

# The PennAg Expo

LEADING TODAY'S AGRICULTURE



## Keystone Pork, Poultry Progress, and Mid-Atlantic Manure Summit Exhibitor 2026 Prospectus

The PennAg Expo provides an invaluable gathering where farmers and ag professionals across Pennsylvania's poultry, swine, and nutrient management industries can network, learn, and share innovative ideas.

Position your company at the forefront of Pennsylvania's top three sectors — poultry, swine, and nutrient management! Take advantage of the opportunity to showcase your products and services to more than 1,000 influential young farmers and ag professionals.

Hosted by  
**PennAg**  
LEADING TODAY'S AGRICULTURE



### Connect With Farmers

Put your product or service in front of Pennsylvania's poultry, swine, and nutrient management industry's most influential leaders and decision makers to maximize your marketing dollars and ROI.



**For More Information**  
[www.pennag.com](http://www.pennag.com)



### Share Tailored Solutions

Provide solutions and develop long-term, mutually beneficial relationships with swine, poultry, and nutrient management producers and professionals.



**Our Location**  
2215 Forest Hills Drive, Suite  
39, Harrisburg, PA 17112-1099



### Build Your Brand Awareness

Increase your brand awareness and public awareness. Attendees actively seek new products to improve efficiencies and solve problems on their farms and businesses.



**Contact Us**  
717-651-5920



# WHO SHOULD EXHIBIT?



**#PennAgEXPO2026**

- Animal Health Products
- Animal Identification
- Associations/Organizations/Government
- Animal Bedding Products
- Breeders/Farms
- Computer/Software Services
- Consulting Services
- Chutes & Scales
- Equipment/Trailers/Watering Systems
- Energy/ Fuel Services
- Education/Information
- Financial/ Insurance
- Feed/Feed Additives& Accessories
- Flock & Swine Management Products
- Fencing Equipment & Accessories
- Genetics/DNA/Reproduction
- Government
- Nutrition
- Real Estate
- Seed Products/Weed/Herbicide Products
- Structures/Buildings
- Pest Control
- Processors/Packers
- Publications
- Veterinary Services
- Vehicle & Accessories



*Pennsylvania's farmers and ag professionals will be here.*  
**MAKE SURE YOU ARE TOO!**

## Why Exhibit?

- ✓ Expo is the leading, most primary tradeshow in Pennsylvania's poultry, swine and nutrient management industry!
- ✓ Provide solutions and develop long-term, mutually beneficial relationships with swine, poultry, and nutrient management producers and professionals.
- ✓ Establish hundreds of highly qualified sales leads in just ONE day!
- ✓ Increase your brand awareness and public awareness. Attendees actively seek new products to improve efficiencies and solve problems on their farms and businesses.
- ✓ Put your product or service in front of Pennsylvania's poultry, swine, and nutrient management industry's most influential leaders and decision makers to maximize your marketing dollars and ROI.
- ✓ Analyze the competition.
- ✓ Sharpen your knowledge of Pennsylvania's poultry, swine and nutrient management industries.



# MARK YOUR CALENDAR!

## PennAg EXPO Date and Location

Tuesday, March 31, 2026

Lebanon Valley Exposition Center  
& Fairgrounds

80 Rocherty Rd, Lebanon, PA 17042

## SHOW HOURS

7:30 A.M. to 4:00 P.M.

## TRADESHOW HOURS

7:30 A.M. to 3:30 P.M.

## MOVE-IN DAY

Monday, March 30, 2026

1:00 P.M. to 6:00 P.M.

## MOVE OUT DAY

Tuesday, March 31, 2026

4:00 P.M. to 6:00 P.M.

*All tradeshow items in the Brightbill Barn and Arena must be removed on EXPO day, March 31, 2026 by no later than 6:00 P.M.*

# PAYMENT DEADLINE

**Full Booth Rental Amount is Due Friday, February 20, 2026**

Booth space reservations and applications will be accepted after the **Friday, February 20 deadline**; however, a full payment must accompany the space contract.

## How to Reserve

- ✓ Download, print & complete your 2026 PennAg Expo Exhibitor application.
- ✓ Email or Mail your completed Exhibitor application to Courtney Love at PennAg. *Email: [clove@pennag.com](mailto:clove@pennag.com)*
- ✓ Scan the QR Code and complete our Google Expo 2026 Form.
- ✓ Or click the link: <https://bit.ly/3JjevOB> to fill out the form



## **Cancellation & Refund Policy:**

**Any cancellation before noon on February 27, 2026 will receive a full refund. Cancellations after noon on February 27, 2026, are not eligible for refunds due to ongoing promotion and marketing activities, but PennAg can discuss individual cases.**

