

ROYAL WELSH AGRICULTURAL SOCIETY



# Sustainable Grassland & Muck event

Sioe'r Cardis  
Ceredigion  
2024



30th May 2024 @ Aberystwyth  
University Farm Trawscoed



Demonstration plots, sponsorship opportunities, advertising and trade stands available

ENQUIRIES

- [www.rwas.wales/grasslandevent/](http://www.rwas.wales/grasslandevent/)
- [royalwelshgrassland](https://www.facebook.com/royalwelshgrassland)
- [info@royalwelshgrasslandevent.com](mailto:info@royalwelshgrasslandevent.com)
- [rwasgrassland2024](https://www.instagram.com/rwasgrassland2024)





## Introduction

By kind permission of Aberystwyth University we are pleased to confirm that the Royal Welsh Sustainable Grass and Muck event 2024 will take place at Aberystwyth University Trawsgoed Farm. The event is organised by members of the Ceredigion 2024 RWAS feature county.

The event will cover 150 acres and will provide an excellent showcasing opportunity for providers of grassland machinery and associated technologies. The event will provide live grass and muck equipment demonstrations opportunities in the field and clamp with the emphasis on sustainability.

We have opportunities available for:-

- Forage Trial plots
- Equipment Demonstration in field and clamp
- Slurry/Muck demonstrations
- Trade-stands
- Sponsorship and advertising

To purchase one of the following packages we kindly ask you to complete our online application form .

For all other enquiries, please contact:

Chairperson	Mr Wyn Evans	07817 592411
Secretary	Mrs Eleri James	07976 100043
Treasurer	Mrs Rhian Davies	07751 789865

If you are interested in supporting us, please note the following application deadlines

Forage Trial Plots	30/05/2023
Equipment Demonstrations	30/01/ 2024
Trade stands, Sponsorship and Advertising	30/01/2024



# Sponsorship Packages

We are pleased to be able to offer the following sponsorship packages to exhibitors and traders.

## Gold Package includes £4000.00

Prominent 9m trade stand  
5m x 1.2 banner placement  
Premium Full Sponsor Profile page  
Full page colour advertisement in the Royal Welsh Grassland Brochure  
Public address advertisement throughout the day  
Premium advertisement before and during the event on our website and Social Media activity  
Permission for publicity photography during the event  
Permission to use 'Gold Sponsor of the Royal Welsh Grassland event 2024' on advertising  
20 x admission tickets  
20 x luncheon tickets

## Silver Package includes £2000.00

Prominent 6m trade stand  
5m x 1.2m banner placement  
Full page colour advertisement in the Royal Welsh Grassland Brochure  
Prominent advertisement before and during the event on our website and Social Media activity  
Permission for publicity photography during the event  
Permission to use 'Silver Sponsor of the Royal Welsh Grassland Event 2024'  
8 x admission tickets  
8 x luncheon tickets

## Bronze Package £1000.00

Prominent 6m trade stand  
5m x 1.2m banner placement  
1/2 page colour advertisement in the Royal Welsh Grassland Brochure  
Social Media activity  
Permission to use 'Bronze Sponsor of the Royal Welsh Grassland Event 2024'  
4 x admission tickets  
4 x luncheon tickets



# Forage field Demonstrations, Equipment Demonstrations in field & Clamp

## Forage Variety Field / Plot Demonstration Package

We are pleased to be able to offer a number of fields of various sizes, with the largest being 30 acres. Forage field trials will be strictly on first come first served basis in negotiations with office holders and Farm Manager

If you would like to take advantage of this package it is a requirement that you purchase a Bronze Sponsor package. There is an opportunity for the companies to either upgrade to a Silver or Gold Package.

## Equipment Demonstration in field £400.00/acre

We are able to offer demonstration plots of various sizes, with the largest field being 30 acres.

- The charge for a demonstration plot will be £400.00/acre.
- Mowing (see conditions) To facilitate spectator's viewing area a proportion of the field will be cut.
- Clamp demonstration time allocated in proportion to demonstration ground purchased.
- 2 complimentary Exhibitor passes per acre of demonstration ground purchased.
- 2 lunch tickets issued per acre of demonstration ground purchased.
- An opportunity to prioritise plot location if a sponsorship package is purchased

## Equipment Demonstration in Clamp

The charge for a demonstration time is included in the plot price and time will be allocated pro-rata.

However if you do not wish to demonstrate in the field, arrangements and fee will be confirmed after deadline.

