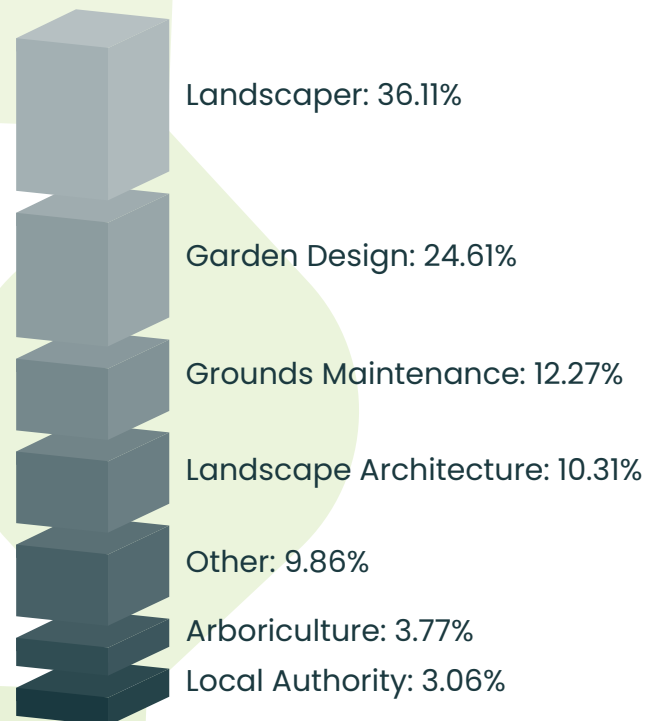
# 2022 VISITORS

FutureScape, now in its 12<sup>th</sup> year, has grown in visitor numbers year on year. FutureScape is the largest landscaping event in the United Kingdom. The show attracts visitors from across the UK, and internationally.

Visitor geographic location



Visitor main activity type



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# INDUSTRY PARTNERS: THE TRADE ASSOCIATIONS

FutureScape has always had close relationships with the UK's landscaping trade membership bodies, and appreciates the work these associations do for the sector. Membership of these associations, and its correlation to the visitor numbers at FutureScape, reflects the high calibre of audience that FutureScape attracts.

Association  
of Professional  
Landscapers  
c. 2,000 members



The APL represents small-to-medium sized landscapers that specialise in domestic garden builds.  
**landscaper.org.uk**

British  
Association  
of Landscape  
Industries  
c. 6,000 members



BALI represents the medium-to-large domestic and commercial landscape contractors, and has a small delegate of garden designers and affiliate members.  
**bali.org.uk**

Society of  
Garden Designers  
c. 2,000 members



The SGD represents the UK's garden design sector, from those that design domestic gardens to those involved with public spaces and show gardens.  
**sgd.org.uk**

Landscape  
Institute  
c. 5,500 members



The Landscape Institute represents the UK's chartered landscape architects, those that are involved in all public schemes and commercial projects.  
**landscapeinstitute.org**



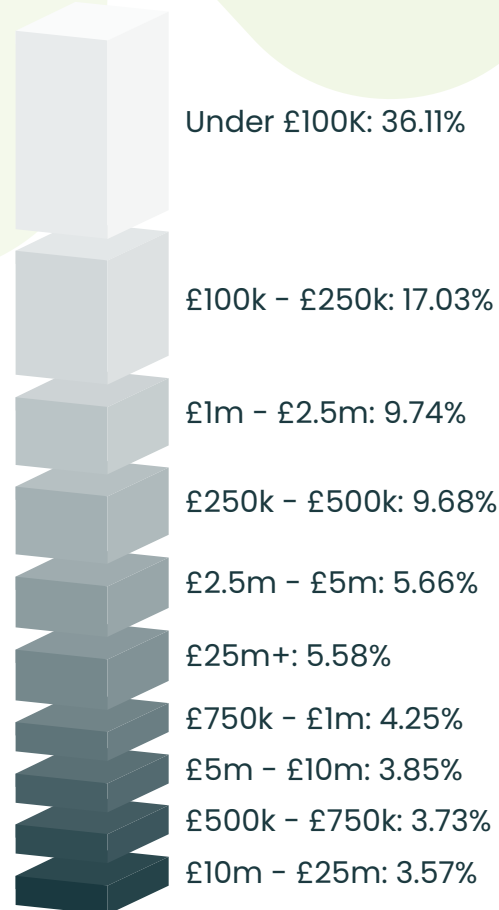
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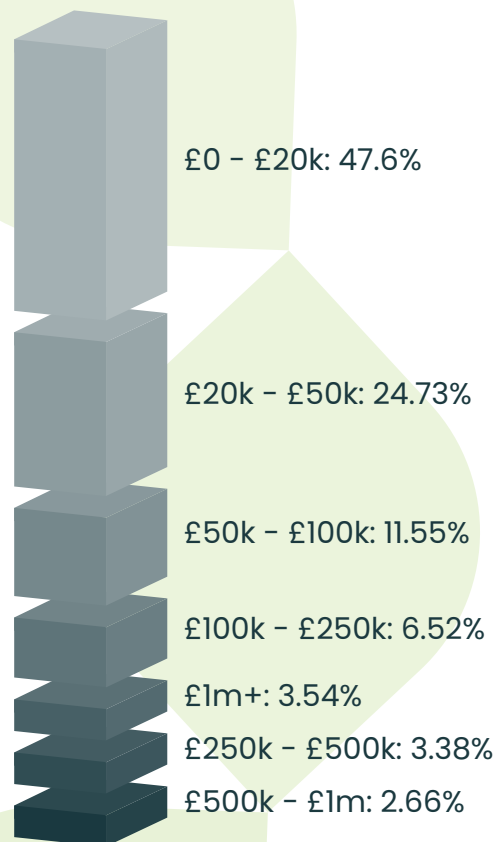
# FUTURESCAPE VISITORS

