NEW YORK FARM SHOW® 2027

New York State Fairgrounds
Syracuse, New York
February 25, 26 ,27

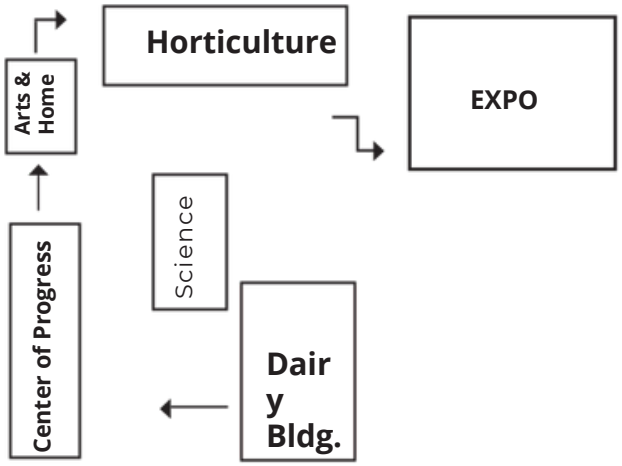
Thursday, Friday & Saturday

8:30am to 4:00pm Daily

Exhibitor Guide Book

42 Years & Still Indoors & Outstanding

BE PART OF THE BIGGEST & BEST SPRING PLANNING SHOW OF THE NORTHEAST



Farm Show Council

NAEDA NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION

OVER 300,000 SQ. FT.

Co-Sponsored by American Agriculturist Magazine & The North American Equipment Dealers Association

NEW YORK FARM SHOW.

Dear Exhibitor:

We are so pleased you have chose to be part of the 42nd annual New York Farm Show. As we enter in the 2027 Show, we can see that there is still new and fresh ideas to be found in the Agricultural Industry. We have seen the Show grow so much over the years, and with our continued growth we find that we are always looking to maximize our space of over 300,000 sq. ft. indoors. No wonder "Indoors & Outstanding" applies to the great New York Farm Show.

We're glad you have chosen to be part of the exciting growth that technology has brought to Agriculture and the 2027 New York Farm Show.

To be included in the publicity for the Show, we must receive your Product Directory form by 12-13-26 (included in this packet).

If you have questions regarding the New York Farm Show's focus, please call me at (816) 412-6118.

Sincerely,

Jami Applegate

VP, Farm Shows and Associate Members

P.S. Please note the deadline to get the information to us is December 13, 2026

Office Address:

128 Metropolitan
Park Drive
Liverpool, NY 13088

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

Phone Number: (816)
412-6118

E-mail:
japplegate@naeda.com

Website: https://www.
newyorkfarmshow.com

NAEDA
NORTH AMERICAN
EQUIPMENT DEALERS ASSOCIATION

farm show council Farm Show Council

NEW YORK FARM SHOW 2027

NYFS4 FEB 2026 | Official Program

Discover new tech, other offerings

You know it. We know it. Your new products and technologies are the biggest reasons why thousands of full-time farmers travel to the New York Farm Show from all over the Northeast and Canada. So help us help you boost your visibility at this year's show — February 25, 26 and 27, 2027 — at the New York State Fairgrounds.

As co-sponsor, *American Agriculturist* puts thousands of copies of the official New York Farm Show program in the hands of all visitors — plus all farmers receiving Farm Progress magazine. We also feature new products on the magazine's website and on NewYorkFarmShow.com. It's a great opportunity that's easy — and free.

Just email the details about your most important new product for the show using the form below, plus a high-resolution (greater than 1 MB) color JPEG photo to **chris.torres@farmprogress.com**.

Requirements:

- This must be the first time you're introducing the product at the New York Farm Show.
- Submissions must be typed/filled directly on the form — we cannot print from product brochures.
- Submit early — well before the holiday season rush.
- If you pass this request up through corporate channels, make sure your marketing communications lead is the one who delivers the final submission.

See you at the New York Farm Show!

Information Classification: General

New Product Submission Form

Field	Details
Company Name	
Contact Name	
Phone Number	
Email Address	
Product Name	
Product Category	
Booth Number	

Product Description

(Please describe the new product/technology, its key features, and why it matters to farmers — 100 words or fewer recommended)

Information Classification: General

NEW YORK FARM SHOW

Promotional Opportunities

LOCATION DIRECTORY SIGNS (Site Maps)

Six signs strategically placed around the NYFS near building entrances, bus loading locations. Each sign is 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 Investment: $1,200.

SHOW BAGS

Over 8,000 bags are distributed to visitors over the three days. Bags will include your logo and be provided by NYFS (Artwork must be provided by the company)

Total Investment: $6,500.

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. Exhibitor must provide the mailing address.

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

Total Investment: $3.00 ea. /customer name.

