

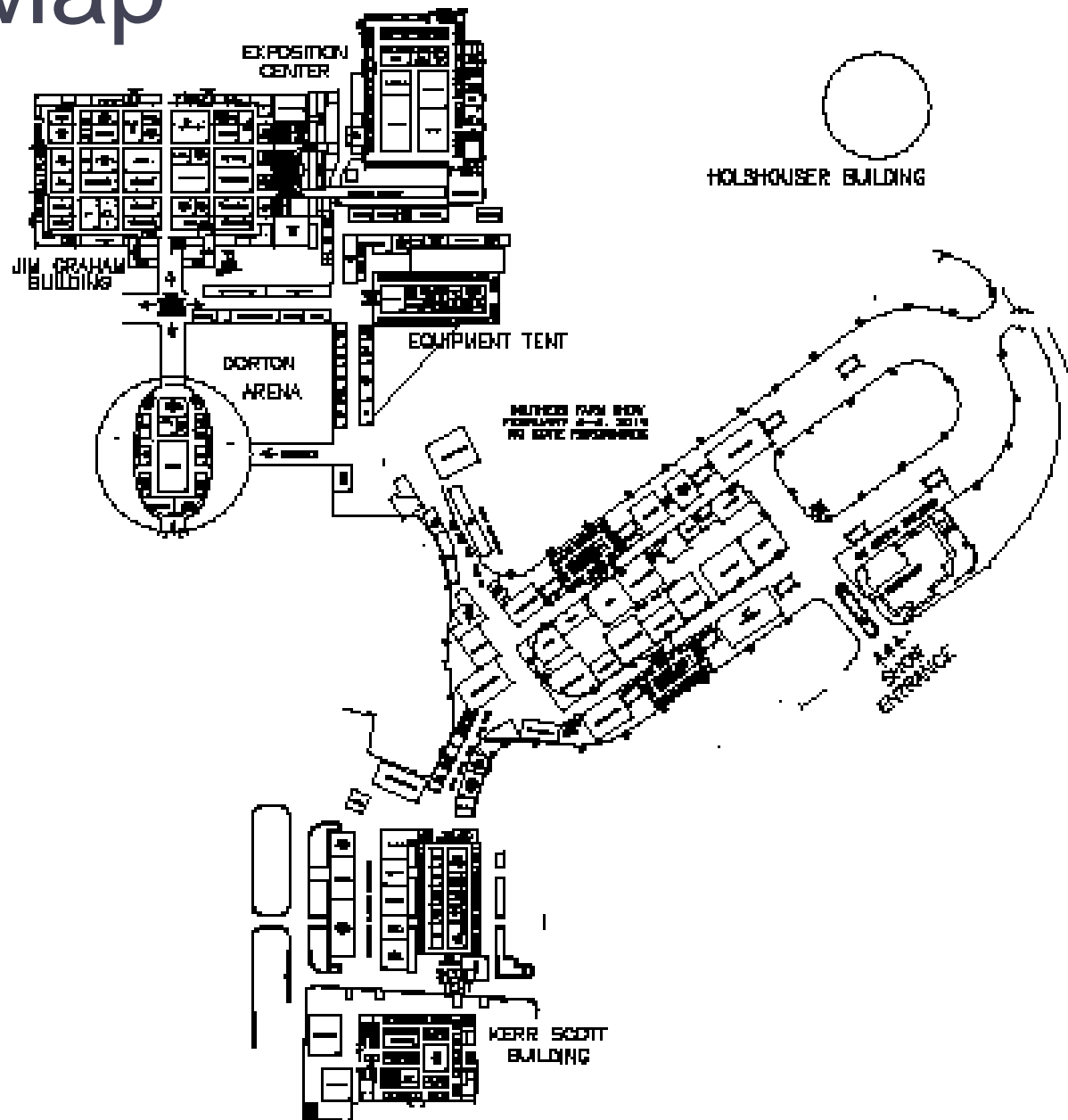


SHOW IN REVIEW
RALEIGH NC
FEBRUARY 3-5, 2016

www.SouthernFarmShow.com

A SouthernShows™ production

Show Map



Jim Graham Building 58 exhibitors



Exposition Center 52 exhibitors



Dorton Arena 15 exhibitors



Kerr Scott Building 46 exhibitors



Equipment Tent 48 exhibitors



Scott Tent 47 exhibitors



Tents 1 and 2 47 exhibitors



Outdoor Exhibits 108 exhibitors



Exhibitor Comments

The Southern Farm Show is my most productive show. It takes place at the right time of year and there are always quality attendees. The facilities are excellent, the staff is helpful, and the forklift service is second to none.
John H. Parker, Great Plains Manufacturing

This was our first time to attend this show. It will not be our Last!!!!
Charlie Guest, BWS Manufacturing Ltd.

The quality of the broad range of exhibitors draws a large crowd each day starting early and continuing all day. The facility is laid out so the crowd is well dispersed and moves well. A great venue and show.
Bob Threewitts. Agri-King

It is always a great show, very well run with a very large and diverse attendance. It is a great chance to meet a very large number of potential customers
William Redding, World Tobacco

Excellent Show site. Attendance was above economic expectations. Very organized. Well advertised. Will attend in 2017.
Stan Schreuder, Landoll Corporation

Show Guest Profile

Age	%
18-34	24%
35 - 44	20%
45 - 54	12%
55 - 64	15%
65+	23%

