

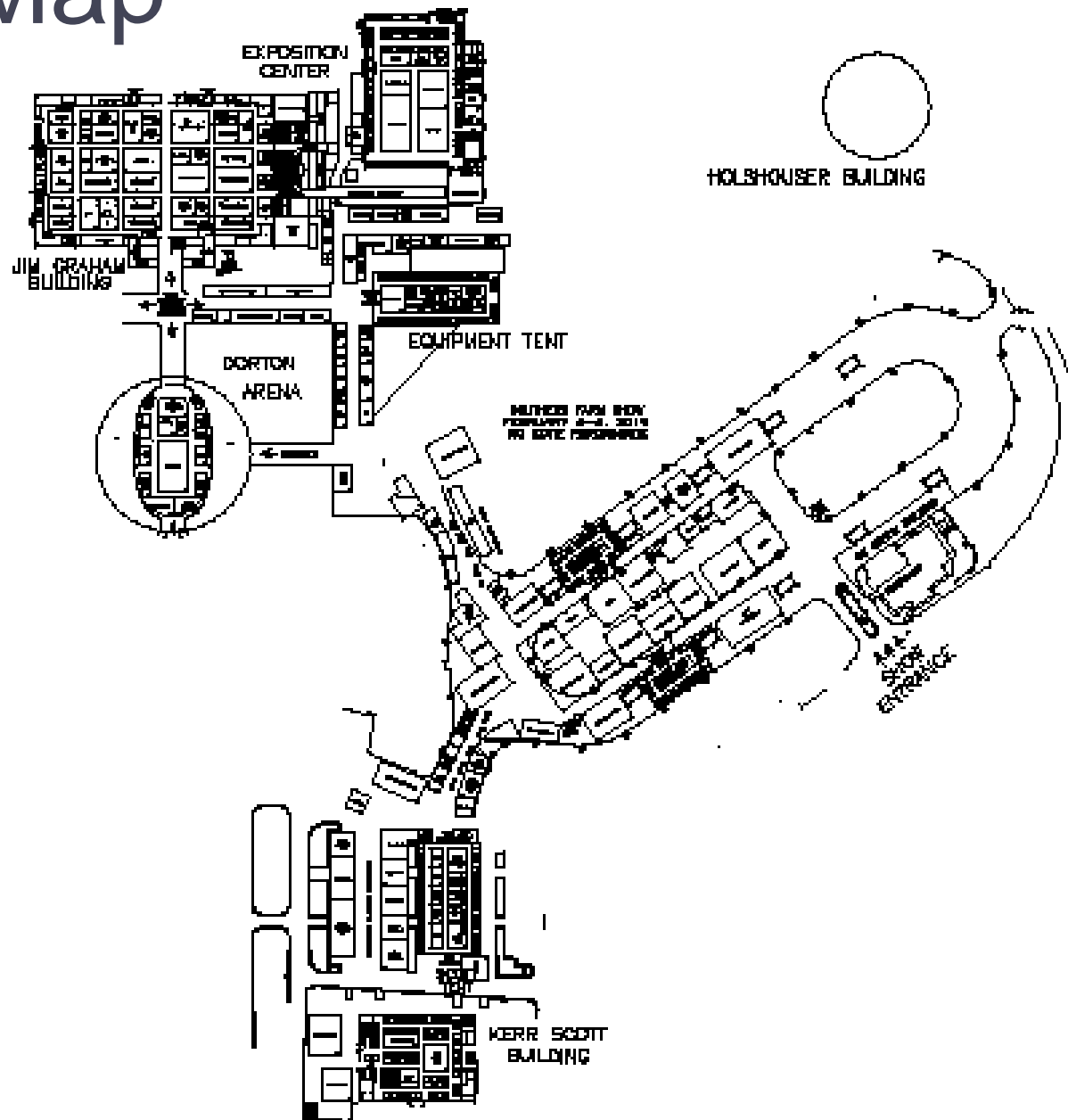


SHOW IN REVIEW
RALEIGH NC
FEBRUARY 1-3, 2017

www.SouthernFarmShow.com

A SouthernShows™ production

Show Map



Jim Graham Building 58 exhibitors



Exposition Center 57 exhibitors



Dorton Arena 15 exhibitors



Kerr Scott Building 48 exhibitors



Equipment Tent 47 exhibitors



Scott Tent 52 exhibitors



Tents 1 and 2 49 exhibitors



Outdoor Exhibits 92 exhibitors



Exhibitor Comments

I have attended and displayed at many farm shows across the country and the Southern Farm Show has to be one of the best shows I've ever been associated with from move in until tear down. KYMCO USA will definitely return to Raleigh next year for the 2018 show.

