

LAMMA

17-18 JANUARY 2024



2024 Exhibitor Brochure

nec
Birmingham

Tuesday January 17 and
Wednesday January 18, 2024

NEC Birmingham



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



Agriconnect

Be part of something bigger

The shows are brought to you by Agriconnect, the home of Farmers Guardian, LAMMA 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.

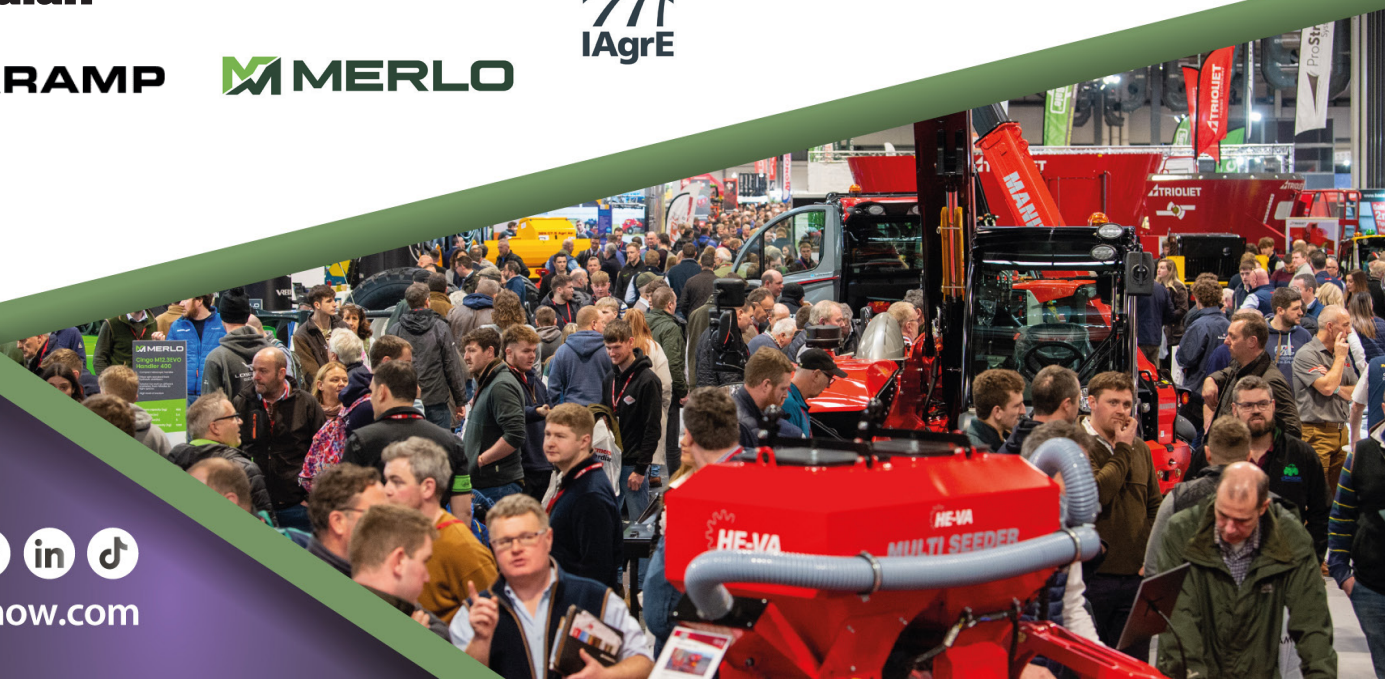
Owned by Agriconnect, we've been the trusted source of information since 1844. Exhibitors gain affiliation with, and promotion across, multiple Agriconnect brands including:



Thank you to all our sponsors and supporters



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 over 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.