Location	%
Eastern NC	42%
Central NC	29%
Western NC	13%
Virginia	13%
South Carolina	3%

Show Guest Profile

Acres in Production	%
Less than 25	11%
26-50	8%
51-200	37%
201-500	18%
501-1000	10%
1000-2000	13%
2000+	3%

Exhibitors Reported Doing Business With	%
Full Time Farmers	42%
Part Time Farmers	17%
Farm Equipment Dealers	9%
Landscape Contractors	6%
Groundskeepers	5%
Construction Companies	5%
Municipalities	4%
Other	12%

Show Guest Farming Activity

Activity	%
Dairy	3%
Peanuts	3%
Turf	3%
Fruit	2%
Sweet Potato	7%
Poultry	10%
Cotton	7%
Forestry	4%
Vegetables	17%

Activity	%
Corn	34%
Tobacco	23%
Soybean	52%
Beef	31%
Horses	14%
Hogs	13%
Livestock - other	8%
Hay	37%
Grain/Wheat	37%

Activities and Features



FFA Tractor and Truck Driving Competitions



Cowdog Demonstrations



Chevrolet Ride and Drive



National Tractor Pullers and United Pullers Exhibit



Southern National Draft Horse Pull



Farm Credit Assoc of NC Bluegrass Entertainment

Meetings and Meals



**Breakfast with the
Commissioner**



Exhibitor Pig Pickin



**NC Dept of Labor Gold
Star Grower Workshop**



NC Pork Council



NC Soybean Producers



**Wake County Agribusiness
Council Breakfast**

Meetings

Ag Development Forum



**Tobacco Growers
Association of NC Annual
Meeting**

**NCDA Pesticide
Continuing Education**



IMPLEMENT COMPANIES

SCHULTE

CAMMOND

Land Pride

 **BUSH HOG**[®]
Performance You Can Count OnSM

 **BROWN**
MANUFACTURING CORPORATION

Unverferth[®]
Manufacturing Company, Inc.

