

2019 POST-EVENT REPORT



Cereals
THE ARABLE EVENT

VISITOR SURVEY RESULTS - COMPARISONS FROM 2019/18

83%
SATISFACTION

87%
OVERALL
SHOW SCORE

2.35% increase
from 2018



**LIKELIHOOD OF
ATTENDING
CEREALS 2020?**

29%
INCREASE FROM
2018

TOP 4 MAIN REASONS FOR ATTENDING CEREALS 2019

**TO NETWORK
WITH FRIENDS/
COLLEAGUES**

96% SATISFIED

**TO REVIEW CROP
VARIETIES &
AGRONOMIC
PRACTICES**

89% SATISFIED

**TO UPDATE
KNOWLEDGE ON
NEW TECHNOLOGY
& INNOVATIONS**

87% SATISFIED

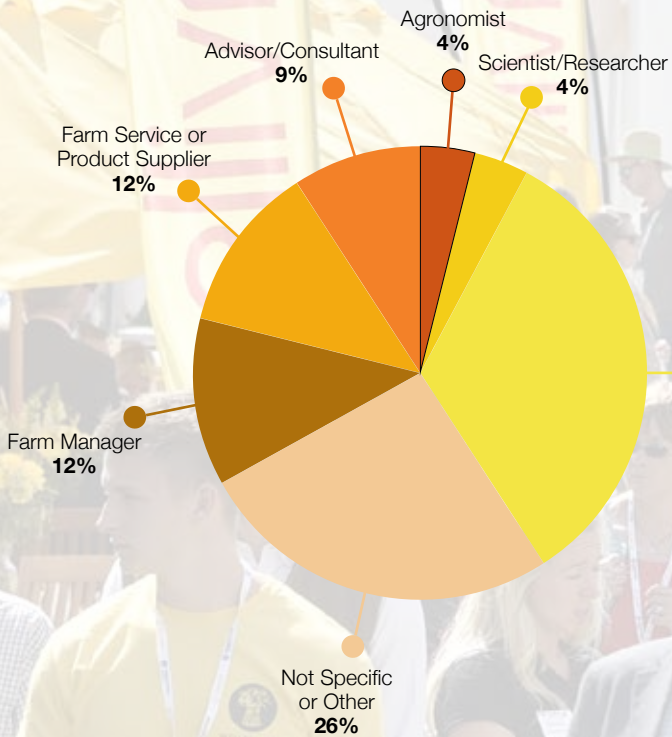
**TO GET
GENERAL
INFORMATION**

85% SATISFIED

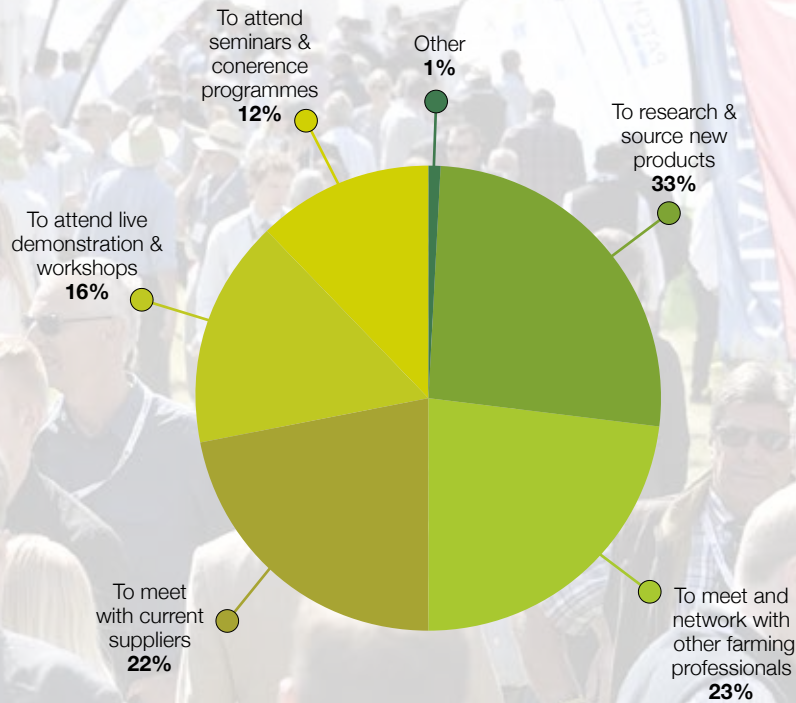


DEMOGRAPHICS