## EXHIBIT SPACE RATES

### End Cap Booth

1 booth: \$815

2 booths: \$1,630

3+Spaces (cost per booth): \$425

### Aisle Booth

1 booth: \$675

2 booths: \$1,350

3+Spaces (Cost per booth): \$350

### Food & Milkshakes

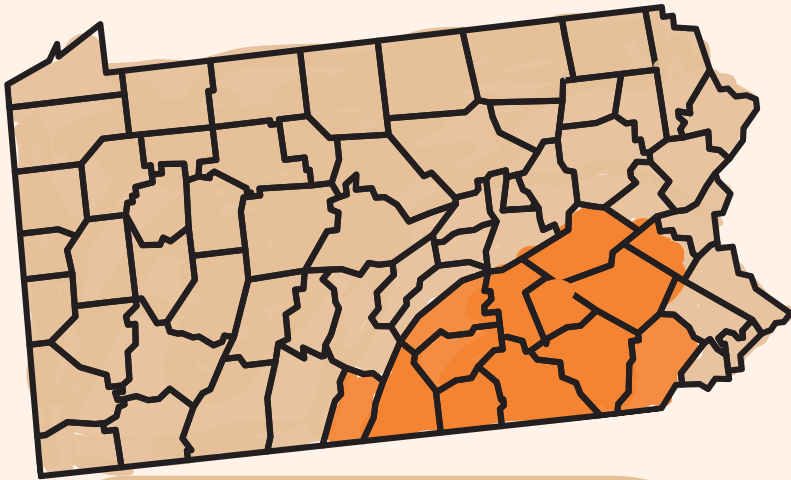
Each Exhibit/ Booth receives 2 Lunch Tickets and Milkshake Tickets

## **YOUR BOOTH SPACE INCLUDES**

- ✓ Single booth space measures 10'X10'
- ✓ All booths include 8' high back wall and 3'high drape divider
- ✓ Access to 8' table, 2 chairs, but optional (***must select with registration***)
- ✓ Electric available for additional fee: \$50 per drop
- ✓ Exposure on the PennAg Expo Exhibitor Directory
- ✓ Access to all General and Livestock Sector Sessions
- ✓ Access to event food and milkshakes
- ✓ Access to our Expo Exhibitor Marketing Tool Kit including promotional text, logos, banner ads, and more

***\*Exhibit Booths are constructed of pipe and drape and are not equipped with tables or chairs. Please mark on your form if you wish to have a table and two chairs provided to you the day of the EXPO.\****

# PennAg Expo Attendees



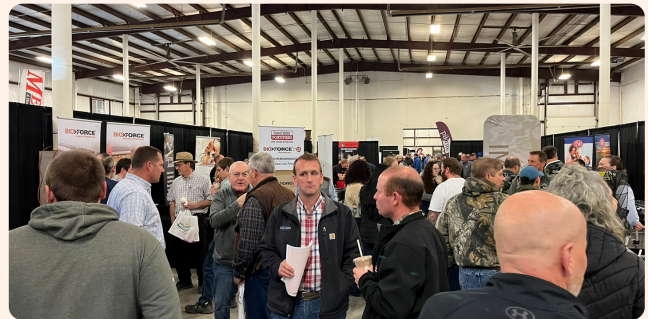
## Attendees By Industry Segment

- Poultry and Swine Farmers/Feeders
- Poultry & Swine Industry Professionals
- Sheep and Goat Producers
- Dairy Farmers
- Ag Science High School and College Students
- Veterinarians/Consultants
- Other

## Attendees By County

*The PennAg Expo is a state-wide show, but discover which counties the Expo Attendees are coming from, with prominence indicated by the color orange.*

- Lancaster
- Lebanon
- Dauphin
- Berks
- Chester
- Schuylkill
- Lehigh
- Perry
- York
- Cumberland
- Adams
- Franklin
- Fulton



## From the Attendees

## Don't Take Our Word For It, Here's What Our Attendees Are Saying:

“This is the best poultry tradeshow in Pennsylvania.” **-2025 Expo Attendee**

“I had so much fun connecting and networking with all the vendors. This is the best Pennsylvania-based animal ag tradeshow that I have been to yet!”  
**-2025 Expo Attendee**

“PennAg continues to produce a great show for farmers, ag professionals and its vendors”  
**-2025 Expo Attendee**



# What Makes PennAg's EXPO Unique?

- ✓ EXPO is the leading event in Pennsylvania agriculture, making it the ideal platform for marketing to the poultry, swine and nutrient management industries.
- ✓ The trade show goes beyond being an exhibit space it focuses on creating connections between exhibitors and attendees .
- ✓ The event offers various educational opportunities, including young farmer and ag professional panels, equipment comparisons and classroom-style sessions.
- ✓ Sponsorship and branding opportunities are available both on and off the show floor, increasing visibility for your company.

