



UK



Cereals Case Study

Cereals is the leading showcase event for technical products and services for the arable industry. Over 500 leading suppliers come together over two days to update 18,000 visitors on the very latest industry products via live demonstrations, seminars, workshops and exhibitions.

GL events UK has been working with the event organisers for over 20 years as the main, preferred supplier, and has maintained that relationship with the new organisers who took over in 2017, bringing with them a vast injection of capital to revamp and upgrade the event.

The main client, Haymarket Composium, required temporary structures for registration, catering conferencing, facilities and press, while other clients required various structures for their exhibition stands.

2018 structures supplied

- › Registration areas
- › Conference venues
- › Catering marquee
- › Press venue
- › VIP lounge
- › Organisers office

Managing the 50+ clients' stands on-site can be a challenge as they all have different requirements. Access can be problematic as the exhibitors are building their stands at the same time as other tent and ancillary suppliers are trying to gain access.





The branded registration areas and information points provided a major aesthetic upgrade on previous years and gave the event more of a professional feel.

Visitors were bowled over by the scale of the two-day event which saw over 18,000 visitors pass through the two registration areas provided by GL events UK.

GL events UK is proud to be involved in such an important event for the farming industry. The partnership with the organisers has gone from strength to strength each year, delivering quality structures, exceeding expectations to please both clients and exhibitors and keep them coming back the following year.

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