



NEW FOR 2024 INNOVATION ARENA

Enterprise Ireland have a full house already for the September event with 55 exhibitors participating. Highlighting the latest Irish Innovation leading the change for the next generation of farmers and agri-businesses across the world.

As many as 12 countries will send delegations to the event where they will be given a snapshot of Irish Companies that have something to showcase in international markets.

- Live pitch on the first day of the "Ploughing" where 3 shortlisted finalists in the Start-up Category will battle for the €10,000 cash prize and the 'Start-up Innovator of the Year Award 2024'.
- For the first time The Innovation Arena has introduced the 'Green Impact Award 2024' looking for innovation that will sustain the development of food and farming for the generations to come.
- 'Innovation Arena Champion 2024' this new award category is targeted at established companies with new innovations that have global appeal.

LAST CALL FOR LATE EXHIBITORS AS SITE WORKS BEGIN

The NPA team have started placing exhibitors onto maps and will shortly be starting on site. In preparation for that if you have not already booked your space please get in touch as soon as possible if you plan to exhibit this year. Exhibition space at ploughing starts at €900 for a 5 x 9 metre space, indoor space starts at just over €1200 for a 3 x 3 metre.

PLOUGHMEN HEADING TO FRANCE AND ESTONIA THIS SUMMER

Right now our ploughmen are starting to prepare for international competitions. Our World team will head to Tartu in Estonia on 1st August for the World Ploughing Contest there where they will compete against 25 other countries with Eamonn Tracey defending his back to back titles. He will be joined by Cork man Jer Coakley who is looking forward to returning to the world stage after a long absence.



John Whelan, Wexford and Liam O'Driscoll, Cork will compete in the European Reversible Contest in France in early September before sprinting back for the National Finals in Ratheniska.

GOVERNMENT OF IRELAND BACK FOR PLOUGHING '24

This year the government departments will once again have a large presence at the Ploughing – with a full line-up of departments and agencies to be released closer to the event. The services and information ports at the ploughing are proving to be of great interest to event attendees given the easy accessibility.



NPA TO HOST EUROPEAN VINTAGE PLOUGHING IN LAOIS

The National Ploughing are very excited to be hosting twenty six competitors from across Europe who will compete in 5 different classes over 2 days in Ratheniska. The competition will take place on Day 1 and Day 2 of this year's National Ploughing and delegations from Germany, Netherlands, Belgium, Wales, England, Scotland, Northern Ireland will spend a week in Laois preparing for the event. Many have already planned to stay a few days extra to make the most of the "Ploughing" exhibition which is the biggest "National Ploughing" worldwide.



NEW PROJECTS FOR PLOUGHING '24

NPA are working through a number of new and exciting projects for Ploughing '24 which will be announced over the summer months.

TOO BUSY TO PLAN YOUR STAND AT PLOUGHING – LET NPA DO IT FOR YOU

This year the NPA have introduced the outdoor Porch concept which is a 6x6m covered area with floor and open to Trackway at front. Price starts at €2,340. Exhibitor just arrives and sets up stand – no booking marquee, organising signage, display contractors – just set up. Limited availability contact npaexhibition@npa.ie for more information.



MACHINERY DEMONSTRATIONS

Due to the layout of the ploughing this year there will be an opportunity for some machinery demonstrations quite close to the exhibition arena – if any exhibitors are interested in considering this as live demonstrations are always a huge attraction please contact annamarie@npa.ie as soon as possible.

NEW SPONSORSHIP PARTNERS AT PLOUGHING '24



This year the NPA are delighted that Euronics have come on board as the new sponsor of the National Brown Bread Baking Competition held at the National Ploughing in association with ICA.

This competition generates great interest right around the country and has brought many back to home baking. Qualifiers will take place throughout the summer with grand final at Ploughing on the 19th September in the ICA Marquee.

MEDIA OPPORTUNITIES

NPA have a super online media presence and we are always anxious to share that with our exhibitors so if you have any events coming up or if you want to give any prizes for an online competition NPA would be delighted to engage with you to discuss further. Drop an email to press@npa.ie Also make sure you put together as much detail as you can about your exhibit at ploughing and share with us so we can promote.