

# FFT EXPO

## Future Farm Technology

11 - 12 NOVEMBER 2020, THE NEC, BIRMINGHAM

Organised by



Partnered with



Lead Education Partner



Co-located with



All prices are net of VAT

# About Future Farm Technology

Future Farm Technology Expo is one of the only UK events dedicated to solving the challenges faced by farmers through agricultural technology solutions.

FFT Expo is one of a kind with no other platform doing what we do to demonstrate new technologies and the multitude of capabilities that data provides. We successfully bring together innovators in agricultural technologies with farmers looking to improve their productivity and yields.

We are a collaboration of passions and expertise with the UK's leading agricultural media brand, [Farmers Weekly](#). Farmers Weekly has been working for your farming future since 1934, providing you with the latest news, analysis and advice you can trust. Along with [Reed Exhibitions](#), experts in world class event delivery, we are a catalyst for investment and improvement in the agriculture industry.

Our exhibition takes place alongside the [Farm Business Innovation Show](#), a unique platform for landowners and farmers to discover new opportunities in what their land can offer them.

# What can you achieve and how?

## We have the right product for you

Each sponsorship opportunity has been built with your business objectives in mind. You will notice these in the bottom right of each page.

### Lead Generation

Get enquiries from our audience of industry professionals with their contact information.

### Thought Leadership





Be recognised by your target audience as an authority and experts in your area of specialism over and above your competition.

### Brand Awareness

Get your brand and products out in the industry to raise awareness and engagement from our audience. For well-known brands, this objective ensures you maintain your status and recognition in the industry.

### Promote your presence at the show

Highlight that you will be attending the FFT event to the decision-makers. This increases your likelihood of onsite meetings and high traffic on your stand.

	 Lead Generation	 Thought Leadership	 Brand Awareness	 Promote your presence
Main Theatre	✓	✓	✓	✓
Lanyards			✓	✓
Innovation Zone			✓	✓
Innovation Theatre	✓	✓	✓	✓
Meeting Hub	✓		✓	✓
Drone and Robotics Zone	✓		✓	✓
Registration	✓		✓	✓
Bacon Butty	✓		✓	✓
Pitch Competition	✓		✓	✓
Navigation Package	✓		✓	✓
Digital Assets	✓		✓	✓
Speaking Slots		✓	✓	✓
Email Content Blocks			✓	✓
Floor Media			✓	✓

# Main Theatre

Exclusive!  
Super Offer

Over 800  
users over 2  
days

Be the apple of the eye of visitors and exhibitors and have your brand associated with a curated programme of content bought together by the team at Farmers Weekly. This high profile sponsorship comes as an **exclusive** opportunity and brings with it a host of benefits, including:

- ▶ Naming Rights - Main Theatre in association with XXXXXXX
- ▶ Leaflets on seats
- ▶ Holding slides
- ▶ Branding of theatre
- ▶ Exclusivity
- ▶ Listed on Conference on timetable
- ▶ Listed on website as Theatre sponsor - (sponsors and partners page- 50 words plus logo and link)
- ▶ Social and digital coverage

## What are the benefits?

- **Brand awareness:** Get your brand / products out to raise awareness, ensuring everyone knows who you are.
- **Thought leadership:** Be recognised as authority and experts in your field over and above your competition
- **Promote your presence:** These opportunities are designed to encourage prospective clients to seek you out and to interact with you one-to-one, enabling you to have meaningful conversations with the audience you want to reach.



Brand awareness



Thought leadership



Promote your presence at the show

Investment:  
£9450

# Innovation Theatre

Exclusive!  
Super offer

Future Farm Technology Expo is the dedicated event for Agtech and as such innovation is at the heart of show. The Innovation Theatre will be populated with speakers from the Show floor and they will be offering their views, expertise and insights into their products and the wider industry challenges. The incredible exclusive opportunity includes:

- ▶ Naming rights of the theatre Innovation Theatre in partnership with XXXXX
- ▶ Exclusivity
- ▶ Leaflets on seats
- ▶ Data
- ▶ Holding slide
- ▶ Listed on Conference on timetable
- ▶ Listed on website as Theatre sponsor - (sponsors and partners page- 50 words plus logo and link)

## What are the benefits?

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- **Thought leadership:** Be recognised as authority and experts in your field over and above your competition
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Over 300  
users  
across 2  
days