Hear from one of our exhibitors

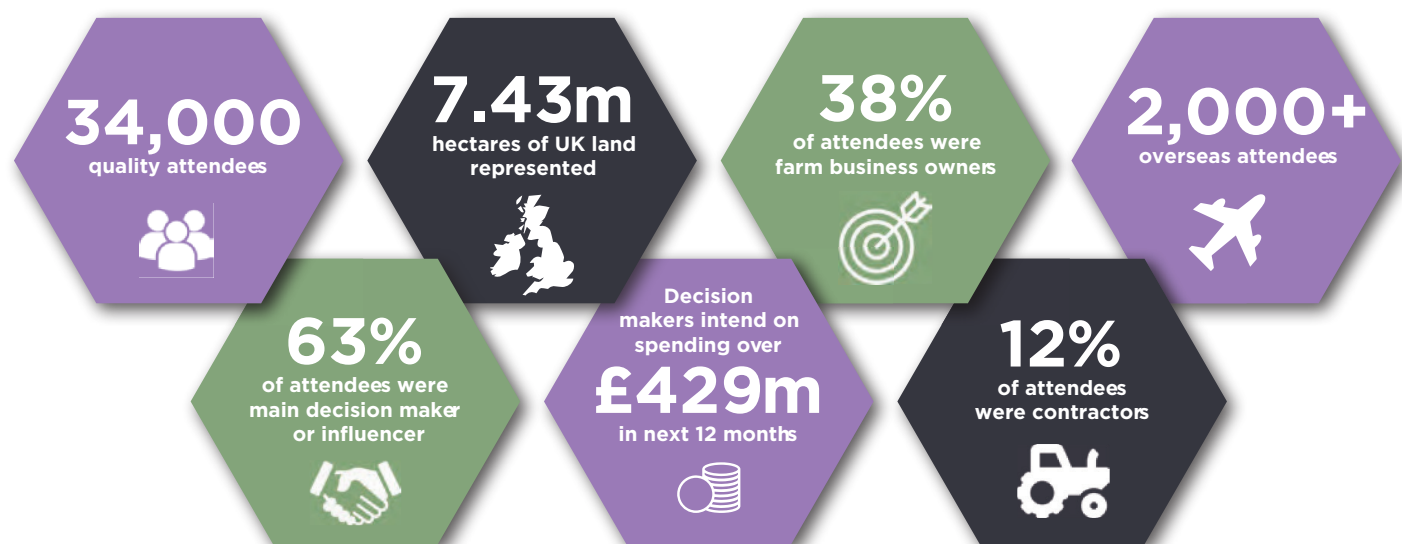


LAMMA is incredibly important to our marketing and sales strategy, we don't exhibit at as many shows as we used to, but LAMMA is crucial part of the farming calendar

FENDT



2023 Visitor demographics



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

Hear from our exhibitors



LAMMA has been absolutely brilliant. We've been exhibiting at LAMMA for 10 years and I think this has been the best show yet. It was very busy, we had a lot of positive enquiries. Overall it was a very beneficial event.

HARPER ADAMS UNIVERSITY



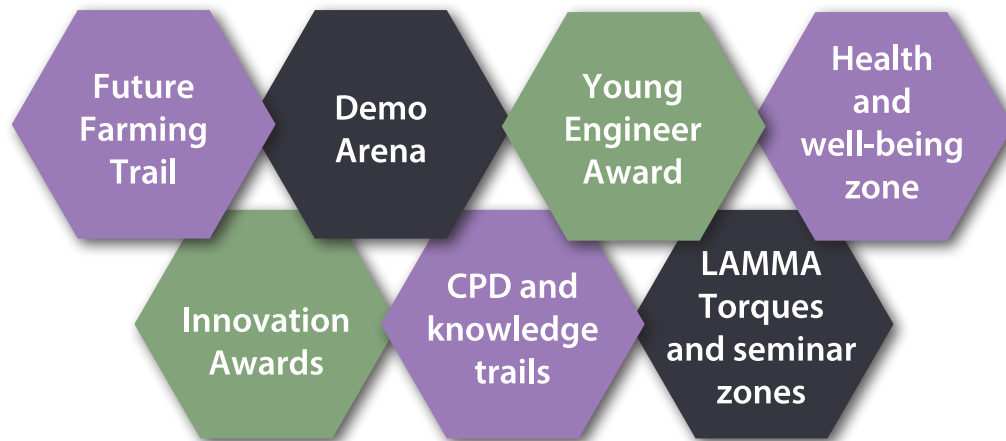
LAMMA is great to be able to connect to customers. LAMMA is hugely important to our sales and marketing campaign. It's a great opportunity to showcase our products. We use LAMMA to help people engage with our brand and products.

KUBOTA



New features

We're always thinking of new ways to innovate and improve the show. We want to provide as much value to both our exhibitors and visitors as possible. As the UK's leading machinery show, we understand the platform we have and we aim to use this to help tackle some of the biggest issues facing the agricultural sector.



2023 marketing campaign highlights



120,000 unique website visitors

28m

total news, PR and editorial reach, with coverage in leading farming titles



45m

total marketing reach (approx), spanning over **5 months**



TV and radio coverage

across BBC Midlands, BBC Farming Today and ITV

871k

PR value with huge reach into the agricultural market



13.6m

social media reach, with over

40k

followers



265,000 **You Tube**

views including features on Grassmen, Tom Pemberton, Olly Blogs and more

How to get involved

It is easy to book a stand at LAMMA 2024, please contact us today for more information.

Sarah Whittaker-Smith

Sales manager

Tel: 07814 997 399

Email: sarah.whittaker-smith@agriconnect.com



LAMMAShow.com

