

# NEW LAYOUTS FOR 2025

see maps enclosed

# FARM EXPO



## TRADE STAND PACK 2025

Kent's leading farm machinery, livestock supplies and agricultural services show for the land based industry.



Kent Showground,  
Maidstone, ME14 3JF



[www.kcas.org.uk/farm-expo](http://www.kcas.org.uk/farm-expo)  
01622 633061



# 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 94th Kent County Show due to take place in 2025. The Society also hold a number of additional events including the Kent Farming Conference, Heritage Transport Show, Living Land, The Kent County Show and Biddenden Tractorfest.

Tradestands Coordinator- Paige Paternoster  
Sponsorship Coordinator- Sally Higgins  
Marketing Team- Emma Stewart & Megan Beaney

## WHY TRADE AT FARM EXPO?

Farm Expo is a services and machinery show for the farming community held 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.

## 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 sponsorship opportunities and hospitality requirements please contact Sally Higgins.

Tel: 01622 633057 Email: [sally@kentshowground.co.uk](mailto:sally@kentshowground.co.uk)

Visit: [www.kcas.org.uk](http://www.kcas.org.uk)

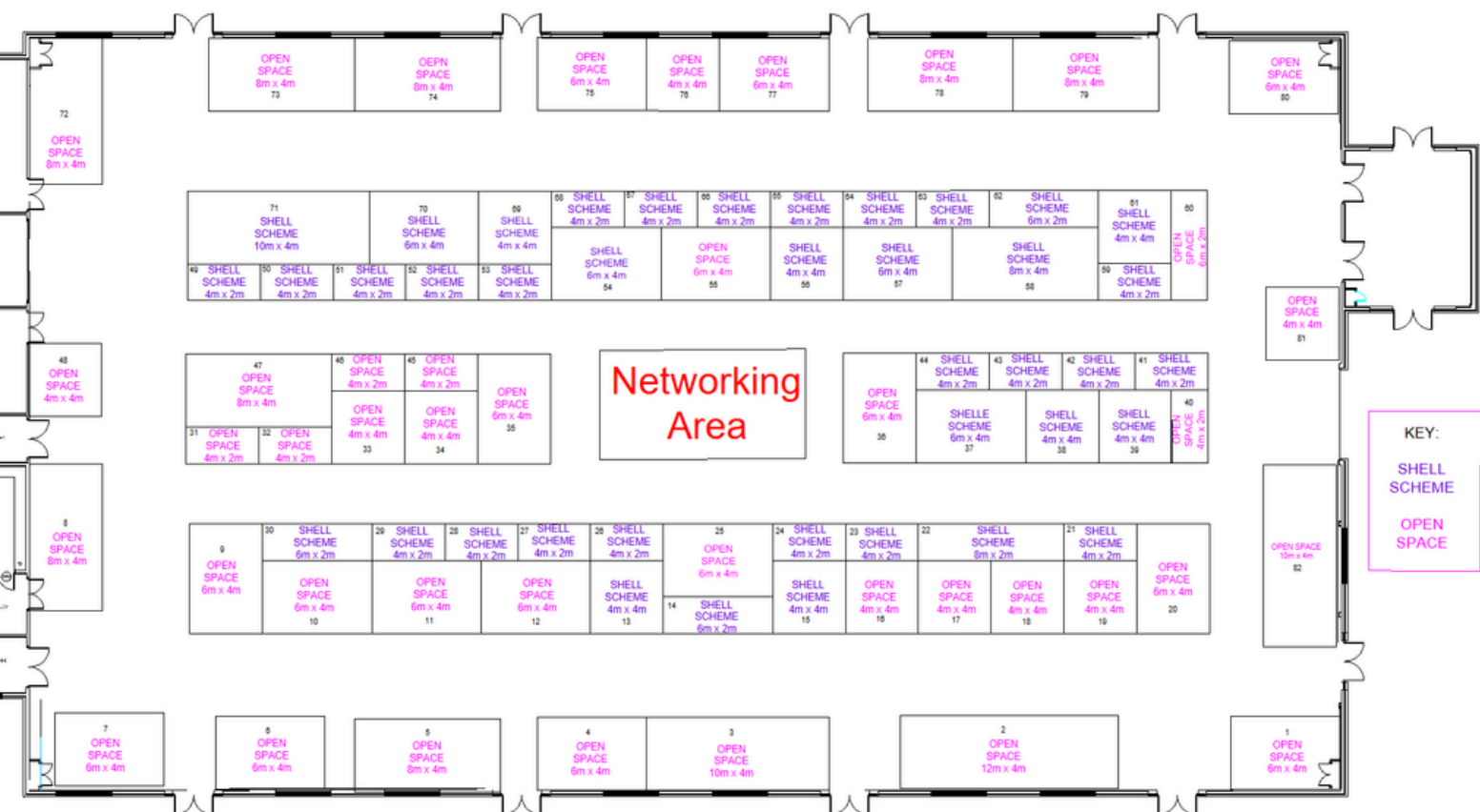
Prices starting  
from just  
**£50**  
+VAT