Brand  
awareness



Thought  
leadership



Promote your  
presence at the show

Investment:  
£7400

# Innovation Zone

The Innovation Zone is the place where tech start ups reside. It's a great zone to create inroads into the exhibiting companies and get your brand on their agenda and be associated with the leading edge of innovation. This fantastic opportunity includes:

- Branding of the Innovation Zone (in partnership with XXXXXX)
- Listed on website as zone sponsor
- Sponsors and partners page- 50 words plus logo and link
- Onsite branding
- Opportunity to drop information about your business onto the stands in the zone
- Social promotion - for example posts on Instagram/Twitter/FB

## What are the benefits?

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- **Thought leadership:** Be recognised as authority and experts in your field over and above your competition
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Investment:  
**£5500**

# Registration

Every visitor has to use registration to access the show. This means that your brand will be seen by over **3000** people as they enter their details to get a badge. It's a heavy weight opportunity to get cut through from day one. As part of your sponsorship we can add two market research questions to the process so you can get value market insights from a targeted visitor base. This exclusive opportunity includes:

- ▶ Your logo on the **every page** of the registration form
- ▶ Your logo on the registration form at show and on holding screens
- ▶ 2 market research questions to be put into the reg' form
- ▶ On site branding 'Registration Sponsored by XXXXXX'
- ▶ Logo, 50 words of copy and links on the sponsors and partners page of the website
- ▶ Sponsorship recognised in Show guide

## What are the benefits?

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Exclusive!



## Register your interest to visit

Your brand here

Please complete the form below to register your interest in attending an exhibition, and we will notify you once registration is live.

Name \*

First Name  Last Name

Company \*

Address

Street Address

Street Address Line 2

City  Region

Postal / Zip Code  United Kingdom

Email \*

Phone Number \*



Investment:  
**£7500**

Exclusive!

# Bacon Butty

Feed the minds of visitors and get them to digest your brand for breakie!

This delicious opportunity includes:

- ▶ Branded napkins
- ▶ Logo and 50 words of copy and link on the Sponsors and partners page of the website
- ▶ Acknowledgement of the sponsorship in the show guide
- ▶ Branding at Bacon Butty pick up area (sponsor to provide)
- ▶ Data (everyone picking up a bacon butty will be asked to be scanned)

## What are the benefits?

- **Brand awareness:** Get your brand / products out to raise awareness, ensuring everyone knows who you are.
- **Promote your presence:** These opportunities are designed to encourage prospective clients to seek you out and to interact with you one-to-one, enabling you to have meaningful conversations with the audience you want to reach.
- **Lead generation:** Get enquiries from our qualified audience of industry professionals



Add a message / QR code and create a fun engagement with visitors and exhibitors



Investment:  
£5000 (Two Days)



# Pitch competition

## This is your opportunity to support start-ups and innovation for the farming community

This is your opportunity to support the farm tech start up sector and be in the vanguard of ideas, innovation and R&D. The process is simple.

- 1) Come to us with your pitch challenge
- 2) You market the opportunity to start ups
- 3) Submissions are sent to you to for consideration for a 'Live pitch'
- 4) Those you select will be ask to create a full pitch presentation. A time limit will be applied per pitch
- 5) Your team will judge the pitches and select the winner with whom you can work to develop the product or service pitched

This amazing opportunity includes:

- Media coverage from our partners and Farmers Weekly
- ▶ Onsite promotion through the pitches and the awards
- ▶ Your pitch competition will be promoted before, onsite and after the show

### What are the benefits?

- **Brand awareness:** Get your brand / products out to raise awareness, ensuring everyone knows who you are.
- **Thought leadership:** Be recognised as authority and experts in your field over and above your competition
- **Promote your presence:** These opportunities are designed to encourage prospective clients to seek you out and to interact with you one-to-one, enabling you to have meaningful conversations with the audience you want to reach.



Brand awareness



Thought leadership



Promote your presence at the show

Investment:  
£6000

Exclusive!

# Meeting Hub

Used by exhibitors to host meetings with key or prospective clients in a dedicated area on the show floor, that is visible to all attendees.

- ▶ Tea and coffee
- ▶ Data
- ▶ Branding
- ▶ Exclusivity
- ▶ Floor plan
- ▶ Digital activity
- ▶ Logo and 50 words of copy and link on the Sponsors and partners page of the website
- ▶ Acknowledgement of the sponsorship in the show guide

## What are the benefits?

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- **Promote your presence:** These opportunities are designed to encourage prospective clients to seek you out and to interact with you one-to-one, enabling you to have meaningful conversations with the audience you want to reach.



