**Press Release**

 \*for immediate release\*

26th September 2023

**UK’s Premier Agricultural Business Event Secures CLAAS Act Sponsor**

The UK’s premier agricultural business event, AgriScot, has announced a new partnership, enabling delegates to benefit from express, free entry.

CLAAS Financial Services, the asset finance division of one of the leading manufacturers of agricultural machinery and a long-term exhibitor at AgriScot, will support the 2023 registration system.

Offering delegates a chance to get their ticket ahead of the event, CLAAS Financial Services Regional Finance Manager Will Burton believes that this is a vital tool for visitors to get the most from their time.

*“*CLAAS Finance is *delighted to sponsor the AgriScot express entry system this year. This registration system will allow visitors to go online, register for their free ticket which will be scanned on arrival, and then simply walk straight into the event. This means people can make the most of the one-day event without queuing,” says Will.*

Will who has attended AgriScot for the last 25 years, sees the event as a key date in the diary for meeting current and new customers, and discussing options to support on-farm efficiencies and future purchases.

*“There are always lots of new innovations at the AgriScot event, and it’s a great show for farmers and the trade people alike. I find there is something for everybody at the show. The great thing is it’s all under cover. Regardless of the weather, it's always a super event, well attended by both traders and farmers and therefore plenty to see,”* says Will.

CLAAS Finance will be located on the James Gordon Ltd stand in the Lowland Hall with their range of tractors, a telehandler, and some grass equipment on show.

Commenting on the partnership, AgriScot Chairman, Robert Neill highlights the importance of industry collaboration.

“*AgriScot is a great opportunity for farmers and the supply industry to come together, to discuss matters and get the best out of their businesses. Whether it is the seminars, beef demonstration, dairy cattle judging or wide range of exhibitors, with over 240 joining us this year, we are continuing to develop the event to benefit our visitors*,” said Robert.

“*This new partnership with CLAAS Finance is an excellent example of how we form long-term relationships, with many of our exhibitors joining us for decades and looking at other ways to support the event. Our thanks go to Will and all the team at CLAAS Financial Services for helping ensure the registration process continues to be smooth and fast*.”

Located within walking distance of Edinburgh airport, free bus transfer and direct links to mainline trains from right across the UK available, AgriScot is in an excellent location for anyone travelling for the day, or overnight. A range of hotels can be found also within walking distance of the venue.

AgriScot will take place on Wednesday 22nd November 2023. Entry and car parking is free.  To order your ticket, you can pre-register at [www.agriscot.co.uk](http://www.agriscot.co.uk/)

**- Ends-**

For more information, to arrange an interview or press enquiries, please contact Susannah Pate via susannah@janecraigie.com

**Notes to editors:**

AgriScot takes place on Wednesday, 22nd November 2023, at the Royal Highland Centre, Ingliston. The awards will be presented at this event.

AgriScot is free to attend, and registration is open at [www.agriscot.co.uk](http://www.agriscot.co.uk/)

The event is organised by Rural Projects.

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