## EXPAND YOUR BRAND & MAXIMIZE YOUR IMPACT

EXPO offers a variety of sponsorship opportunities to meet every budget. Aligning a sponsorship with your brand increases the awareness of your business. EXPO sponsorships can be customized to not only meet your marketing goals, but give your company additional exposure to over 1,000 poultry, swine and nutrient management farmers and professionals.

### WHY SPONSOR?

- ✓ Create a unique and immersive experience for convention attendees that allows you to showcase your brand.
- ✓ Connect with farmers and decision-makers of the poultry, swine, and nutrient management and maximize your brand's impact
- ✓ Deepen relationships with Pennsylvania's poultry, Swine, Nutrient Management, and small ruminant communities and demonstrate your commitment to these key industries.



# PREMIUM SPONSORSHIPS

**GOLD**  
**\$3,250**

## PRE-EXPO

- ✓ Logo with link on EXPO Page of PennAg Website
- ✓ EXPO Materials to promote event to your customers
- ✓ Company Logo featured in our Expo Lancaster Farming Advertisement
- ✓ 3 Social Media Post Mentions

## DAY OF SHOW

- ✓ **Complimentary exhibit space: 2 Premium End Caps**
- ✓ Logo on EXPO Signage at Show Entrance
- ✓ **8 Lunch and Milk Shake Tickets**
- ✓ Logo on Sponsor "Thank You" Video Loop in North Hall
- ✓ Verbal Recognition via public announcements during the EXPO
- ✓ Complimentary square on CoverAll Bingo Card
- ✓ Logo featured on EXPO Schedule Room Signage outside session rooms

## POST-EXPO

- ✓ 3 Banner Advert in PennAg Weekly Update
- ✓ Logo with Link in EXPO in EXPO attendee Save the Date e-blast
- ✓ Thank you recognition in PennAg Weekly Update

## PRE-EXPO

- ✓ Logo with link on EXPO Page of PennAg Website
- ✓ Company Listed in our Expo Lancaster Farming Advertisement
- ✓ EXPO Materials to promote event to your customers
- ✓ 2 Social Media Post Mentions

## DAY OF SHOW

- ✓ **Complimentary exhibit space: 2 Aisle Booths**
- ✓ Listing on EXPO Signage at Show Entrance
- ✓ **6 Lunch and Milk Shake Tickets**
- ✓ Listed on Sponsor "Thank You" Video Loop in North Hall
- ✓ Verbal Recognition via public announcements during the EXPO

**Silver**  
**\$1,750**

## POST-EXPO

- ✓ 1 Banner Advert in PennAg Weekly Update
- ✓ Listed in EXPO in EXPO attendee Save the Date e-blast
- ✓ Thank you recognition in PennAg Weekly Update



# PREMIUM SPONSORSHIPS

## PRE-EXPO



- ✓ Logo on EXPO Page of PennAg Website
- ✓ EXPO Materials to promote event to your customers
- ✓ Listing in Lancaster Farming EXPO Advertisement
- ✓ 1 Social Media Post Mentions

## DAY OF SHOW

- ✓ Listing on EXPO Signage at Show Entrance
- ✓ **4 Lunch and Milk Shake Tickets**
- ✓ Listing on Sponsor "Thank You" Video Loop in North Hall

## POST-EXPO

- ✓ Logo featured in post-EXPO social media mentions
- ✓ Thank you recognition in PennAg Weekly Update Newsletter

## A LA CARTE

### LUNCH SPONSOR: \$2,000

Help sponsor the \$10 Lunch buffet for more than 900+ EXPO attendees, who attend daily.

- ✓ Reserved table for 8 to 10 people
- ✓ Verbal recognition at show
- ✓ **2 aisle booth** on show floor
- ✓ 1 commercial that is played during lunch
- ✓ Social media post with link on PennAg EXPO
- ✓ Company logo in EXPO Lancaster Farming advertisement
- ✓ 2 Social Media post mentions
- ✓ Thank you recognition in PennAg Weekly Update Newsletter

**Sold out!**

## COVERALL BINGO

### SPONSORSHIP: \$75

*Limit is 1 square per company;  
total of 24 companies - on a first  
come, first serve basis*

Engage booth attendance by  
reserving a square on the  
CoverALL Bingo card given to  
every EXPO attendee when they  
check in at registration.



