



SPRING FARM MACHINERY SHOW

IRELAND'S LEADING FARM MACHINERY SHOWS

EXHIBITOR BROCHURE

BALMORAL
EIKON EXHIBITION CENTRE

WEDNESDAY 27TH &
THURSDAY 28TH 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



BALMORAL 2026 INSIGHTS

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



16,625

ATTENDANCE



1.8 MILLION

COMBINED REACH



54,564

UNIQUE WEBSITE
VISITS



200+

EXHIBITORS



DRIVING
MILLIONS IN
REVENUE FOR
OUR CLIENTS

6 REASONS WHY EXHIBITING AT SFM 2027 WILL GROW YOUR BUSINESS



High Quality Footfall That Converts

Connect with 16,000+ 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 1.8 million+ people across farming titles, digital platforms, and social.



Prime Venue, Easy Access

The Eikon Centre is a state of the art venue, easily reached by car, bus, train or plane.



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



"THE SHOW IS FANTASTIC. IT'S THE ELITE HALL OF THE NORTH. THE ROAD NETWORKS, CAR PARKING, EVERYTHING IS REALLY GOOD"



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



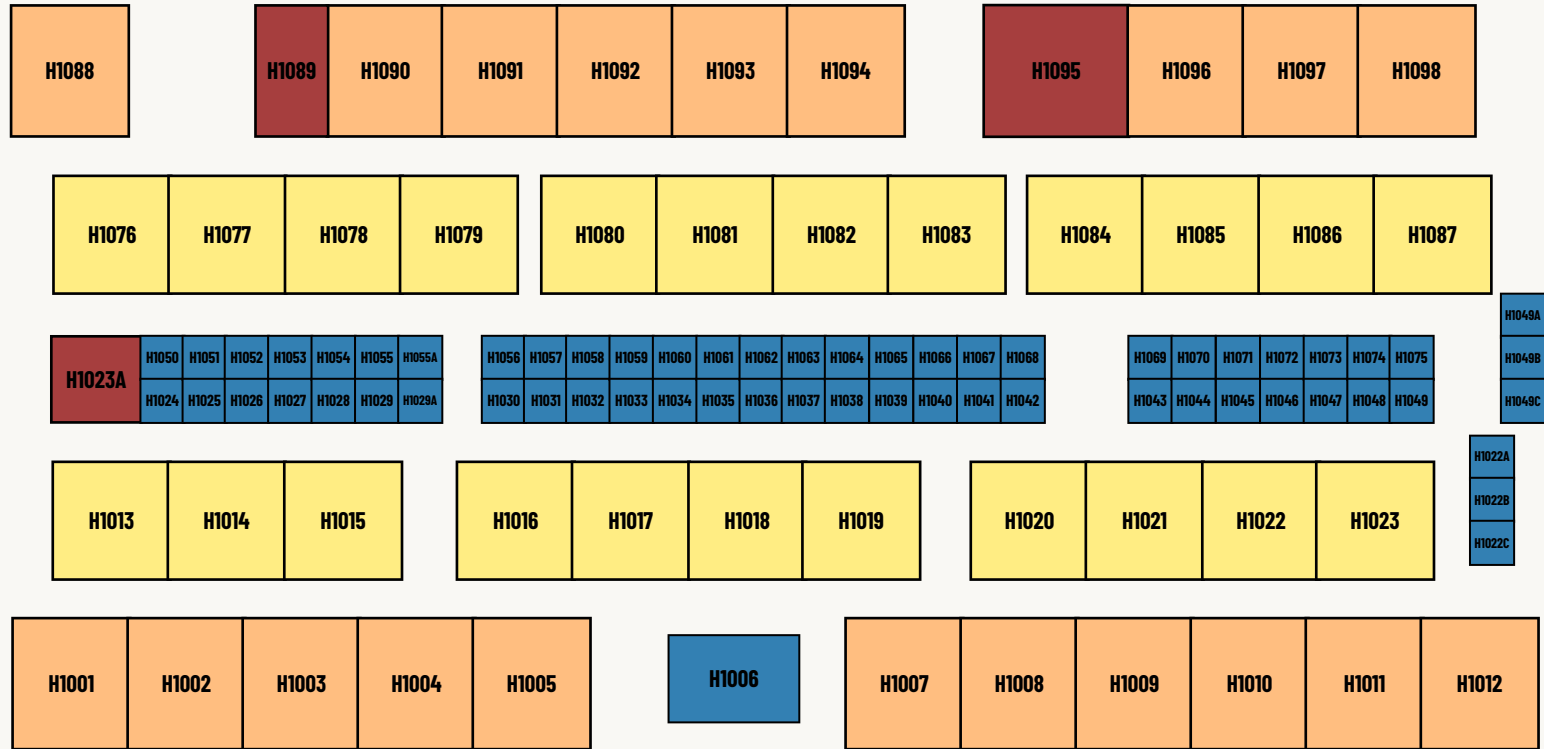
"WE COME TO THIS SHOW EVERY YEAR AND EACH YEAR IT GETS BETTER AND BETTER! WE ARE LOOKING FORWARD TO THE 2027 SHOWS"



