

29-30 November 2023

NAEC | Stoneleigh

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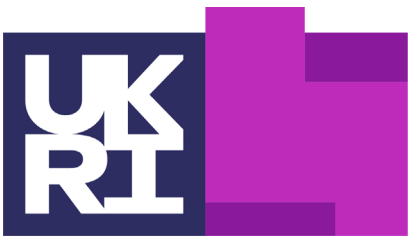
Post Show Report 2023





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2023 Partner



2023 Sponsors



Message from Agriconnect- the shows organisers



Nick Ornstien, Managing Director, Agriconnect

After 10 years of CropTec being hosted in the East of England, the decision to move to a more central location at Stoneleigh Park proved extremely successful. The decision was made following in-depth research and customer insight which resulted in many positive reviews with record breaking exhibitor and visitor numbers.

As well as a busy exhibition floor the conference sessions were very well attended with over 60 expert speakers delivering fresh and forward thinking content throughout the two days. The CropTec conferences continues to lead the way in thought leadership and technical content for the agriculture community.

The CropTec exhibition continues to expand with a greater diversity of product, services and solutions being showcased on the exhibition floor. Exhibitors were delighted with the quality and number of visitors and highlighted the fact that many business transactions had taken place. We have a number of new features being added to the show floor next year which will further expand on the technology on display.

We are already working hard to ensure that CropTec evolves, meets the needs of the agriculture community, delivers unique and diverse content and displays cutting edge technology. We look forward to welcoming you back to Stoneleigh in November 2024.

Verity Hyland Event Director, CropTec.

Our new venue made CropTec accessible to farmers and growers from a wider area which meant we welcomed lots of first-time visitors and exhibitors alongside many familiar faces.

It's been great to see lively discussion around the sector's most pressing topics, particularly increasing productivity while keeping a close eye on environmental responsibilities. Plans are already underway for next year's event, and we look forward to welcoming everyone back to Stoneleigh on 27th and 28th November 2024.



The role of CropTec in the Arable Farming Industry



2023 marked the eleventh year of The CropTec Show, taking place at its new venue- The NAEC, Stoneleigh. Being in its 11th year really shows the strength of the event and the importance that visitors place on this being a must-visit event in the calendar.

The owners, Agriconnect, have a large farming database owing to its highly-popular Farmers Guardian publication that has been active since 1844.

Within our database there is a large number of arable farmers who visit the CropTec Show to gain an insight into trends and new ways of farming to maximise their land and productivity.

With key seminars taking place throughout the event and large exhibitors, the CropTec Show remains an integral part for farmers to gain inspiration.



The 2023 Show
Overview



On 29-30 November 2023, the doors of the NAEC, Stoneleigh opened to play host to the 11th CropTec Show. The annual event took place at its new venue in Warwickshire and was met with an array of previous visitors as well as first-timers.

The new location provided an opportunity for attendees to go on sprayer test drives getting an exclusive opportunity to test drive and experience the latest sprayers on the market from leading manufacturers. This was a very positive experience for all involved with some fantastic feedback. The seminar stage proved a very popular feature, where key speakers shared their knowledge and insights to packed theatre sessions.

CropTec’s place is cemented as the premier technical knowledge event in the UK, with farmers, growers and agronomists using the show to make vital business decisions and to find new ways to improve their arable practices.



“ It was my first time attending CropTec and it was beyond my expectations. I had interesting engagements with different exhibitors but ran out of time to talk to everyone of them, although I would have loved to. The whole event needs the entire two days for one to interact with exhibitors and also attend the selected trainings to maximize the opportunities.

-Visitor Feedback, Post show survey-



The Exhibition



Exhibiting Companies Include:



Great Turnout



Sprayer Test Drive Area



Expert Seminar Sessions



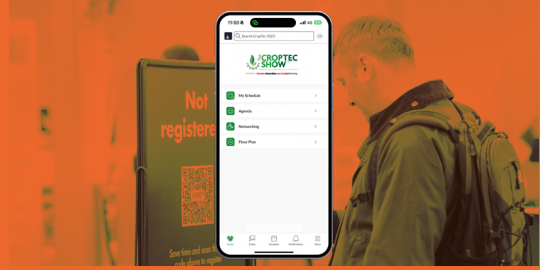
Thought-provoking
Hub Sessions



Start-Up Zone



New CropTec App



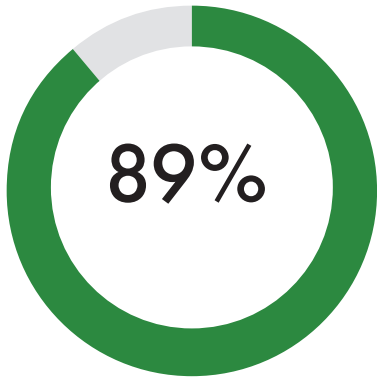
Agreena



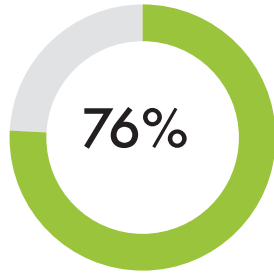
Exhibitor Feedback



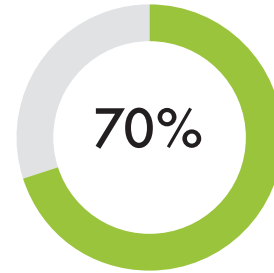
View the CropTec Show as important to their business



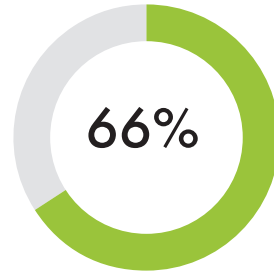
Top 3 objectives met:



Maintaining company's brand position/profile



Who launched a new product/brand/service



Increased brand/product awareness

77%

of exhibitors were satisfied with the new venue



Exhibitor Testimonials



From our perspective we've seen lots of farmers, customers and leads. It's worked great due to having a good location near large manufacturers who have easy access to the venue.

