

The address for the event site is:
Cereals 2012, Boothby Heath, Lincoln, LN5 0AS.

You will be able to access the event site from 7.30am and catering facilities will be open for breakfast. The exhibition stands open at 8am. Car parks are open from 6am and there is free tea and coffee in the car parks for visitors who arrive between 6am and 7.30am.

- **Book your tickets in advance** to save queuing on the day
- **Think about car share** or coming in a larger group
- **Follow the instructions** on the 'Cereals Visitor' signage and not your sat nav
- **Arrive early** to help avoid commuting traffic and make the most of the day



13-14th June 2012

Boothby Graffoe, Nr Lincoln, Lincs

Free car parking on site, sponsored by Bayer CropScience



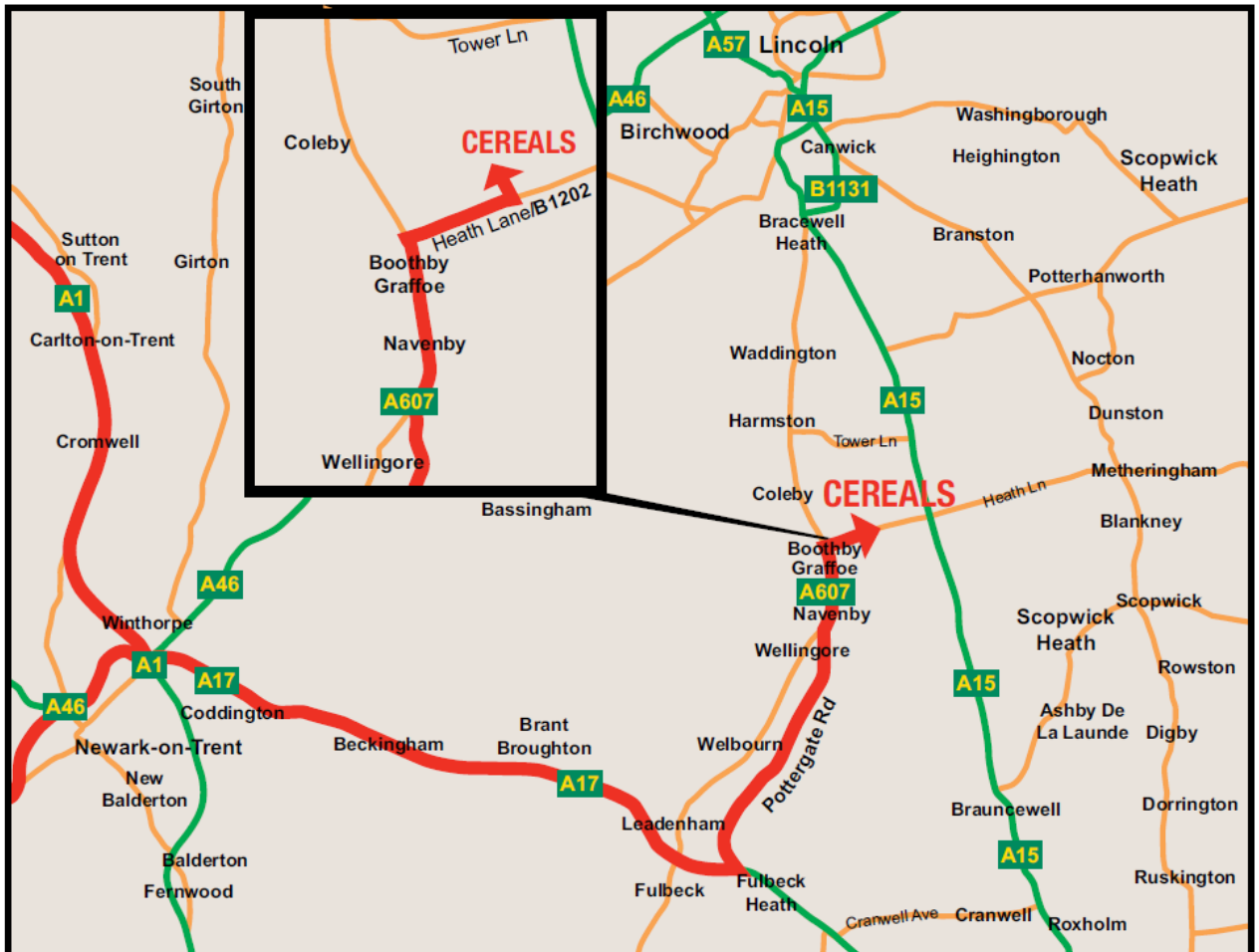
Bayer CropScience

From the North West:

A1 southbound, take the A17 eastbound at Newark. Turn left onto Sleaford Road, right onto Pottergate Road, right on to the A607 and right onto the B1202. Please turn off your Sat Nav when you pick up the event signage 'Cereals Visitors'.

From the South West:

A46 north-eastbound, take the A17 eastbound at Newark. Turn left onto Sleaford Road, right onto Pottergate Road, right on to the A607 and right onto the B1202. Please turn off your Sat Nav when you pick up the event signage 'Cereals Visitors'.



VISITOR ACCESS - FROM NORTH WEST & SOUTH WEST