



SPRING FARM MACHINERY SHOW

IRELAND'S LEADING FARM MACHINERY SHOWS

EXHIBITOR BROCHURE

MILLSTREET

GREEN GLENS ARENA

WEDNESDAY 13TH &
THURSDAY 14TH JANUARY 2027

OPEN
12PM - 10PM
DAILY

OVER
200+
EXHIBITORS

THE FUTURE OF FARMING AT THE SFM SHOW

ABOUT US

Welcome to SFM 2027

As one of Ireland's largest and most influential farm machinery and agricultural services shows, we're proud to welcome you back to another exciting year of connections, innovation, and growth.

Whether you're a returning exhibitor or joining us for the first time, SFM is the place where relationships are built, products are launched, and deals get done.

We can't wait to see you at the shows.

— AJS Promotions Team



MILLSTREET 2026 INSIGHTS

SFM will build on its success as a leading farm machinery and agricultural services show, where the industry connects to do business and plan for the season ahead.



12,795
ATTENDANCE



1.3 MILLION
COMBINED REACH



40,845
UNIQUE WEBSITE
VISITS



200+
EXHIBITORS



HELPING OUR
CLIENTS GENERATE
MILLIONS IN
BUSINESS

6 REASONS WHY EXHIBITING AT SFM 2027 WILL GROW YOUR BUSINESS



High Quality Footfall That Converts

Connect with 12,000+ visitors, the majority being high quality decision makers ready to invest.



Backed by Proven Results

200+ exhibitors generated millions in business at SFM 2026.



Industry Leading Marketing Reach

Our 2026 media campaign reached 1.3 million+ people across farming titles, digital platforms, and social.



Prime Venue, Easy Access

The Green Glens Arena is easily reached by car or bus.



The Go To Show in Ireland & the UK

SFM is Ireland's most recognised farm machinery show, a must attend in the industry calendar.



Expert Support, Seamless Setup

Our experienced team ensures a professional exhibitor experience from booking to breakdown.



WHAT OUR EXHIBITORS SAY



**"WE'VE ATTRACTED
NEW CUSTOMERS,
BRINGING FRESH FACES
AND NEW BUSINESS
INTO THE INDUSTRY."**



**"THE PREMISES ARE
FANTASTIC, CLEAN, LOADS OF
ROOM IN THE PLACE. THE
WHOLE SHOW SET UP IS
INCREDIBLE"**



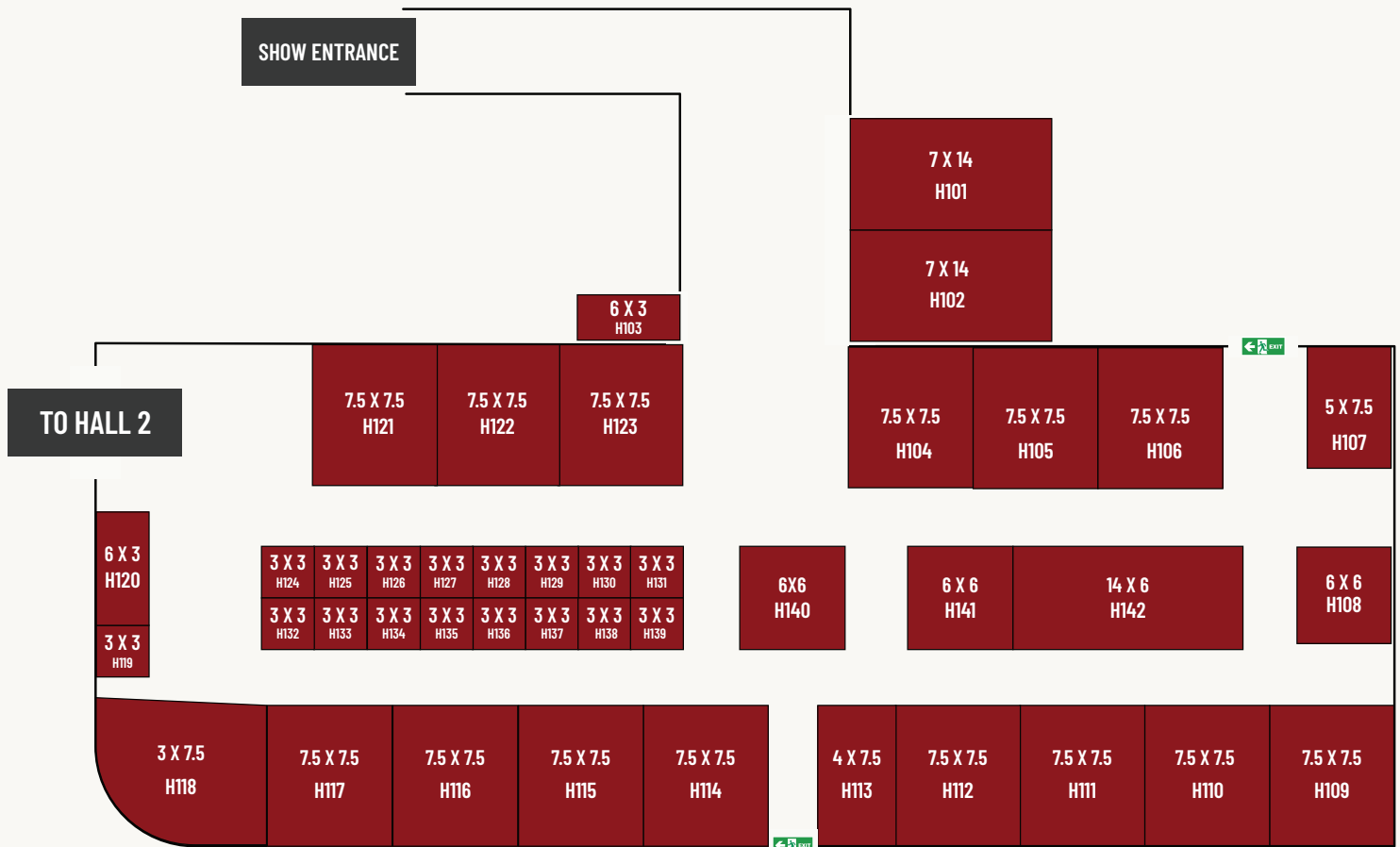
**"WE COME TO THIS SHOW
EVERY YEAR AND EACH YEAR
IT GETS BETTER AND BETTER!
WE ARE LOOKING FORWARD
TO THE 2027 SHOWS"**



