



HOST FARM



MAIN SPONSOR



WITH THE PARTICIPATION OF





## ETP FARM TOUR 2026

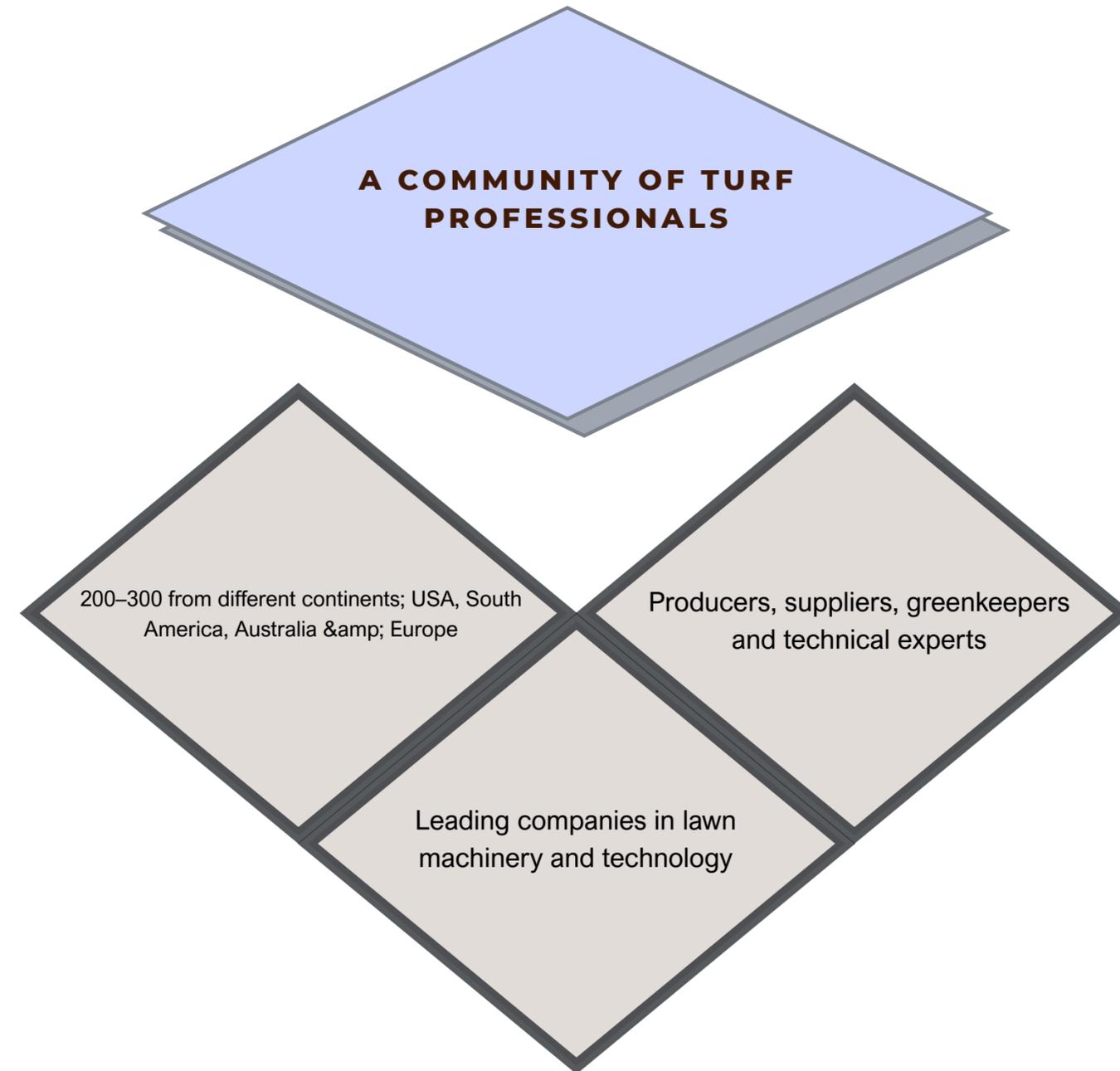
Plasencia, Spain · October 21–23, 2026

At the “La Herguijuela” Farm At the “La Herguijuela” Farm – Caceres, Extremadura, the ETP Farm Tour 2026 is much more than a visit — it is a unique international experience that brings together natural turf, innovation, and culture.

