

Low Carbon Agriculture 2024

6-7 March 2024 | NAEC, Stoneleigh

Energy Now
Expo

Environmental
Business Expo

Farm Technology
Expo

Low Emissions
Vehicles Expo

Showcasing Low Carbon Practices, Technology and Energy
Solutions for a Profitable and Sustainable Farming Future

EXHIBITOR BROCHURE





We are delighted to welcome The Low Carbon Agriculture show to the Agriconnect portfolio of events and media products serving the agriculture value chain. Through these products which include Farmers Guardian, LAMMA, CropTec and now Low Carbon Agriculture we address and seek solutions to the key issues affecting the farming and agriculture communities.

Through the Low Carbon Agriculture exhibition and in-depth conference program we provide a platform for the industry to convene, debate, discuss and resolve the challenges facing the sector today whilst providing an opportunity for the industry to network, showcase the latest innovations, solutions and technologies which are helping the industry achieve its sustainability ambitions leading to net zero.

Low Carbon Agriculture 2024

Showcasing Low Carbon Practices, Technology and Energy Solutions for a Profitable and Sustainable Farming Future

Low Carbon Agriculture has become the “go to” show for farmers and land managers interested in transforming their business, generating clean energy and reducing both their carbon footprint and environmental impact.

This is your opportunity to connect with over 5,000 key stake holders in the agriculture sector, the very people who want to improve every element of how they operate and are prepared to invest in doing so.

In addition to producing our food, the agricultural and rural communities have an essential role to play in the pursuit of our environmental targets and the transition of our energy system from fossil-based systems to clean and renewable alternatives.

Taking place on 6th and 7th March 2024, Low Carbon Agriculture will feature 4 dynamic, content led expos:



In partnership with



Founding partner



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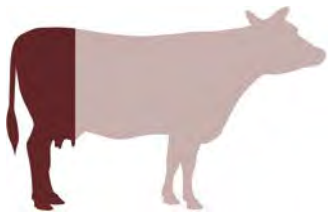


Who will you connect with?

5,000 decision-makers who are trying to make their farms low carbon, sustainable, and fit for the future. They come with a thirst for knowledge and budget to spend. Farmers, farm managers, farm consultants, Estate and Land Managers and more flock to Low Carbon Agriculture to find suppliers who can help them take advantage of the drive to green.

As government policy is following the green agenda, and grants are becoming more available for farms, this is the place where visitors come to understand what is appropriate for them and how they can take the next steps.

This event is where farmers and the agriculture community come to cut through the jargon and find partners who will help them transition to the low carbon reality. Make sure you are in the mix.



24% Livestock and Dairy farming



31% Mixed farming



7% Other farming (including pig, poultry, horticulture and organic)



10% Arable farming

70%

The percentage of agricultural & rural communities in England and Wales within a 2 hour reach of the venue

93%

The percentage of visitors that attended to improve knowledge, gain new ideas and hear about latest innovations

94%

The percentage of previous show attendees are from an agri/rural background





Energy **Now** Expo

The agricultural and rural communities have a critical role to play in the decarbonisation of our energy system, as well as helping to boost our energy security to meet an ever-growing demand.

Investment in farm-based renewable and clean energy systems continues to be high as a result, also helping individual businesses to reduce bills and emissions.

Launched in 2010, the Energy Now Expo showcases the latest renewable & clean energy opportunities and technologies available to farmers and landowners, while also providing guidance on areas such as energy management and the optimisation of existing assets.

A large exhibition of suppliers is accompanied by a 2-day, multi-streamed conference, in which key industry figures provide insight and practical guidance on a wide range of related topics.

Topics include:

AD & Biogas

Biomass

Energy efficiency

Finance

Heat Pumps

Hydropower

Low-emission vehicles
& machinery

Optimisation and
Maintenance

Policy

Solar

Wind



Environmental Business Expo

UK agriculture is experiencing some of the biggest changes for over 50 years, as it transitions from the EU's CAP regulations to a system that rewards farmers and land managers for sustainable farming practices and environmental performance.