# NEW INSIDE AND OUTSIDE LAYOUTS FOR 2025!

These maps are on a live system and constantly being worked on, so positioning and stand numbers may be subject to change.

## MAIDSTONE EXHIBITION HALL



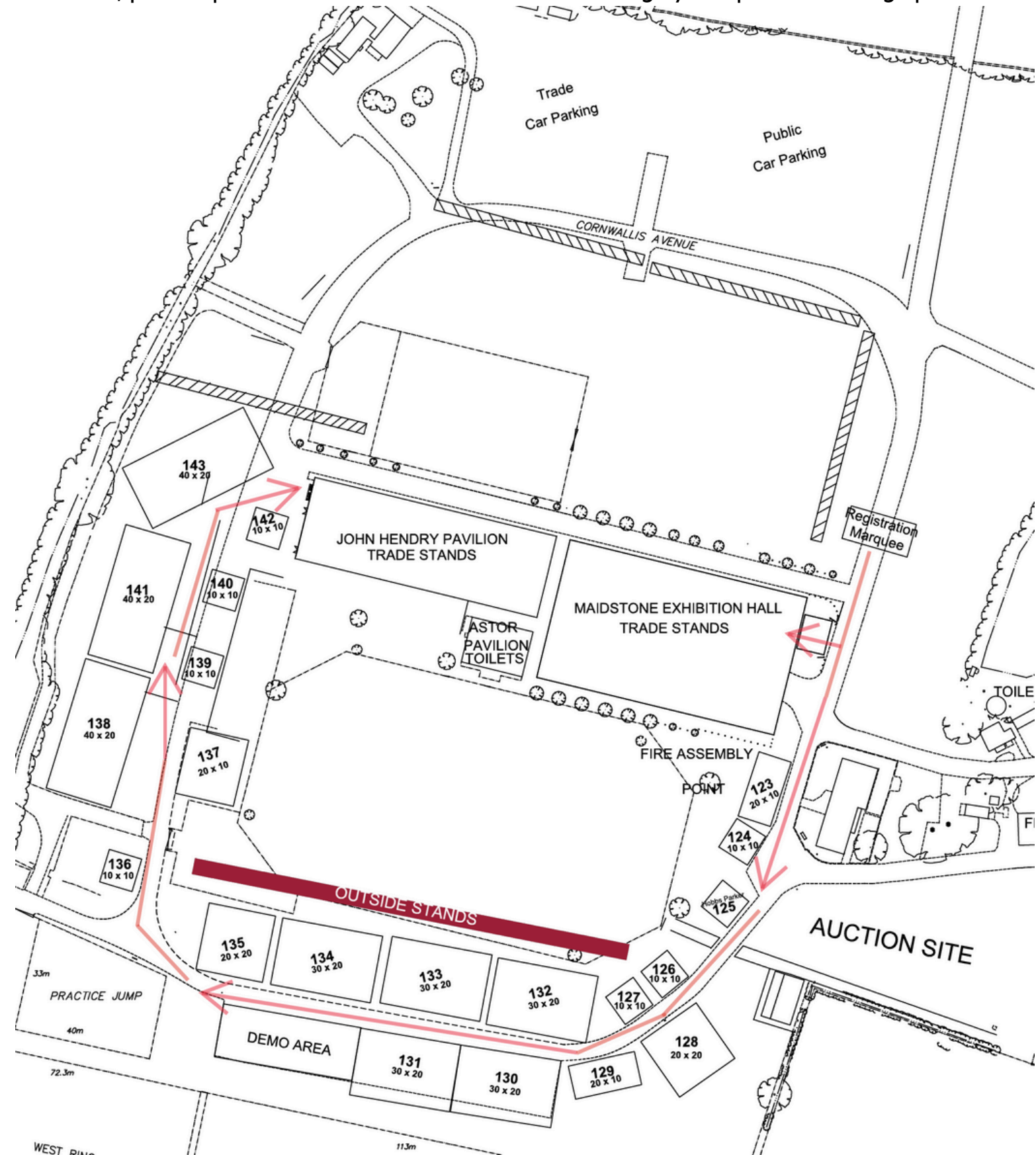
## JOHN HENDRY PAVILION



# NEW INSIDE AND OUTSIDE LAYOUTS FOR 2025!

## OUTSIDE

Stand sizes on the outside map may be able to be altered in size to suit your preferred location, please speak to the trade stand team to run through your space and sizing options.





# 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	MAIDSTONE EXHIBITION HALL SHELL SCHEME
4m x 2m	£320
6m x 2m	£480
8m x 2m	£640
4m x 4m	£640
6m x 4m	£800
8m x 4m	£960
10m x 4m	£1500

## Inside open space trade stands:

STAND SIZE	MAIDSTONE EXHIBITION HALL COST
4m x 2m	£250
4m x 4m	£355
6m x 4m	£530
8m x 4m	£705
10m x 4m	£880
12m x 4m	£950

## Outside trade stands:

STAND SIZE	COST
10m x 10m	£400
20m x 10m	£500
20m x 20m	£600
30m x 20m	£700
40m x 20m	£800

STAND SIZE	JOHN HENDRY PAVILION COST
4m x 2m	£120
8m x 2m	£240
4m x 4m	£240
6m x 5m	£450
8m x 5m	£600
10m x 5m	£750

For larger stands or alternative layouts please contact the Paige at 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	£150
Direct Cee form connection 16 amp - 1 Phase Blue Plug	£120
Direct Cee form connection 32 amp - 1 Phase Blue Plug	£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 5th February 2025 to secure your 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. The layout for 2025 has changed, please call the tradestand team to discuss your location and most suitable position.

Exhibitors must apply for space that includes ground plates, tow bars, stays or guy ropes required for any structure, building, 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.



## Book Your Demonstration Slot

The Kent County Agricultural Society is delighted to offer exhibitors the chance to book 60 minute demonstration slots on our concreted display area.

