

FARM EXPO

KENT COUNTY AGRICULTURAL SOCIETY

MACHINERY, SUPPLIES, AND
SERVICES FOR THE
AGRICULTURAL INDUSTRY

21 APRIL 2021
KENT SHOWGROUND

tradestands@kentshowground.co.uk
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SPONSORSHIP AND ADVERTISING OPPORTUNITIES

The Kent County Agricultural Society are pleased to bring you Farm Expo 2021. Last year we welcomed 2,500 visitors and over 110 trade stands. Farm Expo 2021 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 its 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 16 April to the Show Office at the Kent Showground.

SHOW GUIDE

In 2021, Farm Expo will be working with South East Farmer on the Show Guide and preview advertising. 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. If you are interested in advertising, please contact Jamie McGrorty on 01303 233883 or email jamie@southeastfarmer.net.

SPONSORSHIP PACKAGES

With over 2,500 visitors from the farming industry expected and over 110 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

BRONZE SPONSORSHIP OPPORTUNITIES

- Sail / feather banner advertising
- Online advertising – Registration
- Leaflet advertising – Internal doors (Toilets & Exits)

BENEFITS OF BRONZE LEVEL SPONSORSHIP

- Company logo on Farm Expo website
- Acknowledgement in Show Guide
- Personalised social media promotion (Facebook, Twitter and Instagram)

£150 - £400 + VAT



Silver Sponsorship

SILVER 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
- Quarter page advert in South East Farmer, Farm Expo preview edition
- Full page advert in the Show Guide
- 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)

£799 - £1149 + VAT



Gold Sponsorship

GOLD SPONSORSHIP OPPORTUNITIES

- 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
- Quarter page advert in South East Farmer, Farm Expo preview edition
- Full page advert in the Show Guide
- 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)
- 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: Artwork of choice on the back of the Trade car park hangers.
- Entrance to event only: additional signage and banners at event entrance.

£1149 - £2399 + 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.

HEADLINE SPONSORSHIP OPPORTUNITIES

- Company logo on Farm Expo website
- Company logo on front of Show Guide
- Quarter page advert in South East Farmer, Farm Expo preview edition
- Full page advert in the 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 (9, 10, 11 July 2021)
- Photographer for stand and sponsorship

£5399 +VAT



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
Kent County Agricultural Society, Kent Showground, Detling, Maidstone, Kent ME14 3JF.
Email: tradestands@kentshowground.co.uk **Web:** www.kentshowground.co.uk **Tel:** 01622 630975