Each year, ETP unites growers, professionals, and companies from the turf industry to learn, share ideas, and build connections all in an inspiring setting.

At the “La Herguijuela” farm, attendees will be able to explore the most advanced production methods, see technology in action, and take part in conversations that drive new opportunities.

In addition, participants will enjoy a cultural component with optional visits to the football pitches of Real Madrid and Atlético de Madrid, or to the historic cities of Mérida, Cáceres, and Plasencia.



### THE ADVANTAGE OF ETP

For each participant, every moment brings value:

### KNOWLEDGE

Learn directly from professionals and discover how the leading producers work.

### INNOVATION

Discover the latest technologies, equipment, and practices that are transforming the industry.

### CONNECTION

Build relationships with people who share your passion for lawns and open the door to new opportunities.

### EXPERIENCE

Experience three unforgettable days in Extremadura, where business, nature and culture meet.

# MAIN SPONSOR OF THE EVENT

## MAIN SPONSOR

The **Main Sponsor of the ETP Farm Tour 2026** will occupy the most prominent and exclusive position at the event, with global visibility and leading role throughout the entire experience.

The sponsorship is reserved for only one company, guaranteeing maximum presence, differentiation and opportunities to connect with all international attendees.

At Main Sponsor, the brand will be associated with the most important moments of the event, including a prominent presence in the main tent and official sponsorship of the Members' Gala Dinner, held in the spectacular cloister of the Parador de Plasencia.

### BRAND VISIBILITY

- Official recognition as Main Sponsor of the ETP Farm Tour 2026.
- Logo displayed on the event's main tent and on prominent signage.
- Priority presence in the official program, website, and communication materials
- Branding on event accreditations (lanyards).

### LEADING PRESENCE

- Institutional speech during the Gala Dinner before all attendees at the Parador Plasencia.
- Possibility of giving a presentation or participating during the Field Day.



### ACTIVATION & EXPERIENCE

- Inclusion of corporate material or welcome gift for attendees.
- Prominent space for an exhibition area or meeting point with visitors.
- Preferred access to networking activities with producers, companies, and professionals.

### STRATEGIC RELATIONSHIPS

- Exclusive opportunities to connect with leaders in the sector.
- Priority access to meetings with organizers and key members.
- Basic tent, 1 table, 2 side chairs and 1 waste basket
- Two "Member Registrations" included.

*Note: Additional registrations should be done as "Supplier Social Registration" at the event website*

# DIAMOND SPONSORS

## WELCOME RECEPTION

Become a Diamond Sponsor of the Event supporting the **Welcome Reception**; a catered eventing featuring fine food and relaxed atmosphere for networking.

### INCLUDES:

- Recognition as Diamond Sponsor across all signage and materials.  
One "Member Registration"  
*Note: Additional registrations should be done as "Supplier Social Registration" at the event website*
- Logo on cocktail napkins and cups.
- Customized "Save the Date" for the Field Day event (if sponsorship is confirmed before January 15, 2026).
- Opportunity to welcome attendees from the stage.
- Two push notifications sent through the event's mobile app
- Basic tent, 1 table, 2 side chairs and 1 waste basket
- 15 min presentation during the Field Day



## GALA DINNER SPONSOR

Become a Diamond Sponsor of the Event supporting the **Gala Dinner**; a catered evening featuring fine food and a relaxed atmosphere for networking.

### INCLUDES:

- Recognition as Diamond Sponsor across all signage and materials.  
One "Member Registration"  
*Note: Additional registrations should be done as "Supplier Social Registration" at the event website*
- Logo on cocktail napkins and cups.
- Customized "Save the Date" for the Field Day event (if sponsorship is confirmed before January 15, 2026).
- Opportunity to welcome attendees from the stage.
- Two push notifications sent through the event's mobile app
- Basic tent, 1 table, 2 side chairs and 1 waste basket
- 15 min presentation during the Field Day

5.000 €

# PLATINUM SPONSORS

## FIELD DAY LUNCH SPONSOR

4.000 €

Position your brand at the heart of the Field Day event as the luncheon sponsor. This is a key moment for high attendance and networking.

