

o o o o



Exhibition Stand Sales Information 2024

20 & 21 November 2024
Newark Showground

FREE PARKING & ENTRY

o o o o

About us



This event is organised by Newark and Nottinghamshire Agricultural Society (NNAS) – a registered charity dedicated to promoting, celebrating and championing agriculture across the Midlands region.

We are one of the largest Midlands-based agricultural machinery shows in the UK offering a platform for agricultural businesses to showcase a diverse range of new products, services, machinery, industry innovations, and the latest technology to those who work in or have an interest in agriculture. The Midlands Machinery Show is ideally located to attract thousands of relevant customers and is a growing show that we welcome you to be a part of this year.



Why exhibit at the Midlands Machinery Show?

Acknowledged as an excellent time of year

For farmer visitors to attend when the busy growing and harvesting season has finished and farm business planning is in progress for the next 12 months

Cost-effective and highly accessible

Situated in the heart of the Midlands and Eastern farming region with affordable accommodation near by and free parking at the show

Organised by NNAS, an agricultural charity

Which invests all funds generated from the show back into its primary objective, to promote agriculture and the agricultural industry

Recognised by the exhibitors as an event to “do” business at*

With an excellent visitor spread from farm owners, machinery operators, influencers and decision makers.

*55% of our visitors are key decision makers and 52% were farm owners, managers and contractors.

Supported by an extensive pre-marketing campaign

Encouraging all exhibitors to get involved. Exhibitor marketing kit with digital graphics, printed materials, road signs and more

Combining indoor and outdoor exhibition space

To suit exhibiting company's requirements, a range of indoor and outdoor spaces, to suit any needs or budget

Relaxed business atmosphere

Encouraging networking opportunities and knowledge transfer at a show that welcomes all within the industry

Growing social media platforms*

19% social media audience growth in 5 months across Instagram, Facebook and Twitter

Specialised agricultural machinery

With a range of national, regional and local businesses showcasing their product ranges

FREE PARKING & ENTRY



*Statistics based on visitor registration and responses to a survey of visitors after the 2023 show

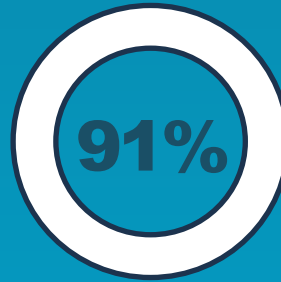
What do visitors do at the Midlands Machinery Show?



**Met new
suppliers**



**Will/have
made an order**



**Met current
suppliers**



**Are decision
makers**

73%

**Likely to recommend
the show to a
colleague or friend**

52%

**Are Farm owners,
owners/managers/
contractors)**

76%

**Satisfied with the
quality of exhibitors and
show.**

4

**Satisfaction
rating**

73%

**Learnt about new
products/
innovations**



*Statistics based on visitor registration and responses to a survey of visitors after the 2023 show

Outdoor Stands

Outside stand space enables visitors to get up close and personal with a full range of equipment on open grass or hard standing.

Outdoor stands provide the best value per square metre and are suitable for large outdoor equipment or large product ranges that require clear space to showcase them.

There are no height restrictions, the sky is the limit and we can adapt stand sizes to suit all requirements.

Early Bird Rate

~~£8.15 (+vat) per sqm~~

Standard Rate

£9.30 (+vat) per sqm



Book your stand and pay in full before 31st March 2024 to secure the Early Bird discounted rate. Standard rates apply from the 1st April 2024.



“ We had a great show this year, very surprised by the number of positive enquiries and grateful for such a prominent position!

Fentech Agri - 2023



Indoor Stands

Indoor stands are in our permanent buildings with varying height clearance and stand sizes. There are a range of exhibition buildings to select from:

John Crocker Halls (x3 halls)

Offering a total of 1,200 sqm. Maximum height clearance of 3.5m, minimum height clearance of 2.3m.

Stanley Sheldon Hall

Offering a total of 2,976 sqm. Maximum height clearance of 6.3m, minimum height clearance of 3.2m.

Early Bird Rate

~~£19.50 (+vat) per sqm~~

Standard Rate

£24.25 (+vat) per sqm



“ Thank you for all the hard work that goes into making MMS happen. ”

Kevin Kirby - 2023

Book your stand and pay in full before 31st March 2024 to secure the Early Bird discounted rate. Standard rates apply from the 1st April 2024.





Indoor Stands Cont

o o o o

Lady Eastwood Centre

Offering a total of 1,200 sqm. Maximum height clearance of 4.5m, minimum height clearance of 2.6m.

