



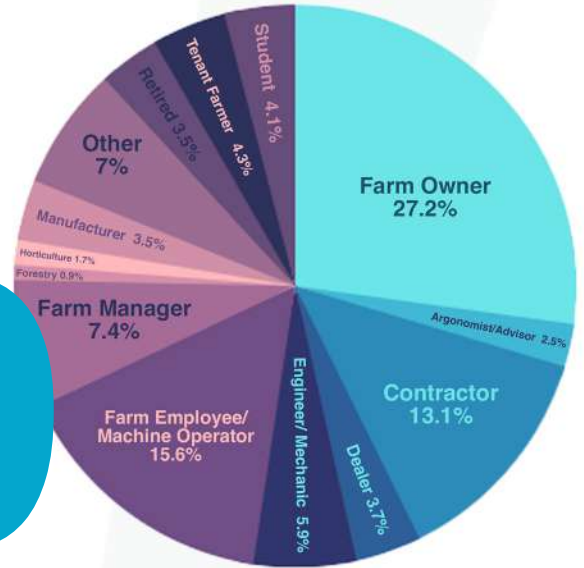
2023

Why you should exhibit at Midlands Machinery Show 2023

Come and meet your new customers

6,200

attendees in 2022



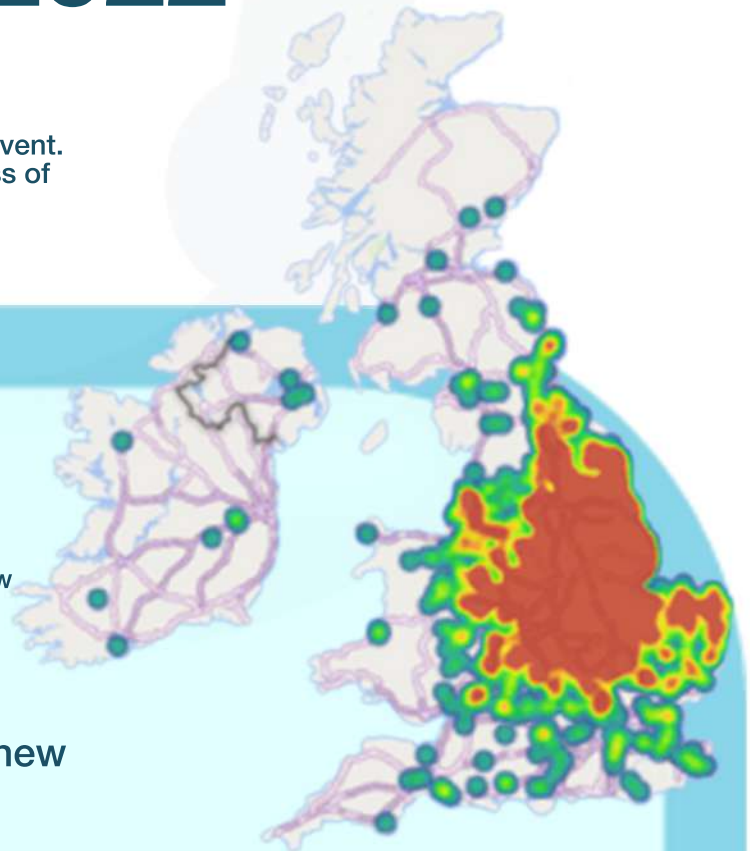
“I just wanted to thank you and your team for another successful show. We had a lot of interest during the event. The organisation of the event ensured that the process of setting up was very good.”

Tim Perry, Perry Equipment

72% of those 6,200 have visited the show previously and this heat map shows exactly where they came from to visit us.

62% of visitors came to see new machines, products and innovations.

52% of visitors were decision makers and at the show to buy on behalf of their business.





2023

Why you should exhibit at Midlands Machinery Show 2023

Promote your latest products and create opportunity

84% of visitors connected with their future suppliers and benefited from face-to-face conversations

32% of visitors ordered a product within three weeks as a direct result of attending the show

82% of visitors learned about new innovations

62% of visitors saw a product in action

“A great show for farmers and growers to socialise, experience new innovations and technologies to help their businesses, and information on wellbeing and H&S to keep them and their employees safe.”

Louise Baker, Midlands Machinery Show Visitor

Get seen. Where it matters.

Enhance your presence at the show with advertising and sponsorship opportunities

Social media & live streaming

Our team is here to ensure your business gets full exposure across our marketing channels. Active social media campaigns on Facebook, Instagram and Twitter, including live streaming of the event.

Ongoing email campaigns

with an average open rate of 33% to 25,000 emails

Targeted e-shots

spotlight exhibitors promoting their product innovations and show highlights

Press release campaigns

in association with industry trade press including;

37,000+

impressions on social for our 2-day 2022 event