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](mailto:tradestands@kentshowground.co.uk), or call 01622 633061.

## Show regulations

### Show times:

8:30am - 5:00pm Wednesday 5th March 2025

### Set up and break down times:

Set up 2.00pm - 8:00pm Monday 3rd March 2025

8:00am - 8:00pm Tuesday 4th March 2025

Break down 5.00pm - 8:00pm Wednesday 5th March 2025

8:00am - 5:00pm Thursday 6th March 2025

**Security will be on site from 2:00pm on Monday 3rd March until 5:00pm on Thursday 6th March. The Society will not accept responsibility for any damage or loss.**

Vehicles arriving before the site is open on Tuesday 4th March 2025 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 5th March 2025, 6:30am - 8:00am and 5:00pm - 8:00pm, except in the case of pre-booked demonstrations.

Trade stand parking will be available however 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 6th March 2025. 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 and sponsorship opportunities.

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.

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 5th February 2025. 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.**





## 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 Emma Stewart on [emmas@kcas.org.uk](mailto:emmas@kcas.org.uk) or call 01622 633058, on Megan Beaney at [megan@kcas.org.uk](mailto:megan@kcas.org.uk) 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](https://www.facebook.com/KCASFarmExpo)  
**Instagram:** [@kcasfarmexpo](https://www.instagram.com/kcasfarmexpo) **LinkedIn:** [@kentcountyagriculturalsociety](https://www.linkedin.com/company/kentcountyagriculturalsociety)





## CONTACT US

[tradestands@kentshowground.co.uk](mailto:tradestands@kentshowground.co.uk)

01622 633061 | [www.kcas.org.uk](http://www.kcas.org.uk)