



# Exhibition Stand Sales Information 2022

16 & 17 November, Newark Showground

Book a stand now: [midlandsmachineryshow.com](https://www.midlandsmachineryshow.com)







## About the Midlands Machinery Show

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

The Midlands Machinery Show is one of the largest Midlands-based agricultural machinery shows in the UK. Being a platform for SME and large agricultural businesses to showcase their diverse range of machinery and innovation to those who work in agriculture and have an interest in agricultural machinery.

The event attracts a wide range of attendees each year, travelling from across the UK to browse over 300 exhibitor stands, connect with familiar faces within the industry and learn about the latest innovations.



# 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.

## ✓ 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. With 91% of exhibitors meeting new customers.

## ✓ Supported by an extensive pre marketing campaign

Encouraging all exhibitors to get involved. Exhibitor marketing kit with digital graphics supplied.

## ✓ 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.

## ✓ Growing social media platforms\*

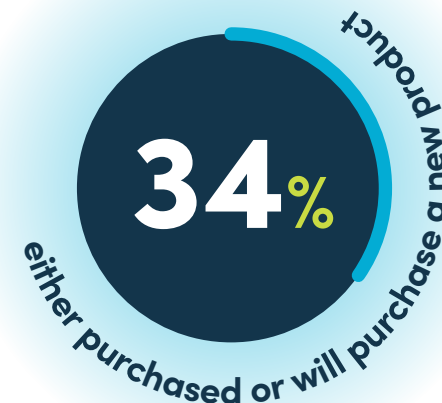
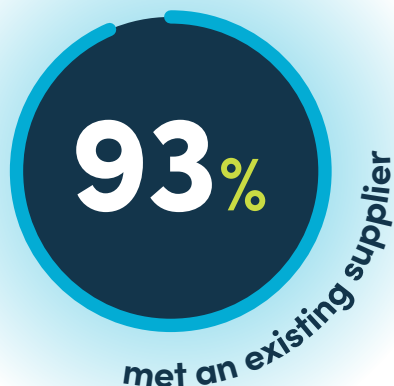
21% overall audience growth in 5 months, including 60.3k twitter impressions in November 2021

## ✓ Specialised agricultural machinery\*

With a range of national, regional and local businesses showcasing their product ranges. 70% of visitors are high quality and are actively involved in farming and farming machinery.

\*Statistics based on exhibitor and visitor registration and post event survey results and analysis from our social media accounts.

# What do visitors do at the Midlands Machinery Show?



**69%** of visitors main objective was to talk to manufacturers, dealers and suppliers

**66%** of visitors watched demonstrations

**4.1/5** of visitors are likely to recommend the show to a friend or colleague

**82%** of visitors learnt about new products and innovations

**90%** of visitors found ease of navigating around the event good/very good

**4.6/5** of visitors found the registration process easy

**45%** of visitors claimed NRoSO points

\*Statistics based on visitor registration and responses to a survey of visitors after the 2021 show.



# Outdoor Stands

Outside stand space enables visitors to get up close and personal with a full range of equipment.

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

£7.35 (+VAT) per sqm

## STANDARD RATE

£8.40 (+VAT) per sqm

Book your stand and pay in full **before 31<sup>st</sup> May 2022** to secure the Early Bird discounted rate

As ever, well done to the organisers, the organisation was spot on and it was great to be back at the show talking to existing & new customers. The Agri industry is very important to us and the MMS really allows us to get to talk to the end users and decision makers about our Hose Assembly Equipment

- We will definitely be back in 2022.
- Allswage UK Ltd



# Indoor Stands

Indoor stands are in our permanent buildings and space sizes range from 4m x 3m to 12m x 9m with varying height clearance. There are a range of exhibition buildings to select from:

## 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**  
£17.95 (+VAT) per sqm

**STANDARD RATE**  
£22.00 (+VAT) per sqm

Book your stand and pay in full **before 31<sup>st</sup> May 2022** to secure the Early Bird discounted rate

A good all round show with targeted visitors to our stand - exhibited every year from the beginning and will do again next year.

– JRH Water Management



Stand in the Stanley Sheldon Hall



Stand in the Crocker Halls



# Indoor Stands Cont

## 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**  
£18.50 (+VAT) per sqm

**STANDARD RATE**  
£24.00 (+VAT) per sqm

Book your stand and pay in full **before 31<sup>st</sup> May 2022** to secure the Early Bird discounted rate

Well organised and very good set up with good location  
and very genuine people, both farmers and traders.  
- Thornton Breakers



Stand in the Lady Eastwood Centre



Stand in the George Stephenson Exhibition Hall

# More ways to get involved at the Show

In addition to exhibiting, there are also a number of additional opportunities to showcase your products and innovations, as well as to put your brand in front of thousands of visitors.

## Product Demonstrations & Talks

**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 over 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.



## Apprenticeship Awards

**The Newark & Nottinghamshire Agricultural Society's 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 East Midlands residents or students employed by companies based in the East Midlands, although not exclusively.





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## Sponsorship Packages

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

- Sponsorship of a building
- Sponsorship of an area
- 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 opportunity to maximise your presence at the show. Please let us know more or tick the box on the booking form.



# Our commitment to you

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

- ✓ **FREE** unloading/loading
- ✓ **FREE** slot in the demonstration area
- ✓ **FREE** stand at Nottinghamshire County Show
- ✓ Marketing and PR support, including the Exhibitor Marketing Kit
- ✓ **FREE** listing on the MMS website which gets 46,000 page views annually

\*Examples shown from 2021 Marketing Kit

Our digital marketing kit, available for all exhibitors







## Contact Us

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Midlands Machinery Show

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