



2025 Sponsorship Brochure



Wednesday January 15 and
Thursday January 16, 2025

NEC Birmingham



[LAMMAShow.com](https://www.lammashow.com)



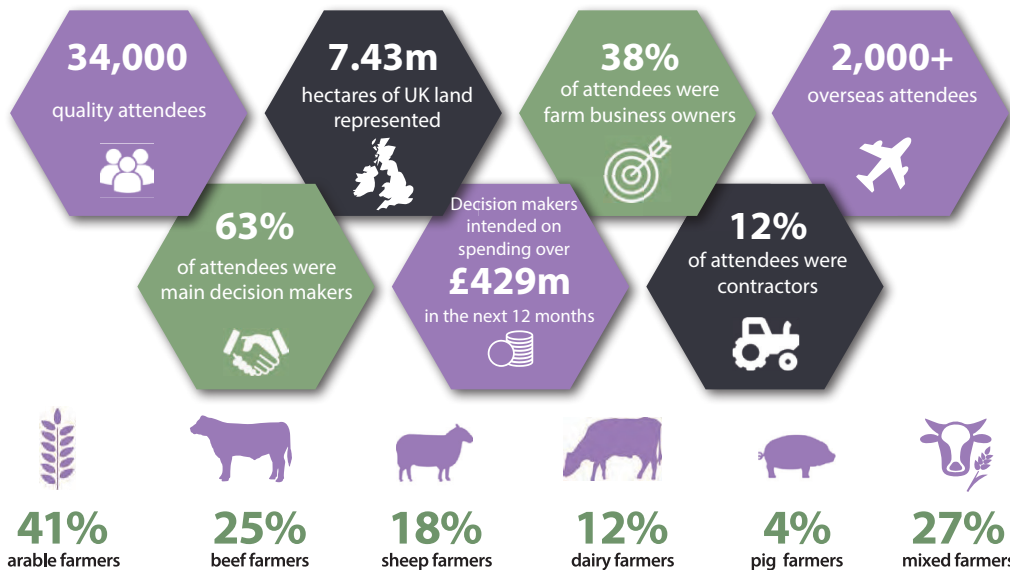
Showcasing the best of UK agriculture

LAMMA will continue to build on its success as the premier farm machinery show in the UK. LAMMA is where the UK machinery sector comes to do business.

With a world class venue, extensive marketing reach and an industry-leading event team, LAMMA has entered a league of its own. In 2023 we:

- ✓ Sold out to more than 600 exhibitors
- ✓ Attracted thousands of high quality visitors
- ✓ Helped our clients generate millions of pounds worth of business

No other UK show offers LAMMA's scope of agricultural machinery, technology and equipment in one professional venue, accessible by car, train and plane.



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Hall entrance sponsorship

Make a bold statement and get creative by sponsoring the entrance to your hall with product placements and engaging branding. There are multiple packages* available:

GOLD

£10,000

- ✓ 1x 6m x 2m branded wall
- ✓ 1x 6m x 2m shared branded wall for example: 'Welcome, this entrance is sponsored by xxxx'
- ✓ 8x 1m² floor stickers for example: 'Visit stand xx' - including logo
- ✓ Two tone colour carpet to match branding colours
- ✓ Product placement opportunity in entrance way
- ✓ Branding on entrance walling

SILVER

£7,500

- ✓ 1x 6m x 2m branded wall
- ✓ 1x 6m x 2m shared branded wall for example: 'Welcome, this entrance is sponsored by xxxx'
- ✓ 4x 1m² floor stickers for example: 'Visit stand xx' - including logo
- ✓ Single colour carpet to match branding

BRONZE

£5,000

- ✓ 1x 6m x 2m branded wall
- ✓ 1x 6m x 2m shared branded wall for example: 'Welcome, this entrance is sponsored by xxxx'
- ✓ Single colour carpet to match branding



**Other branding opportunities available agreed at contract - contact us for further details.*





Demo Arena sponsorship

The brand new Demo Arena at LAMMA features a programme of daily demonstrations of cutting-edge sustainable technology, offering visitors the opportunity to see a number of products in action.

- ✓ Logo featured on hanging banner
- ✓ Tagged in all social media relevant
- ✓ Logo on website
- ✓ Potential slot in Lamma Live
- ✓ Comment on dedicated page on Demo Arena with logo
- ✓ Standard media package
- ✓ Comment featured in the showguide

£15,000



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LAMMA Live sponsorship

LAMMA'24 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

£2,500



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Bag sponsorship

Trade shows bring a natural collection of marketing material from stands throughout the event including, leaflets, brochures, samples, business cards and more, making a bag an ideal trade show takeaway to hold everything while achieving mass brand awareness with every attendee.

