



PRESS RELEASE

SPONSORSHIP AND TRADE STAND BOOKINGS AT RECORD LEVEL FOR 2016 SUFFOLK SHOW

20 May 2016

Organisers of the Suffolk Show are looking forward to a bumper event this year as sponsorship and trade stands bookings are both at record levels.

Over 800 trade exhibitors and almost 90 sponsors have taken up the opportunity to promote themselves to upwards of 86,000 visitors at the two-day county show, recognising the unrivalled opportunity the event gives to organisations to increase brand awareness and generate business opportunities.

The event has attracted a record level of sponsorship this year, increasing 20% on 2015. As the Suffolk Show has grown over the past two years, income generated through sponsorship has risen by a third in total and for 2016, 17 new sponsors are involved with the event. A number of regular sponsors have also increased their sponsorship this year too.

Major businesses supporting the Suffolk Show in 2016 include EDF Energy, Collins Skip Hire and Adnams, while organisations such as Larking Gowen and Hopkins Homes have all increased their sponsorship involvement. Meanwhile, Aspalls, East Suffolk Produce, Gressingham Foods and Thompson Smith and Puxon are all sponsoring the event for the first time.

Of the 86 sponsors affiliated with the Suffolk Show, organisers estimate half are Suffolk business, with the rest being individual, regional and national organisations.

Phillip Ainsworth, Chief Executive of the Suffolk Agricultural Association, said: "The Suffolk Show provides a unique platform for local and regional businesses to reach out to tens of thousands of visitors. We're delighted to have so many organisations, both existing and new sponsors and trade stands, supporting the event this year and we wish them a successful and enjoyable couple of days."

Jim Crawford, EDF Energy's Sizewell C Project Development Director said: "EDF Energy is proud to support the Suffolk Show which celebrates all that is great about the county. EDF Energy employs over 800 people in Suffolk at Sizewell B power station and in the Sizewell C Information Office in Leiston, so the Suffolk Show is important for our employees and their families who are very much part of the communities we serve.

"The Suffolk Show attracts thousands of families so it is a great way for us to talk about how we safely generate power for over 2 million homes and businesses and how the next generation of engineers can gain the skills they need to join a growing industry."

In addition to successful sponsorship trading, all 800 of the Show's trade stands are now fully booked – a target which was achieved six weeks earlier this year than in 2015. Of those trade stands, 62% are taken by East Anglian businesses, with 45% coming from Suffolk alone. The largest trade stand at the event – which measures 1,600sqm in size – has been taken by agricultural machinery specialist, P Tuckwell Ltd.

Elsewhere at the Show and with food being one of the biggest draws for the crowds, 137 trade stands will offer visitors the chance to sample and purchase delicious local food and drink.

This year's Suffolk Show takes place at Trinity Park near Ipswich on Wednesday, June 1 and Thursday, June 2. Discounted advanced tickets to the Suffolk Show are now on sale. Visit www.suffolkshow.co.uk or phone the ticket hotline on 01473 707117.

Ends

Ref: SS 023

Photo Caption: Sponsorship and trade stand bookings for this year's Suffolk Show are both at record levels



For further press information please contact:

Abbie Connell-Smith, Genesis PR

Tel: 01473 326403

Email: abbie.connell-smith@genesispr.co.uk

Jacqueline French, Genesis PR

Tel: 01473 326409

Email: Jacqueline.french@genesispr.co.uk

Notes to editors:

The Suffolk Show is run and managed by the Suffolk Agricultural Association. As a charity, the SAA's core purpose is to promote the importance of food, farming and the countryside to the economy and character of Suffolk through the Suffolk Show itself and a series of education programmes aimed at young people in schools and colleges.