



14 - 15 January 2026

LAMMA™

Exhibitor Brochure 2026

The UK's Premier Farm Machinery,
Equipment and Services Show

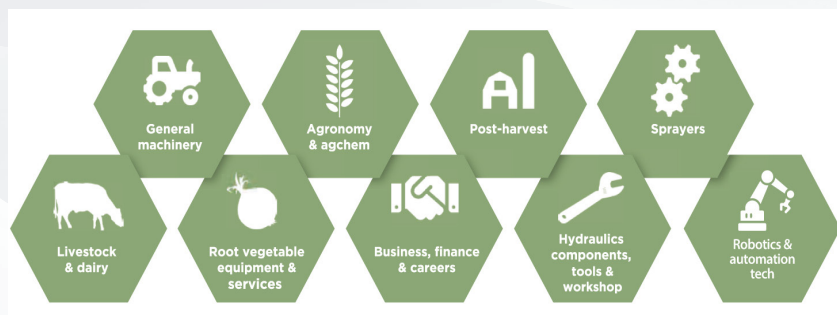
lammashow.com

LAMMA™

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Showcasing the best of UK agriculture

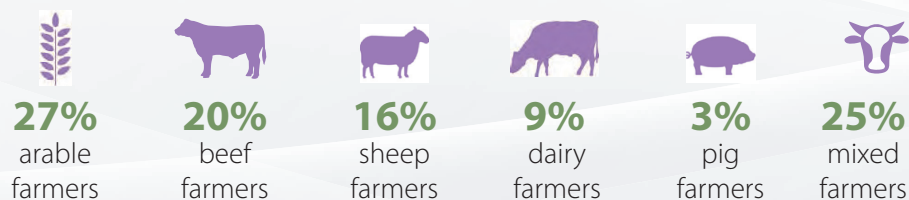


LAMMA continues to be the **UK's Premier** Farm Machinery, Equipment, and Services Show, renowned for unveiling the latest products, ground breaking innovations, and exceptional services that drive the agricultural industry forward.

The NEC, being a world-class venue with seamless transport links, amplified by an extensive marketing reach, combined with a premier event team with decades of expertise, LAMMA continues to attract tens of thousands of engaged attendees each year.

Behind the scenes, in-depth preparations for LAMMA 2026 are already in full swing, promising a thoroughly successful event where exhibitors and visitors alike will experience great success, as well as an unforgettable experience.

LAMMA 2025 visitors



Introducing CropTec

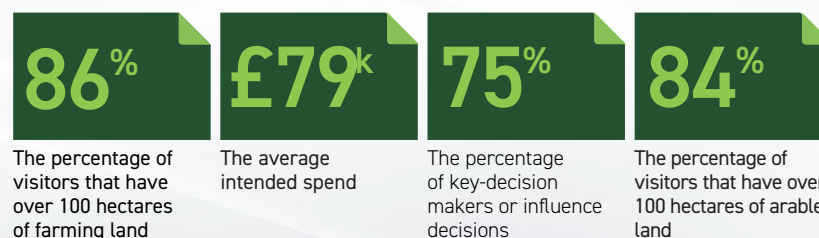
In 2026, CropTec will be co-locating with LAMMA, bringing together the largest gathering of arable farmers in the UK. This valuable combination of audiences will increase your visibility and offer endless opportunities to engage with potential customers.

CropTec has grown as a stand-alone event, becoming the specialised hub for the arable sector, spotlighting critical industry issues from crop varieties and disease management to pioneering technology and regulatory updates. The co-location at LAMMA 2026 will provide exhibitors a unique opportunity to engage with an expanded audience, offering visitors a streamlined experience where they can explore everything the arable sector has to offer, all in one place.

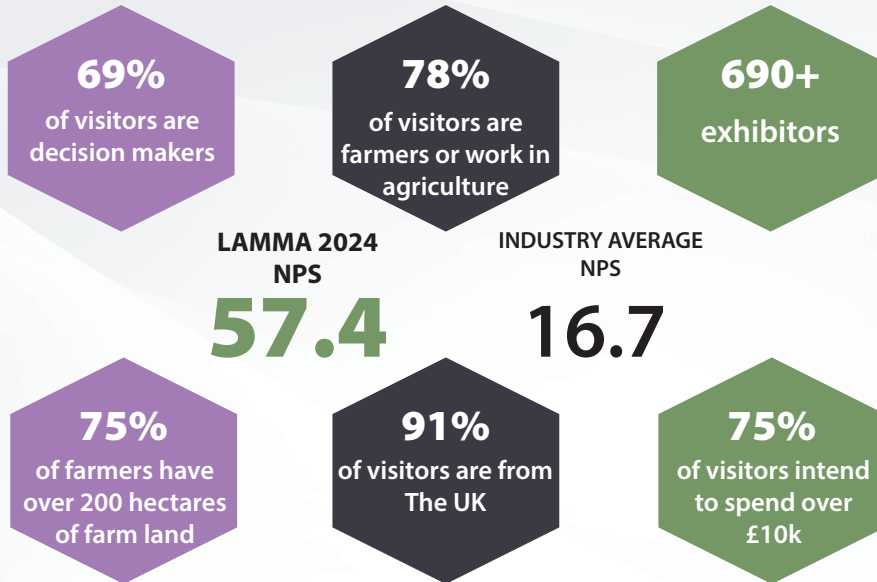
“This collaboration is about providing real value to our exhibitors and attendees by reducing the time pressures on our busy farmers. Farmers who may have previously only attended one event now have a compelling reason to attend both, giving them access to innovations, insights, and industry expertise across both machinery and arable technology.”