Woody Clark, KYMCO USA

We have been an exhibitor for 4 years now and the show has improved each year. We feel it has helped us to reach new customers that otherwise we may not have had the opportunity to meet.

Benjie Greene, Black's Tire Service

Our new division of agriculture products, generated higher than expected interest! We were overwhelmed with the response and positive feedback we received!

Mitchell Childers, Childers Concrete

We have always been treated very fairly by Southern Shows and their staff, as well as the State Fair workers.

Brian Brouillet, Central Broiler, Inc.

The 2017 Southern Farm Show was well attended and the amount of farmers we had coming by the booth was excellent. Our products were well received and we attracted sales, answered questions and lined up future business. We also made some new prospective Dealer contacts. An excellent show for us. We will be back!

Mike Heatwole, May Supply Company

Show Guest Profile

Age	%
18-34	33%
35 - 44	12%
45 - 54	16%
55 - 64	13%
65+	14%

Location	%
Eastern NC	49%
Central NC	27%
Western NC	7%
Virginia	14%
South Carolina	2%

Show Guest Profile

Acres in Production	%
Less than 25	23%
26-50	6%
51-200	13%
201-500	25%
501-1000	10%
1000-2000	13%
2000+	10%

Exhibitors Reported Doing Business With	%
Full Time Farmers	57%
Part Time Farmers	18%
Farm Equipment Dealers	8%
Landscape Contractors	5%
Groundskeepers	2%
Construction Companies	2%
Municipalities	2%
Other	6%

Show Guest Farming Activity

Activity	%
Dairy	6%
Peanuts	8%
Turf	2%
Fruit	8%
Sweet Potato	10%
Poultry	14%
Cotton	8%
Forestry	6%
Vegetables	14%

Activity	%
Corn	44%
Tobacco	16%
Soybean	44%
Beef	42%
Horses	6%
Hogs	26%
Livestock - other	16%
Hay	40%
Grain/Wheat	28%

Activities and Features



FFA Tractor and Truck Driving Competitions



STIHL Lumberjack Show



Chevrolet Ride and Drive



National Tractor Pullers and United Pullers Exhibit



Southern National Draft Horse Pull



Farm Credit Assoc of NC Bluegrass Entertainment

Meetings



**Breakfast with the
Commissioner**



Exhibitor Pig Pickin



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



NC Agribusiness Council



**Wake County Agribusiness
Council Breakfast**

Meetings



Ag Development Forum



**Tobacco Growers
Association of NC Annual
Meeting**



**NCDA Pesticide
Continuing Education**

IMPLEMENT COMPANIES



IMPLEMENT COMPANIES



IMPLEMENT COMPANIES



HAY EQUIPMENT



GRAIN and FEED HANDLING



WESTFIELD[®]



TRAILERS



HARVESTING

GERINGHOFF

CLAAS

MacDon™

AWS
ADVANCED WIND-REEL SYSTEMS

TRACTOR COMPANIES



JOHN DEERE



MASSEY FERGUSON



TYM
TRACTORS



Fetor


Mahindra

Kubota®

LS TRACTOR


KIOTI®

SPREADERS, MIXERS, WASTE MANAGEMENT

PEQUEA

 **ARTEX**

JTBOATS, LLC
MANURE AGITATORS

SALFORD

 **VALMAR**

BML

ecodrum

 **SPEEDY SPREAD**
GENERAL FERTILIZER EQUIPMENT INC.

KASCO *Herd*[®]
MANUFACTURING CO., INC.


Evans-MacTavish-Agricraft, Inc.

