



 Distributed **Wind**
2025

***Lesson's Learned from Exhibiting Small Wind
at Over 30 Farm and Agricultural Shows***







Who is American Windpower?

Our founders began installing wind turbines in 1983 and have installed 100's of turbines throughout the Midwest

Today, we are one of the Largest Small Wind Turbine Dealers in North America with a current backlog of nearly 100 turbine installations

We operate in 13 states from Texas to Minnesota and have found that Farm/Ag Shows offer the most cost effective method of reaching new potential clients





'FARM SHOWS'

*An Excellent Way to Educate
and Grow Your Business*

There are dozens of Farm or Agriculture focused 'shows' throughout America every year

For us, they are our primary method to expand our market area and develop new sales



The TULSA Farm Show returns to Expo Square for the 28th year!



River Spirit Expo – Expo Square

Oklahoma's premier agricultural and ranching event returns to the River Spirit Expo (Expo Square) December 9-10-11, 2021.

As Oklahoma's largest indoor farm show with over 400,000 square feet of exhibits, the Tulsa Farm Show is a great end-of-year opportunity to view all the latest in agricultural and ranching equipment. More than 380 companies will be featuring a full line of displays, including tractor, sprayer, tillage, harvest equipment, cattle management products, and more.



'FARM SHOWS'

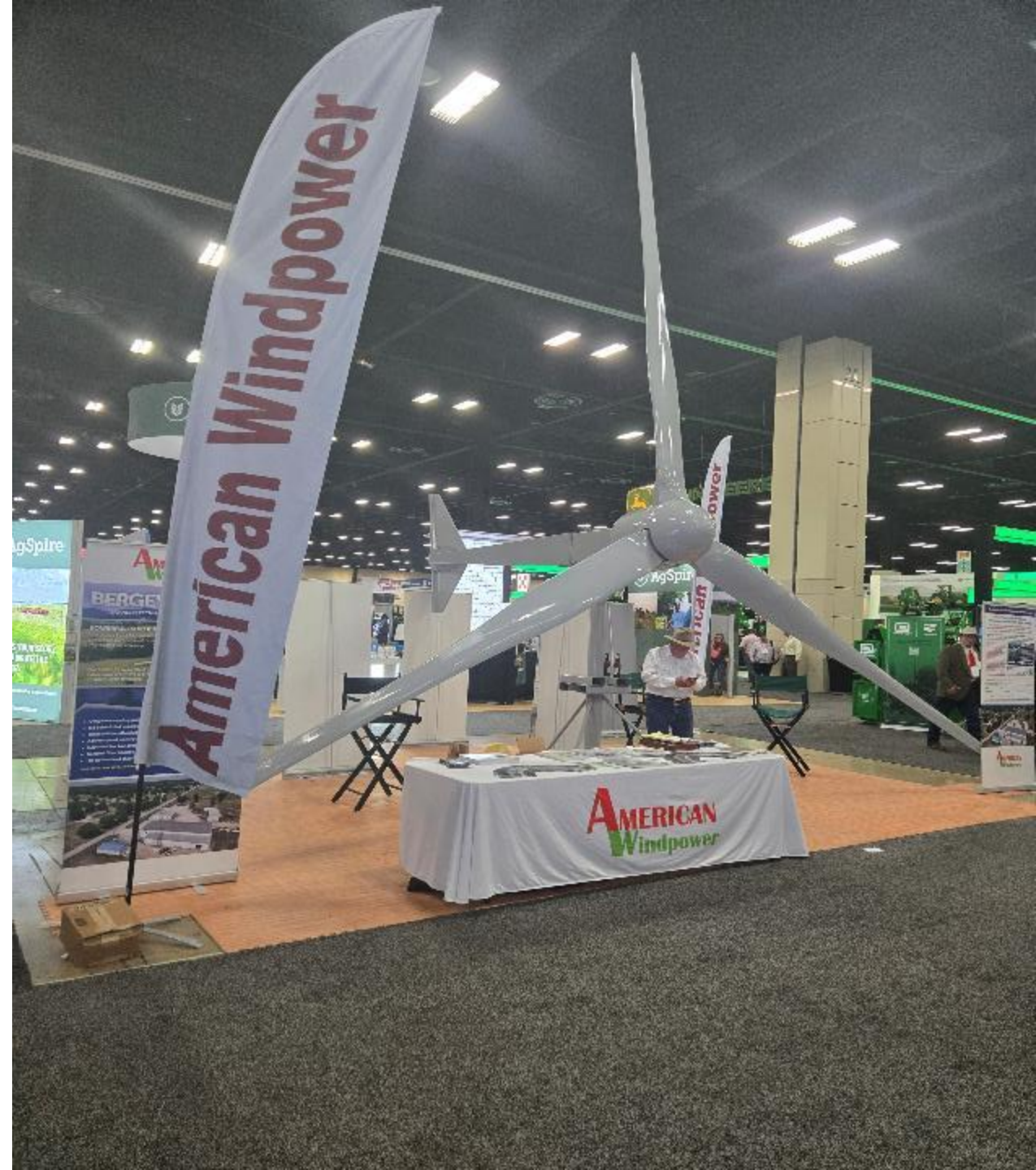
An Excellent Way to Educate and Grow Your Business

