

2012

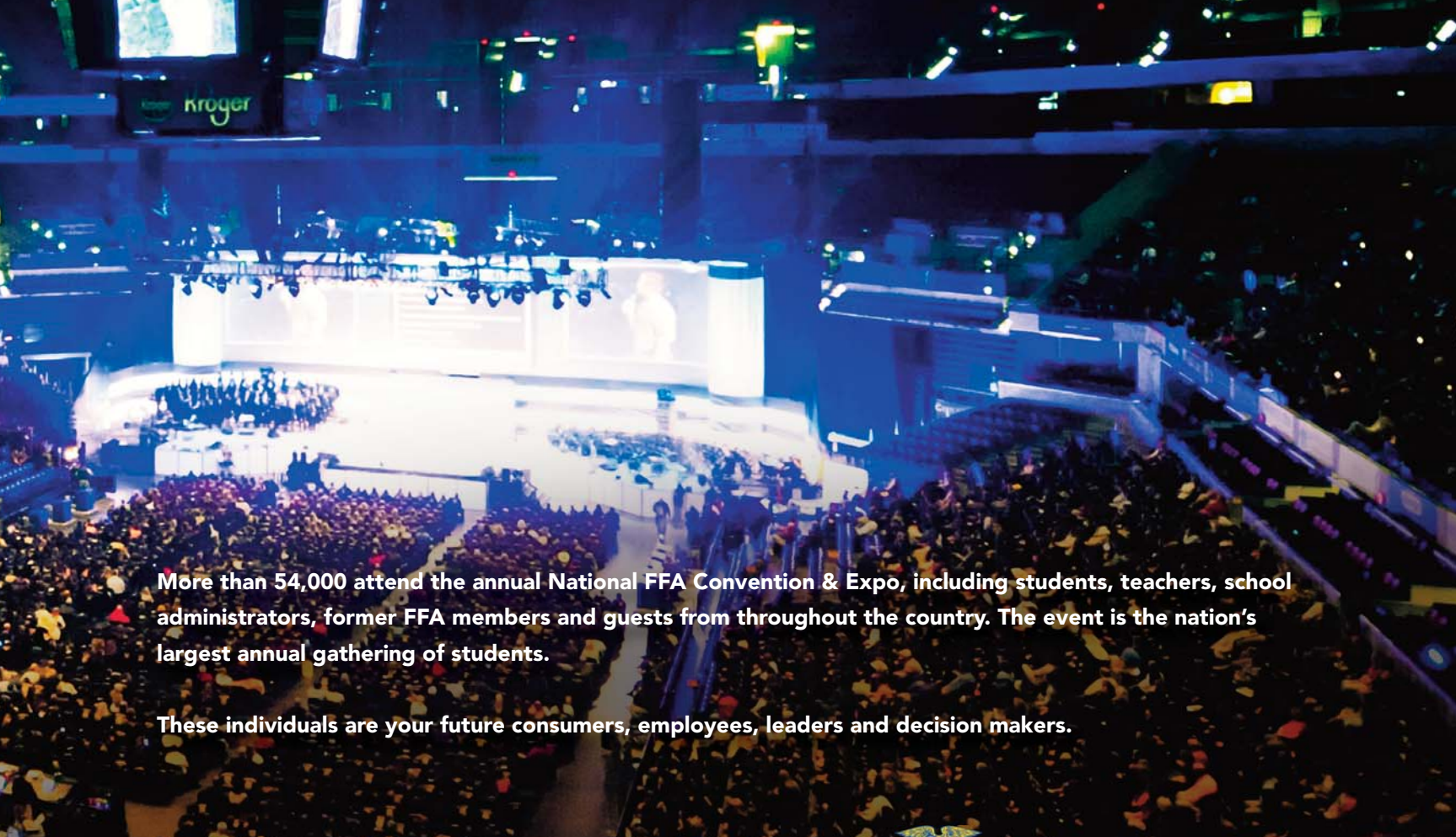
National FFA Convention
& Expo



October 24-26
Indiana Convention Center
Indianapolis







More than 54,000 attend the annual National FFA Convention & Expo, including students, teachers, school administrators, former FFA members and guests from throughout the country. The event is the nation's largest annual gathering of students.

These individuals are your future consumers, employees, leaders and decision makers.



**National FFA Convention
& Expo**

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Showcase your brand at the country's largest annual student gathering.

At the Expo, your company can establish itself as a solid supporter of FFA. Your representatives will have thousands of opportunities throughout the three-day event to meet future consumers, employees and leaders. As an exhibitor, you'll have direct contact and interaction with a growing youth market.

Our audience is important to you.

FFA members are trained in leadership, goal setting, consensus building and problem solving. Members represent family farms, small business, urban agriculture and corporate enterprise. They are students who are not afraid to work and who know what it means to make a profit. Members represent an audience vital to your company's future success. Collectively, FFA members earn \$4 billion annually through their hands-on work experience.



National FFA Convention
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“The reason we’ve been an ardent supporter of FFA is because it is a great program to train the youth in our schools, to give them the skill sets to succeed in college, and to be prepared for the workforce.”

