

14 - 15 January 2026

# LAMMA™

## Exhibitor Brochure 2026

**The UK's Premier** Farm Machinery,  
Equipment and Services Show

[lammashow.com](http://lammashow.com)

**LAMMA™**

Powered by **FarmersGuardian™**



## Showcasing the best of UK agriculture

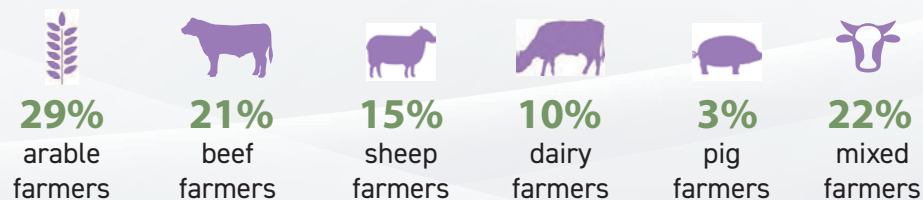


LAMMA continues to be the **UK's Premier** Farm Machinery, Equipment, and Services Show, renowned for unveiling the latest products, ground breaking innovations, and exceptional services that drive the agricultural industry forward.

The NEC, being a world-class venue with seamless transport links, amplified by an extensive marketing reach, combined with a premier event team with decades of expertise, LAMMA continues to attract tens of thousands of engaged attendees each year.

Behind the scenes, in-depth preparations for LAMMA 2026 are already in full swing, promising a thoroughly successful event where exhibitors and visitors alike will experience great success, as well as an unforgettable experience.

## LAMMA 2025 visitors



## Introducing CropTec and The Low Carbon Agriculture Show

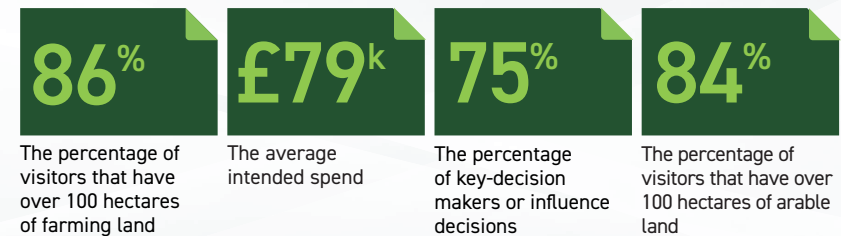
In 2026, we are excited to announce that CropTec and the Low Carbon Agriculture show will be co-locating with LAMMA, bringing together the largest gathering of arable farmers in the UK. This valuable combination of audiences will increase your visibility and offer endless opportunities to engage with potential customers.

CropTec has grown as a stand-alone event, becoming the specialised hub for the arable sector, spotlighting critical industry issues from crop varieties and disease management to pioneering technology and regulatory updates.

The Low Carbon Agriculture Show is focused on assisting farmers and landowners achieve their Net Zero goals by offering innovative solutions and cutting-edge technology to its attendees. The event is highly conference-based, attracting a large audience looking to learn and gain inspiration on the latest trends in the market.

While being co-located, the shows will maintain their distinct identities in separate halls, allowing attendees to move freely between events. This exciting news has been well received by exhibitors and attendees, and we are actively planning to ensure its success.

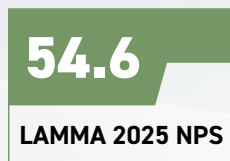
## Croptec in numbers:



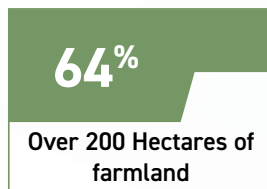
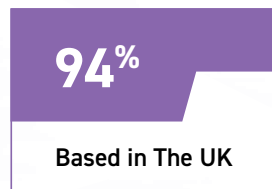
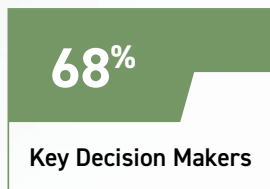
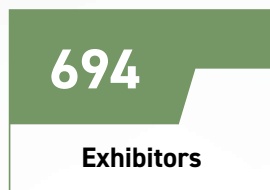
## Low Carbon Agriculture in numbers:



