

**NEW  
FOR 2025**

# **INSIGHT INTO THE FUTURE OF INNOVATION & AGRITECH**

VERTICAL FARMING  
AUTOMATION  
ROBOTICS • AI • LOGISTICS  
FINANCE • PACKAGING



# **FUTURE EXPO**

GROWING TOMORROW'S  
HORTICULTURE TODAY

Co-located with **LAMMA™**

**15 - 16 January 2025 NEC Birmingham**



**FOR MORE INFO VISIT:**



[www.fpcfuture.co.uk/future](http://www.fpcfuture.co.uk/future)





## 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 cutting-edge 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



**120,000** unique website visitors

**28m**

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



**45m**

total marketing reach (approx), spanning over **5 months**



**TV and radio coverage**

across BBC Midlands, BBC Farming Today and ITV

**871k**

PR value with huge reach into the agricultural market



**13.6m**

social media reach, with over

**40k**

followers



**265,000**

**YouTube**

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](mailto:linda@freshproduce.org.uk)**



## COST TO EXHIBIT AT FPC FUTURE EXPO

<b>Space only</b>	<b>£151 per square metre +vat</b>
<b>Shell scheme</b>	<b>£230 per square metre +vat</b>
<b>Premium shell scheme</b>	<b>£250 per square metre +vat</b>

Minimum size within the designated FPC Future Expo exhibition area is 3 x 3m (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:

<b>Under 18m2</b>	<b>Standard Premium</b>	
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		✓
<b>ADDITIONAL COST PER SQM</b>	<b>£0</b>	<b>£20</b>

Stand size:

<b>Over 18m2</b>	<b>Standard Premium</b>	
Fascia & Printed Nameboard	✓	✓
Shell Scheme Walls	✓	✓
Slate Grey Carpeted stand	✓	✓
2x 500w 13Amp sockets	✓	✓
2x 3 track spotlights	✓	✓
2x round tables		✓
8x chairs		✓
2x literature racks		✓
<b>ADDITIONAL COST PER SQM</b>	<b>£0</b>	<b>£20</b>

**Space within FPC Future Expo is limited**

**Secure your spot now: [linda@freshproduce.org.uk](mailto:linda@freshproduce.org.uk)**