NEW LEADER

GVM

NC
NEWTON CROUCH

SPRAYING EQUIPMENT



TOBACCO AND TRANSPLANTERS



WORLDTOB.COM



IRRIGATION COMPANIES



LIVESTOCK EQUIPMENT COMPANIES



BISON INDUSTRIES, INC.



POWER EQUIPMENT COMPANIES



FORESTRY AND LAND CLEARING



CONSTRUCTION EQUIPMENT



KOMATSU



JOHN DEERE

HITACHI

SANY

RAMMAX

TAKEUCHI

GEHL

DOOSAN



CONSTRUCTION EQUIPMENT



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.

Virginia
NEWS NETWORK

SHOW ADVERTISING

Magazine



SOCIAL MEDIA

The Southern Farm Show Facebook page generated attention and many fans

The screenshot displays the Facebook page for the Southern Farm Show. The page header includes the name "Southern Farm Show" and a search bar. Below the header is a large photo of a crowded outdoor event with people and various displays. The left sidebar contains a navigation menu with options: Home, About, Reviews, Likes, Videos, Photos, and Posts, along with a "Create a Page" button. The main content area features a "Featured For You" section with two posts: "Get in touch with Southern Farm Show" (3,706 likes) and "2016 Southern Farm Show ..." (1.2K views). To the right, there are promotional cards for "Agricultural Service In Raleigh, North Carolina" (4.7 stars) and "The Largest Agricultural Exposition In the Carolinas and Virginia". At the bottom, there is a "Reviews" section showing a 4.7 star rating from 75 reviews, and an "About" section with a map and address: "1025 Blue Ridge Rd, Raleigh, NC 27607".

WEBSITE EXPOSURE

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

The screenshot displays the homepage of the Southern Farm Show website. At the top left is the logo for the Southern Farm Show, featuring a stylized 'S' and 'F' in maroon and white. To the right, the event title 'Southern Farm Show' is prominently displayed in a light green font, with the dates 'January 31 - February 2, 2018' and the location 'NORTH CAROLINA STATE FAIRGROUNDS RALEIGH, NC' below it. A navigation menu in a dark brown bar includes links for Home, General Information, What's happening, Exhibitors, Contact, FAQ, For Exhibitors, and Press Info. A central text block states: 'Over 400 exhibiting companies make the Southern Farm Show the largest agricultural exposition in the Carolinas and Virginia. A tradition at the NC State Fairgrounds each February, the show hosts key industry events, and is known as the region's annual meeting place for farmers and agricultural leaders. Free admission and parking make the show a can't-miss for farmers, as well as allied professionals including landscapers and excavation contractors.' To the right of this text is a 'Show Updates' button with a checkmark icon. Below the main text is a 'Features' section with three highlighted items: 'SOUTHERN NATIONAL DRAFT HORSE PULL AND COON MULE JUMP' (Southern National Draft Horse Pull), 'Pesticide CEU' (Continuing Education), and 'Growers Association' (Meetings and Workshops). At the bottom, there is a section for 'Our Sponsors'.

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

Kick the Tires

Compare the prices. Talk to the experts. Learn what's new. Get ready for the coming growing season. The largest agricultural exposition in the Carolinas and Virginia is your chance to see over 400 companies with the latest and best farm equipment, supplies and services.

February 1-3

NC State Fairgrounds | Raleigh



Kick the Tires...

www.SouthernFarmShow.com

of the latest mowers, trailers, tractors and everything you need for your landscaping business. The largest agricultural exposition in the Carolinas and Virginia is also the largest annual display of professional landscaping equipment.

CLASSES OFFERED

Pesticide Continuing Education
See the show website for details

February 1-3

NC State Fairgrounds | Raleigh

www.SouthernFarmShow.com



Kick the Tires...

of the latest excavating, grading and other construction equipment. The Southern Farm Show is not just the largest agricultural exposition in the Carolinas and Virginia - it also hosts many of the best manufacturers of construction equipment and attachments.

February 1-3

NC State Fairgrounds | Raleigh

www.SouthernFarmShow.com



EXHIBITORS

A very special THANK YOU to outstanding exhibitors.

