2022 Farm Science Review

Mark your calendars for the Farm Show in 2022

September 20, 21, 22

- 100,000+ attendees
- 600+ acres of demonstrations
- 2.6 million sq. ft. exhibit space

The Ohio State University
College of Food, Agricultural, and Environmental Sciences
INCREASE YOUR BRAND PRESENCE at Farm Science Review in 2022!

- Advertise in the Official Show Program
- Conduct a Ride and Drive
- Participate in Field Demonstrations
- Become a Sponsor
- Exhibit at the Gwynne Conservation Area
- Upgrade Your Digital Exhibitor Profile for the Online Directory and Mobile App

ALL ACTIVITIES REQUIRE PARTICIPATION IN FARM SCIENCE REVIEW AS AN EXHIBITOR

If your company is interested in exhibiting at the Farm Science Review, please contact Nick Zachrich at 614-292-4278 or zachrich.13@osu.edu.

Farm Science Review visitors will again be able to browse the interactive map and search for specific exhibitors or product categories on the mobile app and online directory. Upgrade your listing for better visibility to your potential customers. The 2022 Farm Science Review mobile app and online directory will be available to the public starting July 1st!

Available on Google Play Store and Apple App Store
If your business is agriculture, our business is you.

BUILD YOUR OWN
Do you have other ideas to elevate your brand at Farm Science Review? To discuss alternative sponsorship opportunities, contact us today!

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More information on each of these items is available on the Farm Science Review website, or please give us a call.

fsr.osu.edu 614-292-4278

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SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRESENTING SPONSOR (limited opportunities)</td>
<td>$100,000</td>
</tr>
<tr>
<td>CFAES CELEBRATION TENT SPONSOR (limited opportunities)</td>
<td>$25,000</td>
</tr>
<tr>
<td>GATE SPONSOR (Exclusive)</td>
<td>$15,000</td>
</tr>
<tr>
<td>APP SPONSOR (Exclusive)</td>
<td>$5,000</td>
</tr>
<tr>
<td>FIELD DEMONSTRATIONS SPONSOR (Exclusive)</td>
<td>$5,000</td>
</tr>
<tr>
<td>GOLF CART SPONSOR (Exclusive)</td>
<td>$5,000</td>
</tr>
<tr>
<td>RESTROOM SPONSOR (Limited Opportunities)</td>
<td>$3,500</td>
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<tr>
<td>REST STOP SPONSOR (Limited Opportunities)</td>
<td>$2,500</td>
</tr>
<tr>
<td>COURTESY SHUTTLE SPONSOR (Limited opportunities)</td>
<td>$2,500</td>
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</tbody>
</table>

ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Advertising Opportunity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>OFFICIAL FSR PROGRAM</td>
<td>Place your desired-sized ad in the 2022 FSR Program that is distributed before and during the show.</td>
</tr>
<tr>
<td>FSR DIGITAL DIRECTORY</td>
<td>Upgrade your account for more impressions online.</td>
</tr>
<tr>
<td>ADVERTISE ON BACK OF PRE-SALE TICKETS AND Passes (Exclusive)</td>
<td>$10,000</td>
</tr>
<tr>
<td>PRIORITY PLACEMENT BANNERS AT GATES (Exclusive)</td>
<td>$10,000</td>
</tr>
<tr>
<td>YOUR BANNER IN HIGHLY VISIBLE AREA</td>
<td>$500</td>
</tr>
<tr>
<td>PARKING LOT SECTION SIGNS (Limited Opportunities)</td>
<td>$500</td>
</tr>
</tbody>
</table>

Provide your signs to be used as landmarks for a section of parking lot that will be seen by FSR visitors as they come and go.
**TROTTER FIELD DEMONSTRATIONS**

Farm Science Review exhibitors have the option of providing a demonstration to visitors in designated 500 acres North of the exhibit area at no additional cost to the booth fee. Visitors have the chance to have an up close and one-on-one experience with exhibitors once the main demo is over. Demonstrations for the show consist of but not limited to:

- Corn Harvest
- Soybean Harvest
- Drones and Ag innovations technology
- Tillage
- Vertical tillage
- Strip-till
- Planters
- Spraying
- Nutrient Application
- Corn Stalk Shredding
- Bailing, Raking, and Wrapping
- Drainage Installations

**RIDE AND DRIVE**

Farm Science Review exhibitors have the opportunity to conduct a ride and drive with new power units at the East end of the exhibit area in booths 1200-1326 for no additional cost to your original booth space. This activity must have driving areas designated and other safety measures as deemed by show management. Space is limited, contact show management to reserve your area.
All indoor booths are 10' x 10'
Attendees travel to the Molly Caren Agricultural Center in London, Ohio from the midwest and beyond each year for the premier outdoor agricultural education and industry exposition.

Average FSR attendance in the past 10 years = 121,000

Grain 50%
Small Ruminants 16%
Hay 32.8%
Swine 13.5%
Fruits, vegetables, and other specialty crop 21.6%
Poultry 11.6%
Dairy 16.7%
Forestry, Natural Resources & Other 8%
Other Animal 6%

Who else attends FSR?

- Manufacturers
- Distributors
- Consultants
- Dealers
- Retailers
- Media
- Public Officials and Other Government
- Rural Landowners
- Finance, Land and Auction Services
- Students
- Ag enthusiasts
- Other related areas - Landscaping, Forestry, and Natural Resources

85% of FSR Attendees are Producers