



## **INTERNATIONAL FOREST MACHINERY EXHIBITION LTD**

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1<sup>st</sup> March 2012

Dear Exhibitor

### **APF 2012**

### **The UK's largest forestry, woodland, arboriculture, fencing and bio-energy exhibition**

**13/14/15<sup>th</sup> September 2012**

As requested please find enclosed an Exhibitor pack for APF 2012, the UK's largest forestry, woodland, arboriculture, fencing and bio-energy exhibition. We are returning to Ragley Estate, Alcester, Warwickshire, the venue for our highly successful 2004 and 2006 events. Our last event, APF 2010 at Cannock Chase, Staffordshire, saw a record number of 250 exhibitors and over 16000 visitors attend. Many exhibitors reported record sales and orders and we are looking to build on this for 2012. The APF Exhibition has repeatedly shown itself to be the place to sell your machinery and equipment to a highly targeted market.

A feature of the exhibition is the 2040m demonstration circuit where you can display and operate your machinery and equipment to show it at its best. The circuit has a wide choice of sites available from open grassland to thinning areas, softwood and hardwood woodland. We have revised the static display area, increasing the number of stands, widening the aisles and altering the layout to help visitors circulate more easily. More tracking will be used to ensure all static area exhibitors have easy access for setting up.

The range of events and competitions will be greater than ever with Husqvarna sponsoring the World 25m Poleclimbing Championships, the A W Jenkinson and UPM Tilhill European chainsaw carving championships, the European Horse Logging Championships, the World log-to-leg pole lathe turning championships, UK tree climbing championships, an extensive woodland crafts area and vintage machinery displays, axe throwing and finally the UK Forwarder Driving competition will all take place again.

There are a series of site meetings when exhibitors can visit the site, receive a briefing, ask any questions they may have of the organising team and inspect and book their sites. Please note that it is a condition of booking a demonstration site that you inspect the site and attend a briefing first. All sites are sold as seen. Exhibitors wishing to book static display areas do not have to attend a site meeting although it is strongly recommended. The whole of the Ragley Estate is on private land so you must not visit the site other than during the scheduled site meetings. The site meetings dates are Thursday 12<sup>th</sup> April and Thursday 14<sup>th</sup> June all at 11am at the Kings Court Hotel, Kings Coughton, Alcester, Warks B49 5QQ

We also currently have sponsorship opportunities as main site sponsor, clothing sponsor, craft and vintage area and the European Horse Logging Championships and individual banner sites. If you would like to discuss these please get in touch.

Please do not hesitate to contact us if you have any queries, we will be pleased to assist you. Copies of all forms, updated maps etc. are on our website. We look forward to welcoming you as an exhibitor for APF 2012.

Yours sincerely

Ian Millward  
Exhibition Secretary