



FARM EXPO

KENT COUNTY AGRICULTURAL SOCIETY

SPONSORSHIP 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 being held in 2024. The Society also hold a number of annual charitable events including the Kent Farming Conference, Farm Expo, Biddenden Tractorfest and Living Land.

WHY SPONSOR FARM EXPO?

The Kent County Agricultural Society are pleased to bring you Farm Expo 2024. Last year, we welcomed 2,500 visitors and over 100 trade stands and Farm Expo 2024 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 the opportunity for visitors and traders to see and share the latest innovations in the agricultural industry.

SPONSORSHIP OPPORTUNITIES

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's visibility, generate leads, or build business relationships, Farm Expo sponsorship is a great way to meet your goals. If you would like to discuss one of our options or know whether sponsorship could work for you, don't hesitate to get in touch.

Contact Us

Sally Higgins

sally@kentshowground.co.uk 01622633057

Advertising Opportunities

Our advertising options at Farm Expo offer you the opportunity to increase your brand's visibility and get seen by customers within the agricultural sector. Better still, we provide you with the flexibility to choose from a range of advertising options to suit your budget and goal. Select from the options listed below or combine multiple options to create your own bespoke sponsorship package.

Sail Banner Advertising **£50 + VAT**

At the entrance or along the walkway to the event.

Logo on the Farm Expo Website **£50 + VAT**

Advertising within the Maidstone Building **£100 + VAT**

Posters on back of toilet doors.

Newsletter Advertising **£100 + VAT**

Your logo on exhibitor, visitor and members' e-newsletter

Trade Stand Award Sponsor **£300 + VAT**

Opportunity to judge the trade stand competition with our Directors and hand out the prizes with photo opportunities

Additional Benefits of Sponsorship Opportunities

- Company logo on Farm Expo website
- Acknowledgment in Show Guide
- Personalised social media promotion

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.

SPONSORSHIP PACKAGES

With over 2,500 visitors from the farming industry expected to attend, and over 100 trade stands represented, sponsorship provides an invaluable opportunity to your business to access this specialist agricultural market.

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

Show Supporters

Benefits of a Show Supporter Sponsorship

- Trade stand (size on application)
- Sail banner at the main gate and my entrance to Maidstone building
- Banner advertising on the Farm Expo website which links to your own website
- Your logo on the Farm Expo website
- Acknowledgment in the Show Guide
- 1/4 page advert
- Personalised social media promotion



Networking Room Sponsors

Benefits of a Networking Room Sponsorship

- Trade stand (size on application)
- Designated area in the Astor Pavilion for 60 minutes to invite guests to for networking and a talk PA system can be available We will provide Hot Drinks for your guests
- Sail banner at the main gate and my entrance to Maidstone building
- Banner advertising on Farm Expo website with a link to your website
- Logo on the front of the Show Guide
- Acknowledgment in the Show Guide
- Personalised social media promotions
- E-shot promotion to Farm Expo database with quote from your business and involvement in the Event



Headline Sponsor

Benefits of a Headline Sponsorship:

- Trade stand (size on application)
- Logo on the front of the Show Guide
- Logo on the 'Register to attend' page
- Access to the data collected from the registration page
- Designated area in the Astor Pavilion for 60 minutes to invite guests to for networking and a talk PA system can be available We will provide Hot Drinks for your guests
- Company logo on Farm Expo website with link to your own site
- Acknowledgement in the Show Guide
- Company profile in the Show Guide covering one page
- Personalised social media promotion
- E-shot promotion to Farm Expo database with quote from your business and involvement in the Event
- Full Page Advert in the Show guide.
- Acknowledgment in the South East Farmer 'Farm Expo Preview'



GET INVOLVED

In addition to Farm Expo, the Kent County Agricultural Society run a number of other events throughout the year. We have plenty of opportunities to get involved in all of these, whether it's sponsorship, trading, or hospitality. Please see a list of our 2024 events below:



Kent Farming Conference
24 January 2024



Farm Expo
6 March 2024



Heritage Transport Show
6 April 2024



Kent County Show
5, 6, 7 July 2024



Biddenden Tractorfest
17, 18 August 2024

Get in touch to discuss any of
our events on 01622 630975.



24 January 2024

Hot industry topics

FREE to attend



CONTACT US

sally@kentshowground.co.uk

01622 633057 | www.kcas.org.uk