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

SHOW BUTTON PROMOTION (1,000 available)

4,000 buttons will be handed out to visitors with your logo (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 Investment: $3,500.

Show Program Cover Promotion

The program will appear in the February issue of the American Agriculturist as well as 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. Each program is distributed to all 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.

***Minimum number of companies needed to participate in promotion*

LARGE OPERATOR "TRACKER" (3.5 hour radios of NYFS, 50+ Head Cattle and gross farm income of $100,000 to qualify)

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 include sponsoring companies' info as well as FPS info.

Total Investment: $5,500

Office Address:

128 Metropolitan
Park Drive
Liverpool, NY: 13088

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

Phone Number: (816)
412-6118

E-mail:
japplegate@naeda.com

Website: https://www.
newyorkfarmshow.com

Farm Show Council

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NORTH AMERICAN
EQUIPMENT DEALERS ASSOCIATION

PRODUCT DIRECTORY

RETURN TO: KELLI NEIDER: KNEIDER@NAEDA.COM

Company Name As It Is To Appear In The Program:

Company Name: _____ Space # _____

Deadline to be included in the 2027 Product Directory is 12/13/2026

1. AGRICULTURAL PROGRAMS _____
2. ALTERNATIVE ENERGY _____
3. ANIMAL HEALTH PRODUCTS _____
4. ARTIFICIAL INSEMINATION _____
5. ASSOCIATION/ORGANIZATION _____
6. AUCTION/REAL ESTATE _____
7. AUGERS _____
8. BALERS & ACC. _____
9. BARN EQUIP. _____
10. BIRD FOOD _____
11. BL ADES _____
12. BLOWERS-FORAGE/FEED, GRAIN _____
13. BUILDINGS/ACC/SERVICES _____
14. CALF HUTCHES _____
15. CEMENT MIXERS _____
16. CHEMICALS _____
17. CLOTHING _____
18. C OMBINE _____
19. COMPUTERIZED REC./SOFTWARE _____
20. CONSTRUCTION EQUIPMENT _____
21. CONVEYORS _____
22. COW COMFORT _____
23. CROP CONSULTING/INFO _____
24. CULTIVATORS _____
25. DAIRY EQUIPMENT _____
26. DIGESTERS _____
27. DISK HARROWS _____
28. DRAINAGE SUPPLIES _____
29. DRILLS/SEEDERS _____
30. EDUCATION/SCHOOL _____
31. ELECTRIC MOTORS & DRIVES _____
32. ELECTRONIC MARKETING _____
33. ELEVATORS _____
34. ENERGY EFFICIENT _____
35. ENGINES/MOTORS _____
36. FARM RESCUE-SAFETY-HEALTH _____
37. FASTENERS _____
38. FEED & FEED ADDITIVES _____
39. FEED EQUIP./CART ETC. _____
40. FENCE & GATES _____
41. FERTILIZER & SOIL ADD. _____
42. FERTILIZER SPREADER/APP. _____
43. FINANCIAL SERVICES _____
44. FORAGE EQUIP & ACC. _____
45. FOOT WEAR _____
46. FORESTRY _____
47. FREESTALL _____
48. FUEL ADDITIVES _____
49. GARAGE DOORS _____
50. GENERATORS/ALTERNATORS _____
51. GPS GUIDANCE EQUIPMENT _____
52. GRAIN DRYING/ROASTING _____
53. GRAIN/SEED HANDLING _____
54. GRAIN GRINDER _____
55. HEATERS/STOVE/FURNACES _____
56. HYDRAULIC DUMP TRAILER _____
57. HYDROPONIC EQUIPMENT _____
58. INSURANCE _____
59. LAND & GARDEN EQUIP.-SEED _____
60. LAWN MOWERS _____
61. LIGHTING _____
62. LIGHTNING PROTECTION _____
63. LEASES _____
64. LIVESTOCK/EQUIP/SERVICES _____
65. LOADERS _____
66. LOANS _____
67. LOG SPLITTERS/WINCHES _____
68. LUBRICANTS & ACC. _____
69. MANURE HANDLING EQUIP _____
70. MILKING EQUIPMENT _____
71. MILK MARKETING CO-OP _____
72. MISCELL ANEOUS _____
73. MONITORS _____
74. MOWERS _____
75. ORCHARD EQUIP. _____
76. PEST CONTROL _____
77. PLANTERS _____
78. PLOWS _____
79. POST-HOLE DIGGERS/DRIVERS _____
80. PRECAST CONCRETE PROD. _____
81. PREENGINEERED BLDG. SYST. _____
82. PRESERVATIVES _____
83. PRESSURE _____
84. WASHERS/CLEANERS _____
85. PUBLICATIONS/RADIO _____
86. STATIONS PUMPS _____
87. RAKES & TEDDERS _____

ROCK REMOVAL EQUIP.