KMC
KELLEY

WINGFIELD

Flexible Harrows

REMLINGER

BUSHMASTER
SKID STEER ATTACHMENTS

SOIL-MAX[™]
GOLD DIGGER

B
BEFCO

IMPLEMENT COMPANIES



IMPLEMENT COMPANIES



HAY EQUIPMENT



GRAIN and FEED HANDLING



WESTFIELD



McHale



CONVEYORS INC



HARVESTING

GERINGHOFF

CLAAS

MacDon™

Harvestec

AWS
ADVANCED WIND-REEL SYSTEMS

TRACTOR COMPANIES



JOHN DEERE



MASSEY FERGUSON



Kubota



TM
TRACTORS



LS TRACTOR

Fetor

SPREADERS, MIXERS



SPRAYING EQUIPMENT



AG SPRAY
EQUIPMENT



CROPCARE

Equipment Built For You



TOBACCO AND TRANSPLANTERS



WORLDTOB.COM



IRRIGATION COMPANIES



LIVESTOCK EQUIPMENT COMPANIES



POWER EQUIPMENT COMPANIES



FORESTRY AND LAND CLEARING



Wood-Mizer®



CONSTRUCTION EQUIPMENT



GEHL. SANY



TAKEUCHI

JOHN DEERE

HITACHI

RAMMAX

KOMATSU



Link-Belt®

YANMAR

Kawasaki



AVANT®

HYUNDAI
CONSTRUCTION EQUIPMENT AMERICAS, INC.

TRUCKS



CHEVROLET



Mercedes-Benz
Trucks you can trust



ISUZU



SEED AND FERTILIZER

syngenta

"Your Regional Advantage"
DOEBLER'S

King's
AgriSeeds Inc. 

FMC



DU PONT

DuPont Crop Protection

GYPSOIL
BRAND GYPSUM



PIONEER®
A DUPONT BUSINESS



USC



NACHURS®

GRASSHOPPER
ADVANCED LIQUID NUTRITION



UniSouth
Genetics
The New Horizon for Seed 

 Dow AgroSciences

SHOW ADVERTISING

Television



Radio



North Carolina
News Network



Delivering radio statewide.



SHOW ADVERTISING

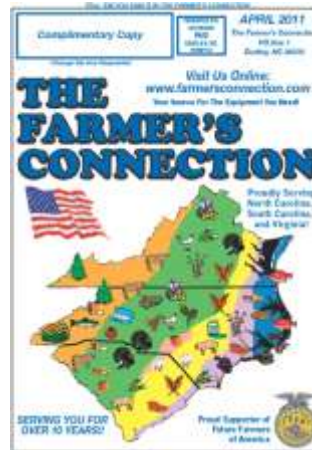
Magazine



NORTH CAROLINA
FIELD AND FAMILY®

FASTLINE®

TOBACCO
FARM QUARTERLY



SOUTHEAST
**FARM
PRESS**

North Carolina
SPORTSMAN®

**Construction
Equipment Guide**

The Delmarva
FARMER
The Agri-Business
Newspaper of
The Mid-Atlantic Region



WEBSITE EXPOSURE

- The show website generated over 100,000 page views
- PLUS...most exhibitors created free interactive web pages on the site.

The screenshot shows the website for the Southern Farm Show. At the top, the logo for Southern Shows is visible, along with an "exhibitor login" button. The main header features the "SOUTHERN FARM SHOW" logo and the event details: "Southern Farm Show February 1 - 3, 2017" and "NORTH CAROLINA STATE FAIRGROUNDS RALEIGH, NC". A navigation menu includes links for Home, General Information, What's happening, Exhibitors, Contact, FAQ, and For Exhibitors. The main content area features a large photograph of a crowded fairground with a caption: "Over 400 exhibiting companies make the Southern Farm Show the largest agricultural exposition in the Carolinas and Virginia." Below this, a paragraph describes the show as a tradition at the NC State Fairgrounds, highlighting key industry events, free admission, and parking. To the right, there is a "Show Updates" section with a video player showing people at a tractor display. At the bottom, a "Features" section includes tiles for "Pesticide CEU" (Continuing Education), "Growers Association" (Meetings and Workshops), "Schedule of Events 2016", and "Southern National Draft Horse".

