

# ✔ What Makes Farmers Stop at an Exhibitor Booth

## 1. Hands-On Equipment or Technology Demos

- **Why it works:** Farmers love to *see, touch, and try* equipment. Sitting in a new tractor, watching a drone spray, or testing a tool creates a natural draw.
  - **Best practice:** Visible, active demonstrations at the edge of the booth (not hidden inside).
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## 2. Practical Giveaways

- **Why it works:** Farmers are drawn to **useful items** (hats, gloves, measuring tapes, pocket knives, tumblers).
  - **Best practice:** Tie the giveaway to an interaction — e.g., scan a QR code, sign up for info, or answer a short survey.
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## 3. Exclusive Show Specials

- **Why it works:** Offering **limited-time discounts, free service with purchase, or bundled offers** gives farmers a reason to stop and engage.
  - **Best practice:** Clearly display the “Show Special” with bold signage.
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## 4. Education & Agronomy Insights

- **Why it works:** Farmers seek knowledge. If a booth provides **data, trial results, or local field insights**, they’ll pause to learn.
  - **Best practice:** Offer a short handout or QR link to yield trial summaries, market outlooks, or planting tips.
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## 5. Interactive Displays

- **Why it works:** Simulators, VR field demos, touchscreen plot maps, or “tear-down” equipment attract curiosity.
  - **Best practice:** Position interactive displays where passersby can easily engage without entering deep into the booth.
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## 6. Contests & Gamification

- **Why it works:** Farmers enjoy competition. A “guess the yield” contest, bean-count jar, or spin-to-win wheel can stop them in their tracks.
  - **Best practice:** Keep entry simple and tie it to lead capture.
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## 7. Personal Connection

- **Why it works:** Farmers value trust. If a **local dealer, agronomist, or well-known rep** is present, growers will often stop to chat.
  - **Best practice:** Have familiar, knowledgeable faces staffing the booth, not just sales reps from outside the region.
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## 8. Visible Activity & Crowds

- **Why it works:** Farmers follow other farmers. If a booth looks busy, they assume something interesting is happening.
  - **Best practice:** Schedule mini-demos every hour, or promote timed giveaways to create energy.
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## Key Takeaway

Farmers stop when they see **something useful, relevant, or engaging** that connects to their operation. The winning formula is:

**Practical Value (tools/discounts) + Curiosity (demos/contests) + Trust (local reps/knowledge).**