### INCLUDES:

- Recognition in all planning and promotional materials
- One "Member Registration"  
*Note: Additional registrations should be done as "Supplier Social Registration" at the event website*
- Logo placement in the event app
- On-site recognition during the lunch
- 5 min presentation during the Field Day
- Basic tent, 1 table, 2 side chairs and 1 waste basket

## STADIUMS VISIT SPONSOR

Sponsor a unique guided tour trip to the Santiago Bernabeu and Riyadh Air Metropolitan stadiums in the city of Madrid.

### INCLUDES:

- Recognition in all planning and promotional materials
- One "Member Registration"  
*Note: Additional registrations should be done as "Supplier Social Registration" at the event website*
- Logo placement in the event app
- One-site recognition during the visits
- 5 min presentation during the Field Day
- Basic tent, 1 table, 2 side chairs and 1 waste basket
- 2 min welcome message to the group at the stadiums. (In the case of more than one sponsor, priority for selecting, your welcome message slot will be given on a first-come, first-served basis)



## PRINCIPAL TENT SPONSOR

Become the official sponsor of the main tent at the event, which will be in a prime area.

### INCLUDES:

- Recognition in all planning and promotional materials
- One "Member Registration"  
*Note: Additional registrations should be done as "Supplier Social Registration" at the event website*
- Logo placement in the event app
- On-site recognition during the lunch
- 5 min presentation during the Field Day
- Basic tent, 1 table, 2 side chairs and 1 waste basket



## CULTURAL EXPERIENCE SPONSOR

4.000 €

Have your brand sponsor the cultural trip through the medieval cities of the province of Extremadura.

### INCLUDES:

- Recognition in all planning and promotional materials
- One "Member Registration"  
*Note: Additional registrations should be done as "Supplier Social Registration" at the event website*
- Logo placement in the event app
- One-site recognition during the visits
- 5 min presentation during the Field Day
- Basic tent, 1 table, 2 side chairs and 1 waste basket
- 2 min welcome message to the group. (In the case of more than one sponsor, priority for selecting your welcome messages slot will be given on a first-come, first-served basis)

# GOLD SPONSOR

## HYDRATATION SPONSOR

3.000 €

Keep attendees refreshed and your brand in the spotlight as a Hydration Sponsor at the Field Day

### INCLUDES:

- Gold Sponsor recognition on all signage and promotional materials
- Logo placement on hydration stations
- One "Member Registration"

*Note: Additional registrations should be done as "Supplier Social Registration" at the event website*

- Logo placement in the event app
- 5 min presentation during the Field Day
- Basic tent, 1 table, 2 side chairs and 1 waste basket

## WEBSITE SPONSOR

3.000 €

Become a website sponsor for the ETP Farm Tour 2026 event

### INCLUDES:

- Gold Sponsor recognition on all signage and promotional materials
- Logo placement on website
- One "Member Registration"

*Note: Additional registrations should be done as "Supplier Social Registration" at the event website*

- Logo placement in the event app
- 5 min presentation during the Field Day
- Basic tent, 1 table, 2 side chairs and 1 waste basket

## MUSIC SPONSOR

3.000 €

Musical sponsorship to enhance a relaxing and pleasurable post-lunch environment in an idyllic landscape

### INCLUDES:

- Gold Sponsor recognition on all signage and promotional materials
- Logo placement on Dj Sound Station
- One "Member Registration"

*Note: Additional registrations should be done as "Supplier Social Registration" at the event website*

- Logo placement in the event app
- 5 min presentation during the Field Day
- Basic tent, 1 table, 2 side chairs and 1 waste basket

## MOBILE APPLICATION SPONSOR

3.000 €

Become a mobile application sponsor for the ETP Farm Tour 2026 event

### INCLUDES:

- Gold Sponsor recognition on all signage and promotional materials
- Logo placement on mobile application
- One "Member Registration"

