

LAMMA

4-5 MAY 2022



2022 Exhibitor Brochure

nec
thenec.co.uk

4th - 5th May 2022
NEC Birmingham



www.lammashow.com

**Agriconnect**
part of the Arc network**Farmers
Guardian**

The power of LAMMA

Exhibiting at LAMMA gives you access to more than just a two-day event. Owned by Agriconnect, a leading agribusiness media and intelligence company, exhibitors gain affiliation with extensive promotion across Agriconnect brands, including Arable Farming, Dairy Farmer and Farmers Guardian.



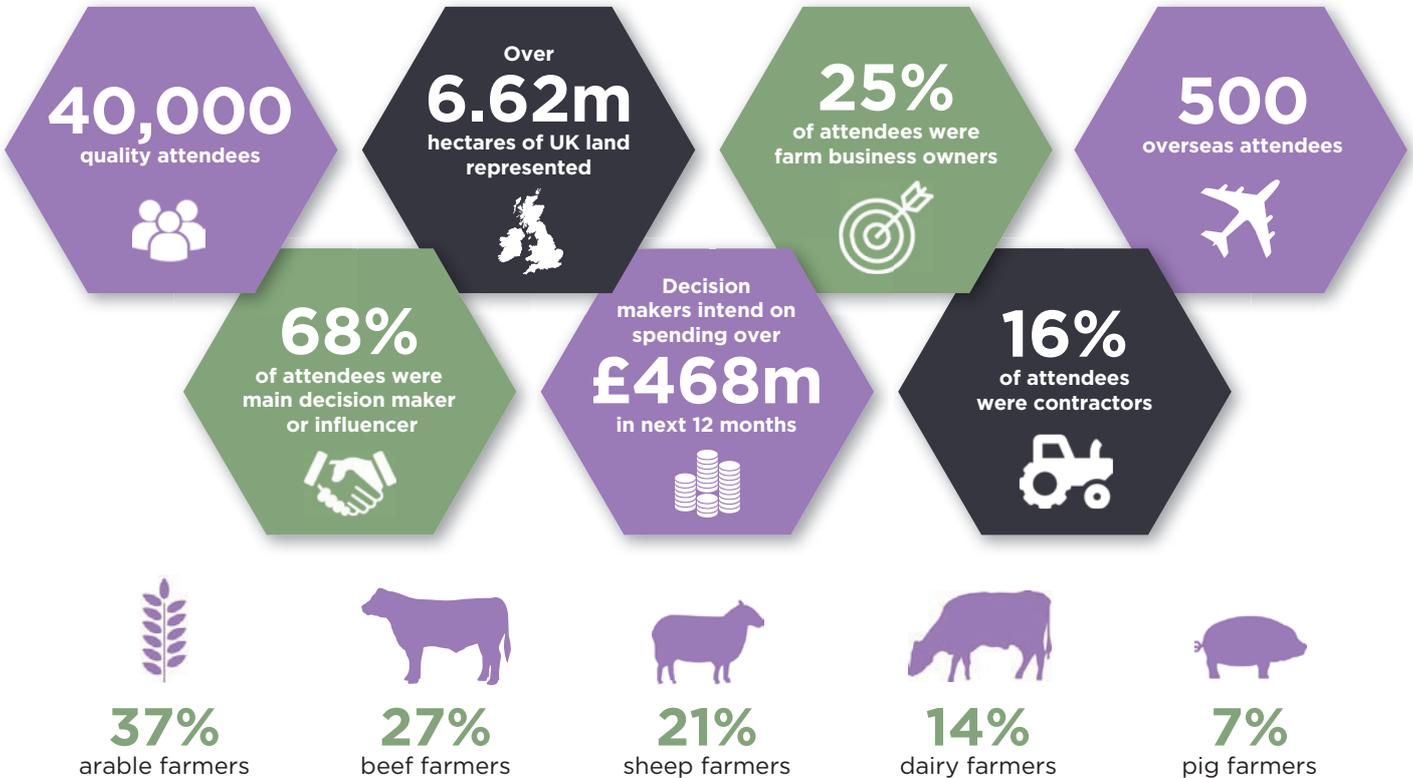
Showcasing the best of UK and global agriculture



LAMMA will continue to build on its success as the leading farm machinery, equipment and technology show in the UK where the farming industry comes to do business. While the first year at the NEC, Birmingham, represented a new era for LAMMA, the second year at the all-indoor venue was a sell-out event with 700 exhibitors and 40,000 visitors. No other UK show offers LAMMA's scope of agricultural machinery, technology and equipment in one professional venue, easily accessible by car, train and plane.



Visitor demographics



Hear from our exhibitors

“The Polaris ethos is to take consumer feedback and improve what we do, so to be able to attend LAMMA, where we can engage with our customers directly in such a concentrated way, is invaluable. We very much look forward to LAMMA 2022.”

Polaris

“All of us here at Martin Lishman are looking forward to attending LAMMA 2022. The show kicks-starts the new year when the industry is relatively quiet, it gives us a chance to catch up with existing customers and meet new ones. The overall professionalism and buzz surrounding the event puts it at the top of the list for January’s sales and marketing plans.”

Martin Lishman



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

2020 marketing campaign highlights

6.7m total marketing reach (approx), spanning **5** months



In excess of **51m** total impressions

4.9m social media reach, with **40,000** followers - 17% increase from 2019



TV and radio coverage across BBC Midlands, BBC Farming Today and ITV

£276k

PR value with huge reach into the agricultural market



831k total news, PR and editorial reach, with coverage in leading farming titles



How to get involved

It's easy to book a stand at LAMMA 2022, please contact us today for more information

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