Brand awareness



Promote your presence at the show

Investment:  
£5000

# Drone & Robotics Zone Sponsorship

Exclusive!

Seeing is believing! The shows unique Drone and Robotic Zone is the place where Exhibitors can demonstrate their devices. This zone will be a hub for visitors as they See, learn and discover the latest innovations in drone and robot tech’.

## Benefits of sponsoring:

- Your name associated with the latest tech
- Branding on the zone
- Branding on Drone and Robotics Zone web page
- 50 words of copy on the sponsors and partners web page
- Clickable logo to support your words
- Opportunity to collect data from visitors to the zone through Emperia
- Name on show maps



Investment £5500

# Drone & Robotics Zone - demos pricing

Being able to demonstrate your products, showcase your incredible technology and engage 1 on 1 with visitors is unmatched. Our demo' zone will allow you fly and 'drive' your Drones and Robots in safety whilst explaining exactly what your kit is capable of doing and where its capabilities can be deployed.

- ▶ You can demonstrate your drone or robot in this zone.
- ▶ Each time slot is 20 mins
- ▶ Listing on the timetables on the website and show guide
- ▶ Talk 1 on 1 to visitors at the zone

## What are the benefits?

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Investment: £800  
per 20 min slot

# Navigation Package

## 'You are here' boards & Show Guide Floor Plan

Exclusive!

Make your presence felt with the Navigation Package. Visitors want to plan their day and use time efficiently. Being able to see where a stand is in relation to other stands makes planning easier. With a larger foot print for 2020 navigating the show will be more even more important! This exclusive opportunity includes:

- ▶ Exclusivity
- ▶ 4 You are here boards
- ▶ Naming on floor plan
- ▶ Floor plan to go on website, Show Guide, printed media
- ▶ Acknowledgement of your sponsorship in the Show Guide
- ▶ Logo and 50 words, plus link on sponsors and partners page of the website.



IDEA! Add a QR code and create a fun engagement

### What are the benefits?

- **Brand awareness:** Get your brand / products out to raise awareness, ensuring everyone knows who you are.
- **Promote your presence:** These opportunities are designed to encourage prospective clients to seek you out and to interact with you one-to-one, enabling you to have meaningful conversations with the audience you want to reach.



Brand awareness



Promote your presence at the show

Investment:  
£5000

Exclusive!

# Lanyards

The FFT lanyard is worn by all visitors, at all times during the show - which brand do you want to see walking around the show floor being worn by every attendee?

This is an opportunity to maximise your brand visibility by placing your logo on a key show accessory. You may even gain extra social media exposure when guests share their pictures at FFT on their social media platforms

This exclusive package includes:

- ▶ Acknowledgement of your sponsorship in the Show Guide
- ▶ Your brand on all lanyards issued by organisers (estimate of 3000 to be issued)

## What are the benefits?

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- **Promote your presence:** These opportunities are designed to encourage prospective clients to seek you out and to interact with you one-to-one, enabling you to have meaningful conversations with the audience you want to reach.