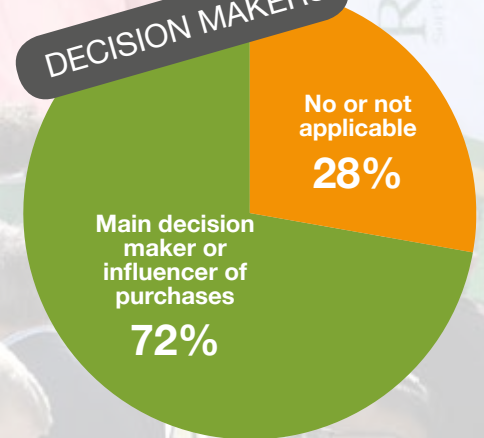
VISITOR OCCUPATION CHART



REASONS FOR ATTENDING



DECISION MAKERS



VISITOR SPEND

53%

£1 - £100,000

20%

£100,000 - £250,000

17%

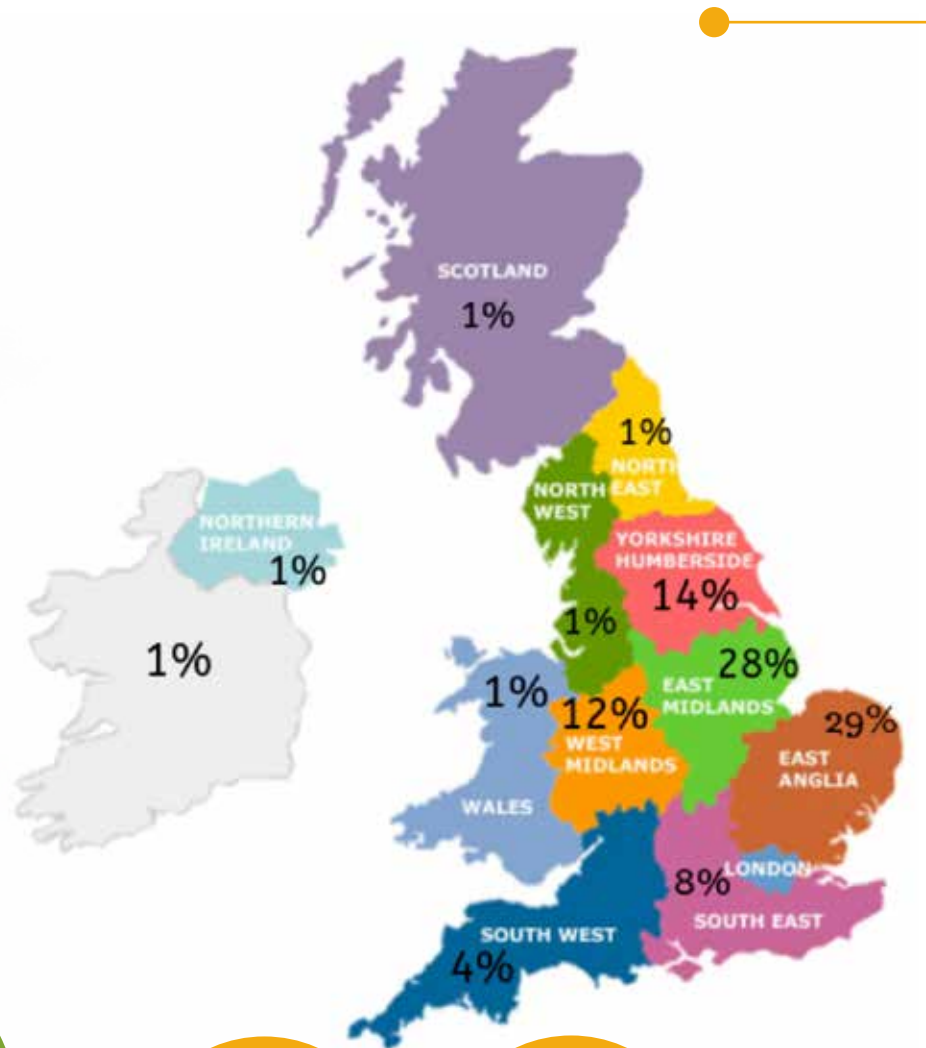
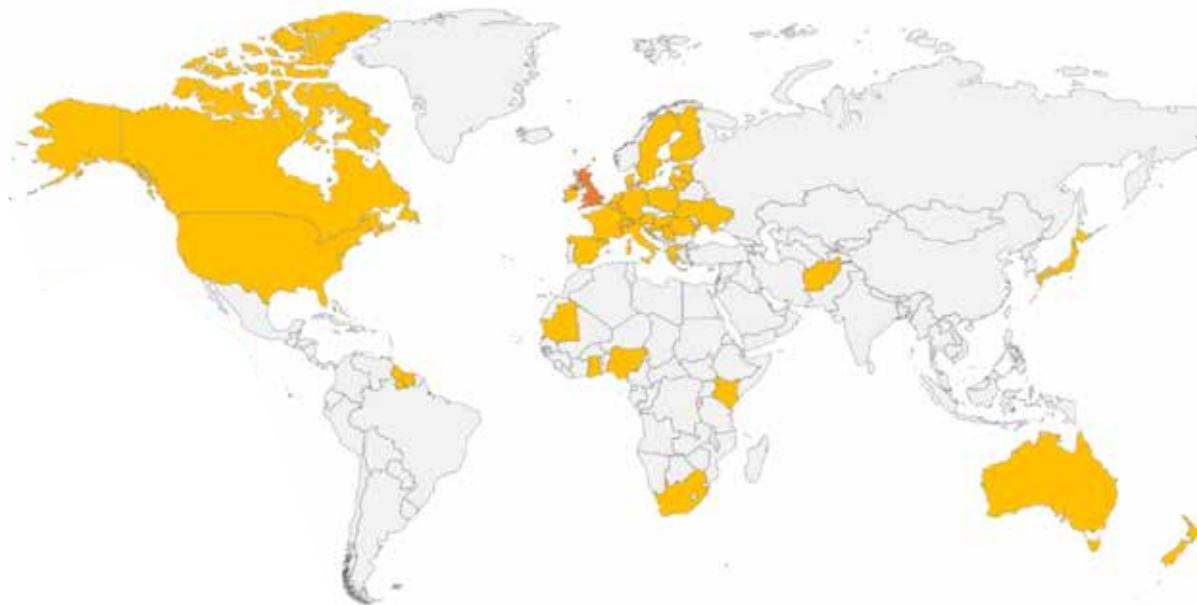
£250,000- £1,000,000

10%

£1,000,000

GEOGRAPHY

VISITORS



Attendees from over...
40
countries

Across...
7
Continents

79%
are from Europe

Attendance from
12
regions in Great Britain

68
Counties across UK, Wales, Scotland & Northern Ireland

VISITOR TESTIMONIALS

“ Good technical event for the arable industry

“ A good variety of crops on display and people to talk about the breeding of and weather tolerances of the crops

“ Essential one stop event for all arable farmers

“ The best professional event in the UK

“ Excellent show for asking questions to multiple suppliers and catching up with dealer/manufacturers changes without pushy sales

“ For a sprayer purchase you get to see them up close and working, you get a niche sector of agriculture and nearly everyone is in attendance

“ An excellent event for farmers and managers to see new innovations and agronomy at one site

“ The go to event, especially for the arable farmers in the UK and perhaps Europe as well - despite the mud!

