

FARM EXPO

KENT COUNTY AGRICULTURAL SOCIETY

MACHINERY, SUPPLIES, AND
SERVICES FOR THE
AGRICULTURAL INDUSTRY

4 MARCH 2020
KENT SHOWGROUND

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SPONSORSHIP AND ADVERTISING OPPORTUNITIES

Following on from the success of the 2019 event, the Kent County Agricultural Society are pleased to bring you Farm Expo 2020. Last year we welcomed 2,500 visitors, over 100 trade stands and saw over 130 brands represented; Farm Expo 2020 is set to be another exciting event. Focusing on machinery, supplies, and services for the agricultural industry, the event will showcase major national and international providers of farming machinery and services. Farm Expo provides an opportunity for visitors and traders to see and share the latest innovations in the agricultural industry.

KENT COUNTY AGRICULTURAL SOCIETY

Organisers of Farm Expo, the Kent County Agricultural Society is a registered charity whose aim is to improve and educate in agriculture, forestry, horticulture, allied industries, rural crafts and the breeding of livestock.

The Society has a long history of running events, with its most recognised event, the annual Kent County Show, which celebrated the 90th Show in 2019.

By sponsoring Farm Expo or the Kent County Show, you are supporting the work our charity does, not only at these Show's but throughout the year through educational events, scholarships, bursaries and recognition awards.

Patron: HRH Duke of Kent, KG

TRADE STAND

Trade stand prices start from as little as £176 for an inside space and £275 for outside space.

BANNER ADVERTISING

Whether you decide to have a trade stand or not, your company can still have a presence at the Show in the form of a sail/feather banner. These will be displayed by the entrance to the Show.

£150 per banner*

*Please note that the sail/feather banners will need to be provided by your company with ground spike by Friday 28 February to the Show Office at the Kent Showground.

SHOW GUIDE

Show Guides will be given to all visitors and stand holders detailing our trade stands and sponsors. Prior to the event the Show Guide will be sent digitally to over 600 individuals on our Farm Expo mailing list and over 800 Kent County Agricultural Society Members. Print advertising starts at £175.

SPONSORSHIP PACKAGES

With over 2,500 visitors from the farming industry expected and over 130 trade stands represented, sponsorship provides an invaluable opportunity for your business to access this specialist, agricultural market.

There are opportunities to suit all businesses. The detailed packages are examples of the options available. All are flexible, and we are happy to tailor sponsorship to suit your individual needs and budget.



Bronze Sponsorship

SPONSORSHIP OPPORTUNITIES

- Sail / feather banner advertising
- Leaflet advertising – Show Guide
- Leaflet advertising – Seminar Room (approximately 100 chairs)
- Leaflet advertising – Registration table
- Tea and coffee station in the Seminar Room

BENEFITS OF BRONZE LEVEL SPONSORSHIP

- Company logo on Farm Expo website
- Acknowledgement in Show Guide
- Personalised social media promotion (Facebook, Twitter and Instagram)
- Branded coffee cups (tea and coffee station sponsorship only)

£150 - £400 + VAT



Silver Sponsorship

SPONSORSHIP OPPORTUNITIES

- Page wrap on Farm Expo website
- Sponsorship of Exhibitor and Visitor newsletters
- Advertising on fixed sites around the Showground (for example, standard banner advertising on ring or poster advertising on back of toilet doors)
- 'You are here' boards (6 across event site)

BENEFITS OF SILVER LEVEL SPONSORSHIP

- Company logo on Farm Expo website
- Acknowledgement in Show Guide
- Personalised social media promotion (Facebook, Twitter and Instagram)
- Link from Farm Expo website to your company website
- Inside trade space (4m x 2m)

£400 - £750 + VAT



Gold Sponsorship

SPONSORSHIP OPPORTUNITIES

- Networking Area (seated area for all exhibitors and visitors to make use of throughout the event)
- Seminar Room
- Roadside signage (100 small boards and 11 large boards)
- Trade Stand Awards (best service, best innovation and best machinery stands)
- Trade Car Hangers
- Entrance to event

BENEFITS OF GOLD LEVEL SPONSORSHIP

- Company logo on Farm Expo website
- Acknowledgement in Show Guide
- Personalised social media promotion (Facebook, Twitter and Instagram)
- Link from Farm Expo website to your company website
- Trade space (location and size to be agreed)
- Networking Area only: pop-up banners x2, leaflets on tables.
- Seminar Room sponsor only: branding on slides, pop-up banners x2, mentions during talks, logo on Show Guide seminar pages, logo on newsletter mailouts specific to seminars, leaflets on chairs.
- Roadside signage sponsor only: logo on signage across the county.
- Trade Stand Awards sponsor only: logo on Show Guide trade stand award pages, logo on newsletter mailouts specific to awards, ability to present the prizes with chosen judge and feature in post-Show media.
- Trade Car Hangers only: Art work of choice on the back of the Trade car park hangers.
- Entrance to event only: additional signage and banners at event entrance.

£750 - £2000 + VAT



Headline Sponsorship

As headline sponsor of Farm Expo your company will be a partner of the event. We will work with you to design a bespoke package meeting your Company needs. Below are examples of some of the benefits of becoming the headline sponsor of Farm Expo.

SPONSORSHIP OPPORTUNITIES

- Company logo on Farm Expo website
- Company logo on front of Show Guide
- Company profile in Show Guide (double page spread)
- Personalised social media promotion (Facebook, Twitter and Instagram)
- Link from Farm Expo website to your company website
- Trade space at Farm Expo (location and size to be agreed)
- Leaflet in Show Guide
- Logo on roadside signage
- Logo on all exhibitor and visitor newsletters
- Additional sail/feather banners throughout event
- Press release inclusion
- 3m x 1m banner space at Kent County Show (10, 11, 12 July 2019)
- Photographer for stand and sponsorship

£5000 + VAT

FARM EXPO

KENT COUNTY AGRICULTURAL SOCIETY

EXPRESSION OF INTEREST FORM

If you or your company are interested in sponsoring Farm Expo and would like further information about one of our opportunities, please complete this form and we will be in contact to discuss options with you.

Company

Address

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Postcode..... Telephone.....

Email.....

Website

Contact Name

Social Media

Advertising Opportunities (please highlight those of interest)

Trade Stand

Banner Advertising

Show Guide Advertising

Sponsorship Packages

Bronze

Silver

Gold

Headline Sponsor

Please provide details of what is important to your company and what you would like to gain from sponsoring at Farm Expo.

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Do you have an idea of budget for sponsorship at Farm Expo?

Please indicate budget below.

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Please return your expression of interest form to Meghan Rice-Wilson,
Kent County Agricultural Society, Kent Showground, Detling, Maidstone, Kent ME14 3JF.
Email: meghan@kentshowground.co.uk **Web:** www.kentshowground.co.uk **Tel:** 01622 633057