As opposed to print ads and telephone calls, Farm Shows offer a face-to-face opportunity to meet prospects, clarify their needs and ask qualifying questions which are recorded on a questionnaire

For the Farmer, they get to 'kick the tires' and actually see up close the turbine and ask detailed questions about what they see

Our staff are able to learn about the prospects financial situation, tax credit appetite and qualify them for a potential USDA grant.

Being able to have that face-to-face meeting is priceless!





'FARM SHOWS'

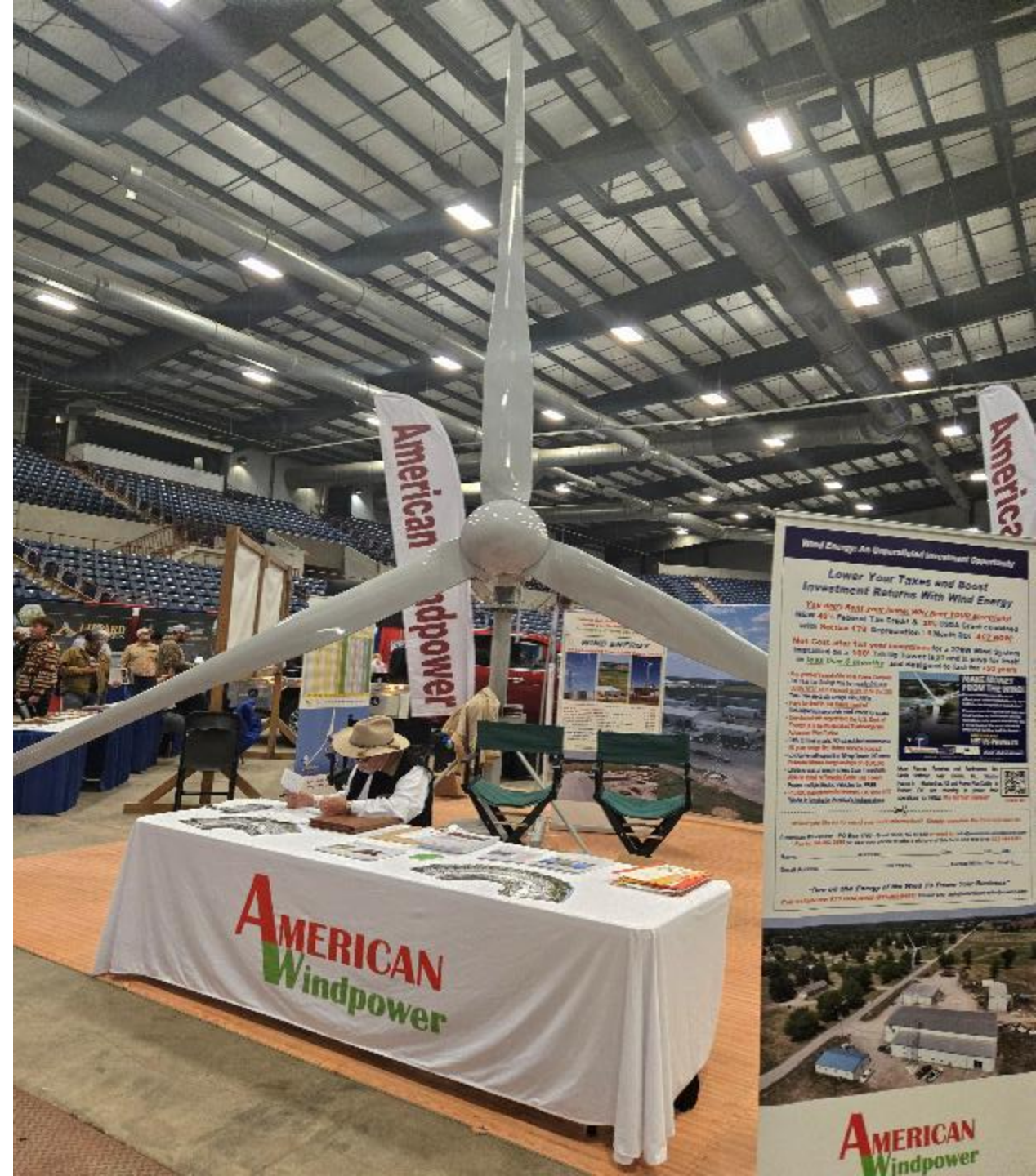
The past 5 years we've exhibited at over 100 Shows