Please return to KELLI NEIDER : KNEIDER@NAEDA.COM

88. ROOF COATINGS _____
89. ROTARY BROOMS _____
90. (SWEEPERS) ROTARY _____
91. TILLERS/HOES ROUND _____
92. BALE CARRIERS _____
93. ROTATION GRAZING _____
94. SUPPLIES ROUND BALE _____
95. FEEDER _____
96. RTV _____
97. SAWMILL _____
98. SCALES _____
99. SEED _____
100. SILO & SILEAGE _____
101. SKID LOADERS/ _____
102. SOIL SAMPLING _____
103. SOLAR _____
104. SPRAYERS & ACC. _____
105. STALLS _____
106. TANKS _____
107. TARPS _____
108. TECHNICAL SERVICES _____
109. TESTERS _____
110. TILLAGE EQUIPMENT _____
111. TIRES _____
112. TMR MIXERS _____
113. TOOLS/TOOLBOXES/SHOP EQUIP. _____
114. TOYS _____
115. TRACK SYSTEMS _____
116. TRACTOR/TRAILERS/TRUCKS _____
117. TRIMMERS/BRUSHCUTTERS _____
118. TUB GRINDER _____
119. TURF GRAS SEED _____
120. UTILITY VEHICLES _____
121. VEGETABLE EQUIPMENT _____
122. VENTILATION _____
123. VINEYARD _____
124. WAGONS _____
125. WATERING EQUIPMENT _____
126. WATER-IRRIGATION-FILTERS _____
127. WELDING EQUIPMENT _____
128. WIND MILLS _____
129. WOOD CHIPPERS _____
130. WOOD/STOVES/PELLETS _____
131. WORKERS COMPENSATION _____

Deadline to be included in the Product Directory is 12/13/26

Please return to KELLI NEIDER : KNEIDER@NAEDA.COM

Farm Show Council

NAEDA NORTH AMERICAN EQUIPMENT DEALERS ASSOCIATION

GENERAL INFORMATION

Show management limits the use of forklifts for the loading and unloading of equipment. They will not be used for assembling equipment or displays.

Show management reserves the right to refuse fork lift service for safety reasons. Excessive use (as determined by management) of forklifts will be billed at $100.00/hour.

*PLEASE NOTE *

If you are shipping supplies to the show, they must be received at the show site by Tuesday, February 23rd, or Wednesday, February 24th.

New York State Fairgrounds,
581 State Fair Blvd., Syracuse, NY 13209,

Outgoing freight must be prepared and sent by the exhibitor. NYFS does not furnish this service for exhibitors.

Syracuse Technologies

We can provide you with any and all Audio-Visual needs for the New York Farm Show!

- LED Displays
- Video Projectors / Screens
- Laptops
- Audio Support

Please call us at: (315) 679-5360

Or email: rentals@cusetech.com

www.cusetech.com

Pricing for the New York Farm Show includes

delivery, set up, pickup &

your equipment for the 3-day event

GENERAL INFORMATION AND SERVICES

Show Promotion

The New York Farm Show agrees to provide show promotion and publicity for the show. This will include distribution of general show publicity items in reasonable quantities to exhibiting companies at no charge including press releases, logo slicks, and other literature on the New York Farm Show.

Floor Plan

The New York Farm Show may, at any time, change the size or location of the exhibitor's space or layout of the exhibition if the New York Farm Show deems it necessary for the good of the show.

Contract Procedure

Exhibit space in the New York Farm Show is assigned by contract/invitation only. If several independent companies will share the space, this must be so indicated; likewise, if subsidiaries or divisions of a company are to be listed as exhibitors, their names should be furnished in the application and on the Exhibitor Regis- tration form for badges. The New York Farm Show reserves the right to reject applications for space, if in the best interest of the show.

Space Assignment

Space assignments will be as provided to exhibitors after acceptance of the contract issued by the New York Farm Show. Notice of any changes in space assignments after acceptance will be provided to exhibitors at least one week prior to the show. The New York Farm Show reserves the right to change such assignments in the best interest of the show.

Audio/Visual

Those Exhibitors requiring audio-visual equipment or service should contact:

Syracuse Technologies Corporation
5 Lumber Way
Liverpool, NY 13090
Phone: (315) 679-5360
Email rentals@cusetech.com or visit www.cusetech.com

Use of Sound Devices

The sound volume must be maintained at a level so as to avoid any interference with neighboring exhibitors and when objections are noted, it may be necessary for the Exhibit Manager to prohibit the use of sound devices or limit operation to short-time periods. Use of sound slides, sound motion pictures, loudspeakers and other sound devices is subject to the approval of the New York Farm Show. Use of motion pictures and slides will be permitted only if they are directly related to products, services, techniques, or application.