FutureScape's audience is made up of all sized businesses within the sector, from single person entities to workforces of over 100 people. FutureScape visitors work on all sizes of projects, from smaller budgets to multi-million pound schemes.

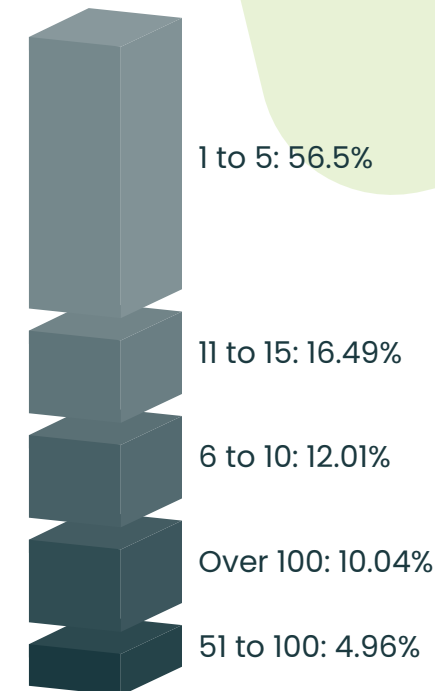
## Visitor turnover breakdown



## Visitor average project size



## Visitor workforce





# THE CONTENT PROGRAMME

Think “FutureScape” and you think informative, educational, diverse and often inspirational seminar programme, covering topics from every aspect of the industry.

2023 will be no different. The seminar programme for this year is being fine-tuned and will be announced in due course.

The industry’s annual meeting point, every sector has representation. Associations, think tanks and leaders arrange to meet, collaborate and debate. Design, build, maintain, grow, supply, support – it’s your event.

A fully-hosted programme from the RHS returns for 2023, along with the debut of a programme put together with the SGD and the LI.

Topics covered range from pricing, material sourcing, and lighting, to social media, biodiversity and site analysis.

- Sponsorship available on seminar rooms and single seminar sessions. See page 13 for further details



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# SHOW FEATURES

FutureScape 2023 will host many events within the show. Notable features include:

## **Pro Landscaper's 30 Under 30: The Next Generation**

Announcing 30 of the brightest young talents shaping the future of UK landscaping.

## **Pro Landscaper Project Awards**

Celebrating big impact projects costing under £50,000.

## **Pro Landscaper's Unsung Hero initiative**

A new initiative for 2023 singing the praises of those who often go under the radar.

## **The Pro Landscaper Summit**

Top-level discussion with the elite in the industry about a top-level topic.

- Sponsorship opportunities available on FutureScape show features.  
Contact Colette Newby on 01903 777 585 or email [colette.newby@eljays44.com](mailto:colette.newby@eljays44.com)



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# ExCeL LONDON

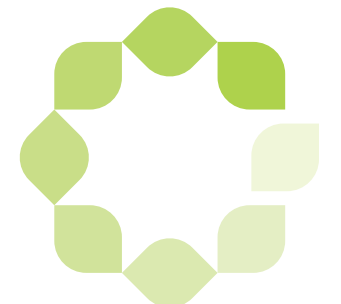
## Accessibility

**Road:** Situated within London's Ultra Low Emission Zone (ULEZ), ExCeL is accessible via the M11, the North Circular or the A13.