PUBLIC RELATIONS

News releases sent to national agricultural publications and local publications within a 150 mile radius of Raleigh

SOUTHERN FARM SHOW



February 3-5, 2016, NC State Fairgrounds

NEWS RELEASE

FOR IMMEDIATE RELEASE

Contact Information:
David Zimmerman
(800) 849-0248
dzimmerman@southernshows.com

Farmers Look to Show to Improve Profits

Raleigh – Farmers looking towards the 2016 growing season are understandably nervous. Since the long run of high commodity prices has ended, many are rethinking their operations, from crop selection to equipment purchases. Some are looking for answers, while others have decided the best road forward for them, and are seeking the right strategy to implement their plan.

One thing farmers throughout the Carolinas and Virginia do know is that the annual Southern Farm Show, February 3-5 at the NC State Fairgrounds, is a valuable resource to help make those important decisions. Another certainty is that this year's show, which continues to grow to accommodate more companies wanting to participate, will indeed be worth the trip to Raleigh.

Show Director David Zimmerman confirmed that the 2016 show will be the largest yet, with over 400 manufacturers and service providers represented. A fourth large exhibit tent has been added to the show that already fills the four major exhibit halls and acres of outdoor exhibits at the fairgrounds. The show also utilizes three other fair buildings for meetings, workshops and special events.

"As farmers diversify and adjust, the show diversifies and adjusts along with them," says Zimmerman, noting that a good selection of new equipment and services will be found among over

DIRECT MAIL

- 36,000 postcards mailed to select farmers and landscapers
- 24,000 postcards personalized for, and distributed by, exhibitors

The Big One Is Getting Bigger

The largest agricultural exposition in the Carolinas and Virginia is growing again, with more of the latest and best farm equipment, supplies and services. It's your annual opportunity to talk to experts, compare prices, and prepare for the coming growing season.

2016

SOUTHERN
FARM
SHOW

February 3-5

NC State Fairgrounds | Raleigh

www.SouthernFarmShow.com

The Big One Is Also for Construction.

2016

SOUTHERN
FARM
SHOW

Carolina and Virginia construction professionals have long known that the Southern Farm Show is their best annual opportunity to see the latest in grading and excavation machinery.

February 3-5

NC State Fairgrounds | Raleigh

www.SouthernFarmShow.com

The Big One Is for Landscapers

2016

SOUTHERN
FARM
SHOW

Mowers, tractors, seeders, loaders, backhoes, and more. You'll find the top manufacturers, and the experts to answer your questions.

CLASSES OFFERED

Pesticide Continuing Education

See the show website for details

February 3-5

NC State Fairgrounds | Raleigh

www.SouthernFarmShow.com

EXHIBITORS

A very special THANK YOU to outstanding exhibitors.

AAA Scale Company
Ace Industries Inc.
Advance Agra Service, LLC
Advanced Composting Technologies, LLC
Ag Equipment Direct
Ag Express Electronics
Ag Leader Technology
Ag Spray Equipment
Agco Corporation
Agri Supply
Agri-King, Inc.
AgriDry LLC
AgroLiquid
AgWorx, Inc.
Amadas Industries
Ameriag, LLC
American Fab Inc.
American Farm Mortgage Company, Inc.
American Scale
Amsoil AgGrand
Anderson Tractor & Equipment Inc
Apache Mfg. - Division of Global Equipment Co.
Armtech Insurance
Athens Plow Company
Atlantic & Southern Equipment, LLC
Atlantic Power Solutions, Inc.
Augusta Seed
AWS Advanced Wind Reel Systems
B and S Enterprises Inc.
B&A Trailers
B-H Genetics