Abilene Machine
AAA Scale Company
ABI Irrigation
Ace Industries Inc.
Ace Mfg & Distribution
ACT Construction Equipment
ADR/JB Corp
Advance Agra Service, LLC
Advanced Composting Technologies
Advanced Drainage Systems, Inc.
Ag Drainage Inc.
Ag Equipment Direct
Ag Express Electronics
Ag Leader Technology
Ag Spray Equipment
AGCO Corporation
AgFocus
Agri Supply
Agri-King, Inc.
AgriDry, LLC
AgriDryne LLC
AgroLiquid
AgSafe
AgWorx Inc
AL Russell Moldof, CPA
Alan Tye & Associates, LC
Amadas Industries
AmeriAg
American Fab Inc.
American Farm Bureau Insurance Services, Inc.
American Farm Mortgage & Financial Services

American Scale Co. Inc.
Amsoil/Aggrand
Apache /Palco Henke /Buffalo (Global)
Armtech Insurance
Athens Plow Company
Atlantic & Southern Equipment, LLC
Atlantic Power Solutions
Atlantic Quality Parts
Augusta Seed
B and S Enterprises, Inc.
B-H Genetics
BB&K Farms Sprigging Service, Inc.
Befco Inc.
Belco Resources Equipment
Beltwide Incorporated
Benchmark Buildings & Irrigation Inc.
Benchmark Tool & Supply, Inc.
BERGMAN MFG INC
Berry Hill Irrigation
Best Livestock Equipment
Better Garden Tools
Bigham Ag
Bill Black Chevrolet Cadillac
Bio Organic Catalyst
Bioverse AG
Black's Tire
Blackberry Farm LLC
Blalock Machinery Distributor of Exmark
Bodenhamer Farms
Britt Technical Services, Inc.
Brock Equipment Co.

Builder's Discount Center
BulkTobac - Div Gas Fired Products, Inc.
Bush Hog Inc.
Bush-Whacker
CamLocker Toolboxes
Campbell Oil Company
Capital Ford
CapstanAG
Carolina Ag & Equipment Group, LLC
Carolina Apparel
Carolina Custom Traders
Carolina Environmental Group Inc
Carolina Giant Tire, LLC
Carolina Greenhouse & Soil Company
Carolina Packers
Carolina Picker Repair, Inc
Carolina Recycled Ag Materials LLC
Carolina Sportsman Magazine
Carport Central, Inc.
Carquest Auto Parts
Carthage Saw & Mower
Case IH
CAVU Strategies Inc
CCS Equipment Sales, LLC
Central Boiler Inc
Certified Labs
Chapman Marketing
Chevrolet (Jack Morton)
Childers Concrete Co
Christian Farmers Outreach
City of Raleigh

EXHIBITORS

A very special THANK YOU to outstanding exhibitors.

Clean Burn of the Carolinas
Clean Cutter Flail & Tiller Blades
Clear Choice Water Solutions, Inc
Coastal AgroBusiness
Colony Tire and Service
Company Wrench
Complete Tractor
Conklin
Construction Implements Depot LLC
Container Manufacturing Inc.
Corn Growers Association of North Carolina
Country Clipper Zero Turn Mowers
Crawford Engineering and Consulting, PA
Crop Production Services
Cross Creek Seed Inc.
CRTS, Inc.
Crumpler Plastic Pipe, Inc
CTS Cleaning Systems
Cummings & Bricker Inc.
Cureco Inc. & Mack L Grady Farms
De Cloet SRL
Delta Southern
Dieci United States, LLC
Diesel Equipment Company
Diversified Services
Doebler's
Doub Farms LLC
Doyle Equipment MFG. Co, Inc
Drexel Chemical Company
DuPont Crop Protection