Sarah Whittaker-Smith, Agriconnect Event Portfolio Director

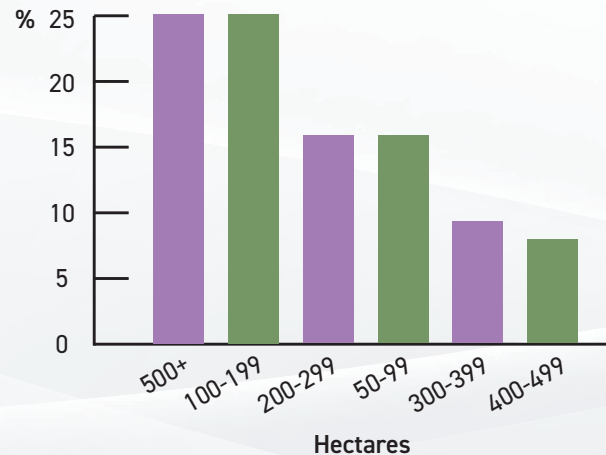
Croptec in numbers:



LAMMA 2025 in Numbers

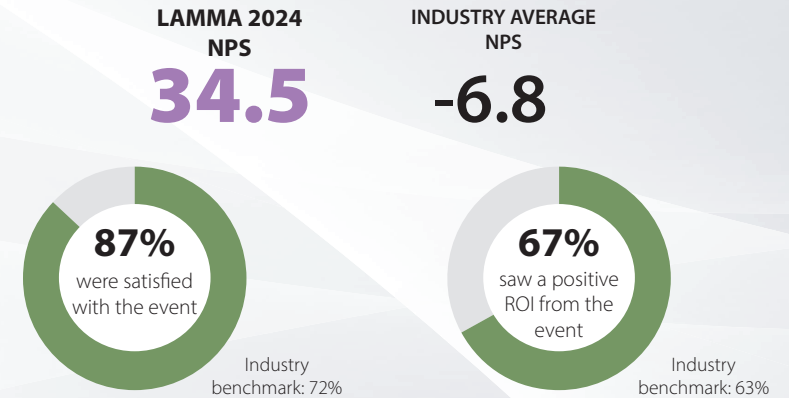


Size of Farming Land



* Stats taken from the 2025 pre-show registration forms

Exhibitor Feedback



“

We are very happy with the support from the LAMMA team, both in the run up to the show and during. LAMMA is the show to be at. It's great to see customers new and old and it's a very successful show for the Valtra brand.

VALTRA

“

LAMMA is a great place to meet up with our existing clients and meet new, it's what brings us back each year. The show has been very busy for us once again.

AGRIFAC

“

We've had a really great show here at LAMMA – Full of quality conversations. Our stand is particularly interactive this year so it's been really drawing people in. We're looking forward to next year already!

AGCO

* Feedback taken from LAMMA 2024.

* Feedback for LAMMA 2025 will be available once the Post Show Report is complete

Stand Upgrades ✓

We have a range of shell scheme upgrades to boost your stand appearance, ensuring planning and set up is made easier for you.

Stand size:

9m² - 18m²

Space Only	Basic Shell Scheme	Enhanced Shell Scheme	Deluxe Shell Scheme
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	Space Only	Basic Shell Scheme	Enhanced Shell Scheme	Deluxe Shell Scheme
Exhibition Space	✓	✓	✓	✓
Fascia		✓	✓	✓
Printed Nameboard		✓	✓	✓
Shell Scheme Walls		✓	✓	✓
Carpeted Stand		✓	✓	✓
1 x 500w 13Amp Socket			✓	✓
1 x 3 Track Spotlight			✓	✓
1 x Table				✓
2 x Chairs				✓
1 x Literature Rack				✓

Stand size:

19m² +

Space Only	Basic Shell Scheme	Enhanced Shell Scheme	Deluxe Shell Scheme
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	Space Only	Basic Shell Scheme	Enhanced Shell Scheme	Deluxe Shell Scheme
Exhibition Space	✓	✓	✓	✓
Fascia		✓	✓	✓
Printed Nameboard		✓	✓	✓
Shell Scheme Walls		✓	✓	✓
Carpeted Stand		✓	✓	✓
2 x 500w 13Amp Sockets			✓	✓
2 x 3 Track Spotlights			✓	✓
2 x Tables				✓
4 x Chairs				✓
2 x Literature Racks				✓



To discuss any stand or sponsorship options, please contact:

Ajesh Visram

ajesh.visram@agriconnect.com

07920 545 243

Media Packages

Our diverse range of media packages enables your brand to achieve greater visibility, reaching our extensive audience before, during, and after the event.

	Standard	Basic	Premium	Deluxe
Access to the Exhibitor Zone to complete your own dedicated profile page on the show website	✓	✓	✓	✓
Listing and logo inclusion in the Showguide (or E-showguide where applicable)	✓	✓	✓	✓
Colour logo and profile text on Event App	✓	✓	✓	✓
Invitation template	✓	✓	✓	✓
Personalised Social Media Graphics	✓	✓	✓	✓
Social Post Announcement		✓	✓	✓
Newsletter Advert		✓	✓	✓
Enhanced Exhibitor listing on show website			✓	✓
Boosted paid social post			✓	✓
Showguide Half Page advert (or E-showguide where applicable)			✓	
Showguide Full Page advert (or E-showguide where applicable)				✓
AgriconnectTV Advert			✓	✓
LAMMA App Advert				✓
E-shot				✓
Bespoke App profile page				✓
Website Homepage ad				✓
	Included	£695	£1,740	£2,750

The Agriconnect Portfolio



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.



How to get involved

Please contact us to discuss your stand or sponsorship options:

Ajesh Visram

Head of Sales

Email: ajesh.visram@agricconnect.com

Tel: 07920 545 243

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Show 2026

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