Brand awareness

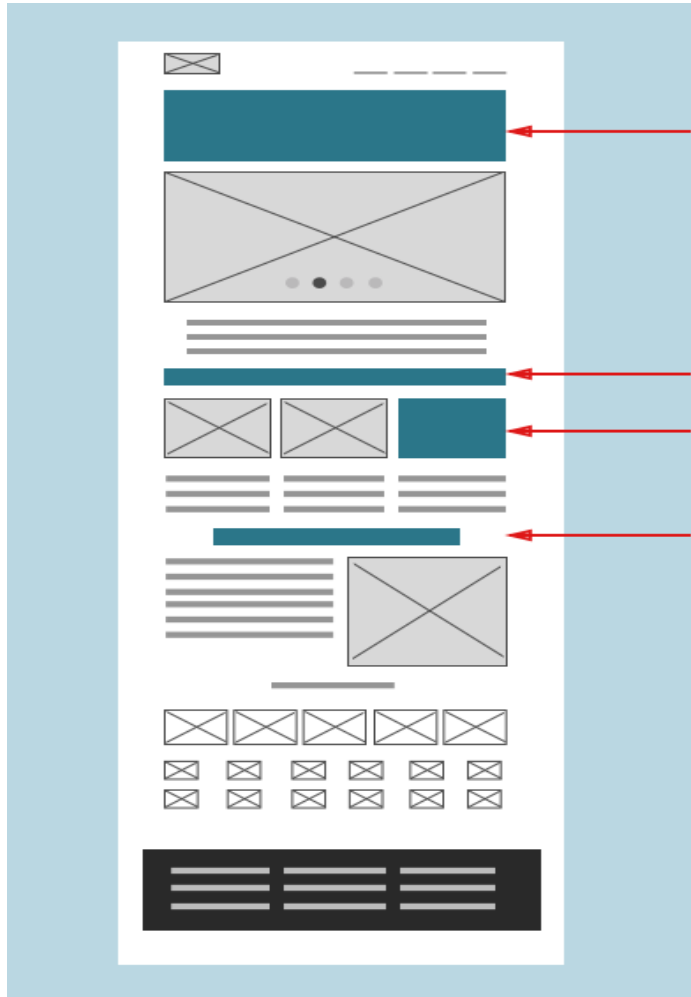


Promote your presence at the show

Investment:  
£5450

# Digital Assets

Get your message where it counts and add value to your FFT campaign. We have a number of great advertising opportunities available on the shows website. Locations include:



Super Leader Board- non rotating: £2500 for 2 weeks prior to the show 970 by 90

Full width Leader board: 728 by 90 (plus mobile assets) 6 week campaign £1250

Medium rectangle 300 by 250: £950 for 6 week campaign

Leader board- 6 week campaign £950

Pages available include: Home page, Visit & Exhibit



Brand awareness



Promote your presence at the show

# Speaking Slots: Innovation Theatre

(with/without attendee data)

Over 300  
users  
across 2  
days

Taking a speaker slot in the Innovation Theatre offers you the opportunity to engage directly with a qualified audience, audience who have attend to hear from you and learn from you. Its an unprecedented opportunity for you to speak, engage and collect the data of those who Attend your slot.

Slots are on a first come first served basis

- ▶ Investment without £800 data
- ▶ Investment £1300 with data

## What are the benefits?

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- **Promote your presence:** These opportunities are designed to encourage prospective clients to seek you out and to interact with you one-to-one, enabling you to have meaningful conversations with the audience you want to reach.
- **Lead generation:** Get enquiries from our qualified audience of industry professionals



Lead generation



Brand awareness



Thought leadership



Promote your presence at the show



# Email Content Block

Sent to visitors and exhibitors our regular emails are sent to our bespoke FFT Expo dbase. It's a highly targeted dbase and the content is curated by the team here at FFT Expo. Link your 'block' to a landing page and incentivise the reader to click. The email will be sent to a growing targeted dbase

## Benefits of sponsoring a content block:

**Brand awareness:** By taking a content block on our emails we are effectively recommending you to the show's audience. The people who engage with our emails trust its brand, and so in turn your brand.

**Promote your presence:** Promote what you're bringing to the show - a new product, service, special guest. Its an ideal opportunity to get cut through and straight to the customer

Content block example

### YOUR SKIN BUT BETTER

Delivering that "radiance from within" effect, Beauty From Within's new specialist antioxidant formula contains 100% organic ingredients and is proven to protect the skin from UV rays, maintain cell strength and boost the immune system.

Find out more ▶



Investment:  
£1,250 each

# Floor Media

Don't let the grass grow under visitors feet - direct them to your stand through floor tile signage packs. Easily seen and located across the show floor your brand can be where you aren't!

- ▶ Multiples of 4 floor tiles each 1m by 1m
- ▶ Be seen and get your message out in the aisles

Investment: From £400 (each tile or a pack of 4 for £1600)

Your brand, message and stand number



Brand awareness



Thought leadership



Promote your presence at the show

Investment:  
£400 per tile  
or £1600 for  
4 tiles

# Contact us

Talk to us about your objectives and we will work with you to deliver a tangible sponsorship package that will offer you:

- Increase footfall to your stand
- Create brand and product awareness
- Launch a new product or service on a large scale
- Define your role as a thought-leader
- Generate leads for your company
- Attract interest from domestic or international markets
- Increase market share and gain a competitive advantage over your competitors

Connect with Dean Chapman to discuss your sponsorship:

[Dean.chapman@reedexpo.co.uk](mailto:Dean.chapman@reedexpo.co.uk)

Or call Dean on +44 (0) 7824 897279