Back Creek Ag LLC
Baker Abilene Machine Inc.
Bates Distributors Inc.
BB&K Farms Sprigging Service, Inc.
Befco
Belco Resources Equipment
Beltwide Incorporated
Benchmark Buildings & Irrigation Inc.
Benchmark Tool & Supply Inc.
Bergman Manufacturing
Berry Hill Irrigation
Best Livestock Equipment
Bigham Ag
Bill Black Chevrolet Cadillac
Black's Equipment Southeast
Black's Tire
Blackberry Farm LLC
Blalock Machinery and Equipment
Bodenhamer Farms & Nursery
Branson Tractors
Britt Technical Services, Inc.
Brock Equipment Co.
BulkTobac - DIV Gas Fired Products, Inc.
Bush Hog Inc.
Bush-Whacker
Bushmaster Equipment
BWS Manufacturing Ltd.
Cade Inc
Cammond Industries Inc.
Canal Wood, LLC
Cape Fear Lift Trucks

Capital Ford of Raleigh
Capstan Ag Systems, Inc.
Carolina Ag & Equipment Group, LLC
Carolina Apparel
Carolina Custom Traders
Carolina Eastern-Benson, Inc. and P.W.B. Ag Consulting
Carolina Greenhouse & Soil Company
Carolina Picker Repair, Inc
Carquest Auto Parts
Carthage Saw & Mower
Case IH Agriculture
CCS Equipment Sales, LLC
Central Boiler
Chapman Marketing
Charles R. Underwood, Inc.
Chevrolet
Christian Farmers Outreach
City of Raleigh/Public Utilities
Clean Burn of the Carolinas
Clean Cutter Flail & Tiller Blade Co
Clear Choice Water Solutions
Coastal AgroBusiness
Company Wrench Ltd.
Conklin
Corn Growers Association of North Carolina
Crawford Engineering and Consulting, PA
Creekwater Products
Crop Production Services
Cross Creek Seed
Crown Royal Stoves - Greentech MFG
CTS Cleaning Systems

EXHIBITORS

A very special THANK YOU to outstanding exhibitors.

Cummings & Bricker Inc.
Cureco Inc.
Dalya Irrigation
De Cloet SRL
Diesel Equipment Company
Diversified Crop Insurance Services
Doebler's PA Hybrids, Inc.
Doub Farms LLC
Doyle Equipment MFG. Co, Inc
Drexel Chemical Company
DTN/The Progressive Farmer
Duke Energy
DuPont Crop Protection
DuPont Pioneer
Dyna Products
East Coast Cowdog
East Coast Equipment
Eastern Grain Equipment LLC
Ecodrum Composter
Equipmax LLC
Evans Mactavish Agricraft, Inc.
Evensure Systems Inc.
Express Flighting Supply
F W Rickard Seeds Inc
FAE USA Inc
Fairbanks Scale
Falcon Soil Technologies Group, LLC
Farm Bureau
Farm Bureau
Farm Credit Associations of NC
FarmLogic

Farms and Land Realty
Fastline Publications
Fecon Inc.
Fenning Equipment
First Financial Bank Farm and Ranch Division
First Products Inc
Flame Engineering/Red Dragon Torches
Flue Cured Tobacco Services LLC.
Forest Farm Land Clearing LLC
Frey Mfg. & Distributors
Gaston Sealey Company Inc.
General Fertilizer Equipment Inc.
General Timber
Geringhoff
Getsco
GHS, Inc.
GoldLeaf Seed Co.
Grandwatt
Granville Equipment
Grasshopper Company
Grasshopper Fertilizer
GrassWorks Manufacturing, LLC
Great Plains Mfg., Inc.
Greenleaf Technologies
Gregory Poole Equipment Company
Growers Mineral Solutions
Growers, LLC
Gypsoil
H & H Farm Machine Co. Inc.
H & H Farm Supply & Trailer Sales
& Doug Heath Grass Sprigging

