

FARM EXPO



TRADE STAND PACK 2024

Machinery, supplies and services for
the agricultural industry.



Kent Showground,
Maidstone, ME14 3JF

www.kcas.org.uk/farm-expo
01622 630975



WHO ARE WE?

The **Kent County Agricultural Society** is a registered charity whose aim is to support the county's agricultural community and its practices, while educating the public on the importance of British farming, and connecting children and young people with the countryside and rural crafts. The Society has a long history of running events, with the 93rd Kent County Show due to take place in 2024. The Society also hold a number of additional events including the Kent Farming Conference, Farm Expo, Heritage Transport Show, Biddenden Tractorfest and Living Land.

WHY TRADE AT FARM EXPO?

Farm Expo is a services and machinery show for the farming community based in the South East of England. This event is a great opportunity to showcase your agricultural or land based business to our established farming audience. Meet clients new and old, generate leads, and network with like-minded people within the industry. With a range of trade stand options, we have something to suit every business and budget. Our team are happy to guide you through the booking process and answer any questions you may have.

60 YEARS AT DETLING

The Kent County Agricultural Society was formed in 1923 by a group of like-minded farmers and landowners, and for over 100 years the Society has been advocating for the Kent farming community. Back in the early days of the Society we had no permanent home, with our annual Show moving to locations across the county. But all this changed in 1964, when the Society purchased the land at Detling Hill and set about transforming it into the Kent Showground, which would go on to become home to the Kent County Show as well as our other society events and the Kent Event Centre. In 2024, we are proud to be celebrating 60 years at our Detling home!



TRADE STAND BOOKING

Inside Shell Scheme:

Perfect for a pop-up stand. Shell scheme stands provide a simple and cost-effective solution for exhibitors. Each stand includes two sides and one back wall, for you to easily show off your display, as well as an exhibitor name board (max. 34 characters). Shell schemes are available in a range of sizes.

STAND SIZE	2024 COST
4m x 2m	£320
6m x 2m	£480
8m x 2m	£640
4m x 4m	£640
6m x 4m	£960

Inside open space trade stands:

STAND SIZE	MAIDSTONE EXHIBITION HALL COST
4m x 4m	£352
6m x 4m	£528
8m x 4m	£704
10m x 4m	£880

STAND SIZE	JOHN HENDRY PAVILION COST
4m x 2m	£120
8m x 2m	£240
4m x 4m	£240
6m x 4m	£360
6m x 5m	£450
10m x 5m	£750

Outside trade stands:

STAND SIZE	COST
10m x 10m	£400
20m x 20m	£600

For larger stands or alternative layouts please contact the Show Office.

**** All prices are exclusive of VAT.**

Electricity

ELECTRICAL SUPPLY	COST
Single 13 amp socket outlet - 3KW 13 amps max	£110
Twin 13 amp socket outlet - 6KW 20 amps max	£147
Direct Cee form connection 16 amp - 1 Phase Blue Plug	£120
Direct Cee form connection 32 amp - 1 Phase	£160
Direct Cee form connection 32 amp - 3 Phase Red Plug	£327

**** All prices are exclusive of VAT.**

Applications

All applications must be submitted via Showing Scene by Wednesday 7th February 2024 to secure trade space and be included in any print material. Exhibitors are allowed a free of charge entry into the Show Guide and up to 30 words to describe their company.

The Society cannot accept entries without remittance for all charges. All additional furniture must be booked and paid for prior to the event. Applications will not be processed unless fully signed and a risk assessment and valid public liability certificate is returned.

All data given upon submitting an application may be passed onto organisations that are directly linked with the running and promotion of the Show. This includes our service providers for electricity and health and safety and our press partners.

By submitting an application with Kent County Agricultural Society, you are providing consent for the storage and disclosure of your data in this way.

The Society reserves the right to reject any application for trade stand space and reserves the right to cancel the exhibitor's right to use the trade stand at any time without reason being given.

Allocation of sites

Please check the trade stand prices and spaces available (downloadable maps available via Showing Scene) before submitting your application. We will try to put you in your preferred location but please note this isn't always possible. No refund will be given if the exhibitor is not happy with the site of their stand upon arrival.

Exhibitors must apply for space that includes ground plates, tow bars, stays or guy ropes required for any structure, building, tent or caravan and any vehicle necessarily forming part of the stand, or needed in connection to the stand space.

The Society will not be held responsible for damage caused to sites, exhibits or goods by a third party prior to, during, or post event and will not undertake to make good such damage.

No exhibitor shall sub-let any portion of space allocated to them, or move any site other than that allocated to them without the prior consent of the Society and the appropriate fee paid at the time of booking.



NEW FOR 2024 - Book Your Demonstration Slot

For the first time at Farm Expo, the Kent County Agricultural Society is delighted to offer exhibitors the chance to book 60 minute demonstration slots on our concreted display area* and roadways!

Whether you want to show off your newest bit of kit or give visitors the chance to test drive a vehicle, our new demonstration area provides the opportunity to add an interactive element to your exhibition at Farm Expo. With limited slots available, make sure you book your demonstration fast to avoid missing out!

**£100 +VAT
for 60
minutes**

*Subject to availability and layout.

TRADE INFORMATION

Please make sure you read through these rules and regulations carefully before completing your trade stand application form. By submitting an application, you are agreeing to the regulations laid out below. If you have any questions, please direct them to our Trade Stands team at tradestands@kentshowground.co.uk, or call 01622 633061.

Show regulations

Show times:

8:30am - 5:00pm Wednesday 6th March 2024

Set up and break down times:

Set up 2.00pm - 8:00pm Monday 4th March 2024

8:00am - 8:00pm Tuesday 5th March 2024

Break down 5.00pm - 8:00pm Wednesday 6th March 2024

8:00am - 5:00pm Thursday 7th March 2024

Security will be on site from 2:00pm on Monday 4th March until 5:00pm on Thursday 7th March.

