



**NEW YORK  
FARM SHOW.**

## NEW YORK FARM SHOW Promotional Opportunities

**When visitors look at the map to find a location at the show they will see your logo! LOCATION DIRECTORY SIGNS (Site Maps)**

This promotional opportunity includes:

Six signs strategically placed around the NYFS near building entrances, bus loading locations.

Each sign will be 4'h x 8'w and your Logo/tagline area will be approximately 1' x 1.5' of the total sign.

Signs contain show maps and your info. (Artwork must be provided by the company) Your company will receive 600 free tickets for your customers.

Total cost of the package \$1,200.

**Everyone will know that your company is at the show!  
SHOW BAGS**

The bags will be handed out at the entrances containing the show program.

It will be the first thing NYFS visitors receive!

Over 8,000 bags to be distributed to show visitors over the three days.

Bags will include your logo and be provided by NYFS (Artwork must be provided by the company) Total cost of the package is \$6,500.

**This opportunity will guarantee that your customers will visit your booth!  
HITCH PIN PROMOTION**

NYFS will direct mail a four pack of tickets to your customers containing a special invitation from your company to attend the show. Enclosed will be a special promo ticket for a FREE hitch pin when they visit your booth. The company must provide the mailing list.

Your promotional package includes: printing your special invitation ticket, mailing and postage of the tickets and the cost of the HITCH PINS!

Total cost of this package \$2.00/customer name.

Please call Scott Grigor (315) 457-8205 for more information.

**Enjoy 1,000 walking advertisements for your company each day  
of the show! BUTTON PROMOTION**

3,000 buttons will be handed out to show visitors with your logo during the show. That's right, 3,000 buttons will be handed over the three days of the show in three of the buildings (330 buttons in each building, each day)

Each button will be 2.5 inches in diameter. (Artwork must be provided by the company) Your company will receive 300 free tickets for your customers.

Total cost of this package \$1,500.

**You're sure to be noticed on the Show Program cover and the program will appear in the February issue of the American Agriculturist as well.**

**PROGRAM COVER DOT WHACKER**

Get noticed with unbeatable placement of a 2" x 2" area to promote your company printed directly on the Show Program Cover.

Our program is printed in the February issue of the American Agriculturist magazine and will be distributed to all of the visitors during the New York Farm Show. Sponsoring company must provide artwork for the 2" x 2" area.

Total cost of this package \$2,500.

**Your opportunity to send a direct mailing to farm operators with a 3.5 hour radius of NYFS and must have 50+ cows and a gross farm income of \$100,000!**

**LARGE OPERATOR "TRACKER"**

Reach large farm operators with a Special Invitation directly mailed to a targeted list of subscribers of approximately 3,000 producers.

Companies must provide artwork for redeemable coupon.

Printing, postage and the majority of the design will be covered by Farm Progress.

All material would include sponsoring companies' info as well as FPS info.

There are a minimum number of companies needed to participate in this sponsorship. Please contact Scott Grigor (315) 457-8205 for more information.

Total cost of this package is \$5,500

**For any questions regarding the promotional opportunities please contact  
Scott Grigor at 315-457-8205 or sgrigor@ne-equip.com.**

*CO-SPONSORED BY THE*

*Northeast Equipment Dealers Assoc. & American Agriculturist Magazine*

Office Address:  
128 Metropolitan  
Park Drive  
Liverpool, NY 13088

Mailing Address:  
P.O. Box 3470  
Syracuse, NY 13220

Phone Number:  
315-457-8205

Fax Number  
315-451-3548

E-mail:  
sgrigor@ne-equip.com

www.  
Newyorkfarmshow.com