Place your logo/branding on the official visitor bags for LAMMA'24 for the following benefits:

- ✓ Quality carrier bag that is reusable
- ✓ Makes your product/brand immediately recognisable
- ✓ Develops overall brand awareness throughout entire venue
- ✓ Sets your brand apart from the rest
- ✓ Cross promotion when included in photos on social media
- ✓ Welcome convenience product to carry other marketing materials

£6,000 Overall sponsorship

£1,200 Inserts (maximum of 10)



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4x4 Zone sponsorship

This interactive zone attracts LAMMA attendees to test drive your ATVs and 4x4s to see if they are right for their farming business. Offering prime engagement for potential customers, sponsoring this zone will include the following:

- ✓ Logo featured on test-drive course
- ✓ Tagged in all relevant social media
- ✓ Logo on website
- ✓ Potential speaker slot in LAMMA Live
- ✓ Comment on dedicated webpage on Demo Arena along with logo
- ✓ Standard media package
- ✓ Comment featured in showguide
- ✓ Full use of test-drive course

£10,000



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Visitor registration sponsorship

By taking our Registration Sponsorship, every single person who registers and attends LAMMA will engage with your brand.

Your logo and branding will feature on:

- ✓ Every page of the registration system
- ✓ On the official registration desk at LAMMA
- ✓ On each visitor and exhibitor badge

Additionally, you will have the opportunity to add a data capture question to the registration system - access to opted in data will be available after the show.

£10,000



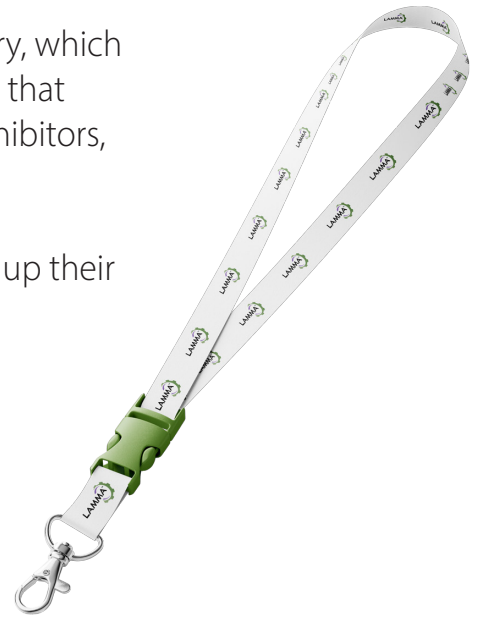
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Lanyard sponsorship

Every attendee and exhibitor is provided with a lanyard upon entry, which they must keep on at all times as proof of registration. This means that your brand will be displayed alongside all attendees, speakers, exhibitors, influencers and business owners at LAMMA.

Be one of the very first brands that is seen as each attendee picks up their name badge.



£5,000





Health and Well-being Zone sponsorship

The farming industry comes with great risk, so LAMMA has a dedicated zone supported by charities to deliver educational demonstrations and support for those who need it. Sponsoring the Health and Well-being Zone includes:

- ✓ Tagged in all relevant social media
- ✓ Logo on website
- ✓ Potential speaker slot in LAMMA Live
- ✓ Comment on dedicated web-page on Demo Arena along with logo
- ✓ Standard media package
- ✓ Comment featured in showguide

Price is available upon request



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Early bird breakfast

Thousands of our attendees come to the early bird breakfast to kickstart their day at LAMMA. This is the perfect opportunity to have attendees engage with your brand before they even set foot inside the show. The package includes:

- ✓ Sponsor logo on all relevant pre-show marketing material including: digital, social and print
- ✓ Branding will also feature on all physical signs directing to the breakfast
- ✓ Creation of a bespoke package which can include email, print, digital advertising and social media

Price is available upon request





You are here boards

Sponsor our you are here boards/maps at the event. Thousands of attendees throughout the show will use these to guide themselves around LAMMA. Engage with these visitors and gain mass brand awareness around the show.