H&S Manufacturing Co. , Inc.
Halifax Linen
Hannah Solar LLC.
Hardee by EVH Manufacturing
Harvey's Fertilizer & Gas Company
Hays-LTI
Heatco
Heatmaster SS
Hill Top Tire
Hog Slat Inc.
Horizon Products / Zerk Zapper Tool
Hotsy Cleaning Systems
Hud-son Forest Equipment, Inc.
Hurricane Ditcher Company Inc.
Hutchinson/Mayrath/Neco/MFS
Hydrotex
Implement Sales, LLC
Industrial Cleaning Equipment
Interstate Lightning Protection & Equipment
J & M Manufacturing Co., Inc.
James River Equipment Company
Justice Brothers - ADR/JB Corp
K.U.L.T. Kress LLC
KC Crop Insurance Services Inc.
Kelley Manufacturing Co.
King's AgriSeeds, Inc
Kioti Tractor Division
KSi Conveyors, Inc.
Kubota Tractor
Kuhn North America, Inc.
Kuhns Mfg LLC

EXHIBITORS

A very special THANK YOU to outstanding exhibitors.

L.B.'s Truck & Trailer Sales
Lakepointe Environmental Group
Lambton Conveyor Limited
Lanco Manufacturing, Inc.
Land Pride
Landoll Corporation
Landscape Gardening-Sandhills Community College
Leith Mercedes-Benz of Raleigh
Lester Building Systems
Lilley International
Limb Beaver
LiquiTube Marketing International
LMC-Ag, LLC
Loflin Fabrication LLC
Long Tobacco Barn Company, LLC
Loup Electronics
LS Tractor USA, LLC
Lucky Buck Mineral
M & W Leather
M & W Services / Flagpole
Mac Don - Short Line Sales
Mahindra North America
MANTEK
MarCo Manufacturing Co.
Marcrest Manufacturing Inc
Mastry Engine Center, LLC
Max-Flex Fence Systems
Maximum Ag Technologies
May Heavy Equipment
McGill Premium Compost
Mechanical Transplanter Co., Inc.

Meherrin Agricultural & Chemical Company
MHC Kenworth / Isuzu - Raleigh
Mid-Atlantic Irrigation Co. Inc.
Minnesota Pneumatic Products
Mix by Agridyne
Mobile FarmWare
Morton Buildings, Inc.
Motomco
MVP Services Inc.
Nachurs
NC Agricultural & Technical State University
NC Agricultural Aviation Association
NC Agromedicine Institute
NC Dept of Agriculture & Consumer Services
NC Junior Holstein Association
NC Pecan Growers Association Inc.
NC Propane Gas Association
NC Small Grain Growers Association
NC STATE University -H Camp
NCDA&CS - NC Forest Service
NCSU - Agricultural Institute
NCSU - Crop Science
NCSU Agronomy Club
New Holland
Newton Crouch Inc.
North Carolina , Inc.
North Carolina Cattlemen's Association
North Carolina Soybean Producers Assoc.Inc.
North Carolina Sportsman
Northern Tool & Equipment
One Man Fencing

Organic Valley/CROPP Cooperative
Oro Agri Inc.
Outback Heating of Virginia, Inc.
Outdoor Equipment Distributors, Inc.
Oxbo International
P. Bradley & Sons
Pacific Ag, LLC
PAJIK Fence Stretcher
Palfleet Truck Equipment Company, LLC
Pasture Management Systems, Inc.
Pearce Brother Pecan and Peanut Machinery
Pearson Livestock Equipment
Pentair, Hypro – SHURflo
Pequea
Perdue AgriBusiness
Performance Outdoor Products
Piedmont Land Management Inc
Pinnacle Trailer Sales, Inc.
PNC Bank
Precision Ag Resources Inc.
Precision Planting, Inc
Priefert Farm Ranch & Rodeo
ProAg Crop Insurance
ProAg div. of Snyder Paper
QBE NAU Crop Insurance
QC Supply
Quail & Upland Wildlife Federation- NC State Council
Quality Craft Tools
Quality Equipment, LLC
Rakestraw Insurance Center, Inc.
Rawhide Portable Corral

EXHIBITORS

A very special THANK YOU to outstanding exhibitors.

