



SFM '25
SHOW EST. 1992

SPRING FARM MACHINERY SHOWS

EXHIBITOR BROCHURE

BALMORAL

EIKON EXHIBITION CENTRE

**WEDNESDAY 29TH JANUARY &
THURSDAY 30TH JANUARY 2025**

**IRELAND'S LEADING MACHINERY & SERVICES
EVENT SHOW RETURNS!**

WWW.AJSPROMOTIONS.COM | @SPRINGFARMMACHINERY





ABOUT US

AJS Promotions are one of the leading Events and Exhibition Organisers in the UK with over 20 years experience, each event is professionally presented to create satisfaction and success.

Our expertise is unrivalled in the presentation of prestigious exhibitions and events, drawing very high attendances. We have established long term relationships with major industry associations and leading corporate bodies in order to provide a successful events which are informative and up to date.

Our focus on continued improvement underlies the company's sustained growth demonstrated by the continued expansion of each event.

BALMORAL 2024 INSIGHTS

SFM will continue to build on it's success as Ireland's premier farm machinery, equipment and agricultural services show. It is where the industry connects together to do business and forecast for the season ahead.



13,876
ATTENDANCE



1.6 MILLION
COMBINED REACH



52,581
UNIQUE WEBSITE
VISITS



200+
EXHIBITORS



HELPED OUR CLIENTS
GENERATE MILLIONS
OF POUNDS WORTH
OF BUSINESS



HOW EXHIBITING

WILL BENEFIT YOUR COMPANY



Showcase your business at Ireland's leading farm machinery & services show



13,876 attendees featuring high quality decision makers



The SFM show is in a world-class venue easily accessible by car, train, bus, and plane



Our 2024 marketing campaign reached 1.6 million people with extensive media coverage across 8 farming titles and multiple digital platforms



The SFM Show is the premier business hub for the UK and Ireland machinery sector, driven by extensive marketing and a top-tier events team



Generate potential millions for your business as proven success stories in previous years

WWW.AJSPROMOTIONS.COM | [@SPRINGFARMMACHINERY](https://www.instagram.com/SPRINGFARMMACHINERY)



HOW EXHIBITING

WILL BENEFIT YOUR COMPANY

A PLATFORM TO SHOWCASE YOUR PRODUCT OR SERVICE TO YOUR TARGET AUDIENCE AND GENERATE SUBSTANTIAL REVENUE

THE SFM GROUP, WITH OVER 20 YEARS OF EXPERIENCE, IS IRELAND'S PREMIER PROVIDER OF MACHINERY EVENTS

A UNIQUE AND VIBRANT BUSINESS EVENT THAT GUARANTEES EXCEPTIONAL RETURN ON INVESTMENT

A PIVOTAL EVENT TO UNVEIL UPCOMING SEASONAL PRODUCTS TO INFLUENTIAL DECISION MAKERS



HEAR FROM OUR EXHIBITORS



"THE SHOW IS FANTASTIC. ITS 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 2025 SHOWS"



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





NEW FEATURES

As one of the fastest growing exhibitions we are always looking for ways to improve the SFM Show further for both our exhibitors and visitors. New and improved for 2025:

