



FROM SEED TO FEED

TRADE & SPONSORSHIP OPPORTUNITIES

SEED SPONSOR

Oliver Seeds

THURSDAY 6 MAY 2021

ABOUT THE SHOW

This eagerly anticipated triennial event showcases grassland machinery and processes from seed to feed.



Held on the Bath & West Showground in Somerset, Grassland UK covers every aspect of forage production, from seed to feed, with machinery demonstrations, a technical advice area, seminars and trade stands from all sectors of the industry.

The one-day triennial event attracts visitors from across the UK and beyond, showcasing a vast array of LIVE machinery demonstrations.

Farmers can get advice from industry experts, attend compelling seminars and visit over 150 trade stands showcasing a variety of related products including seeds, mowers, balers, wrappers, livestock handling and feeding equipment.

The Show has grown significantly since its debut in 1985, becoming the foremost grassland event in the UK.



TRADE STAND OPPORTUNITIES

IMPORTANT INFORMATION

Here are a few brief points to note when booking to trade at the 2021 Grassland UK. Exhibitors must be familiar with the full Terms & Conditions which can be found as - www.bathandwest.com

Ticket Allocation

Static Trade Stand & Covered Tentage:

Admission Ticket:	2 admission tickets per 3m frontage booked
Exhibitor Vehicle Pass:	1 Pass will be issued to each Exhibitor with an additional issued to stands with over 12m frontage

Working Demonstration Plots:

Admission Ticket:	6 admission tickets for the first plot booked and 3 additional admission tickets for each subsequent plot booked
Exhibitor Vehicle Pass:	Each Exhibitor will receive 3 Exhibitors Vehicle Passes and an additional 2 will be issued to Exhibitors with 4 or more Demonstration Plots
Service Vehicle Pass:	1 Pass will be issued to each Exhibitor, an additional Pass will be issued to Exhibitors with 4 or more Demonstration Plots

Forklift & Unloading Ramp

An unloading and loading service is provided free of charge during the below stated hours. Exhibitors requiring this service of the forklift and driver for unloading should, upon arrival park in the forklift waiting area then telephone 07802 396 347. A strict rotational system will be in operation. Those wishing to re-load after the event will be able to register at this time. Please note, the maximum load weight for the forklift is three tonnes. All exhibitors using this service will be asked to sign a form providing indemnity to the Contractor. An unloading ramp is available in the unloading area.

This service will be available on the following days:

Tuesday 4 May	8:00am - 8:00pm
Wednesday 5 May	8:00am - 8:00pm
Thursday 6 May	5:00pm - 8:00pm
Friday 7 May	8:00am - 5:00pm

If you require a forklift outside of these hours, this must be pre-booked with our Estates Department via 01749 822204. Please note, a charge will be made for lifts out of the above hours.

Setting Up

The Exhibitor can begin setting up their Trade Stands and Demonstration Plots from noon on Tuesday 4 May 2021. Deliveries can be made prior to this date to the unloading area.

Breakdown

Trade Stands and Demonstration Plots must be cleared by 5pm Friday 7 May

Generators

Electric must be booked through the application form provided by the Shows Contractor. Diesel Generators will ONLY be permitted in the Demonstration Plots.

By applying to the Show, Exhibitors are agreeing to the full Terms & Conditions

SPONSORSHIP OPPORTUNITIES

Be the star of the Show & become a sponsor.

Increase your brand exposure at one of the biggest Grassland events in the UK. We offer a range of sponsorship opportunities from as little as £500 + VAT, all designed to enhance your brand awareness through our online and offline channels and Show presence, along with ticket allocation & hospitality.



SHOW SUPPORTER

£500 + VAT

Got a small budget but will want a presence at the Show? Join us as a Show Supporter

BRAND AWARENESS:

Company logo within the Show Guide
Logo, link to website on the Grassland UK Show website
1 x Banner advertising space located on the Grassland UK Event Site

HOSPITALITY:

5 x Complimentary Show Tickets

SHOW SPONSOR

£1,000 + VAT

Join us as a Show Sponsor, giving you benefits both pre & during the Show.

BRAND AWARENESS:

Company logo within the Show Guide
Logo, link to website on the Grassland UK Show website
Included in the Grassland UK Social Media Campaign
PA announcements to be made in the Seminar Area & Demonstration Ring (sponsor to provide 100 words)
1 x Banner advertising space located on the Grassland UK Event Site

HOSPITALITY:

5 x Complimentary Show Tickets

DEMO AREA SPONSOR

£3,000 + VAT

One of the Show's main features is the LIVE Demonstrations, taking place throughout the day in the Demonstration Ring which sits in the centre of the Show.

BRAND AWARENESS:

Company logo featured within the Show Guide
Logo, link to website on the Grassland UK Show website
Included in the Grassland UK Social Media Campaign
PA announcements to be made in the Demonstration Ring (sponsor to provide 100 words)
Logo to appear on the Demonstration Ring Timetable (Print & Online)
Branding within the Demonstration Ring, including banner space and Feather Flags (to be supplied by the sponsor)

HOSPITALITY:

10 x Complimentary Show Tickets
Access to complimentary hospitality for 4 guests

SHUTTLE TRAILER SPONSOR

£2,000 + VAT

The Shuttle Trailer travels across the site, picking up & dropping off at multiple locations. This package offers the Sponsor branding on both the Shuttle and at the stops, providing the sponsor with site-wide exposure.

BRAND AWARENESS:

Company logo within the Show Guide
Company logo on the official Show map, highlighting bus stop locations
Logo, link to website on the Grassland UK Show website
Included in the Grassland UK Social Media Campaign
PA announcements to be made in the Seminar Area & Demonstration Ring (sponsor to provide 100 words)
Branding opportunities on the 4 x Shuttle Trailers
Branding opportunities at the Stops (No. of stops TBC)

HOSPITALITY:

8 x Complimentary Show Tickets
Access to complimentary hospitality for 2 guests



SHOW MAP



Trade Stands & Demonstrations:

Alan Lyons
Head of Shows

Tel: 01749 822203
Email: alan.lyons@bathandwest.co.uk

Sarah Edwards
Trade Stand Manager

Tel: 01749 822230
Email: sarah.edwards@bathandwest.co.uk

Sponsorship:

Sophia Orttewell
Sponsorship

Tel: 01749 822216
Email: sophia.orttewell@bathandwest.co.uk

Zoe Purcell
Sponsorship & Marketing

Tel: 01749 822235
Email: zoe.purcell@bathandwest.co.uk



BATH & WEST
GRASSLAND UK

The logo features the text 'BATH & WEST' in a blue serif font with a stylized 'W' that has a grass-like flourish. Below this, the words 'GRASSLAND UK' are written in a white sans-serif font on a green rectangular background.