Vehicles arriving before the site is open on Tuesday 5th March 2024 will be held in the parking area. No vehicle will be allowed prior entry under any circumstances. **Please pass these timings onto any hauliers who will be delivering to your stand.**

Vehicle movement during the event will only be permitted at the following times on Wednesday 6th March 2024, except in the case of pre-booked demonstrations.
6:30am - 8:00am and 5:00pm - 8:00pm

Trade stand exhibitors will be permitted to park in the Clive Emson Conference Centre car park. Space is limited, so when the car park is full you will need to use the main public car park at the entrance to the Showground. Vehicle movement is prohibited during show hours therefore if you are parked in the trade stand car park you will be unable to move your vehicle until 5:00pm.

Vehicle access is permitted through the Main Gate (Entrance 1) only. The Back Gate (Entrance 6) will be closed for the week of the event to comply with Highways Agency regulations.

Generators are strictly prohibited at the event. All electricity required must be ordered via Showing Scene when you complete your application.

All exhibits must be completely dismantled by 5:00pm on Thursday 7th March 2024. Should the exhibitor require additional time, this must be requested at least 4 weeks in advance by writing.

All static machinery must be secure, and no parts of a raised machine should rely solely on hydraulic pressure to keep it in the raised position. All sharp points and extended parts, particularly those at head height should be masked to protect visitors from injury. Any moving exhibit should have a barrier restricting access to visitors. Signs and promotional materials should be secure, and exhibitors must keep their stands and surrounding areas clean and tidy. Litter and refuse should be placed in the appropriate bins provided around the site.

The Society requests that all outdoor exhibitors are considerate of the ground conditions when moving machinery and take care not to cause excessive damage to the site. Exhibitors are not permitted to drive across neighbouring trade stands, cut across corners when turning, exceed the allocated trade stand space, or allow lorries to pull onto grass areas when loading. A designated area for loading machinery which is self-propelled will be provided.

If the Society deem that an exhibitor has unnecessarily caused damage to the ground, the exhibitor will incur a charge after the event to cover re-installment costs to the value of the trade stand booked.

The erection of flags and banners are encouraged on exhibition stands; however, flags and banners may not be erected outside of an exhibitor's allotted area without the prior permission of the Society. Please contact the Show Office for further information and prices for flag and banner advertising.

Exhibitors may not use a public address system (PA system). No exhibitor shall call attention to their goods or allow sound to emanate from their stand in such a way that will cause annoyance to other exhibitors or the public. The demonstration or use of small tools, chain saws, machines etc. will be permitted in a manner approved by the Society.

Services

You will need to book electricity when you submit your application via Showing Scene. Costings can be found in the table in the Trade Stand Bookings section of this guide.

Security will be available on site from 2:00pm on Monday 4th March until 5:00pm on Thursday 7th March. The Society will not accept responsibility for any damage or loss.

Water points will be available across the Showground. Should you require a water standpipe on your stand, please contact the Society and book this before 7th February 2024. Standpipe bookings made after this date cannot be guaranteed.

Health & Safety and Legal Regulations

Exhibitors at Farm Expo should be aware of their duties under the Health and Safety at Work Act 1974. In particular, attention should be drawn to the requirement under the Management of Health and Safety at Work Regulations 1999 whereby at the time of booking, you must provide a completed risk assessment covering all the risks associated with your attendance at the event.

All exhibitors must carry Public Liability insurance with the minimum limit of indemnity required for their business. This insures the exhibitor's liability for damage to third party property and/or injury to third parties arising from the exhibitor's use of their stand. The Society **must** be sent a copy of your public liability insurance prior to the event.

Exhibitors should also hold the relevant Employers Liability Insurance where it is required by statute. This insures the exhibitor's legal liability for injury to employees. 'Employees' can be deemed to include volunteers, casual/temporary workers and 'self-employed' persons.

Under the Consumer Protection Act 1998, the retailer of a defective product is strictly liable to any persons injured by it. Therefore, it is essential that any exhibitor supplying goods or services maintains Product Liability insurance.

All exhibitors must comply with the relevant Trading Standards legislation; this involves safety, fair trading and quality. Exhibitors must protect their staff and the public from contact with moving components of machinery and provide the Society with the relevant information of how this will be achieved.

Please note these terms and conditions are subject to change and any existing bookings will be informed of any changes.

Sponsorship

Sponsorship is a great way to gain additional exposure for your business. We have options to suit all budgets and businesses. Whether you're looking to increase your brand visibility, generate leads, or build business relationships, Farm Expo is a great opportunity to meet your goals. If you would like to discuss some of our options or find out how sponsorship could work for you, don't hesitate to get in touch. Our Sponsorship Coordinator, Sally Higgins, is happy to guide you through the process and build a bespoke package to suit your needs.

CONTACT US

To discuss how our knowledgeable and enthusiastic team can help with your sponsorship and hospitality requirements.

Tel: 01622 633057 Email: sally@kentshowground.co.uk

Visit: www.kcas.org.uk

Prices starting
from just
£50
+VAT for
traders

Press & Marketing

Press Office

The Press Office welcomes press packs and media information for distribution to our media network. If you plan to hold a media event at Farm Expo, please email the relevant information to emmas@kcas.org.uk or call 01622 633058, including details of stand name, timings, potential invitees and general details of the event.

Social Media

Please feel free to tag us in your social media activity and where possible we can help promote you. We post regular updates in the weeks leading up to the Show via our social media platforms. **Facebook:** www.facebook.com/KCASFarmExpo

Instagram: @kcasfarmexpo **LinkedIn:** @kentcountyagriculturalsociety



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