

Suffolk Show

2nd & 3rd June 2010



TRADESTANDS NEW APPLICANTS



All applications and correspondence to be addressed to:

Tradestand Officer, Suffolk Agricultural Association,
Trinity Park, Felixstowe Road,
Ipswich, Suffolk IP3 8UH.

Website: www.suffolkshow.co.uk

Tel: (01473) 707114 Fax: (01473) 707120 Email: louise.davey@suffolkshow.co.uk

Dear Exhibitor,

Suffolk Show 2nd & 3rd June 2010

It gives me great pleasure in inviting you to apply for tradestand space at the 179th Suffolk Show.

The Suffolk Show provides an ideal platform upon which to conduct business, whether agricultural related or otherwise. The two-day event attracts over 700 companies from throughout, not only, Suffolk but also the rest of East Anglia and beyond. Many exhibitors use the Suffolk Show to compare products/services, exchange information, gather data on the latest technological advances, conduct sales and finalise contracts and at an event that can expect to see between 80,000 – 90,000 visitors over the two days.

We recently invested in market research being conducted at the Show and a high proportion of visitors stated that they definitely expected to return to the show the following year (higher than normally found at county shows). Visitors felt that the show was value for money and it showed that the amount spent, most frequently occurring when asked, (not including entry, car parking or food & drink to eat here) was £100+. Over half of our visitors expect to spend more than 6 hours at the show and feel that we have an almost perfect balance of show content, with more than 85% of the respondents rating the show's value for money as good or excellent.

Before completing the Application Form, make sure you download the By-laws and Information and thoroughly read through them; by signing the Application Form you are confirming your acceptance of the conditions as outlined in the By-laws of the Association.

If you wish to apply for standspace, your completed form, together with the requested promotional material and a cheque for £100 in respect of your deposit (made payable to *Suffolk Agricultural Association*), should be returned to the SAA Office. Please note that we cannot guarantee sites to all those companies who apply and sites are often not allocated until February. All applications will be acknowledged upon receipt, but we will only cash the cheques and send further information to those who have been successful. If your application is unsuccessful, and unless otherwise instructed, your cheque will be destroyed.

Tradestand Applications/Queries

If you have any queries please don't hesitate to ring/email me, Louise Davey on 01473 707114 or louise.davey@suffolkshow.co.uk

Catalogue Advertising

If you are interested in advertising within our Official Show Catalogue, please contact Geerings direct on 01233 633366 or print-sales@geerings.co.uk

Sponsorship

Around 140 companies sponsor the Suffolk Show each year. Not all companies have a product or service which benefits from taking tradestand space and in order to reach their target market these companies position themselves with the County event by sponsoring a particular aspect of the Show. These range from special features which can include technical exhibits providing education for both farmers and general public, to ring events/displays or livestock classes. To find out more about the number of Sponsorship opportunities available, contact Christopher Bushby on 01473 707113.

I wish you a successful show season for the rest of this year and into 2010 and look forward to hearing from you.

Yours sincerely



Louise Davey, Mrs
Tradestand Officer

What our clients say?

I wanted to say how well organised and what a delight it was to do the Suffolk Show. We do all the County shows and I have to say the Suffolk Show Food Hall is the most well laid out and has a lovely variety of stands in it. I am sure it is a nightmare to organise, but a delight when you see how well it comes together.

Paula Edmundson – The Sausage Tree

I am sure you will be pleased to hear I had a very good show, in fact I was up on last year's sales, which was a lovely surprise the way the climate is at the moment.

Molfrey French-Owen – Molfrey's Ginger Emporium

I am writing on behalf of our Essex based Supporter Group, to say a huge thank you for allowing us to have a stall at your recent show at such late notice. It was a very successful show for them and they raised a large amount of money for our charity. We appreciate your support more than ever and are so grateful for you allowing us to attend your show.

Fran Johnson – Wood Green Animal Shelters

On behalf of the entire show team we wanted to extend an enormous thank you for the position that you gave us this year at the Suffolk Show – we couldn't have asked for a better one in all honesty!

Sam Oakley – Joules Ltd

On behalf of the Suffolk Beekeepers' Association, I would like to thank you and the Agricultural Association for all your help and support in running our Honey Show and especially our Steward and the Ground Staff who resolved our problems very quickly. Thank for all your help this year.

Ian McQueen – Suffolk Beekeepers' Association

THE SUFFOLK SHOW 2010

Important Dates and Deadlines

25 February	Electricity applications
25 February	Water applications
1 March	Business Description for Show Catalogue
30 March	Risk Assessment forms
Beginning of April	Tradestand number confirmation issued
Beginning of May	Tickets and tradestand information issued

For new exhibitors, if the deadline has already passed for the paperwork, then please send in as per the deadlines on the covering letter with your Booking Forms.

We look forward to working with you.