Furthermore the UK has pledged to achieve Net Zero emissions by 2050, with the NFU working towards an earlier target of 2040 for agriculture, the fourth largest emitter of GHGs, behind transport, energy supply and business.

The Environmental Business Expo considers the path to Net Zero in agriculture and the challenge of balancing sustainable food production with environmental needs. It boasts an exhibition of product and service suppliers, as well as a dedicated conference programme, in which leading advisors provide insight and practical guidance on areas including environmental land management, regenerative farming, sustainability and the management & reduction of harmful GHG emissions.

Topics include:

Agricultural
Transition Plan

Agricultural waste
and outputs

Biodiversity

Building Practices

Carbon
sequestration

Carbon farming
and tradin

Emissions control

Environmental land
management

Natural Capital

Soil Health

Sustainable Food
Production

Water management



Low Emission vehicles Expo

The transport sector emits the largest amount of greenhouse gases in the UK, producing circa 26% of total emissions in 2021, but is going through dramatic changes to comply with related policy and targets, such as the 2030 ban on new petrol or diesel cars.

The Low Emission Vehicles Expo features the latest low and zero carbon vehicles and machinery, as well as non-fossil fuel options, including clean electricity, biomethane and hydrogen.

The associated opportunities available to farmers and landowners are promoted and discussed and test drives of the low/zero carbon innovations are available throughout the event. environmental land management, regenerative farming, sustainability and the management & reduction of harmful GHG emissions.

Areas of focus include:

Low-carbon transport & machinery options

The use of onsite clean energy as a fuel

Becoming part of the charging network

The market for biofuels

Building practices

Policy Developments

Costs, tax implications and other financial considerations

Farm Technology Expo



The Farm Technology Expo turns the spotlight onto the innovative technologies and practices set to transform the agricultural industry.

This part of the show looks at how agriculture can boost productivity, in an environmentally friendly fashion, thus creating a profitable and sustainable sector.

The latest innovations in agri-tech will be on display in the exhibition, while talks will be delivered in the dedicated farm tech theatre, providing further insight and guidance on how these technologies benefit agricultural businesses.

Topics include:

Artificial Intelligence (AI)

Automation technologies

Data management tools

Software

Funding

Policy

Precision Farming

Robotics

Sensors

Drones and the applications & benefits of aerial surveys

Attractions



Exhibition

Featuring over 150 suppliers of products and services from the renewable energy, environmental, agri-tech, low carbon transport and machinery sectors.



Energy Now Expo Conference

An unrivalled 2 day programme providing insight & guidance on the generation and use of renewables and clean energy in the agri & rural communities, as well as best practice in energy management.



Environmental Business Expo Conference

Getting to the heart of the changes occurring through the Agricultural Transition and the pursuit of Net Zero emissions, the 2 day programme features guidance on areas including environmental land management, emissions control and regenerative farming.



Farm Technology Theatre

Trailblazers will display and demonstrate the latest innovations in agri-tech designed to boost productivity, improve land management and further protect the environment.



Low / Zero emission Vehicles

The latest solutions will be on display, with visitors also having the opportunity to take a selection for a spin on our dedicated test track!



Debate on Net Zero

Back by popular demand, featuring key industry figures who will debate and answer questions on the path to Net Zero, the many elements and the role of farmers.

Join an excellent calibre of industry thought leaders



Jonathan Scurlock
Chief Adviser, Renewable Energy and Climate Change
National Farmers Union (NFU)



Trudy Harrison
Minister for Natural Environment and Land Use
Department for Environment, Food and Rural Affairs (Defra)



Alan Whitehead
Shadow Minister for Energy and the Green New Deal
Labour Party



Gavin Lane
Vice President
The Country Land and Business Association (CLA)



Ian Jelley
Director of Landscape Recovery
Warwickshire Wildlife Trust



Andy Eastlake
CEO
Zemo Partnership



Billy Lewis
Mixed Soil Farmer of the Year
Boycefield Farm



Professor Patricia Thornley
Director
Energy and Bioproducts Research Institute (EBRI)



Susan Twining
Chief Land use policy advisor
CLA



Charlotte Morton OBE
Chief Executive
Anaerobic Digestion & Bioresources Association (ADBA)



