LAMMA

10-11 JANUARY 2023



2023 Exhibitor Brochure

Tuesday 10th and Wednesday 11th January 2023

NEC Birmingham

www.lammashow.com

The power of LAMMA

Exhibiting at LAMMA gives you access to more than just a two-day event. Owned by Agriconnect, 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

- General machinery
- Agronomy & agchem
- Post-harvest
- Sprayers
- Livestock & dairy
- Root vegetable equipment & services
- Business, finance & careers
- Hydraulics components, tools & workshop

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. Located at the NEC, Birmingham, the annual, sell-out event welcomes over 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.



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Visitor demographics

*STATS TAKEN FROM 2020 EVENT

- **40,000** quality attendees
- Over **6.62m** hectares of UK land represented
- **25%** of attendees were farm business owners
- **500** overseas attendees
- **68%** of attendees were main decision maker or influencer
- Decision makers intend on spending over **£468m** in next 12 months
- **16%** of attendees were contractors

- **37%** arable farmers
- **27%** beef farmers
- **21%** sheep farmers
- **14%** dairy farmers
- **7%** pig farmers

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."

Polaris

"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



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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

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

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

£276k
PR value with huge reach into the agricultural market

In excess of **51m** total impressions

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



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