

[AGCO Corporation](#) is global manufacturer of innovative, efficient and reliable farming equipment for large and small farm operations. AGCO is the parent company of Massey-Ferguson, Challenger, Fendt, Gleaner and Valtra brand equipment, as well as Hesston and Sunflower brand attachments and implements.

[Farm Progress](#) is the largest outdoor trade show for the agriculture industry in the United States. From the newest tractors to cutting-edge farm technologies, every major equipment manufacturer participates in this event which draws tens of thousands of visitors each year.

The Challenge:

As a single company with multiple brands, AGCO has always divided their exhibit space into a separate area for each brand using temporary fencing, tents, color-coded wood chips and brand-specific signage. Then, over 50 machines and implements are delivered to the show and washed daily to keep them “showroom clean.” This is standard practice for most exhibitors at Farm Progress. But this time, AGCO wanted to do things differently.

AGCO approached Sonar Creative to help redesign their presence at Farm Progress with the following communication goals and objectives:

- Tell a unified story (about our brands and technologies)
- Increase message clarity (not clutter)
- Create audience engagement that promotes fresh thinking about AGCO
- Make the best use of a smaller budget

Sonar has supported AGCO with creative & production services for several Dealer Business Meetings and indoor trade shows, but this was our first attempt to find a “common voice” for all brands in the AGCO portfolio.

The Solution:

Farm Progress is an outdoor show on Iowa farmland. The exhibit space is an empty lot with just one permanent structure (a 60’ galvanized steel grain bin) so we literally began with a blank canvas.

With our knowledge of AGCO’s innovative products & technologies, our creative approach to Farm Progress began with a story familiar to every show attendee: the cycle of farming (planning, planting, growing, and harvesting). All AGCO equipment supports each step in the cycle with greater efficiency, less waste, and less downtime.

We then divided the exhibit space into each phase of farming rather than each AGCO brand. We cultivated corn, soybeans and alfalfa in the booth by partnering with Future Farmers of America – a first for Farm Progress. We timed planting so that the corn would be harvest-ready for the show.

Next, we arranged the display of AGCO machines by function. Rather than “showroom clean,” the equipment was displayed “at work” to underscore functionality and durability.



Footpaths through the crops were designed for easy access to machines with “avenues” that led visitors to three main attractions:

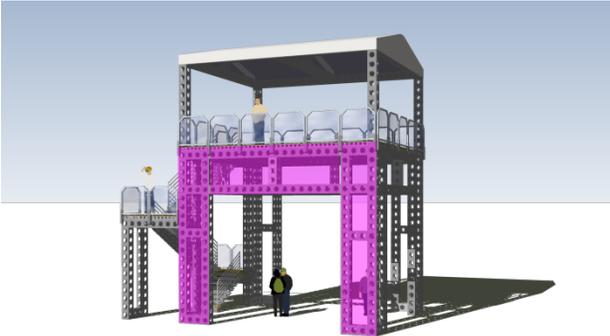
FUSE Pavilion: With FUSE technologies, AGCO machines communicate with one another to increase farm efficiency while minimizing downtime and waste. This tented stage area offered a daily calendar of presentations with detail about specific products & technologies in the AGCO family of brands.



Challenger Theater: The steel grain bin was converted into a performance theater & meeting space complete with lighting, video and audio support, air conditioning, and catering services. A fully-scripted live-action show called “Follow the Seed” entertained guests several times each day with “Bud” the seed and his journey through the farming cycle.



See Beyond Observation Deck: Located at the epicenter of the AGCO booth, this 30’ elevated platform offered a panoramic 360-degree view of Farm Progress. Using iPads, a custom-designed Augmented Reality app allowed guests to “see beyond” the booth below and visualize streams of data traveling between display machinery. Active links to product literature and web pages provided an immersive, interactive experience.



The Result:

Farm Progress was a tremendous success for AGCO. We were able to depict AGCO solutions within a relevant and engaging environment. Products were displayed performing real-world tasks, which gave our audience a unique perspective on the relationship between AGCO tools and technologies “in action.”

The AGCO booth was the most talked-about exhibit at the show and drew record numbers of visitors. The highly visible Observation Deck became a



reference point for anyone in need of directions. With delivered a unified story for all AGCO brands. And with fewer machines on display, we helped reduce the show budget to meet AGCO's financial goals.

Initially a one-off show concept, the design was repeated by AGCO in four trade shows over two years.

Additional production credits:

- Exhibitus: See Beyond Observation Deck, Fuse Pavilion, and Challenger Theater design
- Active Production & Design: AV support for Fuse Pavilion & Challenger Theater
- CSE: Augmented Reality App development