George Stephenson Exhibition Hall

Offering a total of 2,956 sqm. Maximum height clearance of 8.5m, minimum height clearance of 4m.

~~Early Bird Rate~~

~~£22.50 (+vat) per sqm~~

Standard Rate

£26.50 (+vat) per sqm

Book your stand and pay in full before 31st March 2024 to secure the Early Bird discounted rate. Standard rates apply from the 1st April 2024.

“Thanks ever so much for all
your input / support to make
Midlands Machinery Show
2023 great again!”

Hydrokit UK - 2023

Our commitment to you



In return for choosing to exhibit with us at the Midlands Machinery Show and to support the agricultural industry, we provide you with a number of additional benefits including:

- FREE unloading/loading and parking for all
- FREE slot in the demonstration area
- FREE stand at Nottinghamshire County Show
*Machinery companies on a first come first serve basis only.
- Marketing and social support and PR assistance and opportunities
- Marketing Kit - social graphics, roadside boards, stickers and much more
- FREE listing on the MMS website which gets 46,000 page views annually and the show guides
- FREE PR & Marketing Webinar - To help make the most of your exhibitor investment

Our digital marketing kit, available for all exhibitors:



FREE DEMOS



Product Demonstrations

What better way to show your product off than to show it in action!

The dedicated demonstration area is a hit every year, with timetabled demonstrations each day of the show drawing crowds. Any exhibitor who books a stand gets the chance to demonstrate their product for free in this area, all you need to do is let us know in advance.

Apprenticeship Awards

The Newark & Nottinghamshire Agricultural Society's Midlands Agricultural Engineering Apprenticeship Award supports young agricultural engineering apprentices aged 17 - 25, with a bursary to assist financially with their careers.

To be eligible, apprentices must currently be working with an agricultural engineering company and attending an academic institution. This award is for Midlands residents or students employed by companies based in the Midlands, although not exclusively. T's and C's on the show website.





Sponsorship & Advertising

There are multiple ways you can showcase your brand to visitors before, during and after the show:

- Sponsorship of a building or building
- Advertise in the show guide or online
- Banners at entrances and exits
- Additional PR marketing opportunities

We're always happy to discuss any other opportunities if you have something specific in mind to help you achieve your goals.

Technology & Innovation Spotlight

We are looking for exhibitors to put forward their latest new products and services, innovations and technology in which to feature in our pre-show marketing highlighting the latest trends in the agricultural machinery sector.

This is a great way to share your news with our visitors and ensure you have the opportunity to maximise your presence at the show. Be sure to let us know more or tick the box on the booking form.



Approved Suppliers List



Supply Required	Company Name	Company Description	Contact Details
Trailer Hire Exhibition Design Branding & Graphics Furniture Carpeting	DWT Exhibitions	At DWT, we have been supplying event trailers for almost 40 years. Our varied fleet means we have a trailer to suit your needs from a compact 4.2m display trailer to a 13 metre hospitality suite. We will deliver and set up your trailer, branded inside and out to your requirements so you can arrive and concentrate on meeting your clients. After the event, you can walk away and we will do everything else. Based locally.	Email – nikki@dwt-exhibitions.co.uk Tel – 01476 860833 Web – www.dwt-exhibitions.co.uk
Electricity	McConnells	Electrical Services can be pre-ordered for the duration of the show subject to the equipment that requires power. McConnells are the exclusive electricity supplier for the showground.	Email – Shows@mcconnells.uk.com Tel – 01636 611626 Web – https://mcconnells.uk.com/
Catering	Tastes	The Newark Showgrounds In house catering service..	Email – francesca.hayes@newarkshowground.com
Marquee	Aussie Marquees	Aussie Marquees is a marquee hire company with everything you need for a successful event all under one roof.	Email – craig@aussie-marquees.com
Marquee	Wells & Son Marquees	Lincolnshire based company providing basic traditional marquees and frame tents to hire for functional rain cover only or jazz them up with lots of extra touches for unsurpassed elegance.	Email: enquiries@wellsmarqueesltd.co.uk Tel: 01205 362666





Contact us

General Enquiries:

Midlands Machinery Show

e. info@midlandsmachineryshow.com

t. 01636 705796

Stand Enquiries & Sponsorship:

Francesca Hayes

e. francesca.hayes@newarkshowground.com

Marketing & PR:

Harriet Canovan

e. harriet.canovan@newarkshowground.com

Events & Development Manager:

Elizabeth Halsall

e. elizabeth.halsall@newarkshowground.com

midlandsmachineryshow.com