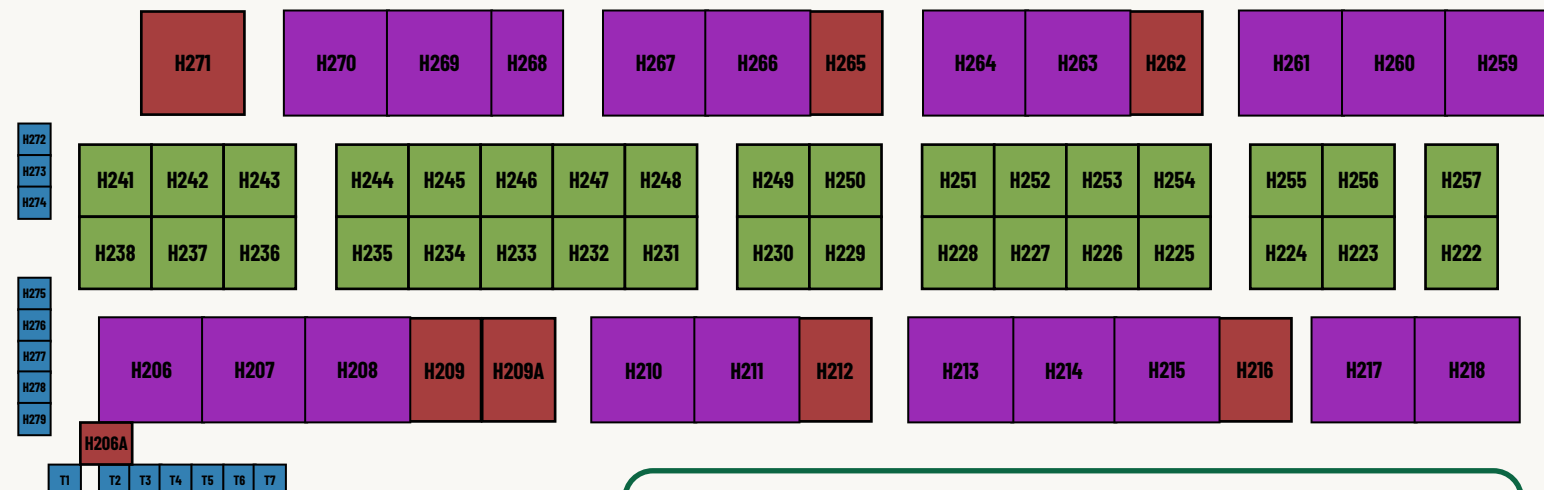
"THIS EVENT HAS WORKED REALLY WELL, THERE HAS BEEN A LOT OF EXISTING AND NEW CUSTOMERS THROUGH THE DOOR, GREAT SHOW"

FLOOR PLAN

HALL 1



HALL 2



STAND PRICING

UP TO 34 SQM: £70 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 LARGE TRADE STAND WINNER

2026 BALMORAL SFM SHOW

**MDE
MACHINERY**



BEST SMALL TRADE STAND WINNER

2026 BALMORAL SFM SHOW

**BIDDY
ATTACHMENTS**





SPRING FARM MACHINERY SHOW

IRELAND'S LEADING FARM MACHINERY SHOWS

MILLSTREET

GREEN GLENS ARENA

13TH & 14TH JANUARY 2027

BALMORAL

EIKON EXHIBITION CENTRE

27TH & 28TH JANUARY 2027

CAVAN

CAVAN EQUESTRIAN CENTRE

3RD & 4TH FEBRUARY 2027

OPEN
12PM - 10PM
DAILY

OVER
600+
EXHIBITORS

THE FUTURE OF FARMING AT THE SFM SHOWS



LATEST MACHINERY



NEW TECHNOLOGY



INDUSTRY CONNECTIONS



EXCLUSIVE SHOW DEALS

ADVERTISE WITH US



NEWS & PR



SOCIAL MEDIA



ON-SITE PROMOTION



SHOW BROCHURE

The SFM Show delivers high impact 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](https://www.instagram.com/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