



# POST SHOW REPORT 2024



With thanks to our 2024  
sponsors and supporters:



Hosted by:







## Message from Agriconnect- The shows organisers



### Nick Ornstien, Managing Director, Agriconnect

On behalf of the organising team, I would like to share my gratitude to our exhibitors, sponsors, speakers and visitors for making LAMMA 2024 an overwhelming success.

With a record-breaking 40,000+ visitors and over 640 exhibitors it cemented LAMMA as the premier event in the UK for the farming and agriculture sector.

The feedback we have had from attendees, sponsors and exhibitors speaks volumes of the impact LAMMA had on businesses and individuals. On display were cutting edge technologies, new solutions and groundbreaking innovations which all contributed to making this year's LAMMA unique. Your support and contribution added immense value and we hope you all see a positive reaction to your business in the coming weeks and months.

Planning for LAMMA 2025 is well underway, which will include many new features including The Future Expo and a new co-located conference. The Future Expo will be co-located with LAMMA and focuses on advanced innovations and technology within the horticulture sector. We believe this addition will enrich the overall event experience and open up new avenues for collaboration and business growth.

Once again, thank you to all exhibitors, sponsors, and supporters for contributing to the biggest ever LAMMA event.

## Show Overview

**The 41st LAMMA Show was the biggest show in the events history!** With an array of high-quality brands showcasing their products, technologies, innovations and solutions to over 40,000 visitors, it's clear why it's regarded as the premier farm machinery show in the UK.

With a buzzing demo zone, a full LAMMA Live presentation theatre and a successful first Farming Simulator League held in the UK, the show exceeded expectations and we now look forward to building on this success for LAMMA 2025. With 2025 in mind, numerous new features will be added, including the addition of The Future Expo, which will be co-located with LAMMA. The Future Expo showcases and discusses the latest trends and breakthroughs in agritech innovation, offering insights into the future of high-tech horticulture.

Feedback from LAMMA 2024 has been fantastic with both exhibitors and visitors highlighting that the event more than exceeded their expectations. We have received many positive comments on the quality and management of the show.

For the seventh year in a row, LAMMA 2025 will once again be held at the NEC, Birmingham to take advantage of the vast space, excellent transport links and overall great venue. Over 80% of the space available for 2025 has already been secured so we recommend booking early to reserve your stand space.

Thank you to all exhibitors, sponsors and partners for helping make LAMMA 2024 the biggest one yet!

Registration Sponsor



Agri-tech and Export Advice Hub



App Sponsor



Contractors Lounge Sponsor



Supporters





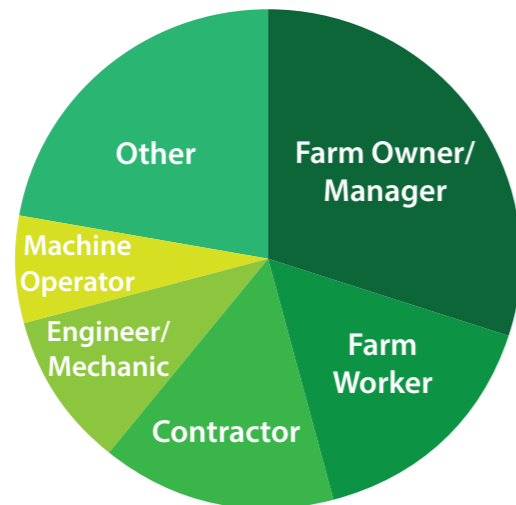


### Visitor Stats



### Primary Occupation

**61%**  
See their next major investment as farming equipment or machinery



**82%**  
of visitors were key decision makers or had an influence on decisions made

**“ It’s the best show in the UK for seeing as many suppliers in one place. ”**  
-Visitor feedback-

\*Attendees are the number of individuals who walked through the door. Whilst badges were scanned multiple times, numbers only counted the first scan.  
\*\*Stats are taken from those who attended and filled out the pre show registration question.  
\*\*\*These are attendees who said they farm in the grassland or arable sector.

