



Competitions and Press Conference

LAMMA Show Competitions

The ideal way to gain prestige and free publicity for your company

LAMMA Show Competitions 2010 offer the ideal way to gain prestige and free publicity for your company. Attendance at LAMMA Shows, both in terms of quantity and quality of visitors, has been on the increase ever since the first event some 29 years ago. As you know the 29th LAMMA Show will be held on 20th & 21st January 2010 and it is confidently expected that this trend will continue. However, no matter how important attendance figures on the Show days may seem to be, the amount of publicity that can be generated not only on the Show days but also in the Press, both before and after the event, enables exhibitors to maximize the effectiveness of their presence at the Show.

Representatives of the leading Agricultural Press attend the Show in good numbers and they are all looking for new products, services or techniques upon which to report. With this in mind the LAMMA Show organisers have, for many years, run a series of competitions which seek to highlight the progressive nature of the machinery, equipment and service sectors of the agricultural supply industry both locally and nationally. The aim is to draw attention to new ideas, products, techniques or service excellence.

By taking part in these competitions all exhibitors are winners, because they draw attention to their products whether they win a trophy or not.

Innovation Awards Categories for LAMMA 2010

Entries for the following categories are being invited :-

- 1). The Institution of Agricultural Engineers Ivel Award - for the new product or innovation which has the most positive impact on the environment.
This category is open to any new product which can be demonstrated to have a beneficial effect on the environment. Entries for this Award may also be entered in categories 2, 3 or 4 below.
- 2). Best New Product or Innovation with a retail price less than £5,000
Entries must be either whole or substantially whole new products with a retail price below the upper price limit of £5,000. Entrants should be able to demonstrate that their entry will bring benefits in one or more of the following areas: a totally new approach to a particular task, improved productivity, reduced costs, reduced environmental impact or increased safety.
- 3). Best New Product or Innovation with a retail price greater than £5,000
Entries must be either whole or substantially whole new products with a retail price in excess of £5,000. Entrants should be able to demonstrate that their entry will bring benefits in one or more of the following areas: a totally new approach to a particular task, improved productivity, reduced costs, reduced environmental impact or increased safety.
- 4). Best Improvement to an Existing Product
Entries must be new features which have been incorporated into an existing product since the date of the immediately preceding LAMMA Show. Entrants should be able to demonstrate

that the development will enhance the performance of the whole machine or equipment concerned and bring benefits in one or more of the following areas: improved productivity and/or efficiency, reduced costs, reduced environmental impact or increased safety.

5). Best New Product or Innovation from a company based in Lincolnshire or Nottinghamshire

The winner of this category will be selected by the Judges from the qualifying entries across categories 1 to 4.

6). Best New Product or Innovation at Lamma 2010 -

The winner of this category will be selected by the Judges from the winners of categories 1 to 4 listed above, regardless of geographical location.

Innovation Awards LAMMA 2010

From the entries in the categories listed above the Judges will make the following awards:

The Institution of Agricultural Engineers Ivel Award

Awards: - Winner & Certificates of Merit at the discretion of the Judges.

LAMMA Trophy - Best New Product or Innovation with a retail price less than £5,000.

Awards: - Winner & Certificates of Merit at the discretion of the Judges.

LOVEN Cup (Donated by Loven & Co.) - Best New Product or Innovation with a retail price greater than £5,000.

Awards: - Winner & Certificates of Merit at the discretion of the Judges.

LAMMA Trophy - Best Improvement to an Existing Product.

Awards: - Winner & Certificates of Merit at the discretion of the Judges.

LAMMA Trophy - Best New Product or Innovation from a company based in Lincolnshire or Nottinghamshire.

Award: - Winner.

The Maurice High Trophy - Best New Product or Innovation at Lamma 2010

Award: - Winner

LAMMA Innovation Awards 2010 - General Conditions of Entry

In addition to the specific requirements set out in the categories listed above the following General Conditions of Entry apply:-

- a) The Entrant of the product must be an exhibitor at LAMMA 2010.
- b) The product entered, or a full size prototype, must be on display at LAMMA 2010. However, in exceptional circumstances a scale drawing or model of the prototype may be submitted for judging, subject to the prior approval of the LAMMA Show Committee.
- c) To qualify as 'new' the product entered must have been introduced to the market after the date of the preceding year's LAMMA Show.
- d) In the case of a product which may be subject to patent protection, it is the responsibility of the Entrant to ensure that the necessary steps are taken to apply for such protection.

The LAMMA Committee accepts no responsibility for any consequences that may arise from the display of an unprotected product.

