



# New Space Names Complement Our Events

The Sandhills Global naming rights agreement ushers in a new era at the Lancaster County fairgrounds. In addition to a new fairgrounds name, the seven most-visited spaces will bear the names of Sandhills Global's top ag-related services. The name of each space was chosen to align these leading brands with the interests of visitors who gather in each space.

At the same time, the county's largest banquet hall is being renamed Ag Society Hall (formerly Lincoln Room) to recognize the vision and hard work of the Lancaster County Ag Society in growing the impact since 2001 of the newly named Sandhills Global Event Center while continuing to be the proud home of the Super Fair.



## Formerly Pavilion 1

This versatile all-concrete floor space hosts consumer trade shows, community events, and overflow stalling space for national horse shows, and serves as the livestock barn for 4-H/FFA youth during the annual Super Fair.

## Currency

Facilitates financing for heavy machinery, aircraft, business working capital, and consumer lending opportunities.



## Formerly Pavilion 2

The primary horse stalling barn with warm-up space and General Store serves a variety of local, regional, and national horse shows, getting pressed into service each December as display space for the second largest indoor ag expo.

## EquineMarket

One-stop resource for buying and selling all categories and breeds of horses and hay.



## Formerly Pavilion 3

Hosts a variety of local, regional, and national equine and livestock shows that enjoy using the full set of livestock pens and bucking/roping chutes. It now serves as the home of the Innovation Hub for the second largest indoor ag expo annually.

## LivestockMarket

Offers a platform for private treaty sales and purchases of all categories and types of livestock, hay, and straw.



## Formerly Pavilion 4 with Amy Countryman Arena

The tallest pavilion, it allows for some of the world's largest farm equipment and exciting indoor motorsports with ample trade show and large banquet space during the winter. Spring through fall, local to national horse and rodeo events appreciate the national-quality arena footing.

## TractorHouse

Go-to resource for buying and selling new and used farm equipment, attachments, implements, parts, and precision ag components.



## Formerly Multi-Purpose Arena

A versatile space used with carpet in the winter for a wide variety of commercial, community and agricultural events. Spring through fall, it is another favorite horse show arena.

## FR8Star

Connects shippers with specialized transport companies for efficient domestic and international delivery of equipment and flatbed shipments.



## Formerly Grandstand Arena

This new 3,300-seat shaded grandstand faces a fully equipped large arena space customizable for events from the world's largest rodeo to motorsports and more.

## AuctionTime

Powerful auction platform reaching bidders worldwide for the sale of agriculture and construction equipment, trucks, and trailers.



## Formerly Campgrounds

With over 300 campsites for RVs and living quarters trailers this campgrounds serves dozens of SGEN events year-round. The 1,000-site National Event section opens to serve larger events such as the National High School Finals Rodeo in 2026 and 2027, attracting large national RV events to the tenth largest event center campgrounds in the U.S.

## RVUniverse

Online destination for RV enthusiasts seeking new and used recreational vehicles, including fifth wheels, travel trailers, motorhomes, and much more.



Visit [Sandhills.com](https://Sandhills.com) to learn more about any of the above industry-leading brands & visit [SandhillsGlobalEventCenter.org](https://SandhillsGlobalEventCenter.org) to check out what's going on in these popular spaces.