*Note: Additional registrations should be done as "Supplier Social Registration" at the event website*

- Logo placement in the event app
- One-site recognition during the visits
- 5 min presentation during the Field Day
- Basic tent, 1 table, 2 side chairs and 1 waste basket

# SILVER SPONSORS

## RESTROOM FACILITY SPONSOR

Provide a very nice and luxurius restroom facility with running water and moern amenities for attendees

**INCLUDES:**

- Silver Sponsor recognition on all signage and promotinal materials
- Logo placement on mobile application
- One “Member Registration”
- Note: Additional registrations should be done as “Supplier Social Registration” at the event website*
- Logo placement on the outside of the facility
- 2 min presentation during the Field Day
- Basic tent, 1 table, 2 side chairs and 1 waste basket

2.000 €

## OFFICIAL GIFT SPONSOR

**INCLUDES:**

- Silver Sponsor recognition on all sgnage and promotional materials
- Logo placement on mobile application
- One “Member Registration”
- Note: Additional registrations should be done as “Supplier Social Registration” at the event website*
- 2 min presentation during the Fied Day
- Basic tent,1 table, 2 side chairs and 1 waste basket

2.000 €

## ACCREDITATION SPONSOR

**INCLUDES:**

- Silver Sponsor recognition on all signage and promotional materials
- Logo placement on mobile application
- One “Member Registration”
- Note: Additional registrations should be done as “Supplier Social Registration” at the event website*
- 2 min presentation during the Field Day
- Basic tent, 1 table, 2 side chairs and 1 waste basket