**"THIS EVENT HAS WORKED
REALLY WELL, THERE HAS
BEEN A LOT OF EXISTING AND
NEW CUSTOMERS THROUGH
THE DOOR, GREAT SHOW"**

FLOOR PLAN

HALL 1

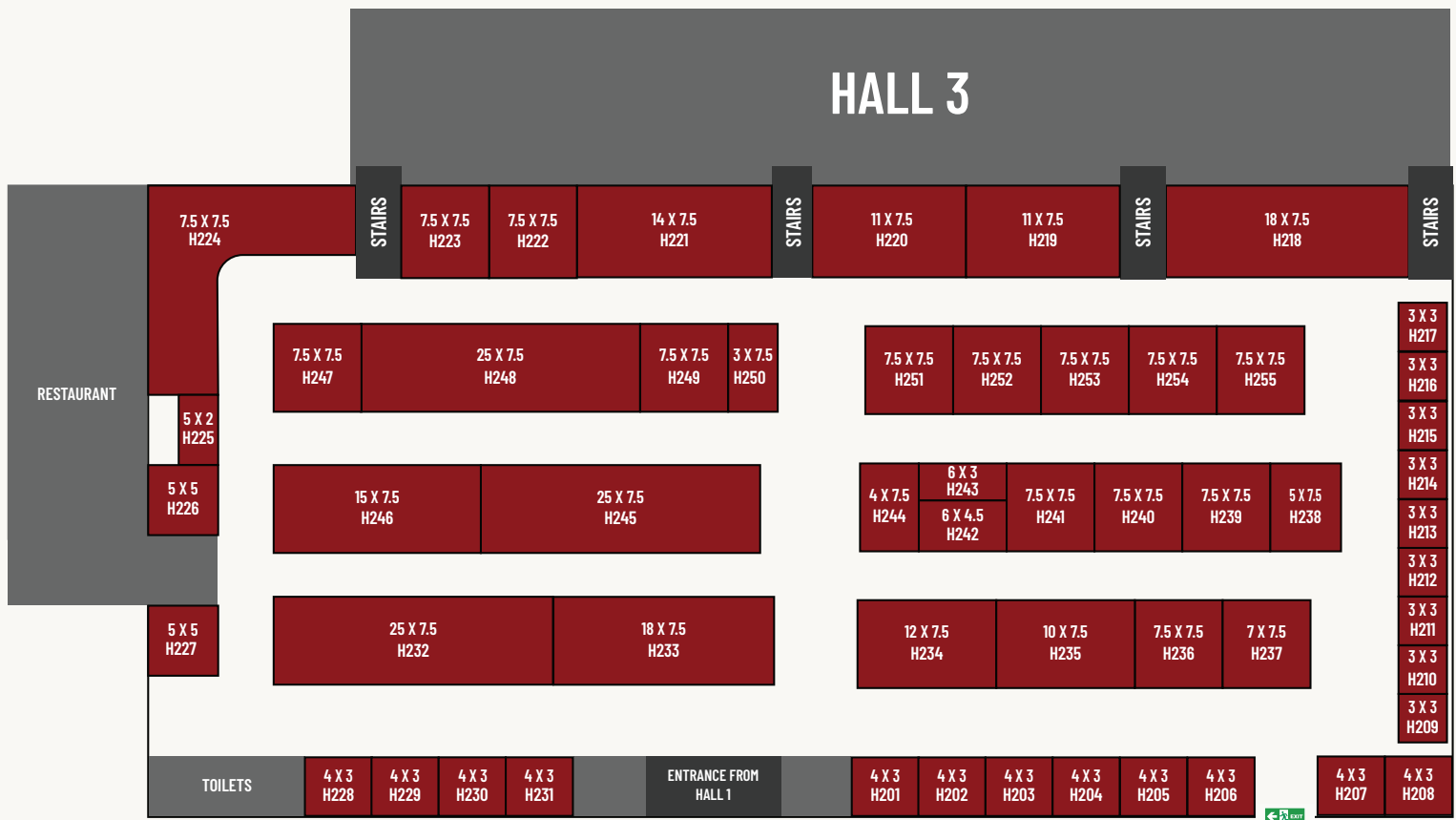


STAND PRICING
UP TO 34 SQM: €75 PER SQM
35+ SQM: €30 PER SQM

**PLAN YOUR SPACE EARLY,
PREMIUM LOCATIONS GO FAST!**

FLOOR PLAN

HALL 2



STAND PRICING

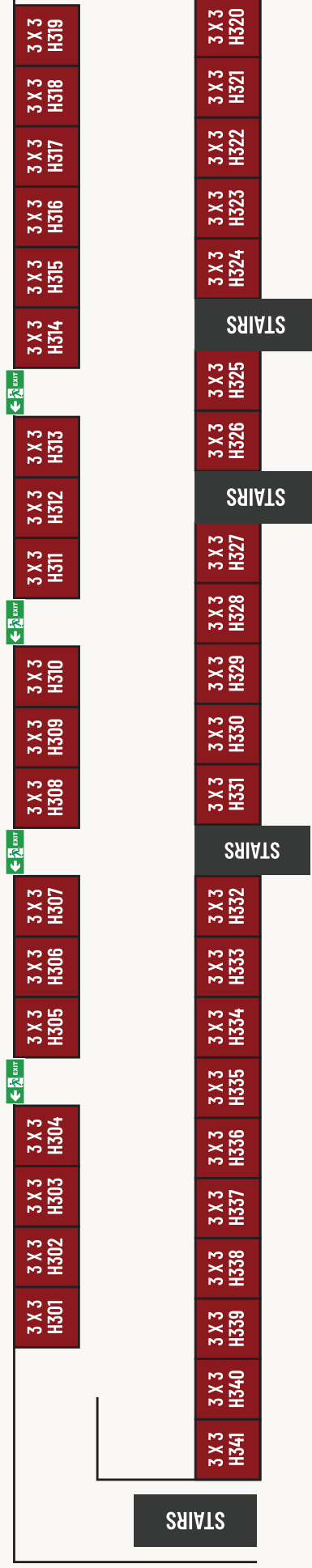
UP TO 34 SQM: €75 PER SQM

35+ SQM: €30 PER SQM

PLAN YOUR SPACE EARLY,
PREMIUM LOCATIONS GO FAST!

FLOOR PLAN

HALL 3



STAND PRICING

UP TO 34 SQM: €75 PER SQM

35+ SQM: €30 PER SQM

PLAN YOUR SPACE EARLY,
PREMIUM LOCATIONS GO FAST!

TRADE STAND AWARD WINNERS 2026

COULD 2027 BE YOUR YEAR TO WIN?

Exhibitors who go that little bit extra are celebrated through our annual SFM Trade Stand Awards. Past winners have enjoyed boosted visibility and media mentions.

BEST SMALL TRADE STAND WINNER

2026 MILLSTREET SFM SHOW

FOSSLAND SERVICES



BEST LARGE TRADE STAND WINNER

2026 MILLSTREET SFM SHOW

CW AGRI



ADVERTISE WITH US



NEWS & PR



SOCIAL MEDIA



**ON-SITE
PROMOTION**



**SHOW
BROCHURE**