DuPont Pioneer
Dyna Products
East Coast Equipment
Eastern Grain Equipment LLC
EasyFarm - Vertical Solutions
Ecodrum Composter
Ed Bullard Irrigation
Engelhaupt Embroidery, LLC
EnviroKure Inc.
Equipmax LLC
Erwin Keith
Evans Mactavish Agricraft, Inc.
EvoAktiv Corp
Express Flighting Supply
F.W. Rickard Seeds, Inc.
Fairbanks Scales Inc.
Falcon Soil Technologies Group, LLC
Farm Credit Associations of NC
FarmLogic
Farms and Land Realty
Fastline
Fecon, Inc.
Fennig Equipment
Festival Products dba Festival Blankets
First Financial Bank Farm and Ranch Division
First Products Inc.
Flame Engineering
Flue Cured Tobacco Services
Forest 2 Farm Land Clearing LLC
Fourdiaz Vargas DBA Swisher Sweet Cigars
Frey Mfg & Dist

Gaston Sealey Company Inc.
General Fertilizer Equipment, Inc.
General Timber, Inc.
Gensco Tire
Geringhoff
Getsco
Ghost Controls, LLC
GHS Corporation
GoldLeaf Seed Co.
Granville Equipment
Grasshopper Company
Grasshopper Fertilizer
GrassWorks Mfg
Great Plains Mfg., Inc.
Greenleaf Technologies
Greentech Mfg - Crown Royal Stoves
Gregory Poole Equipment Company
Growers Mineral Solutions
Gypsoil Brand Gypsum
H & H Farm Machine Co. Inc.
H & H Farm Supply & Doug Heath Grass Sprigging
Hardee By EVH Mfg.
Harvey's Fertilizer & Gas Company
Hays-LTI
Heatmaster SS/Steeltech Inc
Hill Top Tire
Hog Slat Inc.
Home Heat
Hotsy Equipment
Hud-son Forest Equipment, Inc.
Hurricane Ditcher Company Inc

EXHIBITORS

A very special THANK YOU to outstanding exhibitors.

Implement Sales, LLC
Industrial Cleaning Equipment
Interstate Lightning Protection & Equipment
Intimidator Inc.
J & M Manufacturing Co., Inc.
James River Equipment Company
KC Crop Insurance Services, Inc.
Kelley Manufacturing Co.
Kioti Tractor
Kubota Tractor
Kuhn North America, Inc.
Kuhns Mfg
KYMCO USA
L.B.'s Truck & Trailer Sales
Lanco Manufacturing
Land Pride
Landoll Corporation
Legacy Farms and Ranches of North Carolina
Legacy Steel Buildings
Lester Building Systems LLC
Limb Beaver
LinCo Equipment
Lindsay Farm Parts Inc
LMC-Ag, LLC
Loflin Fabrication LLC
Long Tobacco Barn Co., LLC
Loup Electronics
LS Tractor USA LLC
Lucky Buck Mineral
M & W Farms
M & W Services / 1800 Flagpole

Mac Don - Short Line Sales
Magnet Paint Company
Mahindra North America
MarCo Manufacturing Company
Marcrest Manufacturing Inc
Mastry Engine Center
Max-Flex Fence Systems
Maxco Lubricants Co.
May Supply Company
Mechanical Transplanter Co.
Meherrin AG & Chemical
Mercedes-Benz of Raleigh
MHC Kenworth / Isuzu - Raleigh
Mid-Atlantic Irrigation Inc.
Minnesota Pneumatic Products
Mobile FarmWare LLC
Mobilift Of Burlington
Montage Enterprises
Moore Equipment Company LLC
Morton Buildings, Inc.
Motomco
MVP Services Inc.
NACHURS
Nash Building Systems
NC Ag Aviation
NC Agromedicine Institute
NC Cattlemen's Association
NC Department of Agriculture & Consumer Services
NC Junior Holstein Association
NC Pecan Growers Association Inc.
NC Small Grain Growers Association

NC State 4-H Camps at Betsy Jeff Penn 4-H Center
NCDA&CS - NC Forest Service
NCPGA
NCSU - Agricultural Institute
NCSU Agronomy Club
New Holland
Newton Crouch Inc.
North Carolina Soybean Producers Association
Northern Tool & Equipment
Onduline North America
Outback Heating of VA, Inc.
Outdoor Equipment Distributors
Oxbo International
P Bradley & Sons
Palfleet Truck Equipment Company, LLC
Pasture Management Systems, Inc.
Pearson Livestock Equipment
Pentair, Hypro SHURflo
Pequea
Perdue Agri Business
Performance Outdoor Products
Piedmont Land Management Inc
Pinnacle Trailer Sales, Inc.
PNC Bank
Precision Ag Resources Inc.
Precision Planting, Inc
Priefert Manufacturing
ProAg
ProAg
QBE NAU
QC Supply

EXHIBITORS

A very special THANK YOU to outstanding exhibitors.