2.000 €

# ETP FARM TOUR 2026 PACKAGES

## PACKAGES

| TYPE OF REGISTRATION   | DESCRIPTION   | SPECIAL EARLY BIRD RATE<br>(Before 31/7/26) |        |                | EARLY BIRD REGISTRATION<br>(Before 30/9/26) |        |                | REGISTRATION<br>(Before 20/10/26) |         |                | LAST MINUTE REGISTRATION |         |                |
|--|---|---|--------|----------------|---|--------|----------------|-----------------------------------|---------|----------------|--------------------------|---------|----------------|
|  |   | WITHOUT SPANISH VAT                         | 21%    | TOTAL          | WITHOUT SPANISH VAT                         | 21%    | TOTAL          | WITHOUT SPANISH VAT               | 21%     | TOTAL          | WITHOUT SPANISH VAT      | 21%     | TOTAL          |
| <b>MEMBER</b><br>(ETP, TPI, SFMA, GMA, FIFA)   | <ul style="list-style-type: none"> <li>Bus transfers from hotels to the farms and back</li> <li>Welcome Reception</li> <li>Field Day (Farm tour ticket)</li> <li>Coffee and Lunch on the Field Day</li> <li>Gala Dinner</li> </ul> <small>*Please note: membership accreditation must be attached to be eligible for this discount. (ETP, TPI, SFMA, FIFA)</small>  | 350€  | 73,50€ | <b>423,50€</b> | 400€  | 84€    | <b>484€</b>    | 450€                              | 94,50€  | <b>544,50€</b> | 550€                     | 115,50€ | <b>665,50€</b> |
| <b>NON - MEMBER</b>  | <ul style="list-style-type: none"> <li>Bus transfers from hotels to the farms and back</li> <li>Welcome Reception</li> <li>Field Day (Farm tour ticket)</li> <li>Coffee and Lunch on the Field Day</li> <li>Gala Dinner</li> </ul>  | 450€  | 94,50€ | <b>544,50€</b> | 500€  | 105€   | <b>605€</b>    | 550€                              | 115,50€ | <b>665,50€</b> | 650€                     | 136,50€ | <b>786,50€</b> |
| <b>YOUTH MEMBER</b><br>(10-16)   | <ul style="list-style-type: none"> <li>Bus transfers from hotels to the farms and back</li> <li>Welcome Reception</li> <li>Field Day (Farm tour ticket)</li> <li>Coffee and Lunch on the Field Day</li> <li>Gala Dinner</li> </ul>  | 230€  | 48,30€ | <b>278,30€</b> | 280€  | 58,80€ | <b>338,80€</b> | 380€                              | 79,80€  | <b>459,80€</b> | 480€                     | 100,80€ | <b>580,80</b>  |
| <b>CHILD</b><br>(0-9)  | <ul style="list-style-type: none"> <li>Bus transfers from hotels to the farms and back</li> <li>Welcome Reception</li> <li>Coffee and Lunch on the Field Day</li> <li>Gala Dinner</li> <li>Special menu for kids</li> </ul>   | 80€   | 16,80€ | <b>96,80€</b>  | 80€   | 16,80€ | <b>96,80€</b>  | 80€                               | 16,80€  | <b>96,80€</b>  | 180€                     | 37,80€  | <b>217,80€</b> |
| <b>SUPPLIER SOCIAL REGISTRATION</b><br>(Only sponsors)                                       | <ul style="list-style-type: none"> <li>Bus transfers from hotels to the farms and back</li> <li>Welcome Reception</li> <li>Coffee and Lunch on the Field Day</li> </ul> <small>* (Please note Gala Dinner not included)</small>   | 350€  | 73,50€ | <b>423,50€</b> | 350€  | 73,50€ | <b>423,50€</b> | 350€                              | 73,50€  | <b>423,50€</b> | 350€                     | 73,50€  | <b>423,50€</b> |
| <b>TRANSPORTATION</b><br><b>MADRID BARAJAS AIRPORT - PLASENCIA</b><br>(October 21 Wednesday) | <ul style="list-style-type: none"> <li>Final prices will be announced at a later stage, depending on demand.</li> </ul>   |   |        |                |   |        |                |                                   |         |                |                          |         |                |
| <b>MADRID STADIUMS TOUR</b>  | <ul style="list-style-type: none"> <li>Bus transfers from hotels to the stadiums and back</li> <li>Choose an exclusive guided visit to some of Madrid's most iconic football stadiums. Discover their history, architecture, and sporting legacy while experiencing the passion that defines the city's world-class football culture.</li> </ul> <small>* Please note: Stadium visits are subject to club availability. In the event of cancellation due to circumstances beyond the control of the ETP event organization, the amount paid will be fully refunded and alternative, similar activities will be offered.</small> | 100€  | 21€    | <b>121€</b>    | 110€  | 23,10€ | <b>133,10€</b> | 120€                              | 25,20€  | <b>145,20€</b> | 150€                     | 31,50€  | <b>181,50€</b> |
| <b>CULTURAL TOUR</b>   | <ul style="list-style-type: none"> <li>Bus transfers from hotels to the visits and back</li> <li>A cultural route through medieval cities and towns in Extremadura, with possible stops at emblematic places such as Trujillo, Cáceres, Guadalupe, or Plasencia, allowing visitors to immerse themselves in the history, architecture, and traditional essence of the region.</li> </ul>  | 80€   | 16,80€ | <b>96,80€</b>  | 90€   | 18,90€ | <b>108,90€</b> | 100€                              | 21€     | <b>121€</b>    | 130€                     | 27,30€  | <b>157,30€</b> |

PRICES INCLUDE SPANISH VAT (21%)

# ETP FARM TOUR 2026

The General Operating Rules of the ETP Farm Tour 2026 are designed to ensure the smooth operation of the event and the safety of all exhibitors, visitors, and staff. These rules provide clear guidance for booth setup, exhibition practices, machinery demonstrations, and logistics, helping participants work under fair and safe conditions.

Exhibitors are expected to respect their assigned spaces, maintain cleanliness, and handle equipment responsibly. Compliance with these rules is mandatory, and failure to follow them may result in restrictions or removal from the event. By adhering to these standards, exhibitors contribute to a professional environment that reflects cooperation, innovation, and respect for the facilities hosting the Farm Tour.

## EXPECTED BEHAVIOR

All participants are expected to act in accordance with:

- Professional standards of the turf and sod industry.
- The policies of their company or organization.
- Applicable laws and regulations.
- Good practices of coexistence throughout the event.

Attendees must contribute to a safe, respectful, and professional environment during all activities of the ETP Farm Tour 2026.

