

2026 Pennsylvania Farm Show Advertising Opportunity

Dear Local Business Leaders,

The **Pennsylvania Farm Show** is the nation's largest indoor agricultural exposition—and an extraordinary annual event. Taking place each January at the Pennsylvania Farm Show Complex & Expo Center in Harrisburg, this eight-day celebration features:

-  Nearly **4,000 animals**, over **12,000 entries**, and **3,000 competitors**
- Approximately **275 commercial exhibits** and hundreds of educational displays showcasing innovation in agriculture
- A **FREE** public event that annually draws **500,000+ visitors** from all 67 Pennsylvania counties—and beyond

Located under 24 acres of covered space across 11 exhibition halls and three arenas—including the 7,318-seat **New Holland Arena**—this venue sees peak attendance during this highly attended event.

Advertising Opportunity—Back by Popular Demand!

Following last year's enthusiastic response, the **First Frontier Circuit**, in partnership with the Farm Show Complex, is once again installing **four-sided 9' x 13' video screens** in the New Holland Arena. Screens will run **8 AM–9 PM** throughout the entire week, featuring looping logo reels and commercials from local businesses. With multiple sold-out events in this high-capacity arena, your brand will receive sustained exposure to a captive audience of **7,300+ attendees per session**, delivering exceptional visibility and community engagement.

Why Partner with Us?

Benefit

Details

Massive Reach

Reach half-a-million visitors—many for multiple sessions—across 8 days

Premium Venue

Advertise in one of the busiest and most attended agricultural events

Local Impact

Support Pennsylvania's \$132.5 B agriculture industry—driving tourism, pride, and revenue

Sales Results

Last year's advertisers reported measurable upticks in foot traffic, brand awareness, and sales

Community Boost

Align your brand with farming heritage, Western Heritage, and future agricultural leaders

Next Steps

Reserve your space by **December 1** to ensure placement during this peak event. Submit assets to spec (MP4, HD, 1080×1440, CC) by **December 1**, and our team will manage installation and playback.

Thank you for considering this opportunity to engage directly with Pennsylvania's agricultural community while supporting a pivotal statewide tradition. We look forward to showcasing your brand at the 2025 Pennsylvania Farm Show!

Sincerely,
Brock Hower



Circuit President
First Frontier Circuit
(570) 238-5377

Sponsorship Packages

Bronze Level - \$1,000

Company Logo and/or customized ad will be placed on a continuous reel throughout the event

Silver Level - \$1,500

Company provided 15 second commercial (with closed captions) will be played on the boards throughout the event

Gold Level - \$2,000

Company provided 30 second commercial (with closed captions) will be played on the boards throughout the event

****PACKAGE DEALS****

Bronze/Silver Package - \$1,800 (\$700 Savings!)

Company Logo/Customized Ad will be placed on a continuous reel throughout the event, as well as a company provided 15 second commercial will be played throughout the event

Gold/Silver Package - \$2,200 (\$800 Savings!)

Company Logo/Customized Ad will be placed on a continuous reel throughout the event, as well as a company provided 30 second commercial will be played throughout the event



2026 Pennsylvania Farm Show Video Board Advertising Order Form

Organization Name: _____

Organization Address: _____

Organization Phone: _____

Contact Person: _____

Email Address: _____

Website: _____

Package Level (Select One)

	Bronze Level - Logo/Ad on Sponsorship Reel	\$1,000
	Silver Level - 15 Second Commercial	\$1,500
	Gold Level - 30 Second Commercial	\$2,000
	Bronze/Silver Package - Logo/Ad & 15 Second Commercial	\$1,800
	Gold/Silver Package - Logo/Ad & 30 Second Commercial	\$2,200

****Please make checks payable to First Frontier Circuit**

****Please send checks to:** *First Frontier Circuit*
2665 Shakespeare Road
Milton, PA 17847

****Please email logo/ad/commercial to bhower@firstfrontiercircuit.com no later than December 15th, 2025.** If you do not receive a confirmation email of receipt, we did not receive your content.

Events in the Large Arena During the Farm Show



Draft Horse Show



Canine Spectacular



PSP Demonstration



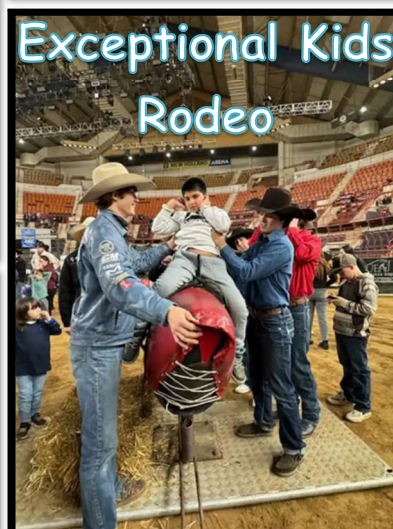
High School Rodeo



FFA Convention



4-H Drill Team



Exceptional Kids Rodeo



Professional Rodeo



Ag Demonstrations



Sheep Dog Herding



Square Dancing Competition



Horse Pulls