

# DORSET CULTIVATION EVENT



**WED 24 SEPT 2025**

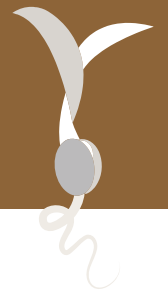
Winterborne Kingston, DT11 9AT

## PARTICIPATION BROCHURE



**DORSET'S AGRI BUSINESS TRADE EVENT**

# THE EVENT



**Showcasing the latest cultivation equipment and associated products and services.**

Ploughs to cultivators to strip tillage and direct drills, see the latest machinery in action and on display. Then, visit your soil experts, the agronomist, seed sellers, agents and more in the static trade field.

Last held in September 2021, the Dorset Cultivation Event welcomed over 1,000 visitors. The Event returns enhanced for 2025. Be a part of this unique one day shop window for the arable and agricultural sector, **the live action event of 2025.**



## DEMONSTRATION PRICES

### **Live action plots!**

The demonstration plots provide you with the opportunity to showcase your product on display and at work on arable land. The area is yours to brand up, offer hospitality and put the machinery to work.

Approx 15 Acres: £1,000 +VAT

Approx 20 Acres: £1,200 +VAT

*50% discount for those trading at the 2025 Dorset County Show*

*The demonstrator must provide their own generator for electric. Alternatively, contact the Event Electrical Contractor to book a generator/electric on power@oteventtechnicians.co.uk*

All demonstrators will receive acknowledgement on the Events social media page, website and logo on the visitors map. The Event will work with demonstrators on press releases, giving prominence to new machinery.

## STATIC TRADE STAND PRICES

### **Meet the arable sector!**

The trade stand field allows you to meet existing customers, and make new ones. Reach the arable and associated agricultural sectors all in one place, on one day. The static trade field will be positioned near to the Show Entrance on routes in and out of the Demonstration Fields.

#### **6m depth:**

3m frontage x 6m depth: £90 +VAT

6m frontage x 6m depth: £150 +VAT

9m frontage x 6m depth: £220 +VAT

12m frontage x 6m depth: £270 +VAT

### **9m depth:**

9m frontage x 9m depth: £250 +VAT

12m frontage x 9m depth: £340 +VAT

15m frontage x 9m depth: £380 +VAT

### **12m depth:**

12m frontage x 12m depth: £360 +VAT

15m frontage x 12m depth: £410 +VAT

18m frontage x 12m depth: £450 +VAT

21m frontage x 12m depth: £500 +VAT

*10% discount for those trading at the 2025 Dorset County Show*

All trade stands will receive acknowledgement on the Events social media page and website.

## **TRADING INFORMATION**

**Show opening hours: 09:30 - 16:00**

**Vehicle Movement:** With the exception of demonstration equipment (which must be within the demonstration plot), there is a strict no vehicle movement from 09:30 - 16:00.

**Set up:** 10:00 onwards on Monday 22nd September 2025.

**Breakdown:** All demonstration plots and trade stands must be clear by 16:00 on Thursday 25th September 2025. Please take **all** rubbish home with you.

**Overnight Security:** Tuesday 23rd & Wednesday 24th September 2025. *All equipment is left at your own risk.*

**WiFi:** There is no WiFi at this Event.

**Generators:** Demonstrators can supply their own generators. Petrol generators must not be used unless they are an integral part of a unit (built into a exhibition trailer). Other silent generators may be used as long as they cause no nuisance to other exhibitors and comply with current regulations.

Generators are available through OT Event Technicians - [office@oteventtechnicians.co.uk](mailto:office@oteventtechnicians.co.uk)

**Electric:** Those within the Static Trade Stand Field can book electric through the Show contractor. (OT Event Technicians). Please enquire with the Events Office by the 1st August.

### **Ticket Allocation:**

#### **Demonstration Plot:**

**15 Acres** - 15 Tickets

**20 Acres** - 20 Tickets

#### **Trade Stand:**

**3 Tickets for the first 3m frontage. 1 Ticket for every subsequent 3m booked.** Additional Tickets will be supplied for larger pitches at the discretion of the Event Organiser.

**Please read the full Show Terms and Conditions.**

## Get noticed at Dorset Cultivation Event 2025

Read through the below packages and discover how you can reach the agricultural sector across Dorset and further afield through sponsorship of the Event.

### FIELDS SPONSOR

£500 +VAT

Become the 'Demonstration Fields Sponsor' or 'Static Trade Field Sponsor'.