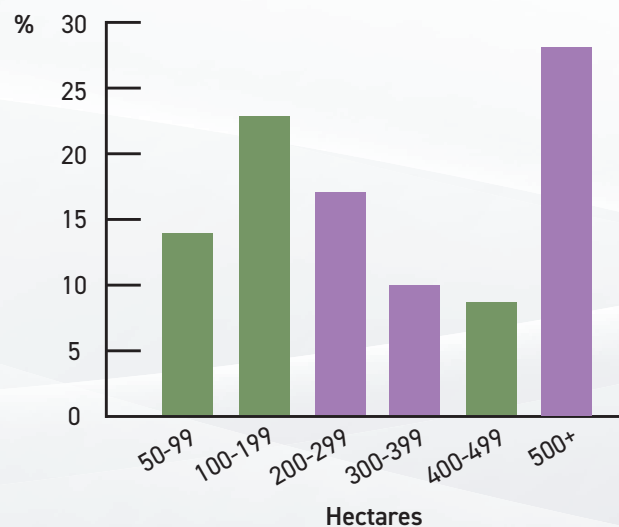
## LAMMA 2025 in Numbers



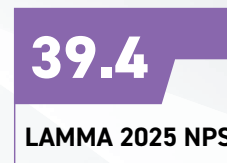
INDUSTRY AVERAGE  
NPS  
**29.04**



## Size of Farming Land



## Exhibitor Feedback



INDUSTRY AVERAGE  
NPS  
**8.03**

“

Exhibiting at LAMMA is always a valuable experience. It's a great opportunity to reconnect with existing customers and meet new prospects who are open to fresh opportunities. The event consistently leaves us feeling positive about the year ahead.

-Gary Walting, AP Air Europe-

“

Brilliant service, good knowledge and well run event. This provides a great setting for a small business like Mydis to grow our brand awareness and customer base

-Craig James, MYDIS-

“

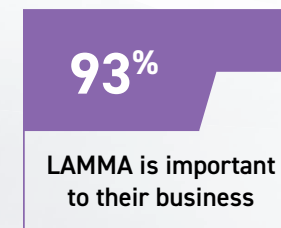
ZM Heaters was proud to exhibit at LAMMA for the first time. It was a great event. We'll Be Back!

-John Wright, ZMH Ltd-

“

LAMMA is an important event for us to engage with existing and new clients, and to understand what customers want from our products in the future.

-Jon Stewart, Merit Advantage-



## Stand Upgrades ✓

We have a range of shell scheme upgrades to boost your stand appearance, ensuring planning and set up is made easier for you.

Stand size:

9m<sup>2</sup> - 18m<sup>2</sup>

	Space Only	Basic Shell Scheme	Enhanced Shell Scheme	Deluxe Shell Scheme
Exhibition Space	✓	✓	✓	✓
Fascia		✓	✓	✓
Printed Nameboard		✓	✓	✓
Shell Scheme Walls		✓	✓	✓
Carpeted Stand		✓	✓	✓
1 x 500w 13Amp Socket			✓	✓
1 x 3 Track Spotlight			✓	✓
1 x Table				✓
2 x Chairs				✓
1 x Literature Rack				✓



Stand size:

19m<sup>2</sup> +

	Space Only	Basic Shell Scheme	Enhanced Shell Scheme	Deluxe Shell Scheme
Exhibition Space	✓	✓	✓	✓
Fascia		✓	✓	✓
Printed Nameboard		✓	✓	✓
Shell Scheme Walls		✓	✓	✓
Carpeted Stand		✓	✓	✓
2 x 500w 13Amp Sockets			✓	✓
2 x 3 Track Spotlights			✓	✓
2 x Tables				✓
4 x Chairs				✓
2 x Literature Racks				✓



To discuss any stand or sponsorship options, please contact:

**Ajesh Visram**

ajesh.visram@agriconnect.com

07920 545 243

## Media Packages

Our diverse range of media packages enables your brand to achieve greater visibility, reaching our extensive audience before, during, and after the event.

