

Partners for 2024



# Exhibitor Brochure 2024

Join us

6-7 November, 2024  
NEC, Birmingham

Powered by:

**Agriconnect**<sup>™</sup>  
part of the Arcnetwork

**land**

**leisure &**

**tourism**

**show.**<sup>™</sup>

LLTShow.com

**The UK's largest event for rural businesses,  
holiday parks, leisure and attractions**

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## Introduction

Agriconnect is proud to introduce the rebrand of Holiday Park and Resort Innovation, Farm Business Innovation, Family Attraction Expo and Leisure, Food and Beverage Expo.



The Land, Leisure and Tourism Show (LLTS), officially launches on 6-7 November, 2024. The four great shows come together under one name, whilst retaining their separate zones and floor space. This fresh and modern look will enhance the exhibitor and visitor experience through a more streamlined approach.

LLTS will connect attendees with exhibitors, each with the aim of providing inspiration, solutions and innovation to business needs. The industry-specific zones will run side-by-side to form the UK's largest, most diverse business event, providing a platform for businesses to network, generate leads, showcase products and boost brand awareness.

So join us in 2024 and be part of something BIGGER!



More than  
**11,500**  
attendees



**400+**  
exhibitors

*Figures based upon 2022 statistics*



## Be part of something BIGGER!

The Land, Leisure and Tourism Show is produced by Agriconnect – the home of Farmers Guardian, the British Farming Awards, 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. 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](http://agriconnect.com)



Here are some of our portfolio highlights:

### Events



Low Carbon  
Agriculture



### Media



## Benefits of exhibiting



Industry exposure towards your target audience



Demonstrate and show-off your products to experts



Undertake vital market research



Boost sales and lead generation



Take advantage of networking with key stakeholders



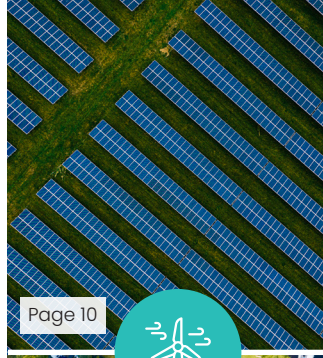
Maintain a visible presence



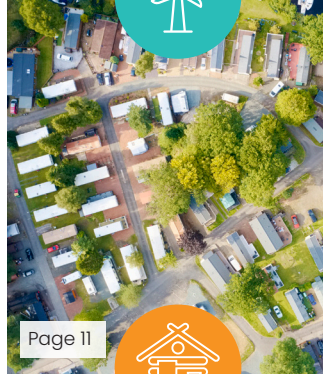
Boost brand exposure with our range of sponsorship packages



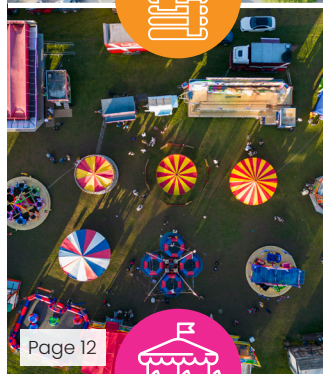
Take advantage of Agriconnect's expertise in delivering events



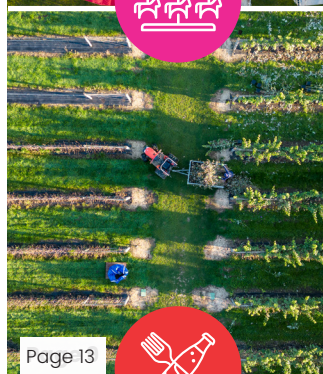
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## Timeline and what to expect from 2024

**2022** Agriconnect acquired the portfolio of shows: Farm Business Farm Business Innovation, Holiday Park and Resort Innovation, Leisure, Food and Beverage Expo and Family Attraction Expo

**2023** Agriconnect implemented the following changes:

- Investment in the marketing strategy towards visitors and exhibitors
- Introduction of the Event App
- Moved to NEC halls 19 and 20 for better use of space
- Introduced the Great Taste of the Country zone
- Announced the official rebrand plans for 2024
- Launched the Land, Leisure and Tourism Awards



**2024** Here is what 2024 has in store:

- Fresh and modern rebrand and official launch of the Land, Leisure and Tourism Show. Bringing all the great shows together under one name, with the key branding update of industry dedicated zones
- Launch of an exciting new zone:



### Outdoor Pursuits.

- Further investment in the marketing strategy
- New website, combining all shows onto one platform, with dedicated hubs tailored to the industry zones
- Social media platform will be streamlined to @LLTShow on Facebook, X, LinkedIn and Instagram
- New features focused on exhibitors maximising potential success

*Further information to be released shortly*



## Land, Leisure and Tourism Awards

The Land, Leisure and Tourism Industry Awards acknowledges those who have made exceptional contributions to the industry by implementing innovative practices, ground-breaking new products and providing sustainable opportunities.

Our show is all about innovation and breaking boundaries to help you improve your business, so celebrate the new and exciting services and products emerging in the industry.

At the 2023 event, there were three awards:

- Innovation Award
- New Product Award
- Sustainability Award

The awards help your business to be recognized for your important contributions to the industry, boosting brand reputation and credibility.

For 2024, we will be adding more award categories to acknowledge the success of the 2023 awards and the diversity of businesses exhibiting. Details of these will be announced in due course.