## UNACCEPTABLE CONDUCT

No form of harassment will be tolerated, including (but not limited to):

- Offensive comments related to gender, gender identity, sexual orientation, disability, physical appearance, ethnicity, nationality, religion, or any legally protected status.
- Threats, intimidation, stalking, or harassment.
- Inappropriate photography, recording, or use of images without permission.
- Unwanted physical contact.
- Inappropriate sexual behavior.
- Hostile or degrading language.
- Disruption or sabotage of event activities.

Harassment is unacceptable in all areas of the event, including outdoor farm activities, demonstration areas, stand areas, demonstration vehicles, meals, and social spaces

## ACCESS TO OTHER EXHIBITORS' AREAS

Exhibitors may only access another exhibitor's area with explicit permission. The following are not allowed:

- Taking photos, videos, or notes without authorization.
- Entering private booths or work areas.
- Collecting technical or commercial information without consent.

These rules apply during setup, the main event day, machinery demonstrations, and teardown.

## CONDUCT IN DIGITAL MEDIA

The following will also be considered inappropriate conduct:

- Offensive posts on social media.
- Sending harassing messages to other participants.
- Sharing unauthorized content captured during the event.
- Disrespectful communications before, during, or after the event

## CONSEQUENCES OF NON-COMPLIANCE

If a participant engages in unacceptable conduct, the organization may:

- Issue warnings.
- Remove the responsible person from the event without a refund.
- Notify their employing company, if applicable.
- Restrict their participation in future editions of the Farm Tour or other related events.

## GENERAL INFORMATION AND SHOW GUIDELINES

### WHAT TO DO IF YOU WITNESS OR EXPERIENCE HARASSMENT

If you witness or experience harassment:

- Immediately contact a member of the organizing team.
- Staff will be identifiable by their badges or uniforms.
- You may also report incidents during or after the event through the official contact provided by the organization.

All reports will be treated confidentially, and prompt action will be taken to ensure the safety and well-being of attendees.

### CONTACT FOR REPORTING INAPPROPRIATE CONDUCT

If you witness or experience harassment or inappropriate behavior, please contact a member of the organizing team immediately. Staff will be identifiable by official badges or uniforms.

You may also send a confidential report to: [etpfarmtour@tapizverde.com](mailto:etpfarmtour@tapizverde.com)

All reports will be handled discreetly and promptly to ensure the safety and well-being of all participants.

## LIABILITY INSURANCE DETAILS

All exhibitors must provide proof of valid liability insurance covering the dates of October 21 to 23, 2026.

The certificate must include the following as additional insured parties:

- \* Tapiz Verde – Natural Turf Producers
- \* ETP Farm Tour 2026 – Plasencia, Spain

Proof of insurance must be submitted by October 1, 2026 to [etpfarmtour@tapizverde.com](mailto:etpfarmtour@tapizverde.com).

Exhibitors failing to provide valid documentation will not be allowed to exhibit.

## GENERAL EVENT INFORMATION

### Event Venue

Herguijuela de Doña Blanca Farm, the main site for demonstrations, booths, and machinery areas.

### Exhibitors and Booths

Exhibitors must comply with all rules and guidelines established by the organization for booth setup, operation, and teardown, including:

- Respect for assigned spaces.
- Proper use of machinery and vehicles.
- Safe handling of tools and materials.

The organization is not responsible for damages caused by improper use of equipment.

## TYPES OF ACCREDITATION AND ACCESS

The ETP Farm Tour 2026 offers three types of accreditation:

- **Full Pass:** Provides complete access to all activities, including technical demonstrations, exhibition areas, meals, and social events.
- **Member / Non-Member Pass:** Grants access to the main program and field day activities. Members benefit from reduced registration fees, while non-members pay the standard rate.
- **Supplier Social Pass:** Includes access to social areas, meals, and networking sessions, but does not allow entry to machinery demonstrations or technical zones.

Each pass may include optional activities at an additional cost. Please refer to the registration form for details.

## SECURITY AND ACCESS POLICY

The organizing staff may:

- Limit access to certain areas for safety reasons.
- Restrict the use of machinery in case of adverse weather conditions.
- Designate traffic zones for vehicles and participants.