Stephen Briggs
Head of Technical Development
Innovation for Agriculture



Professor Iain Donnison
Head
Institute of Biological, Environmental and Rural Sciences (IBERS)



Tom Heap
Farming and Environmental Journalist



Patrick Holden
Founder & CEO
Sustainable Food Trust



Charles Hardcastle
Partner, Infrastructure & Energy
Carter Jonas



Harley Stoddart
Head of Climate Mitigation Science
Defra



Nick Down
Farm Manager
Yattendon Estate



Vicky Robinson
Technical Director
LEAF (Linking Environment And Farming)



Mhari Bharnes
Senior Advisor Agriculture & ELMs
Environment Agency



Marion Perrett-Pearson
Senior Agricultural Adviser
Severn Trent



Liz Bowles
Chief Executive
Farm Carbon Toolkit



Tom Parsons
Head of Sales and Origination
Good Energy



Darren Edwards
Head of Sustainable Energy
Fisher German



Johnny Wake
Managing Partner
Courteenhall Estate



Aled Jones
President
NFU Cymru

Reasons to exhibit



Reach a targeted audience

We do the work to attract farm tech buyers so that you can meet your ideal customers in one place and at one time.



Achieve real Return On Investment

This is easily the most cost-effective way of building pipeline, accelerating deals, and gaining competitive edge.



Showcase your technology and your expertise

There is no better way to sell than to give your potential customers the experience of your product and being on hand to talk them through it.



Gain exposure to the agri rural sector

Our business is about connecting with, talking to, and serving the needs of the agri sector. Our reach is second-to-none and you will directly benefit from that.



Give your business a competitive edge

Competitive edge comes from intelligence, research, market connection, brand awareness, brand recall, and trustworthiness. Build these through us.



Meet the market face-to-face

The reason why events are so powerful. Nothing beats looking into the eyes of a potential customer and building a trusting relationship.



Build new business relationships

Let's be honest, it's all about new business in the long run. Our hyper-targeting of agri tech buyers means that this will be your most profitable project.



Connect with existing renewable energy generators

Plugging yourself into the sustainable farming ecosystem and building partnerships both upstream and downstream will cement your place in the market.

Extensive event marketing and PR campaign



900,000

online news, PR and editorial reach in leading farming publications including readerships and members of CLA, NFU and our supporting associations.



150

print and online press features over 6 month period



228,000

More than 228,000 opted in e-mails sent



2m

Total marketing reach (spanning 6 months)



Interviews with and coverage from relevant TV & Radio stations



1m

Social media impressions



6,223

Followers on social media

Benefit from exposure throughout the Agriconnect portfolio

Low Carbon Agriculture is now part of the Agriconnect stable. This brings huge potential for cross marketing and ensures that the eyes of the whole country are on this event.

ArableFarming
Powered by **Farmers Guardian**

BFA
BRITISH FARMING AWARDS

The **CROPTEC SHOW**
INNOVATION • KNOWLEDGE • PROFIT

FARM BUSINESS INNOVATION 2023
INSPIRING RURAL ENTREPRENEURS

Farmers Guardian

LAMMA

Stand package options

SCHEMES	COST
PACKAGE A – for stands up to 15m ²	£261 per m²
PACKAGE B – for stands 16m ² and over	£247 per m²

Shell Scheme Packages A & B include	
Space	✓
Fascia nameboard	✓
Rear & side walls (depending on configuration)	✓
In hall wifi	✓
Free car parking	✓
Stand cleaning	✓
Access to conference sessions	✓
A single 500w socket**	✓
Exhibitor listing on website to include company description, photos, logo, weblink, social links & contact details	✓
Exhibitor listing and logo in preview e-zine	✓
Exhibitor listing and logo in event app	✓
Announcement of involvement across social media	✓
<small>**electricity coming from 100% renewable energy sources</small>	

SPACE ONLY	COST
PACKAGE C – for stands 16 m ² and over	£230 per m²
Space	✓
In hall wifi	✓
Free car parking	✓
Stand cleaning	✓
Access to conference sessions	✓
Exhibitor listing on website to include company description, photos, logo, weblink, social links & contact details	✓
Exhibitor listing and logo in preview e-zine	✓
Exhibitor listing and logo in event app	✓

Enhance your product before, during and after

LIMITED NUMBER

Enhanced Sponsorship package

£600 +VAT

In addition to your stand, you can enhance your company's visibility, pre-schedule meetings and continue networking after the event.