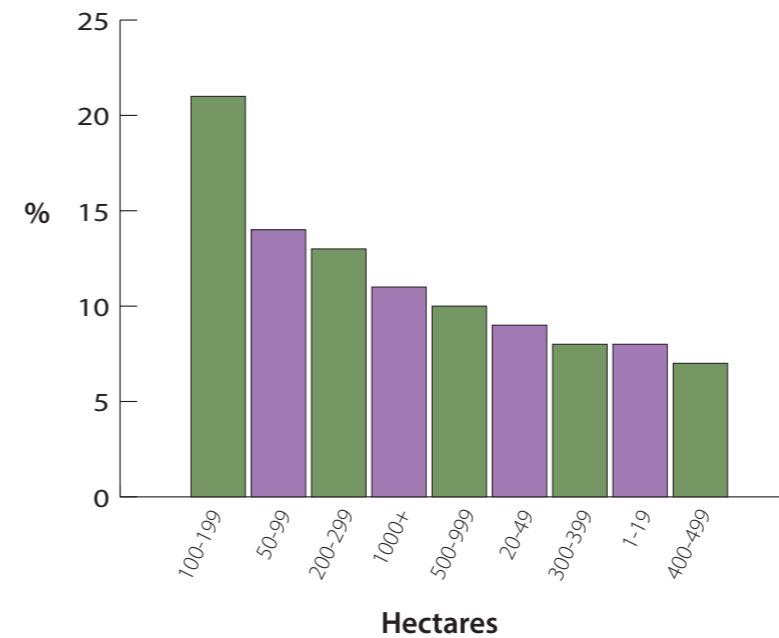


### Visitor Demographics

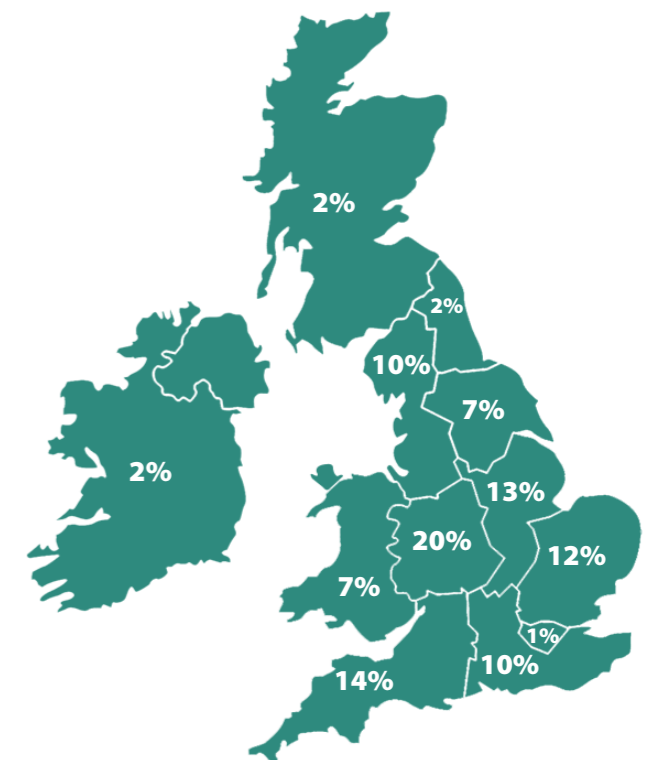
#### Type of farm



#### Size of farming land



#### Location of visitors







## Features

### LAMMA Live



### Careers Zone



### Farming Simulator League



### Agriconnect TV



### Demo Zone



### Awards Ceremony



## LAMMA Live

LAMMA Live allows visitors to attend seminar sessions from industry leaders and agricultural pioneers to advise, discuss and debate the latest sector developments and issues affecting UK farming.

LAMMA Live symbolises the power of people coming together to provoke change. 2024 had some fantastic speakers and sessions that focused on the important topics of the agriculture industry.

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

LKAB Minerals

DBT Africa

Jobs in Agriculture

Agreena Panel Discussion

Frontier Ag

FCN- Mental Health Debate

Health & Safety Panel

Careers in Ag







### Careers Zone

The inaugural Careers Zone held at LAMMA, Hall 17, saw a wide range of recruiters, students, graduates and those looking to explore career opportunities within the industry visit to gain knowledge and network with key companies in the agriculture sector.

A wide range of key speakers took to the stage to share their expertise and knowledge to educate the eager, engaged audience.