All silage demonstrators will need to use silage additive supplied FOC by Volac

## Slurry and Muck demonstrations

We are pleased to be able to offer a range of various plot sizes strictly on a first come first served basis.

The charge for a demonstration plot will be £250.00 per acre and time will be allocated pro-rata.

Included in the package is 2 complimentary Exhibitors passes per acre of demonstration ground purchased.

An opportunity to prioritise plot location if a sponsor package is purchased.



# Trade stand opportunities

We are pleased to be able to offer trade stand opportunities both on the field and outdoor (Marquee)

Please note no electricity will be supplied to outdoor or Indoor tradestands.

Location	Frontage Meters	Depth Meters	Cost	Complimentary Exhibitors passes
Outdoor	6	9	£400	4
Outdoor	9	9	£500	6
Outdoor	12	9	£600	8
Indoor	3	3	£250	2
Indoor	6	3	£350	4



## Advertising Opportunities

5 x 1.2 m banner on the site

£50.00

Back full page colour advertisement in the Catalogue (only one available)

£500.00

Inside full page colour front or back page cover

£250.00

Full page colour advertisement in the Brochure

£125.00

Half-page colour advertisement in the Brochure

£75.00

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# Trade Stands

In addition to the General Terms and conditions, Trade Stand exhibitors agree to the following:

- Access for the preparation of the Trade Stands will be from 9.00 am to 7.00 pm on Wednesday 29th May 2024 and from 7:00am on the day.
- All stands must be on site by 8:00am on the day & vehicles must be removed off site by 8.00 am to the designated vehicle park.
- Trade stands must not be removed from the site until after 5:00pm on the day of the event.
- Staffing of trade stands must be continuous between 10.00 am and 5.00 pm on the day.
- No person other than an exhibitor who has applied for and been allocated space will be allowed to sell or display articles of any description on the site. Sub-letting of stands will not be permitted.
- No exhibitors shall be permitted to arrange their trade stand or to place their sign in such a manner as to obstruct the light or to inconvenience or disadvantageously affect the display of another exhibitor. No intrusion into neighbouring sites will be permitted.
- All indoor trade stands will be located within a marquee. Outdoor trade stands will be located on grass. Exhibitors with their own marquees must provide the organiser with a fire-resistant certificate and advise if they need to dig holes. All ground must be completely reinstated on removal of trade stands.
- Exhibitors must have a fire extinguisher on their trade stand.
- Exhibitors will be responsible for the removal of refuse from their trade stand
- Tables & Chairs not provided

\*\*Catering facilities will be available throughout the day on site\*



# Terms and Conditions

All exhibitors and trade stands will need to complete & submit a Risk-Assessment form online.

- The Royal Welsh Grassland Event will not be responsible for any accident, damage or loss to any exhibitor, articles or property brought onto the site.
- The Royal Welsh Grassland Event will not be responsible for any actions or expenses on account of or in respect of any such damage or injury caused.
- All exhibitors must have Full Third-Party Liability insurance. Certificate will need to be displayed during the event.
- All exhibitors indemnify the Royal Welsh Grassland Event from any claims made in connection with the exhibitor's staff, equipment, display or vehicles.
- Decisions of the Royal Welsh Grassland Event Organising Committee based on the interpretation of these conditions will be final.

Specific, additional terms are detailed below

## Equipment exhibitors in Field and in Clamp

In addition to the General Terms and conditions, exhibitors demonstrating equipment in either the field or clamp agree to the following:

- Plot allocation will be finalised after the application date for "Equipment Demonstration" has passed.
- For publicity and printing, exhibitors should provide a demonstration itinerary.
- For the purpose of wilting, each demonstration plot must be mowed 1-2 days in advance. It is the responsibility of the companies demonstrating at the event to organise mowing of their demonstration area.
- To facilitate with mowing demonstrations, a separate area within the same field will be allocated to each exhibitor at a rate proportionate to size of plot purchased.
- Headlands of which form part of the plot will be cut prior to the event to facilitate spectators viewing area
- Plot exhibitors will provide their own public-address system.
- Access for the preparation of the Demonstration Plot will be: from 9.00 am to 5.00 pm on Tuesday 28th May 2024 and o from 9.00 am to 7.00 pm on Wednesday 29th 2024.
- All non-demonstration items and vehicles must be removed off site by 8.00 am on the day of the event to the designated vehicle park.
- Demonstration items must not be removed from the site until after 18:00 on the day of the event



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