This year we will exhibit at over 22 'Farm Shows' in 8 States from Texas to Minnesota

While some are better than others, we believe there is no such thing as a 'bad show'.

It only takes one sale to provide an excellent return-on-investment.

Plus, as you return year after year, you are building credibility and turning past prospects into new sales.





'FARM SHOWS'

Getting there: We believe displaying an actual turbine is critical in drawing attention to your booth and creating interest

Our sales team transport our 'display' turbines from show to show





'FARM SHOWS'

Initially, we displayed the turbine with 2 blades, but later developed a telescoping stand that allowed us to raise the turbine and display the turbine with all 3 blades





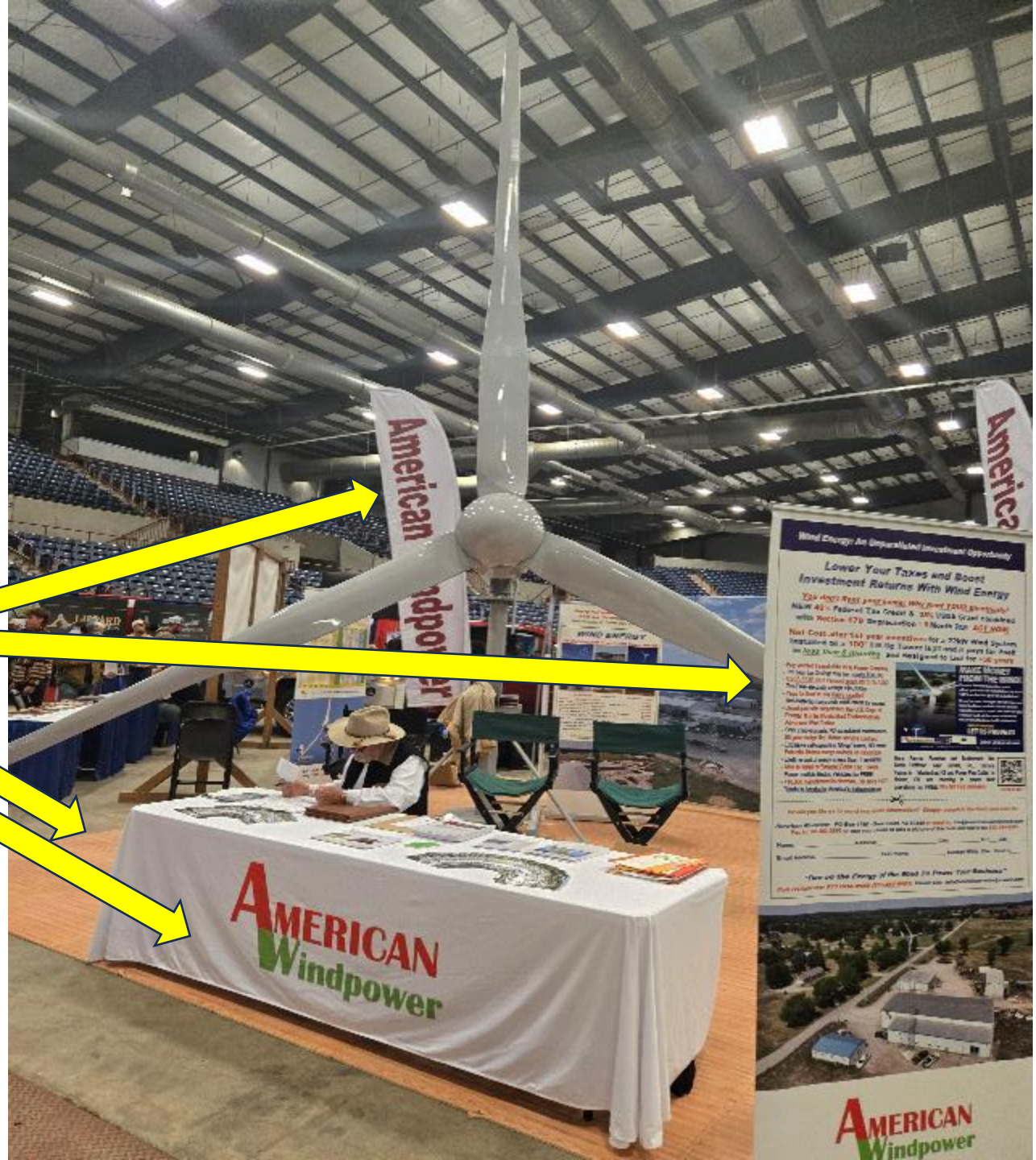


'FARM SHOWS'

Professionalism

- Flooring
- Table Cloth
- Display Pull-Ups
- Banner Flags

www.printrunner.com





CALL: 833-464-9463

www.american-windpower.com

Name: _____ Email: _____

Cell Phone: _____ Address: _____

City: _____ State: _____ Zip: _____ Average Monthly Electric Bill: _____ Utility: _____

If a Wind Turbine paid for itself in 5 years or less, would you be interested?

Very Interested I would like to receive a cash flow analysis Somewhat interested

I would like to schedule a feasibility study at my location Date: _____ Time: _____



'FARM SHOWS'

Educational slide show runs a continuing loop

Next show, we will debut a 21' long x 13' high inflatable screen





'FARM SHOWS'

Costs:

Booth Rental 20'x30' (most are \$2,000-\$3,500)	\$2,000-\$16,000
Show Program Ad (optional)	\$1,500-\$3,500
Hotel & Meals (2 rooms, 3 nights)	\$1,500-\$2,500
<u>Transportation/Assembly</u>	<u>\$1,000-\$2,000</u>
Total	\$6,000-\$24,000

(does not include, brochures, booth accessories, etc.)





'FARM SHOWS'

Success Stories:

Nebraska: A manufacturing company purchased 10 turbines within 4 days of the show

South Dakota: (2) Brothers purchased 8 turbines for their hog barns a few days after the show

Missouri: A Minnesota farmer happened to be in town and stopped by the booth...
Within 2 weeks, he and his neighbors purchased a total of 22 turbines!









Summary:

Farm Shows Work!!!

The hands-on, face-to-face experience is priceless and provides a tremendous Return-on-Investment

Questions?

I was afraid this would happen...





Thank You!