- Logo featured on the Dorset Cultivation Event website
- Name above the relevant heading for the booked Demonstrators/Traders
- Acknowledgements on social media inc. when Demonstrators / Traders are acknowledged
- Logo on the visitors map
- Logo / name on directional signage relating to the sponsored area
- Advert within the pre Event Digital Show Guide detailing the Exhibitors
- Static Advert within an E-Newsletter circulated to attendees of the County and Spring Shows
- Sponsor can provide feather flags and signage to go up in their sponsored area

### HEADLINE EVENT SPONSOR

£4,500 +VAT

Appear across all Event materials as the Events Headline Sponsor.

- Logo featured on adverts in print and online
- Logo featured on the Show leaflet and promotional materials inc. at the County Show
- Logo in a prominent location on the Dorset Cultivation Event website
- Logo in the header image of the Event social media page
- Acknowledgements on social media
- Half page advert on all E-Tickets (sold in advance of the Event)
- Logo on the visitors map
- Logo / name on directional signage
- Logo on a 'Welcome to the Event' sign
- Advert within the pre Event Digital Event Guide detailing the Exhibitors
- Static Advert within an E-Newsletter circulated to attendees of the County and Spring Shows
- Sponsor can provide feather flags and signage to go up at the Event entrance
- Sponsor to receive a trade stand in a prominent location

### MAJOR EVENT SPONSOR

£2,650 +VAT

Reach this vital agricultural audience as a Major Sponsor of the Event. This is a reduced impact version of the Headline Event Sponsor package. A Major Sponsor continues to receive high prominence across the Event, providing brand awareness to the agricultural sector in Dorset and further afield.

**BOOK ONLINE:** [www.dorsetcountyshow.co.uk/cultivation](http://www.dorsetcountyshow.co.uk/cultivation)

<b>Trading Name</b>	
<b>Contact Name</b>	

<b>E-mail</b>	
<b>Telephone</b>	
<b>Mobile</b>	

Invoice Details		Correspondence Details	
<b>Address</b>		<b>Address</b>	
<b>Postcode</b>		<b>Postcode</b>	

**Marketing**

Please supply the Event Office with your business logo along with any promotional images.

<b>Description – to appear in pre event materials</b>

<b>Products description – please detail below machinery you plan to demonstrate, especially new machinery and products.</b>

**DEMONSTRATION PLOT**

Plot Size (Approx)	Price (excl VAT)	Tick
15 Acres	£1,000	
20 Acres	£1,200	
50% discount for those trading at the 2025 Dorset County Show		
<b>Total Demonstration Plot Cost:</b>		

**STATIC TRADE STAND**

Frontage	Depth	Price (excl VAT)	Tick
3m	6m	£90	
6m		£150	
9m		£220	
12m		£270	
9m	9m	£250	
12m		£340	
15m		£380	
12m	12m	£360	
15m		£410	
18m		£450	
21m		£500	
10% discount for those trading at the 2025 Dorset County Show			
<b>Total Trade Stand Cost:</b>			

Do you wish to receive prices for electric through the Event Contractor? Yes / No

**Please read the Shows Terms and Conditions regarding the usage of generators.**

**EXHIBITORS APPLICATION FORM  
DEMONSTRATION PLOT & STATIC TRADE STAND**

EXTRAS:	QUANTITY	COST (£)	
Stand Cost			£
Event Day Ticket(s)		4.00	£
		<b>SUB TOTAL</b>	£
		<b>VAT (20%)</b>	£
		<b>TOTAL DUE</b>	£

**50% deposit to be paid at the time of booking with the balance settled by 15<sup>th</sup> July 2025**

**If acceptable into the Event, you will receive an invoice.**

**Payment Method (please select)**

- I enclose a cheque (made payable to Dorchester Agricultural Society)
- I will make a BACS payment (to account: Sort Code 40-51-62 Account No. 88495803 Acc Name Dorchester Agricultural Society)
- I will contact the Event Office with my debit/credit card details (01305 264249)

I understand that information from my application form will be stored on computer and that information will be published in the Event publications and online (including social media). I understand that information may also be passed to any regulatory authority such as Trading Standards. I understand that the completion of an application is irrevocable consent for the storage and disclosure of information in this way.

I the undersigned have read and understand the rules and regulations of the Society and have completed the risk and fire assessments on behalf of the company/business detailed above.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Return your completed application form to [info@dorsetcountyshow.co.uk](mailto:info@dorsetcountyshow.co.uk) or  
Dorset Cultivation Event, Agriculture House, Acland Road, Dorchester, Dorset, DT1 1EF

**BOOK ONLINE: [www.dorsetcountyshow.co.uk/cultivation](http://www.dorsetcountyshow.co.uk/cultivation)**

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