**OFFICIAL
SHOW
BROCHURE**

**TRADE
STAND
AWARDS**

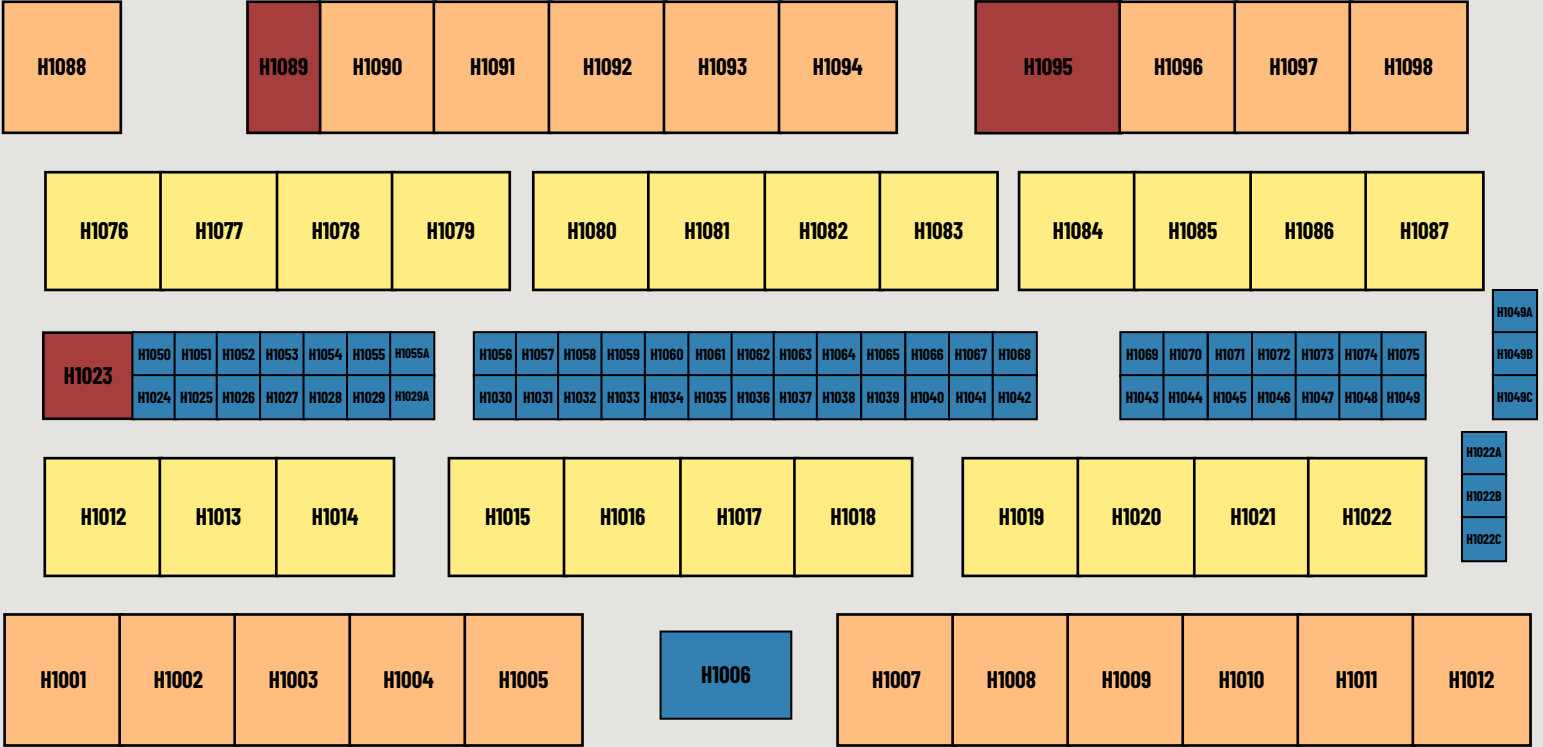
**SFM
SOCIAL
SERIES**

**SFM LIVE
INFORMATION
HUB**

**LIVE DEMO
AREA**

FLOOR PLAN

HALL 1



HALL 2





ADVERTISE WITH US



**NATIONAL
RADIO
COVERAGE**



**NEWS, PR &
EDITORIAL IN
LEADING
FARMING TITLES**



**SOCIAL MEDIA
& DIGITAL
CHANNELS**



**ON SITE
PROMOTION**

The SFM Show provides an unrivalled marketing opportunity across print and digital channels giving you a platform to connect and engage with potential customers and like minded businesses.

Additional Advertising opportunities are available in our official show guide.

GET IN TOUCH

To book a stand at SFM 2025
contact us on the details below:



028 8225 2800



darren@ajspromotions.com



WWW.AJSPROMOTIONS.COM | @SPRINGFARM MACHINERY





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CONTACT US



028 8225 2800



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2025 SFM SHOW DATES



MILLSTREET

GREEN GLENS ARENA, MILLSTREET

**WEDNESDAY 22ND JANUARY &
THURSDAY 23RD JANUARY 2025**



BALMORAL

EIKON EXHIBITION CENTRE, BALMORAL

**WEDNESDAY 29TH JANUARY &
THURSDAY 30TH JANUARY 2025**



CAVAN

CAVAN EQUESTRIAN CENTRE, CAVAN

**WEDNESDAY 5TH FEBRUARY &
THURSDAY 6TH FEBRUARY 2025**