

cereals

13-14th June 2012

Boothby Graffoe, Nr Lincoln, Lincs

incorporating

syngenta.

Sprays &
Sprayers

The Arable Event



Event Statistics 2011

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

The 2011 event held near Boothby Graffoe, Lincolnshire attracted 26,900 visitors over the two days in June.

Cereals Event exhibitors say it's the number one shop window for arable farmers and contractors, attracting the right customers, providing them with quality leads and enquiries, plus superb advertising opportunities and excellent media coverage.

With 1 in 5 attendees making purchases at the event, plus over 68% planning to place orders as a direct result of their visit in 2011, Cereals provides a unique opportunity to do business with high net worth farmers and farming professionals.

Key visitor statistics

Demographics

- **Over 55% own / manage** a farm or contract out
- **96% of farms** represented are arable enterprises
- **Nearly 50%** farm on holdings over 300 hectares in size
- **Visitors** came from over 31 countries

"Of all the events, this one is a must!"

Visitor post show survey 2011

Purchasing power

- **In excess of £25 million** of business was generated by the event
- **A further 68% plan** to make purchases as a result of their visit

Loyalty and value

- **97% rated Cereals 2011** as good or excellent
- **For 1 in 5 visitors** Cereals is the only agricultural event they attend
- **90% already plan** to attend Cereals 2012

"A first class event for the serious minded farmer" Visitor post show survey 2011

in association with



Principal Sponsor



The Cereals Event has an excellent track record of providing companies with the quality leads they need. Cereals 2011 built on previous years' successes with a record 85% of exhibitors meeting all or most of their objectives over the two days.

Key exhibitor statistics

- **Over 84%** rate the quality of enquiries they received as excellent or good
- **87% say exhibiting** at Cereals is important for generating future orders
- **Over 85% rated** the 2011 event as excellent or very good
- **91% already plan** to exhibit at Cereals 2012

■ With more and more visitors making key purchasing decisions at the event, Cereals is **THE place to network and do business...** *"providing an atmosphere of professionalism and relaxed friendliness in which to do good business"*

Chantry Dammann UK Ltd

■ Watch your brand awareness increase amongst the arable farming community... *"It's where companies going places need to be seen"*

Standen Engineering Ltd

■ Cereals is arable focussed, attracting the right people to your exhibition stand... *"the only event where we can talk to professional arable farmers about our business"*

Hemp Technology

"Cereals is the single most important event in our diary"

Nutrition First Ltd

For more event statistics and information visit our website www.cerealsevent.co.uk



Over 75% of exhibitors have already rebooked for 2012



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

TeeJet Technologies Ltd

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