The SFM Show delivers top print and digital marketing, connecting you with customers and industry leaders. Advertise in the official brochure to boost visibility and reach key decision makers.

Make sure to keep up to date with SFM socials

@SPRINGFARMMACHINERYSHOW

INTERESTED IN SPONSORING AN SFM SHOW?

We have different Sponsorship tiers available. Get in touch to find out more!

OFFICIAL SHOW BROCHURE

The official SFM brochure is seen by thousands of visitors during and after the show. With limited space available, now's your chance to get your brand in front of the right audience.



- ✓ **DISTRIBUTED TO EVERY ATTENDEE**
- ✓ **PREMIUM PLACEMENT AVAILABLE**
- ✓ **USED AS A KEY REFERENCE DURING AND AFTER THE EVENT**
- ✓ **ALIGN YOUR BUSINESS WITH TOP INDUSTRY NAMES**

For ad rates or to reserve your space contact **sales@ajspromotions.com**



SPRING FARM MACHINERY SHOW

IRELAND'S LEADING FARM MACHINERY SHOWS

EXHIBITOR BROCHURE

MILLSTREET

GREEN GLENS ARENA

WEDNESDAY 13TH &
THURSDAY 14TH JANUARY 2027

OPEN
12PM - 10PM
DAILY

OVER
200+
EXHIBITORS

THE FUTURE OF FARMING AT THE SFM SHOW