

## **Farmfest 2010 Recap -**

- Net total attendance for all three days of the show was 36,179. Near record temperatures on Tuesday resulted in a lower than average attendance for the first day, however, Wednesday and Thursday rebounded nicely culminating with the largest attendance on record ever for Thursday.
- Extensive pre-show promotion included; TV, radio, newspaper, billboard, direct mail, website, customized e-blasts & tickets, and over 50 live recorded media interviews in addition to the local support of major print publications in the area which all greatly aided to the success of this year's event. The hosting of the Farmfest Congressional and Gubernatorial debates resulted in extensive state-wide and national coverage on many of the mainstream mediums beginning as early as 2 months prior to the show and running extensively even up to two weeks after the show.
- Over 625 exhibiting companies covered the expansive 50+ acre show site amassing 1,358,550 net square feet (the largest on record) of exhibit space including over 186 new exhibiting companies.

**Be sure to mark your calendars for the 2011 Farmfest show held, [August 2-4, 2011 at the Gilfillan Estate](#) in Redwood Falls, Minnesota.**