INSIGHT
INTO THE
FUTURE OF
INNOVATION
& AGRITECH

VERTICAL FARMING
AUTOMATION
ROBOTICS • AI • LOGISTICS
FINANCE • PACKAGING





15 - 16 January 2025 NEC Birmingham



FOR MORE INFO VISIT:



www.fpcfuture.co.uk/future

FPC FUTURE EXPO CO-LOCATED WITH LAMMA















FPC FUTURE EXPO 15-16 JAN 2025

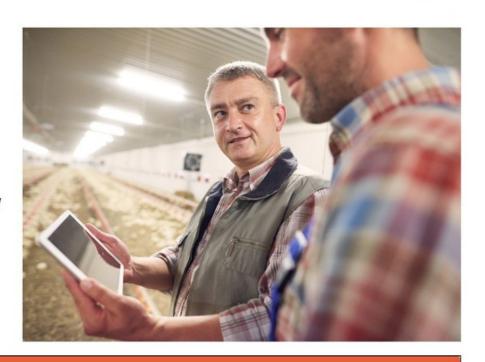
Bringing together the LAMMA show and FPC Future Expo under one roof will showcase the best of UK agriculture and the technologies reshaping the world of horticulture for the very first time.

BRINGING TO LIFE EMERGING INNOVATION & AGRITECH TRENDS



Exhibitors showcasing their brands and businesses will be joined by esteemed industry experts, who will grace the FPC Future Expo stage over the course of two days, unveiling the latest trends and providing valuable insights into the future of high-tech horticulture.

With its focus on cuttingedge agritech innovation,
robotics, automation,
vertical farming, Artificial
Intelligence (AI) and more,
FPC FUTURE EXPO 25 is not
just a gathering but a window
into the future, spotlighting
the most advanced
technological breakthroughs
in the industry.



SHOWCASING THE LATEST AGRITECH TRENDS

More than just an exhibition, the expo is a dynamic forum for the exchange of ideas and knowledge.

Renowned industry experts will take the stage across the two days to discuss the latest trends and breakthroughs in agritech innovation, offering insights into the future of high-tech horticulture. Their perspectives will not only inform but inspire, painting a picture of a technologically advanced agricultural future.

FPC FUTURE EXPO 25 is a must-attend for anyone passionate about being at the forefront of agritech advancement and is a pivotal moment for the horticulture industry

STAND SPACE IS LIMITED

Contact: linda@freshproduce.org uk to secure your spot





PART OF SOMETHING BIGGER

The LAMMA show is the UK's leading agricultural machinery equipment and service show, connecting all sectors who provide cutting edge machinery, technology and equipment for the agricultural industry.

40,000+ ATTENDEES

630+ EXHIBITORS 11 FULL HALLS

2024 LAMMA Marketing campaign highlights



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

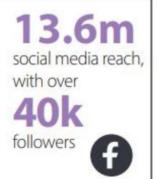


45 m total marketing reach (approx), spanning over 5 months





across BBC Midlands, BBC Farming Today and ITV 871k
PR value with
huge reach into
the agricultural
market



265,000



views including features on Grassmen, Tom Pemberton, Olly Blogs and more



SPONSORSHIP PACKAGES

1 x stand FPC Future Expo

1 x full page advert in the FPC Future Expo digital show guide Positioning as partner for the event, with promotion across our website, social media channels, signage and other relevant materials pre, during and post event Logo on website with link back

Speaker/chairing opportunity for conference programme

WE'RE ALWAYS INTERESTED IN WORKING WITH COMPANIES THAT ARE SERIOUS ABOUT INNOVATION, TECHNOLOGY,& AGRITECH AND WANT TO RAISE THEIR PROFILE ACROSS OUR INDUSTRY.



Expert speaker session throughout the day.

Network & forge connections



Connect with the horticulture community and boost brand exposure.



Stand out from the crowd and enhance your visibility with a captive audience.

There is a sponsorship package to suit all budgets linda@freshproduce.org.uk



COST TO EXHIBIT AT FPC FUTURE EXPO

Space only
Shell scheme
Premium shell scheme

£151 per square metre +vat £230 per square metre +vat £250 per square metre +vat

Minimum size within the designated FPC Future Expo exhibition area is $3 \times 3 m$ (9 square metres)

Below lists the range of shell scheme inclusions and upgrades to boost your stand appearance, ensuring planning and set up is made easier for you.

Stand size:

Under 18m2

Standard P		remium
Fascia & Printed Nameboard	✓	✓
Shell Scheme Walls	✓	✓
Slate Grey Carpeted stand	✓	✓
1x 500w 13Amp socket	✓	✓
1x 3 track spotlight	✓	✓
1x round table		✓
4x chairs		✓
1x literature rack		✓
ADDITIONAL COST PER SQM	£0	£20

Standard Dromium

Stand size:

Over 18m2

2x literature racks		√
8x chairs		✓
2x round tables		✓
2x 3 track spotlights	✓	\
2x 500w 13Amp sockets	✓	✓
Slate Grey Carpeted stand	✓	\
Shell Scheme Walls	✓	\
Fascia & Printed Nameboard	✓	✓

Standard Premium

Space within FPC Future Expo is limited Secure your spot now: linda@freshproduce.org.uk