Booth Cleaning

The New York Farm Show provides general hall cleaning at the close of the show each day. Exhibitors are requested to place all trash and other debris in the aisles for pickup as general cleaning personnel are not allowed to enter an exhibit area. Additional booth cleaning and vacuuming is available from the New York Farm Show at an additional charge. Exhibitors should complete Form #5 to order this service.

Electrical Service

Exhibitors are to complete Form #2 to order this service. All wiring within the exhibit must meet general code specifications. Any technical question should be directed to the New York Farm Show.

GENERAL INFORMATION AND SERVICES

Exhibitor Admittance/Non-Show Hours

Booth representatives will not be permitted to enter the exhibition earlier than one hour before scheduled opening each day, except on opening day, and will not be permitted to remain in the exhibition longer than one hour after the closing each night, with the exception of the final night. This is to assure maximum security for the open exhibits and merchandise.

Exhibitor Promotional Activities

Any exhibitor wishing to conduct any type of drawing must complete Form #4. The drawings must be approved by the New York Farm Show which reserves the right to cancel the contract of any exhibitor that is deemed to be guilty of any act that is against the best interests of the New York Farm Show. Free tickets and posters on request for the Show by completing and returning the form

Exhibitor Registration

To speed your advance requests for exhibitor badges, you must submit completed information on Form #3 by the deadline. Badges will be available for pickup at the Show Office during move-in. Late exhibitor badge requests and changes can also be processed at this location. Exhibiting companies may be invoiced one dollar ($1.00) for every badge over 10. **THERE WILL BE A $5.00 CHARGE FOR EACH BADGE MADE AT THE SHOW.**

Fire Safety Regulations

FIRE MARSHAL REQUIREMENTS. The following are the Fire Marshal's minimum fire safety requirements and shall be applied at all shows, trade, commercial or otherwise, and shall apply whether the exhibit is open or closed to the public.
(a)The display and operation of any cooking or heat producing appliances, pyrotechnics, use or storage of flammable liquids, compressed gases, or any other item or process deemed hazardous by the Fire Marshal must have advance approval by the State Fire Marshal's representative.
(b)Any motor vehicles, powered equipment, tools, etc. on display shall have their batteries disconnected.
(c)No parking of any vehicles unless approved is allowed in the building. Cars and trucks shall be removed immediately after loading or unloading.
(d)Decorations and displays shall not block or impede access to fire protection equipment (sprinklers, exit markings, exit doors or emergency lighting equipment).
(e)Aisles and exit doors shall be maintained free of all obstructions and unlocked for immediate use in the event of an emergency, during hours of occupancy. The use of chains and locks on doors equipped with panic hardware is prohibited.
(f)Signs approved by the representative designating exits and the direction of travel to exits shall be provided by the lessees and in place prior to the show opening.
(g)Additional fire extinguishers may be required at the discretion of the Fire Marshal's representative. (h)All electrical devices and installations shall be made in accordance with the applicable provisions of the National Electric Code. All devices must be listed by Underwriters Laboratories.
(i)Any electrical extension cords used shall be of the heavy duty type. Light weight cords of the lamp cord variety are prohibited and are subject to confiscation.
(j)All other fire safety laws, regulations and codes that have been duly adopted shall be adhered to by all lessees, exhibitors and show personnel.

Insurance

Exhibitors are required to provide liability insurance and hold harmless the New York Farm Show and its representatives. Please see Terms and Conditions for complete details on requirements.

GENERAL INFORMATION AND SERVICES

Payments/Space Charges

Exhibit spaces available at the New York Farm Show are divided into 10’ x 10’ divided booths. Multiples of 10’ x 10’ are also available.
Deposit must accompany return of the space contract to guarantee the assigned exhibit space.

Services

Complimentary services are provided to all exhibitors, as follows:
• Free loading and unloading of equipment • Free washing of equipment • Appreciation Dinner

Show Program

The Office New York Farm Show program will be distributed at the show.

Internet/Wifi

Complimentary high speed wireless internet provided.

Concessions

The serving of alcoholic beverages and/or food or other beverages by the exhibitors within the exhibit hall is prohibited, unless special permission is received from the Exhibit Manager.

Balloons

There shall be no sale or giveaway of balloons of any type, helium or otherwise, gummed labels or stickers.

Contractor’s Services

All services, including but not limited to furniture, carpeting, drapery, electrical, storate, Intenet/WIFI, and other sepcial requred servicces can be arranged through the New York Farm Show Map Your Show Dashboard: www.mapyourshow.com

Exhibitor Information

Exhibitor shall furnish the New York Farm Show with any information in writing that may be reasonable requested by the New York Farm Show in connection with the show.

Hazardous Materials

Please be advised that no chemicals or hazardous materials of any kind are allowed in or near the vicinity of the show. This is in concurrence with the E.P.A. and D.E.C. rules and regulations Should you wish to display containers, you must do so using empty containers only. Failure to comply with this safety regulation can result in severe penalties and exclusion from the show.