



# Why you should exhibit at Midlands Machinery Show 2024

## Join us at our 10th Show and meet **NEW** customers!



### EXHIBITOR INSIGHTS:

**84%** Met new customers

**77%** Were visited by the decision makers

**82%** Relevant visitors for business

### Free parking & admission for visitors

Great value Show for visitors in an accessible location and for exhibitors to showcase and do business to a regional audience.

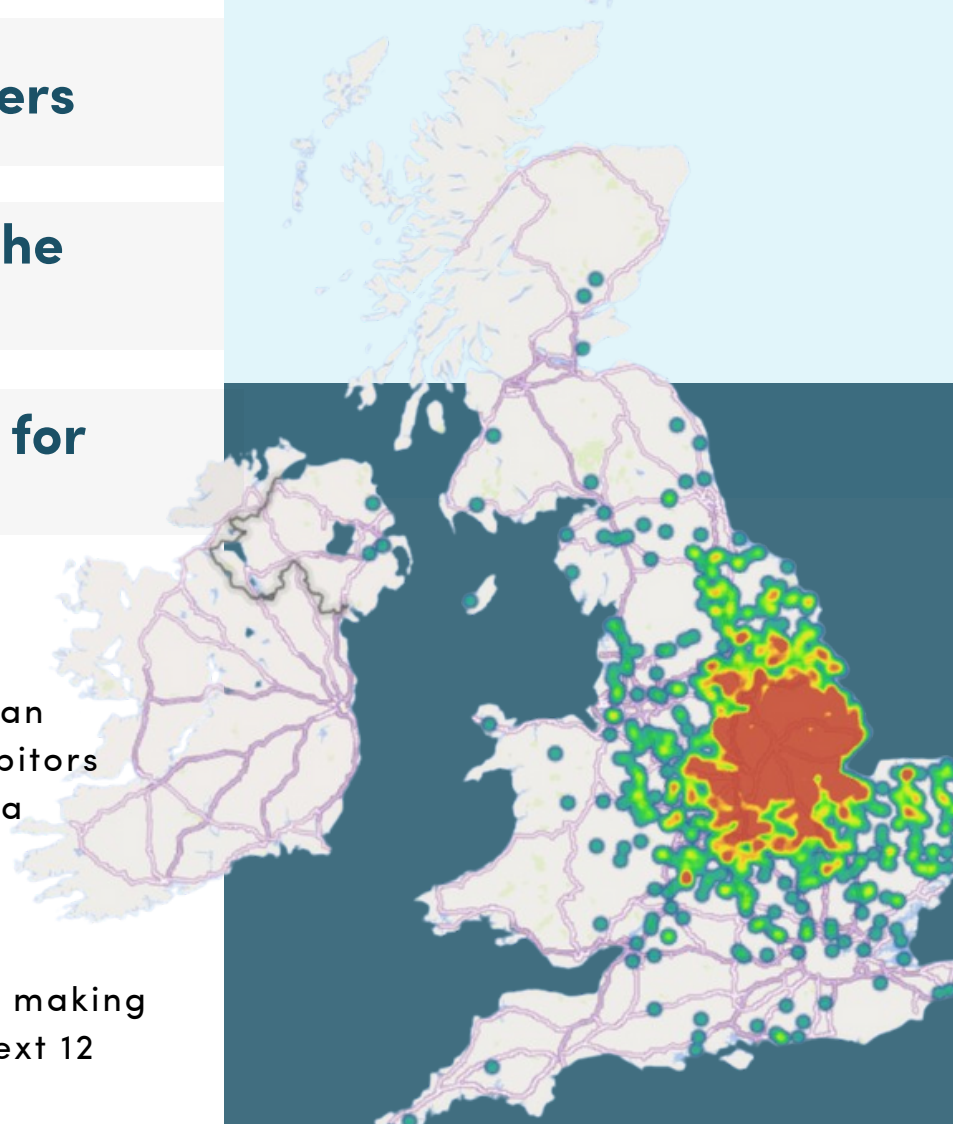
### Ideal time for farmers

Time of year is ideal for farmers making plans and decisions within the next 12 months of their business.

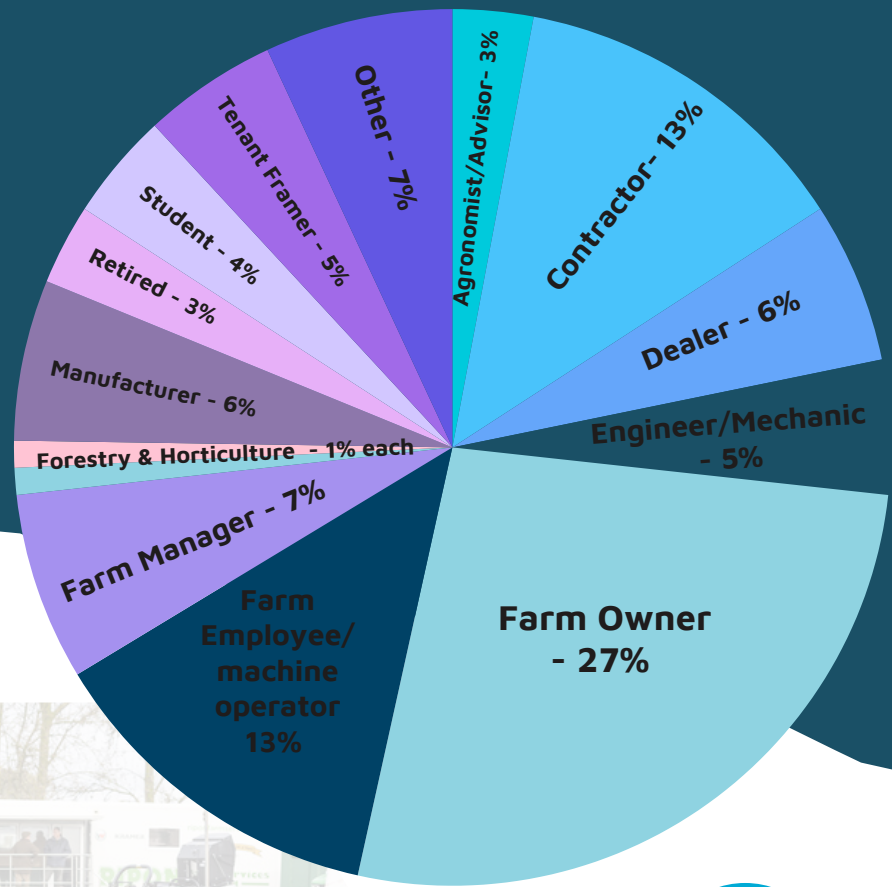
### High quality visitors:

**32%** Will or have ordered a new product/service within 3 weeks of the Show

**52%** Were contractors, farm owners, managers or tenant farmers



# WHY EXHIBIT FOR 2024



## VISITOR INSIGHTS:

82%

Met new suppliers

73%

Learnt about new products & innovations

91%

Met existing suppliers

## GET SEEN. WHERE IT MATTERS.

Other opportunities to get involved with including partner marketing with prize draws, driving experiences, demonstrations, sponsorship and advertising.

- Social media & live streaming
- On-going email campaigns
- Targeted e-shots
- Press release campaigns
- Marketing & PR webinars

“ The Show is held at the right time of year for good footfall and has a high level of decision-makers in attendance.

Great free agricultural Show, which allows us to network with exhibitors and visitors. A Show which we hope will continue for many years at Newark.