RBI Corporation
Reddick Equipment Co of NC LLC
Rhino/EarthMaster
Rich and Rich Bonded Auctioneers
Right of Way Equipment Company
Ritchie Bros. Auctioneers
Rob's Hydraulics Inc.
Rockydale Quarries Corp.
Royal Oil
Rural Community Ins. Services
Rut Mfg
S.I. Distributing
Safety Siphon
Salford Group Inc
Salsco Inc.
Scag Power Equipment
Schaeffer Specialized Lubricants
Schulte Industries Ltd
Scruggs Equipment Co.
Shivvers Mfg., Inc.
Shoup Manufacturing
Sides Spreader and Equipment Co, Inc.
Silveus Southeast
Sitech Mid-Atlantic
Smith Farm Trailer Sales
Smithfield Hog Production
Snipes Insurance Service
Sosmetal Products Inc.
Soucy International Inc.
Southeast Farm Equipment Company
Southeast Farm Press

Southeast Tractor Parts
Southeastern Composting Systems LLC
Southeastern Outdoor Products Inc.
Southeastern Pipe & Drain Systems
Southeastern Pneumatic Inc.
Southeastern Wholesale Tire
Southern Container Corp. of Wilson, Inc.
Southern Seeds and Feed
Southern States Cooperative
Specialty Ag Tuning
Stan Graham Livestock by Jason Aycock
Steve Troxler for Commissioner of Agriculture
Stihl
Stuart Surles Insurance
Sukup Manufacturing Co.
SureFire Ag Systems
Sweetwater Creek Seeds
Swisher Sweet Cigars
Syngenta
T-Brace System / FE, LLC
Tarver Sales
Taylor Manufacturing, Inc.
Taylor Pittsburgh Mfg. Inc.
TeeJet Technologies
Tel-Trax Co Inc.
TFL Lighting / Work Light USA
The Andersons Inc.
The Barn Loft Western Store, Inc.
The Farmer's Connection
The Golf Cart Guy
The Hay-Mizer

The Scoular Company
Thomas Commercial & Off-Road Tires
Tidewater Power Equipment Company
Timac Agro USA
Timbery LLC
Tobacco Farm Quarterly
Tobacco Growers Association of NC
TractorHouse/AuctionTime
Trailers of the East Coast
Tri State Distributors Inc.
Triad Corrugated Metal Inc
Triangle Insurance & Associates
TriEst Ag Group, Inc.
Trinity Metal Buildings
Turf Equipment and Supply Company
TYM-USA
Tytun Ltd.
Unifarm Machinery Corporation
Unisouth Genetics, Inc.
United Pullers of the Carolinas & National Tractor Pullers
Unverferth Mfg. Co., Inc.
USC, LLC
USDA-APHIS VS
USDA-APHIS-PPQ
Utility Trailer Sales of Virginia - Division of CRTS, Inc.
VaCarolina Buildings, Inc.
Vause Equipment Co
Verdesian Life Sciences
Vermeer Corporation
Vick Maintenance Inc
W W Livestock Systems

EXHIBITORS

A very special THANK YOU to outstanding exhibitors.

W. R. Long
W.A. Johnson, Inc.
Wake Forest FFA Alumni
Wake Stone Corp. / Hi-Cal AgLime
Walls Irrigation
Warren
Warren Oil Co.

Waters Agricultural Laboratories, Inc.
Webster Enterprises / Veito Infrared Heater
Weller & Associates
Wells Fargo Bank
Wilson Manufacturing
Wilson Trailer Sales & Service, Inc.

Wing Enterprises, Inc / Little Giant Ladders
Wingfield Flexible Harrows
Wire Fence Stapler / Schwarz Equipment Co.
Wood-Mizer Products
World Tobacco, Inc.
Yara North America

JOIN US IN 2017

Mark Your Calendar!
February 1-3, 2017

For more information:

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dzimmerman@southernshows.com

www.SouthernFarmShow.com

[On-Line Application](#)