



EXHIBITOR BROCHURE

2025



**Wednesday January 15 and
Thursday January 16, 2025**

NEC, Birmingham

LAMMAShow.com

Hosted by:

Agriconnect™
part of the Arc network



Showcasing the best of UK agriculture



LAMMA continues to build upon the success of being the premier farm machinery event in the UK, showcasing the latest products, innovations and services within the industry.

Being hosted at a world class venue with easily-accessible transport links, an extensive marketing reach and an industry-leading event team with years of experience, it is no surprise that tens of thousands attend LAMMA every year.

We have been planning LAMMA 2025 behind-the-scenes to ensure the event is a large success for those exhibiting and visiting, where value is seen by all.



Be part of something bigger

LAMMA is produced by Agriconnect - the home of Farmers Guardian, the British Farming Awards, Land, Leisure and Tourism Show and The CropTec Show. We are experts in our field at delivering large-scale exhibitions and awards, with a proven track record of over 40 years.

Exhibiting gives you access to more than just a two-day event. We actively promote our portfolio year-round to enhance both the reach and success of each event.

To explore our portfolio in more detail, scan the QR code or visit agriconnect.com



Here are some of our portfolio highlights:

Events



Low Carbon
Agriculture



Media



agriconnect.com



LAMMA 2024 in numbers

74%

of visitors are
decision makers

77%

of visitors are
farmers or work in
agriculture

655

exhibitors

10

seminar sessions in
LAMMA Live

76%

of visitors intend
to spend over
£10k

66%

of farmers have
over 100 hectares
of farm land

2400+

overseas
visitors

46%

are looking for
help on purchase
decisions

* Stats taken from the
2024 pre-show
registration forms



LAMMAShow.com

LAMMA 2024 visitors



28%
arable
farmers



20%
beef
farmers



15%
sheep
farmers



9%
dairy
farmers

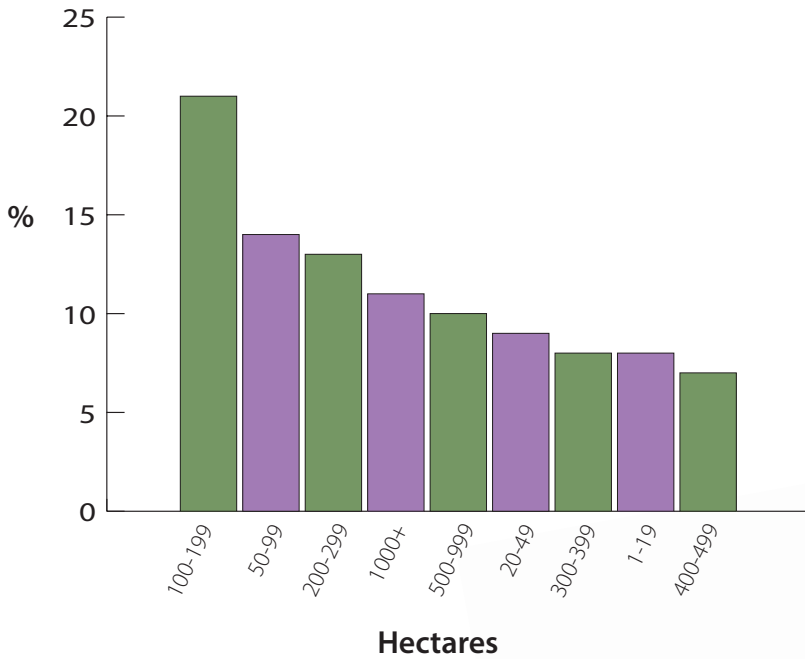


3%
pig
farmers



25%
mixed
farmers

Size of farming land





Exhibitor Feedback



99%

of exhibitors would recommend exhibiting at LAMMA



98%

of LAMMA exhibitors gathered new customer contacts at the event



85%

of exhibitors rated the quality of visitors to their stand as good or excellent



77%

of exhibitors took orders on stand or expect positive post-event business



LAMMA is great to be able to connect to customers. LAMMA is hugely important to our sales and marketing campaign. It's a great opportunity to showcase our products. We use LAMMA to help people engage with our brand and products.

