

**land**  
**leisure &**  
**tourism**  
**show.**™

co-located with

**FARM BUSINESS  
INNOVATION™**  
THE DIVERSIFICATION EVENT FOR FARMERS



# 2025 Exhibitor Brochure

[agriconnect.com](https://agriconnect.com)

Event produced by

**Agriconnect™**  
part of the Arc network

## Introduction

Agriconnect is proud to host The Land, Leisure and Tourism Show, co-located with Farm Business Innovation for its twelfth year in 2025.

The event connects attendees with exhibitors, each with the aim of providing inspiration, solutions and innovation to business needs. The industry-specific shows 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.

The event will return to The NEC, Birmingham in 2025. It's central location, flexible hall space, and unprecedented transport links makes it easy for all to visit.

**Thank you to our 2024 sponsors and supporters:**



## 2024 Conference Programme

The event plays host to over 40 conference sessions throughout the two day event to educate, inspire and inform the attendees of market trends, new innovations, and ideas to help grow their business.

2024 seminar sessions include:

### Farm Business Innovation Seminar Theatre

- How to transform unused land into a lucrative asset.
- What to consider when planning a diversification project.

### Cleveland Container Theatre

- Self Storage: the ultimate hands-free business
- Will Glamping work for you – is your idea feasible?

### Environment Bank Theatre

- Biodiversity Net Gain: What is an agricultural habitat bank?
- Diversifying into renewables – what you need to know

### Maxxton Software Theatre

- 11 must haves for leisure and tourism paid media campaigns
- AI-driven personalisation: transforming outdoor hospitality

### Cottages.com / Hoseasons Theatre

- Growth, development, and diversification in the park industry
- Tax efficiency for your diversified rural/farming business





The Farm Business Innovation Show is where farmers, landowners and agri-professionals find inspiration, opportunities and innovative ideas to diversify their land and grow their business.

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.

### Visitor breakdown

**71%**

are farmers or landowners

**72%**

are looking to diversify and expand their business

**57%**

of visitors have a farm size of more than 50 hectares

### 2024 Exhibitors

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

■ Our interest in this event was spiked due to the blend of farm diversification and holiday park and resort businesses. We've generated strong leads and had great conversations with visitors from all stages of their business growth.

\*stats taken from 2024 registration form

The Land, Leisure and Tourism Show encompasses everything land, leisure and tourism. Split into two separate zones- The Holiday Parks, Resorts and Events Zone and The Family Attractions Zone.

These zones attract holiday parks, leisure facilities and attractions that are looking to grow their businesses and add unique innovations to attract and retain customers.

### Visitor breakdown

**40%**

of holiday park attendees have 50+ static caravans on their site

**90%**

are key-decision makers or have an influence

**44%**

of family attraction visitors are from the entertainment and leisure industry

■ It was well organised with a good turnout of the people we needed to speak to. We also obtained a significant number of good quality leads.

\*stats taken from 2024 registration form



### 2024 Exhibitors

- Booking software & platform providers
- Leisure activities
- Unique accommodation
- Hot tub manufactures
- EV charging



### 2024 Exhibitors

- Leisure activities
- Gaming and entertainment
- Virtual reality
- Ticketing software
- Toy manufacturers
- Performing arts agencies

## Decide what's right for you

### 1. DECIDE YOUR SHOW

**FARM BUSINESS INNOVATION™**  
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### 2. PICK YOUR STAND TYPE

	Space Only	Basic Shell Scheme	Enhanced Shell Scheme	Deluxe Shell Scheme
Exhibition Space	✓	✓	✓	✓
Fascia & nameboard		✓	✓	✓
Shell scheme walls		✓	✓	✓
Carpeted stand		✓	✓	✓
<b>9-18 sqm stands</b>				
1 x 500w 13Amp socket			✓	✓
1 x 3 track spotlight			✓	✓
1 x table				✓
2 x chairs				✓
1 x literature rack				✓
<b>19+ sqm stands</b>				
2 x 500w 13Amp sockets			✓	✓
2 x 3 track spotlights			✓	✓
2 x tables				✓
4 x chairs				✓
2 x literature racks				✓

### 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



## 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



Find new partners



Boost brand exposure with our range of sponsorship packages



Take advantage of Agriconnect's expertise in delivering events

## 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.

### Exhibitor Awards

These 3 categories celebrate exhibitors who have shown innovation, sustainable practices, and launched new products that introduce new, exciting opportunities in the industry.