BEFORE

- ✓ Choice of either a newsletter banner or a half page advert in preview e-zone

AFTER

- ✓ E-shot to visitors after the event. Plus after connecting in the networking app ability to continue networking

Premium Sponsorship package

£2,650 +VAT

In addition to your stand you can become a key event sponsor, maximise your company's presence before during and after the show, and its ROI, through a variety of highly targeted activities

BEFORE

- ✓ Choice of either a newsletter banner or a half page advert in preview e-zone
- ✓ Blog story/news piece on website, in monthly newsletter and in preview e-zone

DURING

- ✓ Conference sponsorship (one per sector/session), including opportunity to present and further promote your services to this session's attendees

AFTER

- ✓ E-shot to visitors after the event. Plus after connecting in the networking app ability to continue networking

To discuss any of these opportunities please contact:

Jane Newton

Email: jane.newton@agriconnect.com
Phone: 07901 558 772

David Jacobmeyer

Email : david.jacobmeyer@djmediauk.com
Phone : 01905 616 665



We had some great conversations and interest from the demographic that attended the show which has led to many positive leads being generated. All in all a great show and well done to Renewable Energy events for organising it.

Dawn Wightman,
New Holland Agriculture

Additional sponsorship opportunities

ITEM	COST
Lanyards Your company logo / branding would appear on all of the badge lanyards, worn by everyone participating in the show.	£7,000
Registration area Place your branding, roller banners, literature or products within the registration area. Please note: materials to be supplied by the company.	£1,500
Full page advert in preview e-zine Encourage more visitors to your stand by promoting both your presence and wares through the e-zine, sent to all attendees prior to the show.	£800
Eshot A dedicated and bespoke email, sent to all attendees before or after the event.	£600
Conference sponsorship (one per sector/session) Your company would be promoted as the exclusive sponsor of the session in question, with company branding appearing alongside the details in print and online, before and during the show. You would have the ability to display promotional materials in the room during the session, provide all session attendees with literature and deliver a presentation. Talk to us about the sessions available!	£1,500
Half page advert in preview e-zine Encourage more visitors to your stand by promoting both your presence and wares through the e-zine, sent to all attendees prior to the show.	£500
Suspended banners Ensure your company and its' branding stand out in the exhibition, and allow potential customers to find you more easily, by hanging a promotional banner above your stand. Please note: completed banner to be supplied by client	£450
You are here boards Raise your company's profile by adding its' branding to these boards, used by visitors to navigate their way around the event.	£1,250
Catering area sponsor This area is located at the center of Low Carbon Agriculture Show and acts as a main hub for all delegates to have lunch, grab coffee and have meetings. Your logo will be present on all marketing and print materials (including floorplans and signage). Your branding will be present within this area using pull-up banners, literature and floor transfers. <i>Please note: Materials to be provided by the company</i>	£2,000
Banner advertising on e-newsletter	£400
Blog story/news piece on website, in monthly newsletter and in preview e-zine	£500
Sponsors banner on event app	£100
<i>All prices are subject to VAT</i>	