## Decide what's right for you

### 1. DECIDE YOUR ZONE



**Farm Business Diversification.**



**Family Attractions and Entertainment.**



**Holiday Parks, Resorts and Events.**



**Great Tastes of the Country.**



**Leisure, Food and Beverage.**



**Outdoor Pursuits.**

### 2. PICK STAND

Exhibition Space

Fascia & nameboard

Rear & side walls

1x free car park pass

1x 500w socket

Lighting

Carpeted stand

Exhibitor listing and logo on Event App and Website

Social media announcement of participation

1x table

4x chairs



## YOUR TYPE

	Space Only	Basic Shell Scheme	Enhance Shell Scheme
	✓	✓	✓
		✓	✓
		✓	✓
		✓	✓
		✓	✓
		✓	✓
		✓	✓
		✓	✓
		✓	✓
			✓
			✓

## 3. ADD YOUR EXTRAS

To further stand out and maximise your brand exposure, we have compiled a range of opportunities for exhibitors to take advantage of.

These include:

- Speaker slots
- Sponsorship opportunities including:
  - Event App
  - Keynote Theatre
  - Award categories
  - Networking events
  - Hall Entrance
  - Registration
- Showguide advertising upgrades
- Showbag inserts
- Branding on lanyards
- Branding on show floorplan





# Farm Business Diversification.

With the current economic climate, farmers and landowners are looking for ways to diversify and maximise their profits and make the most of their land.

The Farm Business Diversification zone (formerly Farm Business Innovation) is where farmers, landowners and agriprofessionals find inspiration, opportunities and innovative ideas to fulfil their business needs.

*All figures based upon 2022 statistics*

## Visitor breakdown

**70%** are farmers or landowners

**63%** are looking to diversify their farming business and/or land

**60%** 60% of visitors have a farm size of more than 50 hectares

## 2023 Exhibitors

- Renewable energy
- Modular buildings
- Glamping accommodation
- Shipping containers
- Farm shop development and EPOS
- Vending machines

This event was previously



# Holiday Parks, Resorts and Events.



As holiday parks continue to keep up with the latest market trends, new products and services, the Holiday Parks, Resorts and Events zone (formerly Holiday Park and Resort Innovation) provides a dedicated area to explore the latest innovations. From new attraction features to business support, holiday park and resort owners visit this zone to find new products and ideas so they can add value to their venues and enhance customer experience on-site.

## Visitor breakdown

**24%** of Holiday Park and Resort Innovation visitors have more than half a million guests each year

**46%** have over 50 holiday rental static caravans on-site

## 2023 Exhibitors

- Soft furnishings and interior suppliers
- Booking software & platform providers
- Waste water management
- Leisure activities
- Unique accommodation
- Hot tub manufactures
- EV charging

This event was previously





# Family Attractions and Entertainment.

Spark imagination and creative ideas in the Family Attractions and Entertainment zone (formerly Family Attraction Expo). High-profile professionals from the attraction industry including theme parks, zoos, major tourist attractions and soft plays, who will help bring unique ideas and inspiration for those looking to expand their offering.

## Visitor breakdown

**47%** of attendees come from entertainment venues

**63%** are looking for new products, ideas or services

**64%** are key-decision makers

## 2023 Exhibitors

- Leisure activities
- Gaming and entertainment
- Virtual reality
- Ticketing software
- Toy manufacturers
- Costume suppliers
- Performing arts agencies
- Transport supplies and manufacturers

This event was previously

**FAMILY ATTRACTION EXPO™**



## Leisure, Food and Beverage.



The Leisure, Food and Beverage zone (formerly Leisure F&B Expo) provides businesses with a unique chance to expand by showcasing the newest products and services to the full value chain. Exhibitors have the opportunity to pitch themselves to a larger company, seek investment from major businesses, or expand their business.

### Visitor breakdown

**74%**

of attendees are looking to expand and diversify their business, which includes food and beverage

**2/3**

of visitors attending currently offer catering facilities on-site at their businesses

### 2023 Exhibitors

- Food suppliers
- Soft drink manufacturers
- Dessert and confectionery manufacturers
- Ice cream suppliers
- Culinary services
- Food hygiene companies
- Distilleries

This event was previously

 **LEISURE • F&B™**  
EXPO

## Great Taste of the Country.



The Great Taste of the Country zone is a dedicated zone catered for independent food businesses to showcase their products and services to potential customers and create meaningful business opportunities.

Attendees have the opportunity to learn about new trends, ideas and suppliers that can elevate the offerings of their businesses.

### 2023 Exhibitors

- Bakery
- Ice cream shop
- Confectionery
- Beverage dispenser supplier
- Desserts
- Coffee products



## Outdoor Pursuits.

**NEW FOR 2024**

The Outdoor Pursuits zone is brand new for 2024 and allows visitors the opportunity to find new outdoor activities that can be added to their business offerings.

The new zone will attract high engagement from visitors who are interested in making the most of their land and location through these additional activities.

### Exhibitors

- Watersports
- Clothing
- Hiking
- Mountain climbing
- Trail running
- Swimming
- Equipment retailers
- Sky diving
- Fishing
- Shooting
- Golfing facilities
- Racquet sports
- Equine sports

Closely linked with the Holiday Park, Resorts and Events zone, the Outdoor Pursuits zone encourages guests to get outdoors and try new activities. With extensive research, we have learnt that people want to take more advantage of outdoor space, which is what the outdoor pursuits zone provides.



## Testimonials

“The quality of leads we get from this event makes it the best show of the year for us.”

Lewis Pennicott, Cleveland Containers



“It's brilliant. We've seen some really good leads, some good opportunities and some great conversations. So, we're really happy with how it's gone so far.”

Richard Wilkins, Polar Krush





# land leisure & tourism show.™



**Join us**  
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**View the 2024  
floor plan**



**LLTShow.com**