-Hutchinson-



Our stand position has been good and so have the conversations. The venue was well catered for and event is well organised. Promising for 2024.

-Nickerson Seeds-



CropTec has been a positive experience. There has been lots of visitors, which have wanted to do a broad collection of things with our autonomous robotic weeder. Have also had some positive conversations about how visitors weeders can be improved, which is feedback we'll take on board.

-Arwac-



We've been exhibiting at CropTec for the last 6 years. It's always a worthwhile show and we get good quality leads for it.

-RTKFnet-



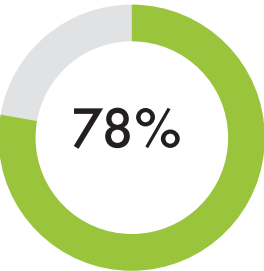
The customer level is good and so is the value of conversations we are having within the event. The location change is positive as stays a professional and smart event.

-Agrifac-

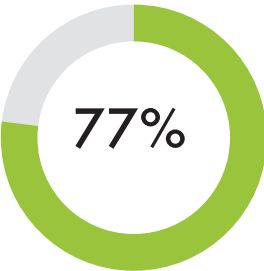
Visitor Feedback



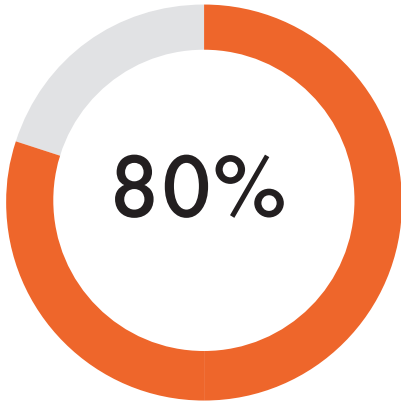
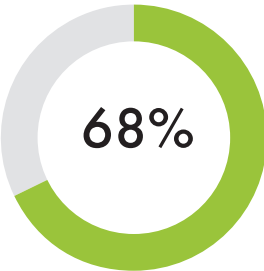
Satisfied with The CropTec Show



Likely to attend the 2024 CropTec Show



View The CropTec Show as important to their business



Visitors who felt their objectives were met

Main objectives met:

- ✓ Source new suppliers
- ✓ See new products/innovations
- ✓ To keep up to date with market trends
- ✓ To meet with current suppliers
- ✓ For learning opportunities
- ✓ To network amongst the industry



Visitor Testimonials



- “

Good timing of the year with lots of business leaders sharing valuable insight- definitely worth visiting.
- “

I met lots of suppliers that will help to grow my businesses and there are lots of techniques I will use to enhance my existing methods.
- “

Very insightful show. Showcasing the latest technology and informative information in the agricultural sector
- “

It's the best technical show I go to. I'm a very busy Pesticide Application trainer and accessor and find high value in CropTec
- “

A well organised show with a wide range of exhibitors who have a good technical knowledge.
- “

It's pretty awesome!
- “

The range of seminars is very interesting. The show gives me the opportunity to catch up with current suppliers.

Seminars play a key part in making The CropTec Show the success it is. With carefully selected speakers and a collection of relevant topics, the seminars aim to educate and inspire an engaged audience.

Whilst there was a main seminar theatre, smaller hubs were put on by exhibitors so they could share their messages with visitors, who took full advantage of speakers insights and knowledge.



Seminar Theatre Sessions

- ◆ Breaking down access to new markets to cultivate business resilience
- ◆ Crop Nutrition in a changing climate: Time to reset or review?
- ◆ Balancing crop protection opportunities and challenges in an environment of change
- ◆ Connecting bold thinkers in a time of change: Real stories from boots on the ground

WEBSITE STATS

472k impressions 29k users

SOCIAL MEDIA STATS

1,116,991 impressions 18,292 engagements

11,894 organic following 553 published posts

EMAIL STATS

1,124,590 marketing emails sent

40.6% average open rate

4.7% average click-through rate

PRESS RELEASE STATS

34 press releases 82% positive sentiment

2,319,062 potential impressions from outlets

The CropTec Show is produced by Agriconnect - the home of Farmers Guardian, the British Farming Awards, LAMMA and The Land, Leisure and Tourism 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, visit www.agriconnect.com

Here are some of our portfolio highlights:

Events



land leisure & tourism show.

Low Carbon Agriculture



FUTURE FARMING EXPO

Media

Farmers Guardian

FGBuyandSell
Powered by FarmersGuardian

ArableFarming
Powered by FarmersGuardian

DairyFarmer
Powered by FarmersGuardian



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27-28 November, 2024
NAEC, Stoneleigh



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