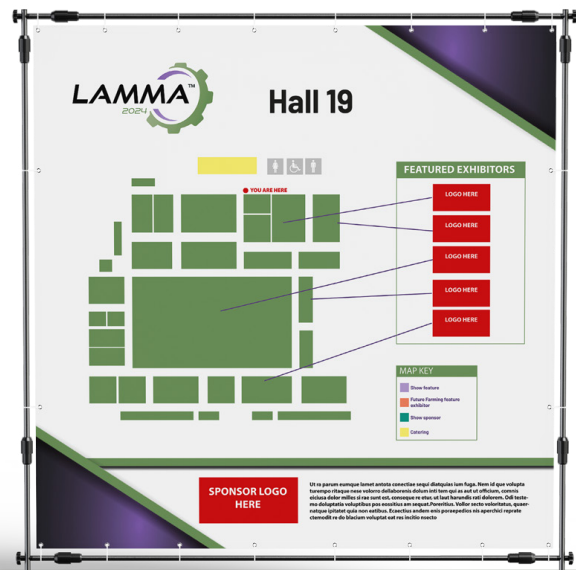
- ✓ Branding across the bottom of the board - company name, logo and stand number
- ✓ Logo featured on map in showguide
- ✓ Boards featured throughout show and show entrances

Overall sponsorship:

£8,000

Individual hall sponsorship:

£1,000 per hall



This is an illustrated example, final product may differ.



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Young Engineer Award sponsorship

The LAMMA Young Engineer Award helps to champion an individual or collective of young agricultural engineers who has created or worked on a piece of agricultural machinery, equipment or technology which significantly improves efficiency, profitability or sustainability on-farm.

The award provides a platform to reward success and innovation among the young members of our industry. By becoming involved with the LAMMA Young Engineer Awards you will:

- ✓ Help reward innovation and progress inside the UK agriculture industry
- ✓ Be seen as a supporter of the next generation of engineers and technicians
- ✓ Take part and benefit from an extended awards campaign

For further information please contact us.

£7,500



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LAMMA Innovation Award sponsorship

The LAMMA Innovation Awards recognise and give exposure to some of the best advances in agricultural engineering.

They provide a platform for exhibitors to introduce ground-breaking innovation in agricultural machinery, technology, equipment and services to the market.

The new advances can benefit the agricultural sector in a variety of ways but in recent years we have seen a key focus in sustainability, artificial intelligence and smart farming. By becoming involved with the LAMMA Innovation Awards you will:

- ✓ Help reward innovation and progress inside the UK agriculture industry
- ✓ Be seen as a supporter of the farm machinery and technology sector
- ✓ Take part in an extended awards campaign

£15,000



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Exhibitor drinks sponsorship

At the end of the first day of the LAMMA Show, exhibitors and VIP's are gathered for a celebration and to mark a successful first day. The celebration includes networking, a speech/thank you and complimentary drinks.

By sponsoring the exhibitor drinks, you will benefit from:

- ✓ Targeted brand awareness
- ✓ Logo on email
- ✓ Brand printed on the ticket
- ✓ 20 free tickets for chosen guests
- ✓ Opportunity to talk
- ✓ x2 roll up banners

£5,000



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Startup zone sponsorship

The LAMMA Startup zone is a new feature that will provide help, support and promotion for those who are new to the agricultural industry.

As a sponsor, you will gain brand affinity with these businesses and will be seen as a supporter and leader of practices.

£10,000



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Product placement

Create key touch-points with attendees before they enter the show floor. We have multiple opportunities throughout the NEC to showcase a product.

The product placement is a brilliant opportunity to gain mass brand awareness and engage our visitors.

Multiple opportunities available.

Cost per product:

£2,665



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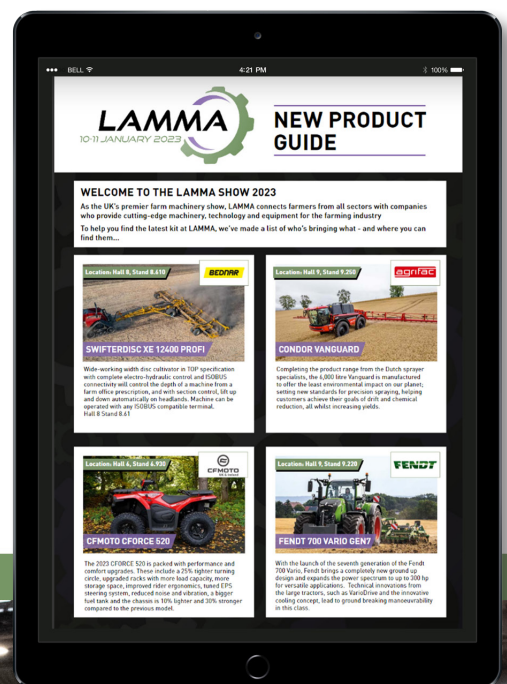
LAMMA Product Guide

The LAMMA Product Guide is a digital page turner that we embed within the Lamma Website and also promote digitally and on social media. In 2023 we had more than 5,000 unique viewers of the digital publication.