Compliance with these rules is mandatory.



# GENERAL OPERATING RULES – ETP FARM TOUR 2026

## TRASH AND RECYCLING

The organization will provide trash collection service. Please:

- Place trash in closed bags inside or near your booth.
- Avoid leaving loose waste.
- If you need to dispose of large or special items, contact the organizing staff.

## SAFETY

Booth safety is the responsibility of the exhibitor during all phases of the event (setup, exhibition, and teardown).

- The organization will hire private security for the farm perimeter and access control.
- High-value materials must be properly secured.
- Exhibitors must comply with the safety instructions of authorized personnel.

## SECURITY SCHEDULE – FIELD DAY

Security staff will monitor access and traffic during the following hours:

Wednesday, October 21 — 8:00 - 20:00

Thursday, October 22 — 8:00 - 20:00

## SECURITY AND ACTIVITY SCHEDULE

Security staff will be on duty during the following hours:

- Wednesday, October 21: 08:00 – 20:00

Exhibitors may access the venue starting at 07:00 but must follow the instructions of security personnel at all times.

## LOADING AND UNLOADING

Recommendations and Obligations:

- Keep the traffic area clear.
- Exhibitors are responsible for their own materials.
- The organization is not responsible for damage to equipment during handling.

## SHARING OR SUBLEASING OF BOOTHS

Subleasing, sharing, or transferring the assigned space without prior approval from the organization is not allowed.

## BOOTH ACTIVITY

Exhibitors must ensure that machinery and equipment used:

- Are operated only by authorized personnel.
- Comply with safety standards during demonstrations.
- Do not pose a risk to the public or other exhibitors.

## SIGNAGE

Signage and banners must remain within the booth area.

It is prohibited to place signs on trees, vehicles, fences, or other structures without authorization.

## PROMOTION AND SALES

Only participating exhibitors may promote or sell products and services within the event.

The following are not allowed:

- Distributing advertising outside the assigned booth.
- Conducting sales or promotions in aisles or other areas without authorization.
- All promotion must respect event rules and a cooperative environment.

## FIELD DAY ACCESS

The organization reserves the right to grant access to the field demonstration area.

Access may be denied to those who violate safety rules, or when:

- Weather conditions require it.
- Machinery requires wide spaces or exclusion zones.

## OUTDOOR EXHIBITORS – ADDITIONAL INFORMATION EXHIBITION STANDARDS

All exhibitors must:

- Display their products and machinery in optimal condition.
- Keep the booth clean and safe.
- Ensure that their equipment does not damage the turf or other surfaces.
- Materials and exhibits that cause damage must be removed

## SPECIAL TRANSPORT

Transport of heavy or palletized machinery will require prior coordination with event staff.

The organization may deny access to vehicles that could damage the turf surface.

## FIELD DAY SCHEDULE

Exhibitors must be operational during the following approximate hours:

Wednesday, October 21 — 8:00 - 20:00

Thursday, October 22 — 8:00 - 20:00

These hours may vary according to the official schedule.

Outside of these hours, access to the field will be restricted.

## EXITS AND MATERIAL REMOVAL

Booth teardown and material removal will only take place after the Field Day has concluded.

Teardown before the event ends is not allowed.

Non-compliance may compromise safety and result in penalties.

## WEATHER RESTRICTIONS

In case of heavy rain or unstable terrain, the organization may:

- Change entry/exit schedules.
- Restrict machinery movement in the field.
- Relocate exhibits if necessary.

These measures aim to protect the turf and ensure everyone's safety.

## DELIVERIES AND SHIPMENTS

Truck and van entry will be regulated by event staff.

It is important to:

- Adhere to delivery schedules set by the organization.
- Properly label any shipments to the farm.
- Follow instructions for unloading and placement of materials.

## PAYMENT AND REFUND POLICY

- Payments must be completed before October 1, 2026, via bank transfer or credit card.
- In case of expulsion due to violation of the Code of Conduct, no refunds will be issued.
- If the event is canceled due to force majeure (extreme weather, health restrictions, etc.), a partial refund or rescheduling will be offered, as determined by the organization.