Event information

Show opening times

Wednesday 6th March 09:00–17:00
Thursday 7th March 09:00–16:30

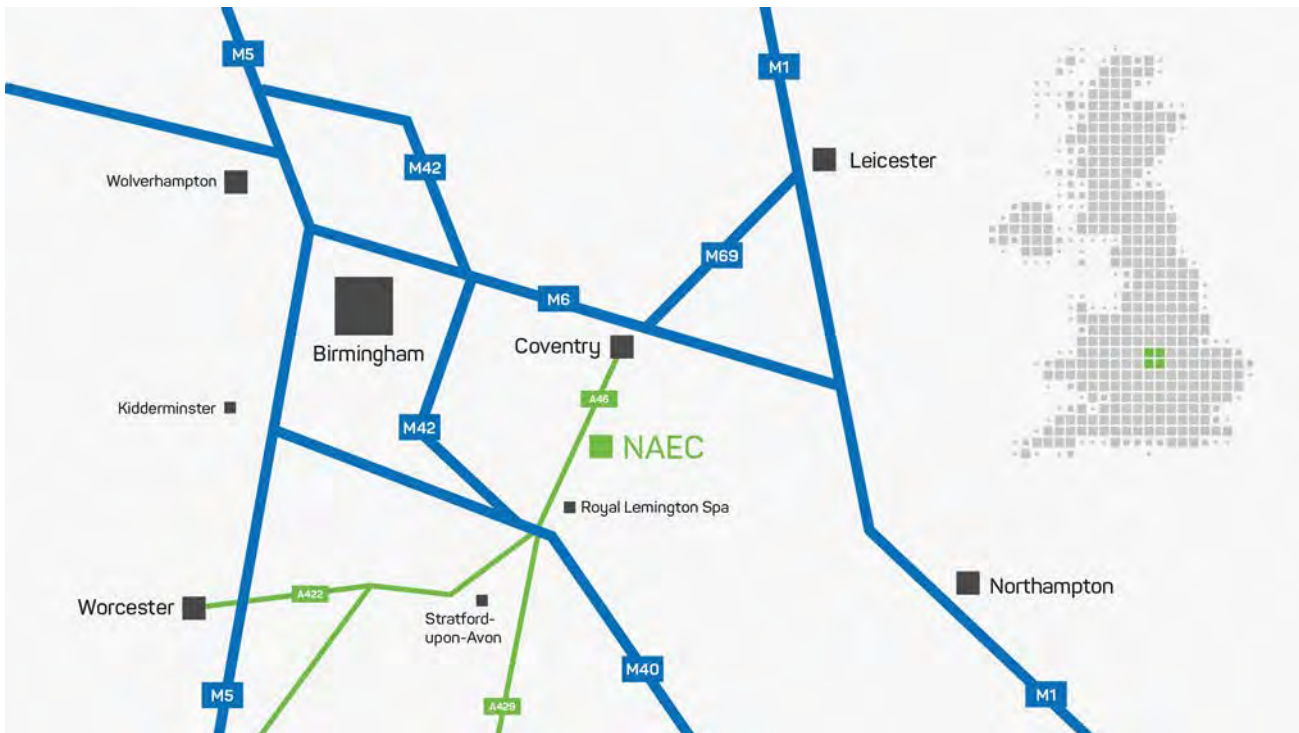
Venue

Low Carbon Agriculture will be hosted in Hall 2, at the NAEC, Stoneleigh Park, Warwickshire
www.naecstoneleigh.co.uk

Sat Nav: CV8 2LG

What3Words: racks.runs.twigs

70% of the agricultural & rural communities in England and Wales are within a 2 hour reach of the venue



LCA was the best show that I have been part of for Eurofins. The show is primarily B2B focused and being a smaller show it gave plenty of time to have quality conversations with both show attendees and other exhibitors. There were lots of innovative products, interesting talks and inspiring conversations being had throughout the show. We rebooked on the day and can't wait for LCA 2024.

Sophie Cath
Business Development Manager
Eurofins Agro Testing UK & Ireland

Sustainable actions we are committed to

Renewable Energy Events, together with all stakeholders will be engaged with, to encourage support across all areas of the show to ensure we achieve an event with a lower environmental impact than ever before.



Energy & Carbon

Review of all areas to reduce energy consumption and usage. And any energy used, wherever possible to use renewable energy sources.



Materials

Ensure any materials used are sustainable, responsibly sourced or can be recycled. Ban the use of all single use plastic.



Food & Drink

We will request suppliers to use local produce and minimise waste.



Water

Adopt water conservation measures to reinforce that it is respected as a precious resource.



Transport & Location

Encourage walking, cycling and the use of public transport or sharing car journeys to our event. Or the use of low carbon alternatives.



Ecology

Protect existing natural areas to provide habitat and promote biodiversity.

Who we are

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.



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CONTACT US

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