**Rail:** The Docklands Light Railway (DLR) stations Custom House and Prince Regent are on the campus of the venue. Trains pull up at covered walkways leaving visitors with less than a two minute walk to the entrance.

**Underground:** With multiple routes via the Elizabeth, DLR and Jubilee lines, visitors can reach the venue in approximately 30 minutes from Waterloo, King's Cross St Pancras or Victoria, or in under 90 minutes from Heathrow.

**Air:** With direct lines to London City Airport, and quick, direct routes out of London to Gatwick Airport, Heathrow Airport, Stansted Airport, Luton Airport and Southend Airport, FutureScape's new London venue opens up an international visitor market.



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# STAND PRICES

21 – 22 November 2023  
ExCeL London

## Standard stand

£360 per m<sup>2</sup> (space only)

£385 per m<sup>2</sup> (shell scheme)

## Premium stand

Space only builds

£375 per m<sup>2</sup>

Minimum 18m<sup>2</sup> booking required for all space only stands. Space only stands are subject to planning and design approval by our operations department one month prior to the show taking place.



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# ADDED VALUE MARKETING PACKAGE

FutureScape recognises the importance of return on your marketing investment in your stand booking, and we believe in collaboratively working with all of our exhibitors and sponsors, to deliver on this as a working partnership.

From 2023 onwards, we have developed an Exhibitor Marketing Package, included in the cost of your stand, to ensure we as a team, working in partnership with your business, deliver the right buyers and show results.

As part of your stand booking, as a valued exhibitor, we will work alongside your marketing team to map out your pre-show marketing campaign.

The earlier you sign up to the event, the more you can avail, from our pre-show exhibitor marketing package.

By participating in this initiative, you will have peace of mind that you are helping to bring in the right buyers to your stand at FutureScape, and encouraging pre-show registrations of buyers to visit you on your stand.



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# WHAT OUR VISITORS AND EXHIBITORS SAY

"What I've particularly enjoyed about FutureScape 2022 is as well as dealing with installers and designers, it's a good chance for us to speak to many other companies in the same space that we can potentially partner up with and see how we can help each other."

**George Palmer, Marshalls | Exhibitor**



"There's so much great content here - meeting suppliers, getting to touch and feel products - it really is a highlight for us. I've got the team here - it's invaluable and we love it"

**Jake Catling, The Landscape Consultants | Visitor**



"It's a great networking opportunity, first and foremost but it's about being here to be able to promote BALI as an association. But we're also here as GoLandscape, improving career prospects within the industry, encouraging new people to come into the industry to address the skills shortage."

**Wayne Grills, British Association of Landscape Industries | Exhibitor**



"The number of people you see here, they range from the associations to the people who use the tools - everybody comes to this event"

**Mark Earles, Makita | Exhibitor**



"The Adtrak team has exhibited at FutureScape for the last 5 years, we tend to meet a lot of our suppliers and customers as well as getting to meet lots of new people."

**Ben Shaw, Adtrak | Exhibitor**  
**adtrak.**

"There's so many people here, it's absolutely brilliant. To be honest it's one of the best trade shows for horticulture in the UK, it's worked for us previously and is continuing to work for us today."

**Liz Hughes, Provender Nurseries | Exhibitor**



"It's a friendly atmosphere and there's lots of information available for everyone to pick up, take away and inspire their fantastic landscape schemes."

**Stuart Williams, London Stone | Exhibitor**



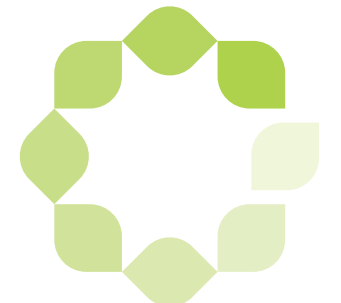
"What an amazing day we had yesterday at FutureScape. We got to meet and greet a lot of new faces, new suppliers, new products."

**365 Landscaping | Visitor**



"Fascinating panel chaired by Lewis and discussion on plant biosecurity. Well done to FutureScape for arranging these forums."

**David Keegan | Visitor**



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# CONTACT



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