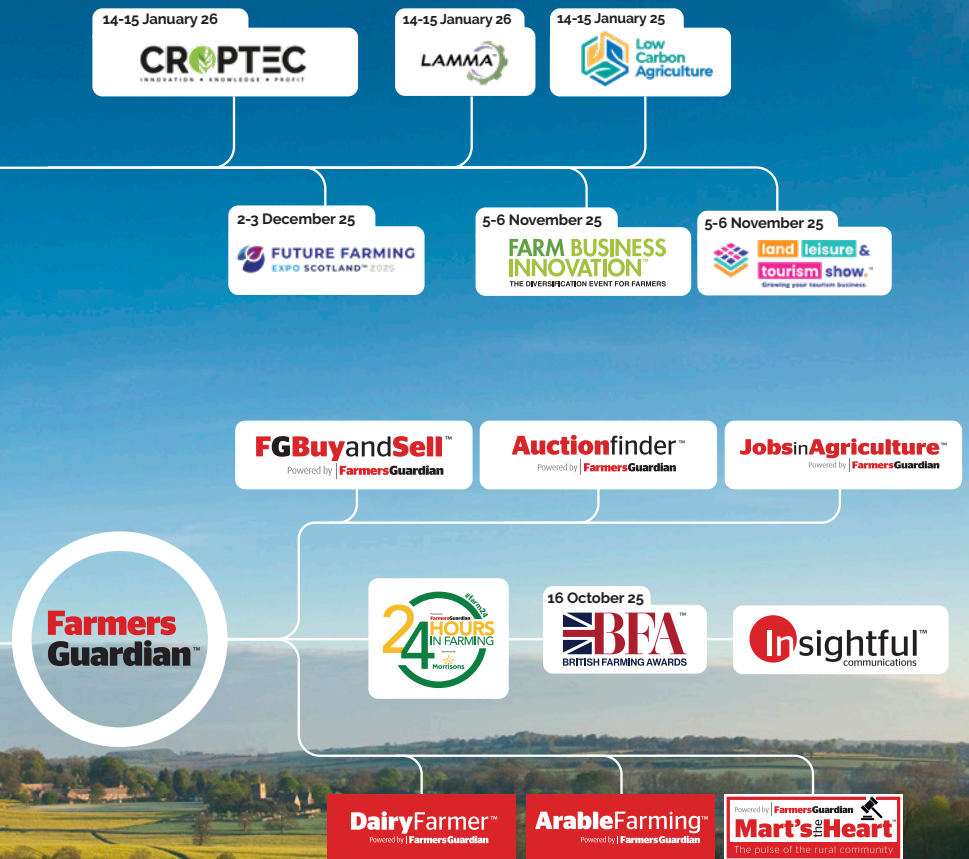
	Standard	Basic	Premium	Deluxe
Access to the Exhibitor Zone to complete your own dedicated profile page on the show website	✓	✓	✓	✓
Listing and logo inclusion in the Showguide (or E-showguide where applicable)	✓	✓	✓	✓
Colour logo and profile text on Event App	✓	✓	✓	✓
Invitation template	✓	✓	✓	✓
Personalised Social Media Graphics	✓	✓	✓	✓
Social Post Announcement		✓	✓	✓
Newsletter Advert		✓	✓	✓
Enhanced Exhibitor listing on show website			✓	✓
Boosted paid social post			✓	✓
Showguide Half Page advert (or E-showguide where applicable)			✓	
Showguide Full Page advert (or E-showguide where applicable)				✓
AgriconnectTV Advert			✓	✓
LAMMA App Advert				✓
E-shot				✓
Bespoke App profile page				✓
Website Homepage ad				✓
	Included	£695	£1,740	£2,750



# The Agriconnect Portfolio



Agriconnect keeps the agricultural community up to date with the latest news and information and brings people together to meet, to share, and to grow their businesses.





## How to get involved

Please contact us to discuss your stand or sponsorship options:

**Ajesh Visram**

Head of Sales

Email: [ajesh.visram@agricconnect.com](mailto:ajesh.visram@agricconnect.com)

Tel: 07920 545 243

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# LAMMA<sup>TM</sup>

## Show 2026

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