

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



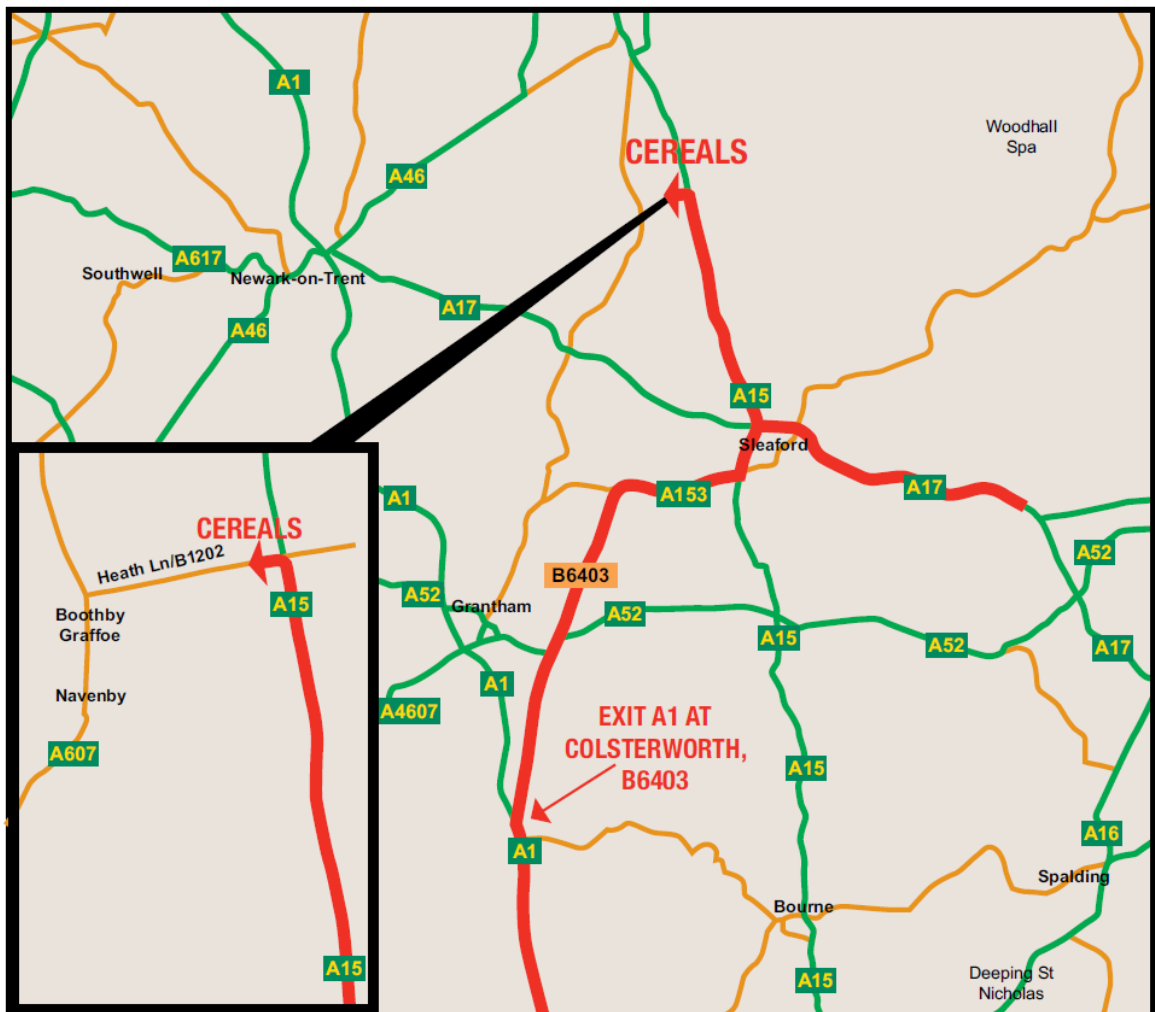
Bayer CropScience

From the South:

A1 northbound, exit at junction with B6403 (at Colsterworth). Take the B6403 north to Ancaster and take A153 north east to Sleaford. Follow signs for the A15 northbound towards Lincoln, turn left on to the B1202. Please turn off your Sat Nav when you pick up the event signage 'Cereals Visitors'.

From the East:

A17 westbound to A15 northbound, follow signs north towards Lincoln. Turn left on the B1202. Please turn off your Sat Nav when you pick up the event signage 'Cereals Visitors'.



VISITOR ACCESS - FROM THE SOUTH & EAST