#### Speakers included:

- ◆ Christopher Jones, City & Guilds
- ◆ Richard Charles, AGCO
- ◆ Kendra Hall, Reverberate PR
- ◆ Verity Hyland, Agriconnect
- ◆ Jeremy Gibbs, Forces Farming
- ◆ Rob Parker, G's Fresh
- ◆ Tess Howe, TIAH
- ◆ Tom Jobling, Carr's Billington

#### With thanks to the brands that supported the Careers Zone:



### Demo Zone

A continued popular feature of LAMMA is the Demo Zone that attracts an audience to witness the latest in machinery and tractors from a range of key manufacturers, who explain the features, benefits and new technology their machines boast.

Below are the companies and machines that were showcased in the demo zone.

- ◆ JCB                      FASTRAC iCON & 542-70 Series III Loadall
- ◆ Uni Drill Moore      24 Row Trailed Moore Unidrill
- ◆ New Holland          T6 180 Methane Powered Tractor
- ◆ Valtra                    Q Series Tractor
- ◆ Case IH                  Optum 340 AFS Connect Tractor
- ◆ Merlo                    TF38.10 Telehandler
- ◆ Malone                  Tedd-air 846T & Ted-air 1128T Tedder & 300FC Mower







### Farming Simulator League

The Internationally acclaimed gaming series, Farming Simulator chose LAMMA to host its first ever UK venue for their 5th tournament within its eSports Farming Simulator League.

#### And what a choice they made.

Packed audiences witnessed novices and professional teams play the game throughout the two days, which concluded with team Helm AG taking home first place and its €4,250 prize from a €15,000 prize pot.



### Agriconnect TV

LAMMA 2024 ran its first ever Agriconnect TV, connecting those who couldn't make it to Birmingham with the event. The feature was also displayed on three 85" screens throughout the venue so visitors could watch interviews to expand knowledge and gain the latest insights into the latest farming practices, new manufacture launches and innovative developments.

For exhibitors, Agriconnect TV offered the chance to raise their profile, as well as gain access to new audiences - whether in person or virtually.

Click the links under the images to view highlights.

#### Day 1 Replay



<https://agrc.im/ugz63>

#### Day 2 Replay



<https://agrc.im/ugz66>

# 4,000+

views\*

# 11.5 hours

of viewing content

\*Figure doesn't include those watching at the event







## Awards Ceremony

### Young Engineer Award

Returning to LAMMA in 2024, the Young Engineer Award looks to champion individuals or a collective of young engineers who have created or worked on a piece of agricultural machinery, equipment or technology which significantly improves efficiency, profitability or sustainability on-farm.

### Congratulations to:

Ieuan Evans from Storth Limited for winning the 2024 Young Engineer Award



For recognition of their achievement, Ieuan received a £1,000 cash prize, as well as industry exposure through press releases and a dedicated marketing campaign.

### Innovation Awards

The Innovation Awards cover 5 categories looking to highlight the true leading innovators of the agricultural sector. The awards are open only to LAMMA exhibitors and they are the only type of this award in the UK that is industry recognised.