Content is to be provided by the customer. Upgrades are available, please contact us today for more information.

Half page: **£500**

Full page: **£1,000**



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Agriconnect TV sponsorship

LAMMA will be the first to see this exciting new feature which will see live interviews with exhibitors and industry figures broadcasted on screens across the event before being uploaded onto YouTube.

We are offering exhibitors the opportunity to increase brand visibility or showcase a new launch via various advertising opportunities on Agriconnect TV.

Sponsorship options include:

Video

From **£1,500**

Full screen

30mins exposure
minimum

Large 'TV' style full screen adverts

£1,000

10 available max
28 shows in total

Static adverts

£750



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EXHIBITOR BRANDING UPGRADE OPTIONS



The LAMMA branding upgrade options provide affordable opportunities to further promote your brand, both digitally and physically around the venue.

The various options allow you to obtain brand exposure and recall dependent on your budget and requirements.



You Are Here boards

Thousands of attendees throughout the show will use 'You Are Here boards' to guide themselves around the halls at LAMMA. Promote your presence in your hall and help visitors to find you – there is one board at the entrance to each hall.

OPTION ONE

Featured exhibitor listing
5 available per hall

- Your company name, logo and stand number featured within a box on the map
- Arrow highlighting precise location of your stand within your hall

PRICE: £500 per listing

OPTION TWO

Individual Hall Sponsorship
1 available per hall

- All the benefits included in option one
- Company name, logo, description and stand number displayed prominently on each side of the board
- Your logo listed in the printed show guide

PRICE: £1,000 per hall

MULTIPLE PACKAGE DEAL

You Are Here board (£500)
Event App Advert (£750)
Agriconnect TV advert (£1,000)

TOTAL ORIGINAL COST: £2,250

MULTI-DEAL COST: £1,750



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ALL PRICES EXCLUDE VAT



Inserts in the delegate bag

Delegate bags are handed to all visitors on arrival to LAMMA.

By having your literature in the bags, attendees are physically interacting with your brand, which leads to high visibility as well as a tactile connection with your brand, throughout and after the event.

It is important to note that there are a maximum of 10 inserts that can be accommodated, so space is extremely limited.

PRICE: £1,000 per insert



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ALL PRICES EXCLUDE VAT



LAMMA event app

New for 2024, the LAMMA event app, developed by Agriconnect, will act as a digital version of the event show guide.

The App includes the following features:

- Full, searchable exhibitor listing
- Show map
- Full, interactive content schedule
- 121 meetings tool
- Push notifications to App users
- Mobile and web versions available, reaching to a wider audience
- The App will have a significant marketing push to all LAMMA attendees in the lead up to and throughout the event.

There are 10 homepage banner adverts available, and exhibitors have the option to purchase multiple.

PRICE: £750 each

MULTIPLE PACKAGE DEAL

You Are Here board (£500)
Event App Advert (£750)
Agriconnect TV advert (£1,000)

TOTAL ORIGINAL COST: £2,250

MULTI-DEAL COST: £1,750



ALL PRICES EXCLUDE VAT



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New product guide

Many of the LAMMA attendees are on the lookout for new and upgraded machines or technology and see the models in-person, learning how they can assist them and their business.

Every exhibitor receives a one image, 50 word description, but there are a limited number of options to upgrade this listing and help your product become more centre-stage.

The new product guide is distributed to all registered and engaged visitors on the LAMMA database – this is more than 100,000 interested and relevant potential customers for your business.

PRICE:

Half page product write up (350-400 words) + 1 image: £750

Full page product write up (600-700 words) + 1-4 images: £1,000



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ALL PRICES EXCLUDE VAT



NEC brand offering

In conjunction with the NEC, we offer an entire portfolio of additional branding options. From small scale to event wide, the portfolio offers a wide variety of offerings suitable for small businesses to massive corporations and everything in between. Here are some product examples to enhance your brand presence:

Mega banner
£8,870

Floor vinyl
£2,415 - set of 10



Hall entrance screens
£1,272



To see the full portfolio of NEC branding please contact us



How to get involved

For any further information please contact:

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