

# WHAT IS FARMFAIR INTERNATIONAL?



From genetics and livestock to the latest in equipment and technology, Farmfair International (FFI) is a one-stop marketplace for producers and the industry. FFI also includes agricultural education, western lifestyle programs and entertainment including the 14th annual Heritage Ranch Rodeo. In 2018, Farmfair will be held in conjunction with the 28th Commonwealth Agriculture Conference as well as BeefTech, an interactive beef industry learning event.

## WHO ARE WE?

Northlands is one of Canada's oldest and most established agriculture societies and produces many events, including Canada's premier agriculture showcase - Farmfair International. Building on our history of large scale event production, agricultural expertise and a strong volunteer base, we strive to deliver exciting experiences.

## HOW SOCIAL ARE WE?\*

*\*based on 2017 data*

**FACEBOOK**  
Over **280,000**  
users reached throughout the event

**WEBSITE**  
Over **60,000**  
sessions

- 51% CANADIAN USERS
- 49% INTERNATIONAL USERS (28,500 SESSIONS)

**TWITTER**  
Over **74,700**  
organic impressions throughout the event



## WHO ARE THEY?

**PRIMARY AUDIENCE:** rural communities including farmers, producers, commercial and purebred cattle exhibitors and competitors

**SECONDARY AUDIENCE:** rural Alberta families with long-standing ties to the Alberta agricultural industry

## FARMFAIR INTERNATIONAL & THE GLOBE

International buyers from

# 14 COUNTRIES

attended Farmfair International in 2017

## WHY?






To conduct business, trade industry knowledge and to purchase top-quality genetics from Western Canadian producers



# SPONSORSHIP OPPORTUNITIES

## YOUR BRAND & FARMFAIR INTERNATIONAL

We are dedicated to connecting your brand with one of Canada's top agricultural shows, opportunities include:

-  Media exposure
-  Brand awareness through thousands of online and onsite impressions
-  On-site signage and collateral
-  Promotional and brand activation opportunities
-  Connections with local and International stakeholders

By partnering with Northlands, not only will you be part of a leading agricultural event but you will also continue to enrich the agricultural community just as Farmfair International has done for the last 44 years.

We look forward to further discussing the opportunities with you.

Phone

780.471.7300

Email

agriculture@northlands.com

## EXHIBITOR OPPORTUNITIES

Become a Farmfair exhibitor and participate in our shopping experience - RAM Country Marketplace. Here, we provide a dynamic array of industry exhibits including livestock and agricultural equipment, art, decor and western wear.

To apply, please visit [farmfairinternational.com](http://farmfairinternational.com)

For further information, please contact [agriculture@northlands.com](mailto:agriculture@northlands.com) or 780.570.8519

LOCATION	BOOTH PRICE*
RAM Country Marketplace	
Inline, premium, corner	\$12-16 /sq. ft.
Western Art Gallery	
Inline	\$7.50 /sq. ft.
Corner	\$8.50 /sq. ft.
Livestock Equipment	
More than 400 sq. ft.	\$8 /sq. ft.
Less than 400 sq. ft.	\$12 /sq. ft.

\*booth prices are subject to the addition of GST