### Congratulations to all the winners:

**Arable:** Knight Farm Machinery

**Digital:** Krone UK

**Environmental:** Kverneland Group UK

**Future:** Polaris Britain

**Livestock:** Spread-a-Bale

## Marketing Stats

### WEBSITE STATS

**2million+** impressions

**169k+** users

### SOCIAL MEDIA STATS

**9,414,108** impressions

**235,230** engagements

**63,452** organic following

**1,283** published posts

### EMAIL STATS

**1.89million+** marketing emails delivered

**646.5k** marketing emails opened

**34.2%** average open rate **3.26%** average click-through rate

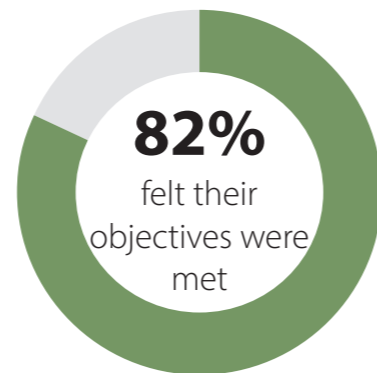
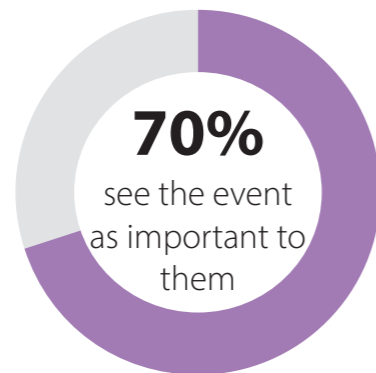
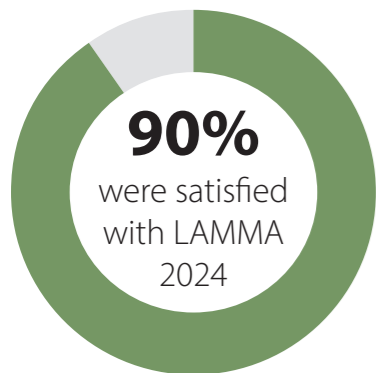




### Visitor Feedback

We used a Net Promoter Score (NPS) to measure the attendees satisfaction and loyalty of LAMMA 2024. The NPS runs from -100 to 100, with -100 being the lowest score and 100 being the highest score.

<b>LAMMA 2024 NPS</b>	<b>INDUSTRY AVERAGE NPS</b>
<b>57.4</b>	<b>16.7</b>



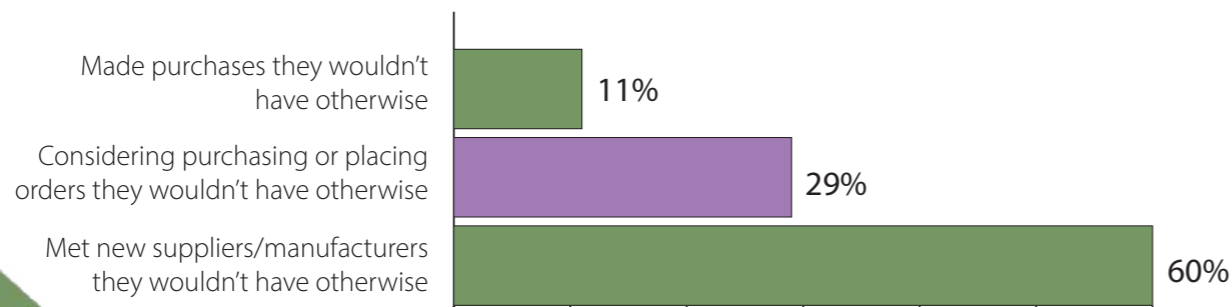
**74%** Including purchases already made, nearly 2/3s of visitors are expecting to purchase goods or services from exhibitors as a result of their visit to LAMMA

**83%**  
are likely to return in the future

**85%**  
felt the event was good value for time

**93%**  
rated the quality of exhibitors as good or excellent

**85%**  
felt there was a good or excellent number of exhibitors



### Visitor Testimonials

- “ Great to see and meet new companies and ideas you haven't dealt with before. With the ability of being able to see the products and equipment physically as well.
- “ It's a great day out to meet the people behind the products and machines available on the market to get advice, feedback and networking together to support the industry.
- “ It was a fantastic time with plenty of opportunity to meet new people and businesses that can provide you with what you're looking for. It was also interesting to look around at all the different things that were there.
- “ LAMMA is a great exhibition for networking with like-minded organisations within the agricultural sector. There is a huge number of exhibitors with friendly reps from across the UK and Europe. It was a very positive environment for meeting existing customers/suppliers as well as providing new opportunities to expand our network.
- “ The event has all the key Agri leaders, the manufacturers and you are able to network with them to gain a greater community and network. Highly recommended show.
- “ It's perfect if you're looking to be buying new machinery or implements because you have a wide range of products to choose from, even just your little farm tools or huge machinery tools.



