FUTURE FARM TECHNOLOGY EXPO
6-7 NOVEMBER 2019, NEC, BIRMINGHAM

Bringing together the UK’s leading farming brand, Farmers Weekly, and the UK’s leading events company, Reed Exhibitions
FUTURE FARM TECHNOLOGY EXPO

Farmers Weekly and Reed Exhibitions are delighted to bring you Future Farm Technology Expo, the only event in the UK dedicated exclusively to smart agricultural technology across all farming sectors. Future Farm Technology Expo will showcase technologies (hardware and software) used in agriculture to help both small and large farms improve productivity and manage operations. The event will bring the very best learning, products and technologies to those in the farming industry who have the buying power and influence to implement it.

Our research has revealed that farmers are becoming increasingly hungry for knowledge about technology and solutions providers need to reach the right farmers to supply them the tools they need. FFT Expo will reveal the latest trends, insights, products and solutions to help the industry meet current and future challenges.

The organisers
Bringing together the UKs leading farming media brand and the UKs leading events organiser, FFT Expo will be brought to you by the leaders in their field.

Farmers Weekly
Farmers Weekly is the UK’s leading agricultural media brand. With a weekly magazine circulation of over 44,000* and 380,000* monthly unique users to its website, Farmers Weekly reaches an astonishing 77% of the agriculture industry in the UK.

Reed Exhibitions
One of the world’s largest event organisers, hosting 7 million visitors at over 500 events in 43 industry sectors, every year.

Venue
The NEC is the UK’s largest events venue with a central location and fantastic transport links by road, air and rail. FFT Expo will be held at the NEC at the same time as the Farm Business Innovation Show, ensuring easy access to two must-attend events for the UK’s entire farming community in one visit.

HUhuge GROWING MARKET

The global smart agriculture market was valued at around $5bn in 2016 and is expected to reach approximately $15bn by the end of 2025, growing at a CAGR of over 13.1%, according to Zion Market Research (2018)

Market Drivers:
• Increasing demand for food worldwide due to growing population
• Rise in need for livestock health and performance monitoring
• Response to challenges of environmental sustainability and climate change
• Consumer preferences for local, organic and speciality/vegan foods

Market Need:
• Improve farmer productivity / yield / margin / sustainability
• Raise awareness of technology and its benefits amongst farmers
• Dedicated investment marketplace for AgTech
• Evident for farmers, food industry and suppliers

77% reach of farm decision makers with farms 200+ha (Agridata 2015)
WHY EXHIBIT AT FFT EXPO

Exhibit at FFT Expo to demonstrate your products and thought leadership to both UK and international farmers and advisors including agronomists, breeders, geneticists and animal nutritionists.

Stand out as an innovator in an event focused on smart solutions for farming. Share best practice and case studies with an engaged audience keen to implement technologies that will make them more productive, better informed and more efficient at managing resources.

INFORM ➤ INSPIRE ➤ INTERACT ➤ DO BUSINESS

Who Will Exhibit

Exhibitors will be key technology suppliers to the industry. These will include companies specialising in:

- 3D cameras and imaging
- Artificial Intelligence & Machine Learning
- Agrifood
- Agritech
- Aquaponics
- Automated irrigation
- Automation
- Biotech
- Computer Hardware
- Data Analysis / Statistics
- Drone / UAV
- GPS technology
- Hydroponics
- Imaging analysis
- Informatics
- Intelligent software
- IoT
- Machine vision
- Precision farming
- Remote monitoring
- Robotics
- Satellite technology
- Sensor technology
- Smart Machines
- Software
- Telemetry
- Thermography
- Unmanned machinery
- Wireless solutions

What business will be done

- Sourcing new buyers, products and suppliers
- Launching and promotion of new technologies to the UK farming industry
- Meeting new distributors and dealers
- Generating sales leads and orders
- Forging new business partnerships and building on established relationships

Who Will Visit

FFT Expo will be a free to attend event attended by anyone involved in the business of farming. Visitors will include:

- Farm/Estate owners
- Farm managers
- Farm operators
- Agronomists
- Financial advisers
- Agricultural students
- Breeders
- Geneticists
- Animal nutritionists
- Academics/Researchers
- Food industry

Contact the sales team at fftexpo@reedexpo.com
KEY BENEFITS OF PARTICIPATING

A dedicated education programme –
2 live theatres showcasing the very best of smart agricultural technology in action.

Product Presentation –
An opportunity to present your product and case study in a live theatre

Business Matchmaking –
A tailored meeting service provided by the organisers connecting visitors and exhibitors with shared business interests, ensuring exhibitors meet face to face with the right visitors.

Lead scanner app technology –
The only farming event in the UK that allows you to capture live leads. We enable you to capture leads from conversations you have with a simple scan of a badge. Additional benefits include the chance to add valuable comments before saving the lead and access all leads via a dashboard for post-show follow up.

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EXHIBITING AT FFT EXPO

3 exhibiting packages to suit every objective and budget

Meet your business needs, whatever your priorities; elevating brand awareness, holding face-to-face meetings across the supply chain, capturing business leads, generating orders or positioning your brand as a key player.

"A forum for discussing how technology and use of big data can truly benefit your business and your industry"

"Essential event to broaden knowledge on the use of data and new technology within agriculture and network with other farmers and associated businesses"

BRONZE PACKAGE
Flexible stand size

SILVER PACKAGE
Business Matching + Product Placement

GOLD PACKAGE
Optimal brand exposure

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