KUBOTA



LAMMA is incredibly important to our marketing and sales strategy. We don't exhibit at as many shows as we used to but LAMMA is a crucial part of the farming calendar.

FENDT

* Stats and quotes taken from LAMMA 2023



LAMMAShow.com



Stand Options Available

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:

18m² and under

	Standard	Premium
Fascia & Printed Nameboard	✓	✓
Shell Scheme Walls	✓	✓
Slate Grey Carpeted stand	✓	✓
1x 500w 13Amp socket	✓	✓
1x 3 track spotlight	✓	✓
1x round table		✓
4x chairs		✓
1x literature rack		✓
ADDITIONAL COST PER SQM	£0	£20



Stand size:

Over 18m²

	Standard	Premium
Fascia & Printed Nameboard	✓	✓
Shell Scheme Walls	✓	✓
Slate Grey Carpeted stand	✓	✓
2x 500w 13Amp socket	✓	✓
2x 3 track spotlight	✓	✓
2x round table		✓
8x chairs		✓
2x literature rack		✓
ADDITIONAL COST PER SQM	£0	£20



For a live 2025 floorplan, please scan the QR code:





LAMMA Sponsorship Opportunities 2025

Sponsorship is about your business hitting your marketing goals.

This is why we have adapted our sponsorship offerings for 2025 to work around you hitting these goals.

Our sponsorship opportunities are designed to provide you with the maximum opportunity to get your name in front of decision makers. Each sponsorship is tailored to suit your business needs and provides strong value for money to help you boost your marketing efforts before, during and after LAMMA 2025.



Generate **leads** and **sales** through positive brand association.



Build **brand affinity** with target customers as a thought leader and key supporter of the industry.



Create a different brand experience that **stands out from competitors** and gains **greater visibility**.



Opportunity to market **new products** to a wider audience.



2x more powerful than TV
3x more powerful than print
4x more powerful than radio



Full Available List of Sponsorships

Hall Entrance - Gold Package
Hall Entrance - Silver Package
Hall Entrance - Bronze Package
Demo Arena
4x4 Zone
Startup Zone
Visitor Registration
Exhibitor Drinks
LAMMA Live
You Are Here boards- Overall
You Are Here boards- Individual Hall
You Are Here boards- Featured Listing
Awards- Innovation
Awards- Young Engineer
Product Placement
Product Guide (Full page / Half page)
Agriconnect TV Video Advert
Agriconnect 'TV' Style Full Screen Advert
Static Advert
LAMMA Event App Homepage Advert
New Product Guide (Full page / Half page)



Full sponsorship brochure available on request



LAMMA Live Speaking Opportunities

LAMMA'25 will be hosting LAMMA Live which will include speaker sessions and debates on the latest industry developments and issues, plus visitors will have the chance to put their questions to industry experts.

LAMMA Live sponsorship package includes:

- ✓ 1 speaker slot
- ✓ Profile and branding on website
- ✓ Profile spotlight on a dedicated promoting LAMMA Live
- ✓ Dedicated social media posts
- ✓ Post-event coverage on website



LAMMA Live Speaking Sessions 2024

- ◆ Navigating the Agricultural landscape of tomorrow. **LKAB Minerals**
- ◆ Opportunities in Africa for sales and investment. **DBT Africa**
- ◆ Attract and retain talented employees. **Careers in Ag**
- ◆ Carbon farming: Investigating the new normal. **Agreena Panel Discussion**
- ◆ The opportunities and benefits of using a closed transfer system: When agricultural innovation delivers on operator safety, farm productivity and environmental benefits. **Frontier Ag**
- ◆ Is it time to change how we talk about mental health challenges in farming? **FCN- Mental Health Debate**
- ◆ How training can change the culture of farm safety. **Health & Safety Panel**
- ◆ Young farmers and the role they play in inspiring others. **Careers in Ag**



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How to get involved

It is easy to book a stand or sponsorship package at LAMMA 2025, please contact us today for more information.

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