



NEW KIT.
NEW TECH.
NEW FORMAT.

EXHIBITION STAND SALES INFORMATION 2025

19 November 2025
Newark Showground

The Ultimate Agricultural
Machinery Business Event

midlandsmachineryshow.com



About Us



The Newark & Nottinghamshire Agricultural Society is a registered charity dedicated to promoting and championing agriculture across the Midlands region. As part of our charitable remit, we proudly organise three agricultural shows including the Nottinghamshire County Show, The Newark Vintage Tractor & Heritage and the Midlands Machinery Show. We partner with organisations like the NFU, CLA, Nottingham Trent University to share knowledge, best practice and industry information and as owner of the Newark Showground, are pleased to host over 500 events and conferences per year.

As a charitable Society, we recognise and award grants to students and apprentices in the agricultural industry, offer a platform for businesses large and small to exhibit and showcase the skills and passions of livestock, equine, agricultural, food and rural craft sectors with the support of our volunteer stewards. We pride ourselves on working closely with the local community and value their involvement which enables us to put on three important shows. More about the Society can be viewed on our new website here: newarkandnotts.com

Why exhibit at the Midlands Machinery Show?

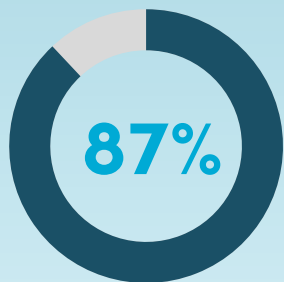
- ▶ **Acknowledged as an excellent time of year**
For farmer visitors to attend when the busy growing and harvesting season has finished and farm business planning is in progress for the next 12 months
- ▶ **Cost-effective and highly accessible**
Situated in the heart of the Midlands and Eastern farming 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. *54% of our visitors are key decision makers and 78% attended the show previously
- ▶ **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**
- ▶ **Specialised agricultural machinery**
With a range of national, regional and local businesses showcasing their product ranges

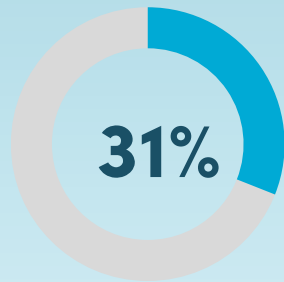
FREE PARKING & ENTRY

*Statistics based on visitor registration and responses to a survey of visitors after the 2024 show

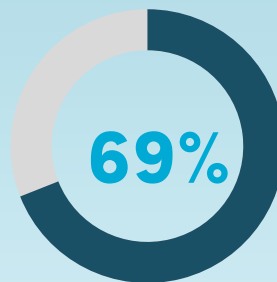
What do visitors do at the Midlands Machinery Show?



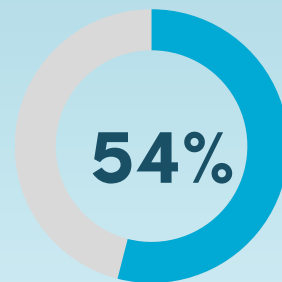
**Met existing
suppliers**



**Will/have
made an order**



**Met new
suppliers**



**Are decision
makers**

54%

Likely to recommend
the show to a
colleague or friend

71%

Watched live
demonstrations

45%

Stayed at the show up
to 4 hours

64%

Learnt about new
products/
innovations

*Statistics based on visitor registration and responses to a survey of visitors after the 2024 show



Book your stand and pay in full before 31st May 2025 to secure the Early Bird discounted rate. Standard rates from the 1st June 2025.

Outdoor Stands - Open Grass Space

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. Outdoor stands will be located along the main avenue, ensuring high footfall.

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

Early Bird Rate
£5.95 (+vat) per sqm

Standard Rate
£6.75 (+vat) per sqm

“Being a part of the best agricultural trade stand of the show made the week. It proved how having friendly faces on the stand ready to answer any questions can provide a positive outcome.
B&B Tractor - 2024”

Outdoor Stands – Marquee Shedding

NEW

This year's new outside marquee shedding spaces are located right next to the only public entrance and opposite the demonstration area, guaranteeing maximum visibility and footfall as every visitor passes by.

It's the perfect opportunity to showcase your products or services in a prime, high-traffic location.

3m frontage x 3m depth

£210 / bay + Vat

Maximum 2.85m height clearance and minimum 2.05m height clearance

3m frontage x 6m depth

£330 / bay + Vat

Maximum 3.3m height clearance and minimum 2.05m height clearance



We can accommodate alternative sizes to ensure the perfect fit for your display. Please get in touch to discuss.

*Limited availability.

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:

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

£15.00 (+vat) per sqm

Standard Rate

£18.00(+vat) per sqm

“Great location for a national agricultural show good selection of outdoor & indoor exhibitors. The show is on an easily accessible showground with good parking.”

LoSi – 2024



Book your stand and pay in full before 31st May 2025 to secure the Early Bird discounted rate. Standard rates from the 1st June 2025.



Indoor Stands Cont

Lady Eastwood Centre

SOLD OUT

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

£16.50 (+vat) per sqm

Standard Rate

£20.00 (+vat) per sqm

Book your stand and pay in full before 31st May 2025 to secure the Early Bird discounted rate. Standard rates from the 1st June 2025.

“It still remains my favourite agricultural show to exhibit at and with the most pleasant show team there is to work with.”

SUKUP UK - 2024

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.
- FREE parking for both exhibitors and visitors.
- FREE slot in the demonstration area.
- FREE stand at Nottinghamshire County Show. Subject to availability.
- Marketing and social support and PR assistance and opportunities.
- Digital Marketing Kit - Leaflet, social graphics, social copy.
- FREE listing on the MMS website which gets 1000s of page views annually and listed in the show guide.

- FREE Video Production - Opportunity for you to get a free video to use, it will also be used as part of our marketing campaign, showcasing your company's attendance at the show to our own audience. Subject to availability.

Our digital marketing kit, available for all exhibitors:



More ways to get involved at the Show

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&C's on the show website.



More ways to get involved at the Show



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 Refreshments	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. Whatever your requirements, they can be fulfilled by the in house team.	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.co.uk
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

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