

cereals

13-14th June 2012

Boothby Graffoe, Nr Lincoln, Lincs

incorporating

syngenta.

**Sprays &
Sprayers**



The Arable Event



Raising your company profile at the Cereals Event



The leading technical event for the arable industry

in association with



Principal Sponsor



Cereals - the leading technical event for the arable industry in Europe

The Cereals Event is the **number one shop window for arable farmers and contractors**. Attracting the right customers to the event, providing you with quality leads and enquiries, plus superb media coverage enhancing your brand within the arable industry.

If you want to do business with high net worth arable farmers and farming professionals, Cereals is THE place to be.

“The most important exhibition for us, if we were restricted to just one show a year this would be it”

TeeJet Technologies Ltd

Key Facts

- **64 hectares** of stands and live demonstrations
- **Over 470 leading suppliers** covering every aspect of the arable farming industry
- **Over £25 million of business** was generated by Cereals 2011
- **26,900 visitors** representing the whole of the UK plus Europe and Worldwide
- **Farm owners & managers** are the primary audience, making up over 55% of visitor numbers
- **9 out of 10 visitors** already plan to attend Cereals 2012
- **3 out of 4 visitors** to trade events believe they are the best way to meet new contacts (COG Research, 2010)

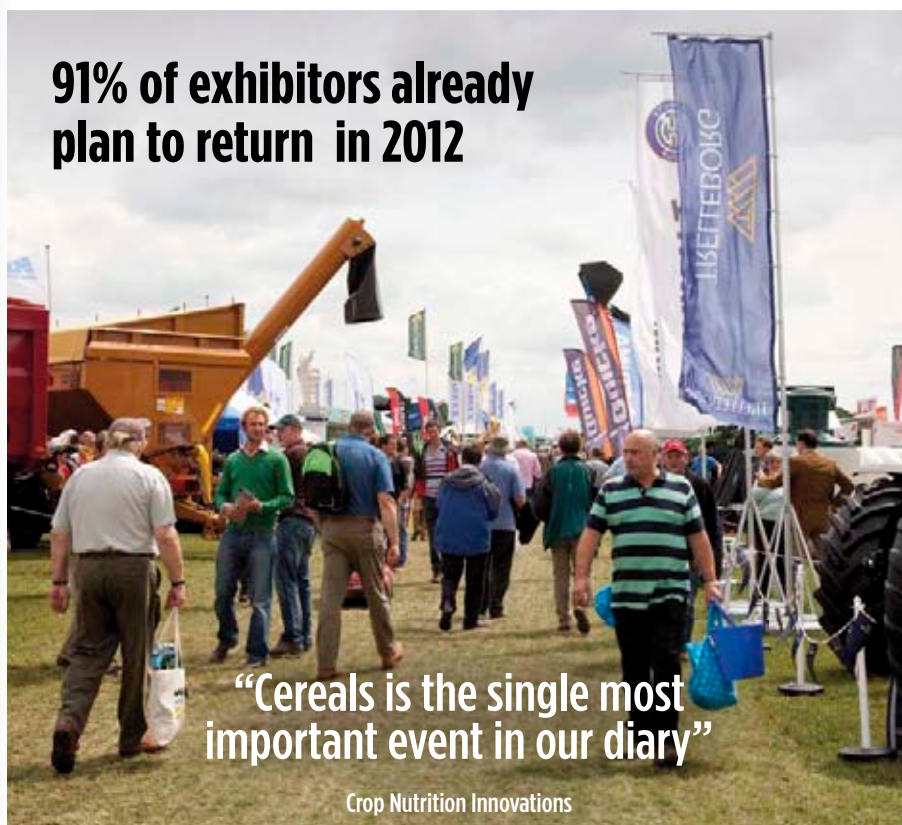
Key Supplier types

- Seed and plant breeding
- Crop protection
- Fertiliser & nutrition
- Machinery & equipment
- Soil management
- Post harvest equipment
- Grain marketing
- Precision farming
- IT computer software
- Irrigation & water management
- Agricultural and farm buildings
- Renewable energy & biofuel
- Waste management
- Environment, wildlife & conservation
- Education & research
- Land agents
- Banking & business advice
- Consultancy & agronomy services

With an excellent track record of providing companies with the quality leads they need, the Cereals Event provides a unique opportunity to do business with the right people in the right environment.