“ Wide range of exhibitors and displays

“ The UK's only large scale field event for suppliers to demonstrate their crops and varieties to large number of arable farmers

“ For a new person starting in cereals, you get a good grounding from plant breeding to end use

“ Excellent opportunity to network with wheat breeders and get a feel for the direction cereals farming is moving in

EXHIBITOR SURVEY RESULTS - COMPARISONS FROM 2019/18

50% of 2019 exhibitors have already rebooked for 2020 within 60 days of the 2019 event

QUALITY OF VISITORS

13.9% increase in satisfaction from 2018

QUALITY OF ENQUIRIES

11.11% increase in satisfaction from 2018

NUMBER OF VISITORS

18.86% increase in satisfaction from 2018

HOW LIKELY ARE YOU TO EXHIBIT AT CEREALS NEXT YEAR?

28.57 % INCREASE ALREADY BOOKED FROM 2018

15.91% INCREASE FROM 2018 THAT WILL EXHIBIT FOR 2020

HOW LIKELY ARE YOU TO RECOMMEND CEREALS TO A FRIEND OR COLLEAGUE IN THE INDUSTRY?

11.11% INCREASE FROM 2018 THAT ARE LIKELY TO RECOMMEND TO A FRIEND

EXHIBITOR TESTIMONIALS

“ A key event in the farm business calendar

“ In spite of the mud, rain and wind Cereals was still the place to be in 2019, enabling us to reinforce existing relationships and get new ones

“ Generate customer awareness of our products

“ It is still the best event we attend for enquiry levels

“ A great event for raising our profile, technical developments, networking and starting on the year's BASIS points target

“ Cereals is important for us to meet new and existing customers to further establish our brand within the agricultural sector

“ As a small business Cereals gives us a huge shop window to communicate with a large number of farmers

“ In terms of raising profile, Cereals is an excellent channel and is becoming more valuable to us year on year

“ The UK's only large scale field event for suppliers to demonstrate their crops and varieties to large number of arable farmers

“ A rare opportunity to connect with a diverse arable audience

“ Cereals is a great opportunity to meet with new and existing customers.

EXHIBITOR SURVEY RESULTS - COMPARISONS FROM 2019/18

81%

SATISFACTION

96%

OVERALL
SHOW SCORE

3.23% increase
from 2018



TOP 4 MAIN REASONS FOR EXHIBITING AT CEREALS 2019

MEETING
NEW
CUSTOMERS

RAISING
COMPANY/
PRODUCT
PROFILE

MEETING
EXISTING
CUSTOMERS

AFFIRM YOUR
PRESENCE IN
RELATION TO THE
COMPETITION



MARKETING OVERVIEW 2019

PRINT CAMPAIGN

65
PRINT
ADVERTS

ACROSS
20
TITLES

(almost double the amount of titles as 2018) including:

- Farmers Weekly —
- Farmers Guardian —
- Scottish Farmer —
- CPM —

39 editorials representing a **54.76%** increase from 2018

5 loose leaflet inserts

DIGITAL ACTIVITY TREBLED WITH

62
THIRD
PARTY
EMAILS

33
NEWSLETTER
ADS

28
WEB
BANNERS

202
THIRD PARTY
SOCIAL MEDIA
MENTIONS FROM
PARTNERS

28
PRESS
RELEASES



30,000
to
34,999
Income (dollars)

ADDING VALUE MARKETING FOR CEREALS 2020

Cereals exhibitors benefit from a **targeted annual multichannel marketing campaign**

PRINT

DIGITAL

EMAIL

INSERTS

PR

SOCIAL
MEDIA

DIRECT MAIL

ENHANCE YOUR COMPANY PROFILE THROUGH OUR:



EVENT
FEATURES



VIDEOS



SPONSORSHIP
OPPORTUNITIES



OUR
WEBSITE



NEWS/
ARTICLES/PR



ONSITE
ADVERTISING



SOCIAL
MEDIA



OFFICIAL
EVENT
GUIDE



MOBILE
APP

Cereals
2019 was
marketed
**6 months
prior to the
event**

The aim for
Cereals 2020
is promote the
event and its
brand all year
round