*Attendees must visit all booths  
listed on the card to receive a  
unique stamp. Those who turn in full  
cards throughout the day will be  
entered to win grand prizes!*

- ✓ Logo and booth number featured on all printed cards
- ✓ Complete distribution list of attendee contact information gathered from cards

# A LA CARTE SPONSORSHIPS

## MILK SHAKE SPONSOR: \$1,500

*Sweeten EXPO attendees time by providing them with a sweet, cool, and delish milkshake in the classic flavors of chocolate and vanilla.*

- ✓ Logo/Name on Signage & materials placement at Milk Shake Satation
- ✓ 1 Social Media Mention
- ✓ Listing in Lancaster Farming EXPO Advertisement
- ✓ Logo/Name on Milk Shake Coupon (given to attendees)
- ✓ Thank you recognition in PennAg Weekly Update Newsletter



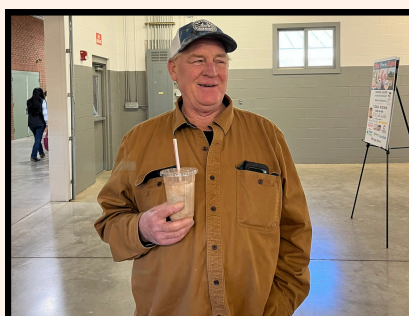
## CAFFEINATION STATION SPONSOR: \$775

**Help keep Expo attendees and exhibitors, who attend annually energized throughout the day!**

- ✓ Logo signage at Station
- ✓ Logo or listing on PennAg EXPO Webpage
- ✓ Listing in Lancaster Farming EXPO Advertisement
- ✓ Material placement at station
- ✓ Opportunity to provide branded items such as cups, napkins and bottled water
- ✓ Thank you recognition in PennAg Weekly Update Newsletter



**For all Gold, Silver and Bronze and A La Carte Sponsorships please email your company logo to [clove@pennag.com](mailto:clove@pennag.com) along with your Expo Form to ensure accurate recognition for sponsorship benefits.**



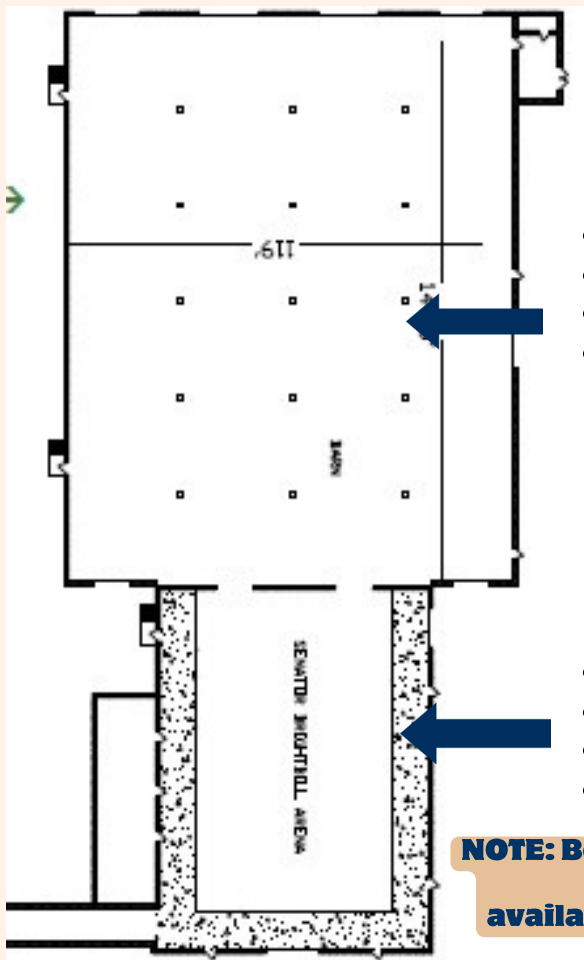


# Venue Information & Tradeshow Floor

The Brightbill Arena and Barn of the Lebanon Valley Expo Center are home to the PennAg Expo tradeshow, boasting the highest ceilings and largest overhead doors on site.

The adjoining spaces features overhead lighting and ventilating fans and multiple overhead door and man door access points, making set up convenient and simple while also allowing for oversized equipment to be featured on display.

## Expo's Tradeshow Floor



### Tradeshow Space Details

#### Brightbill Barn

- 18,000 square feet with 15 pillars (3 rows)
- 150' x 120' – 20' ceiling height
- 6 overhead doors ranging from 9'11" x 12' to 16' x 16'
- Full concrete floor

#### Brightbill Arena

- 7,500 square feet of free span space
- 100' x 75' – 20' ceiling height
- 3 overhead doors up to 11'11" to 13'10" in size
- Full concrete floor

**NOTE: Booth space and detailed floorplan will be made available to exhibitors and sponsors at a later date.**

## Spending the Night? Hotel Information

*Make your reservation to stay at the Fairfield Marriott in Lebanon, across the street from EXPO!*

A block of rooms has been reserved for Expo participants. You can call (717)-273-3969 or use this link to book your room: <http://bit.ly/4lPxgrx> before **Saturday, February 28, 2026.**

The room rate should be \$149/night.