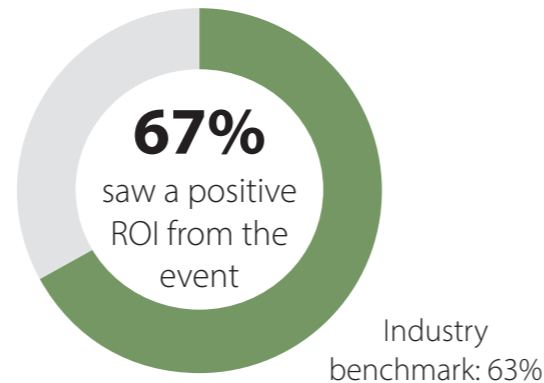
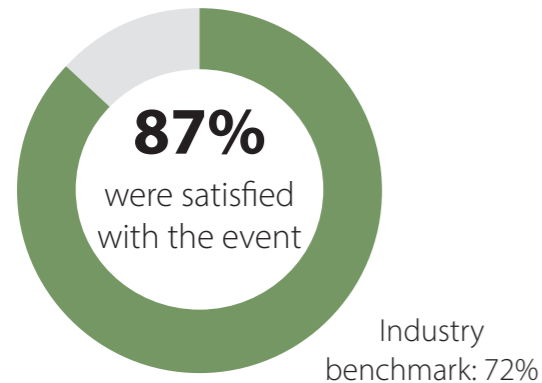


### Exhibitor Feedback

Like the visitor feedback, we also used a Net Promoter Score (NPS) to measure the satisfaction of exhibitors at LAMMA 2024. The NPS runs from -100 to 100, with -100 being the lowest score and 100 being the highest score.

**LAMMA 2024  
NPS  
34.5**

**INDUSTRY AVERAGE  
NPS  
-6.8**

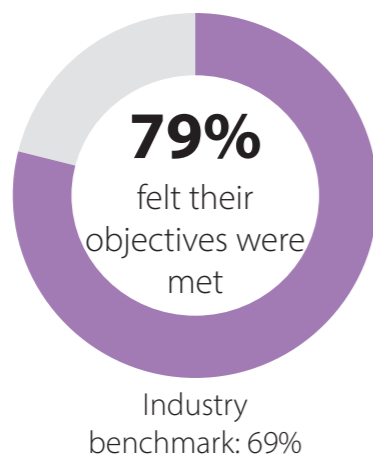


**77%**  
believe LAMMA is important to their business

**80%**  
of exhibitors have rebooked for LAMMA 2025

**93%**  
were happy with the quality of visitors to their stand

**85%**  
were happy with the quantity of visitors to their stand



#### Top objectives met included:

- ✓ Maintain brand image and presence
- ✓ Launch new brand, product or service
- ✓ Meet or sell to current customers
- ✓ Generate new sales leads
- ✓ Increase awareness of brand, products or services
- ✓ Reposition of brand
- ✓ Introduce new staff to the market

### Exhibitor Testimonials

“ LAMMA is a great place to meet up with our existing clients and meet new, it’s what brings us back each year. The show has been very busy for us once again.  
**-Agrifac-** ”

“ We were non stop on Day 1 and it’s really good to have conversations with such varied sized farms. We’re back at LAMMA for the first time in 6 years as we heard about high visitor numbers last year. We are not disappointed. We don’t do many shows but it’s great to be back at LAMMA.  
**-Hectare-** ”

“ We had a great first day at LAMMA, really great conversations with genuinely the right kinds of customers. We keep coming back to LAMMA as it’s really successful for us.  
**-Ekin Engineering-** ”

“ We are very happy with the support from the LAMMA team, both in the run up to the show and during. LAMMA is the show to be at. It’s great to see customers new and old and it’s a very successful show for the Valtra brand.  
**-Valtra-** ”

“ We’ve had a really great show here at LAMMA – Full of quality conversations. Our stand is particularly interactive this year so it’s been really drawing people in. We’re looking forward to next year already!  
**-AGCO-** ”





## The Agriconnect Portfolio

The LAMMA Show is produced by Agriconnect - the home of Farmers Guardian, the British Farming Awards, CropTec, Low Carbon Agriculture Show and The Land, Leisure and Tourism 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, visit [www.agriconnect.com](http://www.agriconnect.com)

Here are some of our portfolio highlights:

### Events



### Media



## How to get involved

There are a range of stand options available for LAMMA 2025, with various sizes and upgrade packages to suit your goals and budget.

As well as this, we have sponsorship opportunities to ensure your brand can receive maximum exposure pre, during and after the event.

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

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