“Cereals provides an atmosphere of professionalism and relaxed friendliness in which to do good business” Chantry Dammann UK Ltd

91% of exhibitors already plan to return in 2012



“Cereals is the single most important event in our diary”

Crop Nutrition Innovations

Benefits of Exhibiting

Nearly 75% of event goers believe live exhibitions are the best form of marketing as they can interact directly with the brand

Cog Research, 2010



Promoting your presence at Cereals 2012 is achieved through extensive pre and post-event communications.

Media partner Farmers Weekly is the leading agricultural publication, ensuring fantastic industry coverage both in the magazine and online

The official Event Guide will feature your company details, products and services. Circulated by Farmers Weekly both prior to and at the event, reaching in excess of 200,000 readers

A strong media attendance is guaranteed, leading to coverage in domestic and international publications and websites

An online presence for every exhibitor on the Cereals Event website, including listings and contact details with links to your own website

A public relations service helping to pass on your news to the arable industry media. A selection of pre-event press releases will be featured on the Cereals Event website and highlighted in e-shots to potential visitors.

Onsite advertising and sponsorship opportunities to further enhance your company profile at Cereals 2012 and increase footfall to your stand

Free event leaflets and posters are available to promote your presence at Cereals 2012 to your customers and contacts

The Right Customers for your Business

We focus on delivering the quantity and quality of visitors you require to make Cereals work for your business.

- **Over 26,900** farmers and industry professionals visited Cereals 2011
- **1 in 5 visitors** makes purchases or places an order at the event
- **A further 68%** plan to make business purchases as a direct result of visiting Cereals
- **For 1 in 5 visitors**, Cereals is the only agricultural event they attend

Advertising and inserts across all key industry titles

Web banners & buttons on major industry websites to ensure excellent online presence

Over 100,000 leaflets distributed to potential visitors through our industry network

More than 35,000 e-shots sent to potential visitors

Cereals Event website with up to date news and information, attracting over 46,000 unique users annually

25,000 personalised invitations sent to previous Cereals visitors

Extensive press coverage in all industry publications and online, both pre and post event

91% of visitors already plan to attend in 2012

“HSBC Agriculture is delighted to be the Principal Sponsor for Cereals 2012. Cereals is now seen as a major date in the calendar for the whole agriculture industry and we are delighted to continue our longstanding association with the event”

HSBC Agriculture

Over £25 million of business was generated by Cereals 2011

Showcasing your products and services

Cereals is a large event with over 64ha of stands and features. Choose to exhibit within one of the key event areas for maximum impact and to ensure your customers can find you easily.



Crop Plots

Bringing complex technical messages to life, the 90+ crop plots at Cereals are a big draw for visitors.

The area features varietal comparisons, Recommended List selections, weed control products and methods, other agrochemical and nutrition products, rates and timings plus plant breeding and genetics.

Crops include wheat, barley, oil seed rape, oats, beans and peas, sugar beet, forage crops plus environmental stewardship displays.

Machinery & Equipment

Featuring a comprehensive selection of arable machinery and equipment, Cereals offers a fantastic platform from which to launch new products, updated models, showcase the breadth of your range and get feedback from existing customers.

Tractors, combines, cultivation equipment, seed drills, materials handling equipment, sugar beet harvesters, forage harvesters, trailers and much more besides.

Visitors to Cereals are looking to buy..... don't miss this opportunity to put your products in front of potential customers.



Working Demonstrations

A fantastic opportunity for visitors to see your machinery put through its paces. Whether it's a new plough, a stubble cultivator or a seed drill, live demonstrations really work.

The 10 ha area of stubble enables you to showcase your machinery in a real farm environment.

Sprays & Sprayers

Supported by Syngenta, this area offers the chance to showcase your products and services to professional farmers, advisors and industry professionals. Sprayer innovations, new spray machinery and equipment, nozzle technology, GPS positioning and more are all featured within this dedicated area of Cereals.

The Sprays & Sprayers Arena, with test track, provides the opportunity to demonstrate your spray machinery, whether it's self-propelled, trailed or mounted. 50 different pieces of equipment are put through their paces each day, with commentary highlighting the features and benefits of each.