Awards open in August 2025 and further details will be shared with exhibitors on how to enter in due course.

### Visitor Awards

New to 2024, 65 entrants take part in the twelve available categories. These included unsung hero, visitor attraction of the year, hospitality team of the year, and accessible & inclusive tourism awards.

Sponsorship opportunities are available to support the awards in 2025 and showcase your business as a reputable brand within the industry. These come with an extensive digital and print marketing package. Let us know if you would like to become a sponsor.







Agriconnect keeps the agricultural community up to date with the latest news and information and brings people together to meet, to share, and to grow their businesses.





# Content-Led Sponsorship Opportunities



For sponsorship enquiries contact:

**Kara Patterson**

kara.patterson@agriconnect.com

01772 799533

## Theatre Sponsorship

Advertising	Deliverables	Before Event	During Event	Post Event
<b>Thought Leadership</b>				
Content and slot to be agreed with content team based on the agenda	2 per day panel/keynote/fireside participation		✓	
<b>Marketing</b>				
Social: Facebook and Instagram	1 dedicated post on social media	✓	✓	
Website	Logo inclusion on sponsors section	✓	✓	✓
Email	• Logo inc. on post show report, sent to all exhibitors			✓
	• 1 dedicated email to segmented group of data	✓		
LLT App	• Branded photo and speaker bio for each content session	✓	✓	✓
	• Push notification to all App users about your speaking session		✓	
Print	Half page advert in show guide		✓	
<b>On-site Branding and Advertising</b>				
Branding	Logo/full artwork on LLT or FBI stage branding and build		✓	
<b>Networking</b>				
Lounge Access	2 passes to access the networking lounge		✓	

## Theatre Sponsorship Add on

Branded headphones to be distributed to delegates during all theatre sessions

## Seminar Sponsorship

Participation in a panel/keynote in one of the seminar programs, that are relevant to your business objectives.

Also includes:

- 1 blog post, shared through website, email and e-zone
- Logo featured on event website
- Branded photo/speaker bio displayed on website and event App
- Speaker photo, bio and topic included in the show guide
- 1 dedicated email to segmented group of data
- On-site stage branding
- 1 lounge access pass for speaker

## Breakfast Briefing 'Ask the expert'

Present and conduct a meet the expert breakfast before the event opens on one of the seminar theatres.

Also includes:

- Branded photo/speaker bio displayed on website and event App
- Speaker photo, bio and topic included in the show guide
- 1 dedicated email to segmented group of data
- We will work with sponsor to personally invite 50 targeted guests
- 1 lounge access pass for speaker.

## Round table Sponsorship

Take part in the show round table discussion, led by event producer. Branded insight report from discussion to be shared post-show by Agriconnect and sponsor.

Also includes:

- Logo featured on event website
- Branded photo/speaker bio displayed on website and event App
- Speaker photo, bio and topic included in the show guide
- 1 dedicated email to segmented group of data
- Welcome A-Board at round table registration / reception desk

## Content Hub Sponsorship

6 x 6 space only stand to include carpet to cover hub area, PA system with 2 radio microphones, power and AV equipment. The opportunity to provide speakers for the sponsored sessions.

Also includes:

- Logo featured on event website
- Branded photo/speaker bio displayed on website and event App
- Speaker photo, bio and topic included in the show guide
- Half page advert in the show guide
- 1 exclusive e-newsletter to the LLT database
- 1 lounge access pass for speaker

## LLT Award Sponsorship

Representative from sponsor included in Award judging panel and Awards Ceremony to present trophy to the winner. The opportunity to provide speakers for sponsored sessions.

Also includes:

- Logo and tag inclusion on Award related social media posts
- Logo featured on event website
- Branded photo/speaker bio displayed on website and event App
- Logo featured on all Award related pages in the show guide
- Sponsors bio and comments featured on first page of Award related content in the show guide
- Full-page advert in the show guide
- Logo included in all Award related emails

### Full sponsorship deliverables





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For sales or sponsorship enquiries:

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View the 2025  
floor plan