Quail & Upland Wildlife Federation
Quake LED
Quality Craft Tools
Quality Equipment, LLC
Randolph Tractor & Diesel
Rawhide Portable Corral
RCIS
Red & White Shop
Reddick Equipment Co of NC LLC
Rhino Ag Inc
Rich and Rich Bonded Auctioneers
Right of Way Equipment Company
Ritchie Bros Auctioneers
Rob's Hydraulics Inc
Rockydale Quarries Corp.
Royal Oil Co.
S.I. Distributing
Salford Group Inc.
Salsco Inc.
Sandhills Community College - Landscape Gardening
Scag Power Equipment
Schaeffer Lubricants
Schulte Industries Inc
Shivvers Mfg
Shoup Manufacturing
SITECH Mid-Atlantic, LLC
Smith Farm Trailer Sales
Smithfield Hog Production
Snipes Insurance Service
Sound Heavy Machinery, Inc.

Southeast AgriSeeds, LLC
Southeast Farm Equipment Company
Southeast Farm Press
Southeast Tractor Parts
Southeastern Composting Systems
Southeastern Outdoor Products Inc.
Southeastern Pipe & Drain
Southeastern Pneumatic Inc.
Southern Container Corp. of Wilson, Inc.
Southern Seeds and Feed
Southern States Cooperative
Southland Organics
Specialty Ag Tuning
Stan Graham Livestock Systems by Jason Aycok
Auctioneering, Inc.
Stihl
Stuart Surles Insurance
Sukup Manufacturing Co.
Superior Fabrication Inc.
SureFire Ag Systems, Inc.
SVR Tracking
Sweetwater Creek Seeds, INC
Syngenta Crop Protection LLC
Tarver Sales
Taylor Pittsburgh Mfg. Inc.
TeeJet Technologies
Tel-Trax Co. Inc.
The Barn Loft Western Store Inc.
The Farmers Connection
The Golf Cart Guy (Unger Golf Cart Sales)
The Hose Company

Thomas Tire Commercial & Offroad
Tidewater Power Equipment Company
Timbery LLC
Tobacco Growers Association of NC
Tractor Tracs Inc
TractorHouse/AuctionTime
Transplant Systems
TransTech Energy
Tri State Distributors Inc.
Triad Corrugated Metal
Triangle Insurance & Associates, LLC
TriEst Ag Group, Inc.
Trinico Ag, Inc - STOMP!
Trinity METal Buildings
Turf Equipment and Supply Co.
TYM-USA Tractors
Tytun Ltd.
Unifarm Machinery Corporation
UniSouth Genetics, Inc.
United Pullers of the Carolinas' and National Tractor Pullers
Unverferth Mfg. Co., Inc.
USC, LLC
USDA-APHIS VS
USDA-APHIS-PPQ
VA Carolina Buildings
Vantage South Atlantic
Vause Equipment Co
Vermeer
Virginia Farm Bureau
W. R. Long
Wake Forest FFA Alumni

EXHIBITORS

A very special THANK YOU to outstanding exhibitors.

Wake Stone Corp
Walls Irrigation
Walters Farm Manufacturing
Warren Oil Company, Inc.
Warren Truck Equipment, Inc.
Waters Agricultural Laboratories, Inc.

Wells Fargo Bank
West Town Bank & Trust
Whitetail Properties Real Estate LLC
Wilson Manufacturing
Wilson Trailer Sales & Service, Inc.
Wingfield American Harrow

Wood-Mizer Products
WW Live Stock Systems
Wynnly, Inc.
Yara
ZAG Marketing on behalf of: National Tobacco
Company - Stoker's Brand

JOIN US IN 2018

Mark Your Calendar!

January 31 – February 2, 2018

For more information:

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www.SouthernFarmShow.com

[On-Line Application](#)