This is a fantastic way to show your products off and demonstrate how you compare in this competitive industry.



GPS & IT

Modern arable farming demands highly technical management and visitors to Cereals are looking for products and services to help streamline their business, cut costs and improve profitability.

The Cereals GPS and IT area is where key suppliers of equipment and technology for precision farming including software manufacturers, management systems and GPS equipment, make an impression.

Post Harvest Technology

Increasing their returns and reducing their costs are high priorities for arable farmers. Products and new technologies for grain drying, handling, weighing and storage all feature within the post harvest area at Cereals.



Don't miss this fantastic opportunity to reach key players in the arable industry.

Business Area

The Business Area at Cereals is dedicated to business advice, support, new products and services to help visitors get the most from their businesses.

This is the place to exhibit if your company is involved in grain marketing and buying, land agency, agronomy services, legal advice, industry publications, weather monitoring products, banking and financial services or other business services.

Arable Conference

Sited within the Business Area, the Arable Conference in association with the Oxford Farming Conference features panel debates and discussion. Leading farmers, scientists, policy makers and environmentalists tackle the hot topics affecting the arable industry right now.

Research & Education

Attracting the next generation to a career in agriculture is essential to the continued success of the industry. Cereals includes an area for education and research, helping young people find the courses and training they want, plus the opportunity to talk to potential employers.

Renewables

On-farm energy generation, biofuel crops and waste management are becoming more and more important to arable farmers. Make your presence felt in this fast growing market by exhibiting within the Renewables Area, sponsored by Drax Power Ltd.

Visitors are interested in choosing the best way to generate their own on-farm energy, whether it's solar panels, wind turbines, biomass boilers or anaerobic digestion plants.

“Cereals is a great opportunity to network with potential customers and competitors. The set-up and atmosphere promoted friendly conversation without the expectation to focus purely on selling or buying”

Playfords Solar Energy

Growing non-food crops for biofuel is also an expanding area and Cereals is a great place to secure new contracts and increase awareness of these markets.

Waste management is of increasing concern and innovative waste handling and disposal methods are also featured within this key area at Cereals.

Potatoes

With potatoes being an important part of the arable rotation, if you're involved in supplying equipment, services or seed you need to be seen at Cereals.

With over 26,900 visitors attending the leading event for the arable industry, you can benefit from meeting key players in the industry who also grow potatoes.

“Cereals has become a very important event to us, attracting decision makers and the right people”

Terry Johnson Ltd

Harvesting, grading, packing and cultivation equipment is a big draw in the Potato Area, plus marketing agents, seed suppliers, agrochemicals and agronomy advice and services.



“It's where companies going places need to be seen”

Standen Engineering Ltd

Can you afford to miss out in 2012?



Key reasons to exhibit

- **The right customers** – engage with over 26,900 arable farmers and industry professionals
- **An impressive platform** – ideal for launching new products and services and great for networking
- **Tailored to suit** – flexible exhibition areas to suit your business and your products
- **Unrivalled promotional opportunity** – plus extensive media coverage to increase your brand recognition
- **A great return on your investment** – with millions of pounds worth of business done at the event

“Cereals is the only hands on annual agricultural event based in the UK nowadays – a definite must!”

2011 post show visitor survey

“This is a first class event for the serious minded farmer, a great feeling of welcome and hospitality and much to learn”

2011 post show visitor survey

Promotional Opportunities

Make an impression and increase your brand awareness at Cereals 2012. A variety of advertising and sponsorship opportunities are available to put your brand in front of over 26,900 visitors.

“Cereals attracts the right customers, providing us with quality leads and enquiries, superb advertising opportunities and excellent media coverage”

Same Deutz-Fahr UK Ltd.

Our PR team are here to assist and support you. Tell us your news and we will help distribute it to the wider industry, through direct contact with publications, the Cereals Event website and e-shots to previous and potential visitors.

Join us on Facebook and tell our fans what your plans are for this year's event, plus follow us on Twitter to keep up with all the latest information and news.



@CerealsEvent

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Exhibitors say Cereals is THE arable event of the year so talk to us today about booking your space for 2012

Call Kate Walsh on +44 (0)1788 892043 or email kate.walsh@haymarket.com

www.cerealsevent.co.uk