

SPONSORSHIP



ABOUT AGRISCOT

Agriscot is the UK's leading business event dedicated to today's agriculture and the future development of the industry. Uniquely, it is a FREE entry event for visitors.

Now in its ninth year the event attracts 210+ exhibitors and in excess of 9000+ visitors and is still growing. Agriscot enjoys the support of the industry's media especially The Scottish Farmer and has featured in the BBC's Landward television programme.

The 2009 show proved to be another outstanding success. Continuing Agriscot's reputation for innovation, the 2010 event will once again bring new features and attractions to help commercially minded farmers develop their businesses.



BE A SPONSOR OF AGRISCOT 2010

As a sponsor of Agriscot you will be able to showcase your products and services in an environment that is colourful, vibrant, businesslike and friendly. You will have the support of an experienced events team and will benefit from our extensive marketing and PR activities.



THE EVENT

Each year we aim to create an event that meets the needs of exhibitors and visitors. Over the years we have developed our main attractions while adding new features to ensure that companies, organisations and individuals come back to Agriscot year after year. The 2010 programme includes:

The Highland Hall – 150+ trade stands and our trademark floodlit green showing

The Central Hall – Housing the UK's top dairy animals and hof trimming demonstration

The Lowland Machinery Hall – 50+ stands displaying the latest agricultural technology

The Foyer – The venue for our packed Seminar programme featuring key industry figures

Young Farmers Competition – A ground breaking and unique technical competition

Demonstrations – Technical demonstrations and advice.



HOW WE PROMOTE AGRISCOT

Agriscot invests in professional PR and marketing support and engages in a programme of promotional activities leading up to the show itself. We have an on-going and highly successful PR campaign to ensure that the industry media covers news about the show. Throughout the year we maintain our web site www.agriscot.co.uk and keep in touch with our potential visitors through the Agriscot newsletter and emails. Our marketing involves:

Promotional leaflet (55,000 print run)

Attendance at exhibitions, events and other agricultural shows

Poster campaign

Press advertising

Events listings

Media Features



THE 2009 SPONSORS



SPONSORSHIP OPPORTUNITIES FOR 2010 AND BEYOND

Our sponsorship opportunities give you a choice of options to promote your company.

All sponsors receive:

Promotional opportunities in pre-event marketing campaign

Promotional opportunities in the Show Catalogue published by The Scottish Farmer

Promotion on the Agriscot website

For more information and to organise a visit from one of our sponsorship team please call **0131 333 0969** or email: info@agriscot.co.uk

EXHIBITOR AND VISITOR FEEDBACK



WHAT OUR EXHIBITORS SAY ABOUT AGRISCOT

"Once again, another busy day for us on the stand with numerous sales and good leads - this is the show for farmers & companies to attend as it is always well run."

"We have always found AgriScot to be a successful show for ourselves, being able to catch up with existing and meeting new clients. The show is getting a great reputation and long may it continue."

"We were pleased with the show. A good attendance from farmers was important to keep it a business event."

"Very successful, good visitor numbers."

"Very well organised show, our stand was very busy. Well worth attending."

"Our intention was to meet dealers and end users of our machines, which we did, plus pick up new enquiries. Very satisfied."

"Extremely good, well organised and a large amount of clients on the stand."

"Steady flow of interest which kept 5 of us busy."

"We had a successful time at AgriScot. Busy stand and got contacts for further business. Will be happy to attend in the future."

"Excellent, we thought it was a great show and there were lots of visitors and we obtained a good number of quality leads."

"Great event - very professionally organised. One of the best shows this year."

"A very worthwhile event which produced good potential business. Good attendance from all sectors of the industry. A very exhibitor friendly event much appreciated."

"Successful. Generated a lot of enquiries which in turn generated new custom."



PRESS COMMENTS

"Scotland's winter farm business event yesterday attracted a record crowd to the Royal Highland Centre at Ingliston, near Edinburgh. The event, which featured a record 210 trade stands, saw considerable business done, with farmers from across the UK travelling to Edinburgh."

Press & Journal

"There was a manifest buzz yesterday at AgriScot, the annual trade fair and show held at Ingliston. The trade stand holders were overwhelming in their endorsements for this event and many reported serious business being done."

Scotsman

"Despite the downturn in the dairy industry, record crowds from throughout the UK, made their way to AgriScot, Scotland's Farm Business Event, staged at Ingliston, on Wednesday."

Scottish Farmer

"The event has to be rated as a huge success. The organisation was absolutely first class and the crowds turned up in large numbers. It is clear that AgriScot is now no longer viewed as just being a day out for dairy farmers, but instead a real trade fair. The dairy cattle on show were among the very best anywhere in Great Britain and the champions were simply outstanding."

Scotsman