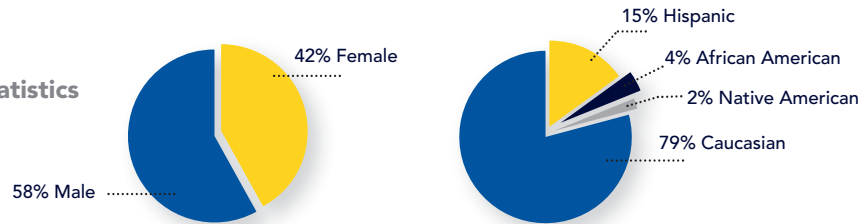
:: ALAN AYER
BAYER

Exhibit and engage thousands of future consumers and employees.

As an exhibitor at the Expo, your company or organization will have countless opportunities to build awareness of your brand, showcase your latest products and services, interact with attendees who have a vested interest in your operations and recruit future employees and loyal consumers of your brand.

A glance at Expo attendees

Ethnicity and Gender Statistics



Attendees

Agriculture students ages 12-21	88%
Agriculture and science teachers	8%
Administrators and guests	4%

Education Level

High school	89%
Grades 7-8	7%
High school graduate	4%

Experiences

Small-town areas	39%
Urban/suburban areas	34%
Rural farm areas	27%





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"Exhibiting at the Expo allows us to share our brand with America's future leaders and participate in their development in the areas of environmental stewardship and sustainability."

:: ROGER PHELPS
STIHL

Be sure to check out the following Expo destinations.

Teachers' World

Teachers' World provides exhibitors the opportunity to connect with agriculture and science teachers who have direct contact to more than 540,000 FFA members. More than 4,000 secondary teachers attend the Expo and are buyers of your products and services – they're also your link to future buyers and employees.

Collegiate Connection

Collegiate Connection provides an opportunity to showcase your school or university to Expo attendees. Collegiate Connection features more than 100 schools and more than 20,000 square feet of exhibit space on the Expo floor.

AutoWorld

AutoWorld is a dedicated exhibit area of the Expo focused on the automotive, motorsport and racing industries. Exhibitors showcase their latest products and engage visitors, who are encouraged to participate in interactive displays and discuss industry specifics with exhibitors.

Shopping Mall

Shopping Mall is the Expo destination for great souvenirs, teaching tools, FFA chapter supplies, FFA merchandise and more. The mall also features merchandise from more than 20 companies, including John Deere, Cowpokes, Souvenir Shirts, Farm Boy, Wire Works Custom Jewelry and more.

Alumni Nation

Alumni Nation is a new area of the Expo that hosts exhibitors specifically seeking connections with former FFA members. Nearly 5,000 square feet of prime exhibit space on the main entrance aisle of the Expo comprises Alumni Nation. More than 6,500 former FFA members visit Alumni Nation each year during Expo.



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"FFA is the future of agriculture. We're an agricultural business. Exhibiting at the Expo is a great opportunity to interact with thousands of youth focused on agriculture and showcase our products."

:: DENNIS HANN
NEW HOLLAND

Our goal is to maximize student experiences and exhibitors' brand exposure.

The Expo's primary goal is to introduce attendees to hundreds of businesses and organizations that offer industry-leading products, services and career opportunities while maximizing each exhibitor's brand exposure and ability to individually and meaningfully engage visitors to their displays.

As an Expo exhibitor, your company or organization will receive:

- :: 8' back drape and two side drapes for all linear booths
- :: One black and white exhibit identification sign
- :: Unlimited name badges granting complimentary admission to workshops, general sessions and convention and alumni activities
- :: A discount for securing eight or more exhibit booths at the event
- :: Discounted booth pricing for universities, non-profits and governmental agencies
- :: Heightened presence within a new, interactive Expo floor plan accessible by all attendees
- :: A company listing on the National FFA Organization's website
- :: An online exhibitor, company and product listing on the new National FFA Convention & Expo website
- :: A company listing in the official National FFA Convention & Expo Exhibitor Guide
- :: Access granting exhibit staff to attend receptions, breaks and special events inside the exhibit hall





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Become an Expo exhibitor today.

Showcase your brand. Help educate and inform FFA members about their future. Engage people committed to your industry, products and services. Talk face to face with your company's future consumers and employees. Become an Expo exhibitor today.

Contact us today to reserve your space.

Call us toll free at (888) 332-2589 and choose Option 1 for Exhibit Sales or Option 2 for FFA Foundation Sponsor Expo Sales. Visit us online at www.FFA.org/Expo.



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**More marketing and sponsorship opportunities are also available.
Contact us at Expo@FFA.org for more information.**



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Entertainment Weekly

Rural Lifestyle

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Exhibiting at the National FFA Convention & Expo is the leading way for your company to interact with more than 54,000 attendees and showcase your products and services.



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& Expo

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National FFA Convention & Expo

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www.FFA.org/Expo

Connect with us



The National FFA Organization is a national youth organization of 540,379 student members as part of 7,489 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

www.FFA.org/Expo