



FARM EXPO

KENT COUNTY AGRICULTURAL SOCIETY

Sponsorship Brochure

Machinery, Supplies and services for the agricultural Industry

Farm Expo offers a range of opportunities to increase your brand exposure including sponsorship, banners, show guide advertising, and more.



3rd March 2027



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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 also hold a number of annual charitable events including the Kent Farming Conference, Farm Expo, Biddenden Tractorfest, Living Land and the Kent County Show.



What is Farm Expo?

The Kent County Agricultural Society are pleased to bring you Farm Expo 2027. Last year, we welcomed 2,700 visitors and over 110 trade stands and Farm Expo 2027 is set to be another exciting event. Focusing on machinery, supplies, and services for the agricultural industry, smallholders and grounds teams, 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.

Why Sponsor?

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.



WHY SPONSOR FARM EXPO?

The Kent County Agricultural Society is proud to offer a wide range of sponsorship opportunities, with something to suit every business and budget! Ranging from banner space and show guide adverts through to tailored packages designed just for you, we work with you to ensure your sponsorship helps you to meet your business goals whilst supporting a registered agricultural charity in Kent. Discover our wide range of sponsorship options listed in this brochure or contact Becky directly to discuss a more personalised sponsorship package.



Farm Expo's Typical Visitor



Aged 41-60
Male
Farm Worker
South East Based



Rate Farm Expo
4 out of 5 stars



Spent 3-5 hours
at Farm Expo

Rated trade stands:

Number: ★★★★★☆

Variety: ★★★★★☆

Quality: ★★★★★★

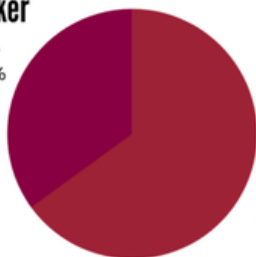
*"A chance to catch up with
peers and the trade"*

"A very good show"

"Well organised"

Main Decision Maker

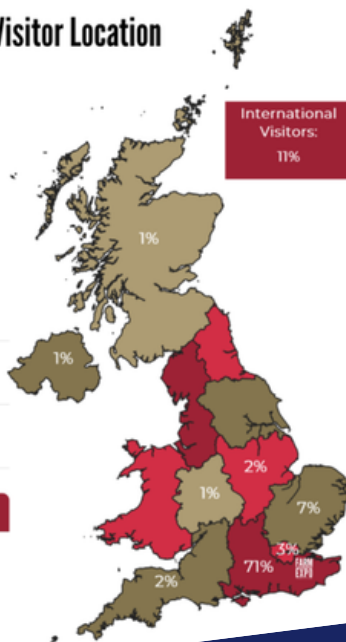
No
35%



Yes
65%

Visitor Location

International
Visitors:
11%



Expected Annual Spend



OUR CHARITABLE OBJECTIVES:

- The improvement of agriculture, forestry, horticulture, allied industries, rural crafts and the breeding of livestock.
- The demonstration of improved methods and processes connected with the above areas of interest.
- The holding of an annual agricultural show in Kent.
- The encouragement of agricultural and horticultural education, research and experimental work by publications, grants or other means.

Sponsor & Trade

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. Our Show Supporters, Show Partners and Headline Sponsors have the opportunity to be in the centre of the action with a trade space surrounding the networking area.



Locations available are marked with a



Spaces in this are are limited and the size of your stand is determined by the package you purchase. The earlier a package can be agreed the more exposure your company will receive.

Show Supporter

£800
+VAT

Benefits of a Show Supporter Sponsorship:

- Trade stand surrounding the network area
- Banner at the main gate and by entrance to Brachers 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
- Personalised social media promotion

Show Partner

£1,000
+VAT

Benefits of a Show Partner Sponsorship:

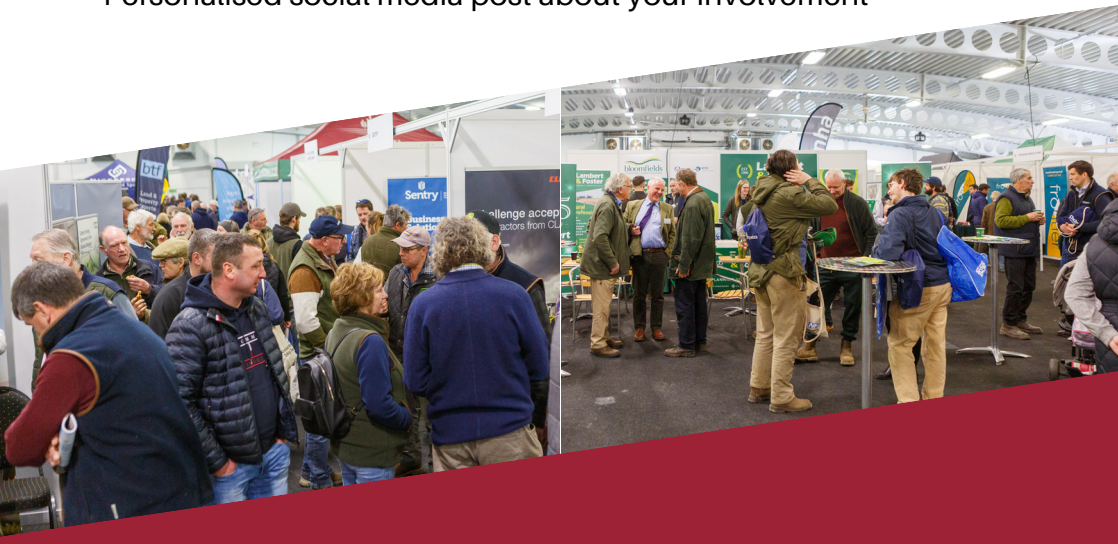
- Trade stand surrounding the network area
- Banner at the main gate and by entrance to Brachers building
- Banner advertising on Farm Expo website with a link to your website
- Acknowledgment in the Show Guide
- Personalised social media promotions
- 1/4 advert in the show guide
- E-shot promotion to Farm Expo database with quote from your business and involvement in the Event
- Dedicated e-shot about your company to our database

Headline Sponsor

£1,200
+VAT

Benefits of a Headline Sponsorship:

- Trade stand surrounding the network area Logo on the front of the Show Guide
- Logo on the 'Register to attend' page
- Access to the data collected from the registration page Company
- logo on Farm Expo website with link to your own site
- Dedicated e-shot about your company to our database
- Opportunity to use the Astor Pavilion for a breakfast meeting refreshments provided
- Banners at the main gate and outside the Brachers Building
- Acknowledgement in the Show Guide
- Company profile in the Show Guide covering one page
- Personalised social media promotion
- Full Page Advert in the Show guide
- Acknowledgment in the South East Farmer 'Farm Expo Preview
- Personalised social media post about your involvement



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.

Banner Advertising

Your banner will appear on the main walkway to the show

£60 +VAT

Logo on the Farm Expo Website

£50 +VAT

Advertising within the Brachers Building

Posters on back of toilet doors.

£100 +VAT

Newsletter Advertising

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

£100 +VAT

Stand Award Sponsor

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

£300 +VAT

Additional Benefits of Sponsorship Opportunities Company

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

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 2027 events below:



Farm Expo
3rd March 2027



Biddenden Tractorfest
2027 TBC



Heritage Transport Show
3rd April 2027



Kent Farming Conference
20th January 2027



Kent County Show
9th, 10th, 11th July 2027



Contact us

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