

AUGUST 5-7, 2025 | REDWOOD COUNTY, MN

REACH AG DECISION MAKERS AT FARMFEST

2025 PROSPECTUS

MINNESOTA
FARMFEST®

WE KNOW HOW TO CONNECT YOU WITH BUYERS. YOU KNOW WHAT IT TAKES TO CLOSE THE SALE.

79%

OF ATTENDEES BUY OR
INTEND TO BUY PRODUCTS
SEEN AT FARMFEST

77%

OF ATTENDEES COME TO
FARMFEST TO CONNECT
WITH EXHIBITORS

48%

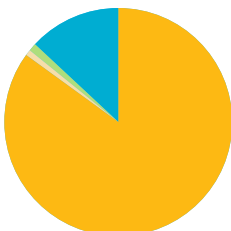
OF FARMERS WHO
ATTEND FARMFEST
HAVE 500+ ACRES



SHARE YOUR KNOWLEDGE, BUILD STRONGER RELATIONSHIPS, AND REACH YOUR GOALS
BY CONNECTING WITH AG PRODUCERS AT FARMFEST.

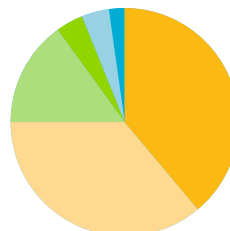
2024 ATTENDEE OCCUPATIONS

- 85% Farmers/Ranchers
- 1% Dealers
- 1% Manufacturers
- 13% Other



2024 ATTENDEE CROPS

- 39% Corn
- 36% Soybeans
- 15% Hay
- 4% Specialty
- 4% Oats
- 2% Wheat



2024 ATTENDEE LIVESTOCK

- 48% Beef
- 19% Swine
- 10% Poultry
- 11% Dairy
- 12% Other

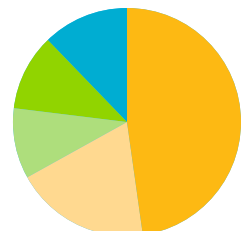


EXHIBIT AT 2025 FARMFEST

Your future customers are at Farmfest. Become an exhibitor and reach your sales and marketing goals!

INDOOR BOOTHS

10' wide x 9' deep **\$940**

Includes 8' high rear drape, 3' high side drapes, electricity, and one identification sign. No corner fees.

Tabletop Exhibit in Livestock Tent **\$500**

Includes 8' draped and skirted table and 2 folding chairs.

Livestock Partner Program **\$500**

Includes 8' wide x 3' high banner hung inside Livestock Tent and 5 minutes of demonstration time during livestock demos.

OUTDOOR LOTS

25' wide x 50' deep **\$1,795**

50' wide x 50' deep **\$2,040**

50' wide x 75' deep **\$2,915**

50' wide x 100' deep **\$3,700**

Located between 9th and 10th Streets

SEED PLOT & LOT

60' x 130' **\$3,315**

Includes electricity, 60' x 60' lot immediately in front of the seed plot for display, and one 15 amp electric service. Seed plot and lot space must be paid in full before planting.



SCAN HERE OR VISIT **FARMFEST.COM** TO BOOK YOUR EXHIBIT SPACE TODAY.



SECURE SPACE TODAY!

Visit [Farmfest.com](https://www.farmfest.com) or call 1-800-827-8007.

SPONSORSHIP OPPORTUNITIES

Exhibit at Farmfest and take advantage of the opportunity to get your company's brand in front of thousands of attendees. Secure these popular and exclusive sponsorship opportunities early!

Wristbands

\$7,500

Have your brand and booth number on the thousands of attendees' wrists coming through the gates, including both adults and children.

Show Date Refrigerator Magnets

\$5,000

Your logo will be placed on the highly requested **Save-the-Date Farmfest-branded magnet** distributed to event attendees exiting the show. Sponsor will also receive magnets to distribute from their booth. Magnet production cost included in the sponsorship price.

Parking Lot Entrance Banners

\$3,750

Get noticed by attendees as they approach the show grounds with your company branding on these can't-miss, **5' x 20' banners placed at parking lot entrances**. Perfectly pairs with other promotional opportunities to maximize your company's exposure!

Show Bags

\$3,000

Provide the official **show bags** that are given to attendees as they enter. Include your company logo, booth number, and a promotional message.



Digital Packages

Starting at \$800

Build awareness of your company and drive digital traffic to your online properties prior to and during Farmfest. Take advantage of space on [Farmfest.com](https://www.farmfest.com) and on social media for maximum exposure.



SPONSORSHIP OPPORTUNITIES START AT \$99!

Field Ride & Drive Demos

CALL FOR PRICING
800-827-8007

Let attendees ride in the cab or drive your product at the show. You will be recognized as a Ride & Drive Sponsor on directional signage, in the show program and on the website. Provide us a video clip of your demonstration prior to the show and we'll promote it on the show's website!

Exhibitor In-Booth Promotions

\$500

Is there something special happening in your booth? Are you launching a product, hosting an education session or have special pricing just for Farmfest? Let us help you tell attendees about it by listing it on our website, app and social media, in our show program, and in our newsletter that goes out to thousands of Farmfest attendees and in social media.

2025 Farmfest Program Advertising

\$750-\$4,100

Thousands of attendees will walk the Farmfest grounds in August, and all of them will be carrying the show program containing all exhibitors, events, demonstrations, and activities. Set yourself apart from other exhibitors by showcasing your company in a **Farmfest program ad**.

MINNESOTA FARMFEST®

3080 Eagandale Place, Eagan, MN 55121
#Farmfest25 | 800.827.8007 | Farmfest.com



CONTACT THE SALES TEAM TODAY!

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<Addressee>

<Address Line 1>

<Address Line 2>

<City, State Zip>

JOIN US FOR THE 44TH ANNUAL MINNESOTA FARMFEST!

Be a part of the farm show that brings over 27,000 ag producers and their families to the Farmfest grounds every year. Let us help you close sales and reach your goals by connecting you to the ag producer audience you are looking for.

ATTENDEE DRIVING EVENTS: 50 acres of exhibit space • Farmfest Forums • exhibitor equipment demonstrations • increased shopping opportunities • music and entertainment lounge • livestock demonstration tent • free pancake feed • celebrity appearances • Women in Ag Event & Farm Family of the Year

FARMFEST NATIONWIDE MEDIA COVERAGE

806 MENTIONS

572.5M IMPRESSIONS

\$14.3M ADVERTISING VALUE