- e.) Entrants must have suitably qualified representatives on their stands between the hours of 9am and 12 noon on the first morning of the Show to meet the judges to describe the merits of their entry and answer any questions.
- f.) Entrants in category 5) above must be companies whose main place of business is situated in either Lincolnshire or Nottinghamshire and the product entered must be substantially constructed in one or other of the same two counties.
- g.) The judges will be appointed by the LAMMA Committee and every effort will be made to appoint a well balanced judging panel with relevant knowledge, experience or expertise.
- h.) Entries are only accepted at the discretion of the LAMMA Committee and the Committee reserves the right to accept or reject an entry and classify it as it sees fit.
- i.) Entries are only accepted on the understanding that the conduct of the competitions and the interpretation of the rules are the sole responsibility of the LAMMA Committee.
- j.) The closing date for entries is Friday 15th January 2010.

Additional LAMMA 2010 Awards

Best Manufacturers' Stand Awards

Although the ethos of the LAMMA Show is to promote a low cost event for exhibitors, the time and effort spent by exhibitors in producing attractive well laid out stands, manned in a professional manner should not go unrecognised.

There is no need to make a specific entry for these Awards as all stands are automatically entered and the judging panels will carry out their tasks on the first morning of the Show.

Awards are as follows:

HSBC Cup - Best Manufacturers' Stand (indoors)

Awards:- Winner & Certificates of Merit at the discretion of the Judges.

HSBC Cup - Best Manufacturers' Stand (outdoors)

Awards:- Winner & Certificates of Merit at the discretion of the Judges.

Newark & Notts. Agricultural Society Prize - Best Supporting Trade Stand

Awards:- Winner & Certificates of Merit at the discretion of the Judges.

To enter any of the competition categories detailed in this brochure, please complete the enclosed Entry Form and return it by post to:

The LAMMA Competitions Secretary,

3 Kirklington Road, Southwell, Notts. NG25 0AR

Tel: 01636 814264 OR, preferably, by email to: johnsartain@btinternet.com

LAMMA PRESS CONFERENCE

NEW PRODUCT LAUNCHES

Several exhibitors at LAMMA '10 have already indicated that they will be showing new and previously unannounced products at the Show. In order to assist these and other companies wishing to gain maximum coverage of these product launches at LAMMA '10, a special Press Conference is to be held on the evening of Tuesday 19th January 2010 at a hotel within easy reach of Newark. Editorial staff from the principal National and Regional farming publications have already expressed their intention to attend this Conference, so it would be the ideal venue for you to announce a new product.

Each company taking part will be given the opportunity to make a presentation of their product and to answer any questions. For your convenience, a laptop computer, data projector and screen will be in use. It must be remembered that only products which have not already been announced to the Press will be accepted for the Press Conference presentations.

In addition to the product launches outlined above, the Press will be given a full list of entries for the LAMMA Awards for Innovation 2010 and there will also be an area set aside for exhibitors to display their own Press Information packs in the Media Centre on the Showground itself.

From the coverage obtained by the companies taking part in the pre-show Press Conference at LAMMA 2009 it was very evident that the members of the Press present were particularly keen to use this event as a source for detailed stories on new and hitherto unseen products, as well as for locating potential news stories for their visit to the Show the following day.

So if you intend to launch a new product or enter a product in the Awards for Innovation programme you will have the Press 'pointed in your direction' even before the results of the Awards have been announced. You can therefore use this opportunity to promote your product whether you win an Award or not.

But remember your company will only be mentioned at the Press Conference if you have either taken part in the Press Conference or entered a product for one of the LAMMA Awards categories.

Opportunities to take part in the Press Conference are limited so it is important that you should apply for a slot as soon as possible.

All enquiries regarding the Press Conference and other Media opportunities should be made to:

Cliff Preston, LAMMA, PO Box 26, Spilsby, PE23 5WZ, Tel: 01754 890500 Fax: 01754 890400.
Email: cliffpreston@btconnect.com



COMPETITIONS & MEDIA CONTACTS

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Competitions should be addressed to:**

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Tel 01636 814264
Email: johnsartain@btinternet.com

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LAMMA, PO Box 26,
Spilsby PE23 5WZ
Tel.: 01754 890500 Mobile: 07712 657180
Fax.: 01754 890400
Email: cliffpreston@btconnect.com

Website: www.lammashow.co.uk

Lincolnshire Agricultural Machinery Manufacturers' Association

(Company Limited by Guarantee)

Registered in England, Certificate of Incorporation No. 3266536

Company Secretary: Robert Willey