

EXPO New Mexico and the New Mexico State Fair

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Supporting Rural Communities, Economic Development, and Opportunity Across New Mexico

For more than a century, the New Mexico State Fair and EXPO New Mexico have served as a statewide gathering place that showcases New Mexico's people, products, traditions, and industries. Through year-round programming and the annual State Fair, EXPO New Mexico generates economic activity, promotes rural businesses, supports agriculture, and provides critical public services that benefit communities across all 33 counties.

Driving Economic Development Throughout New Mexico

Showcasing Rural Businesses and Products

The State Fair provides a unique platform for businesses from across New Mexico to reach new customers and expand their visibility.

Examples include:

- The Green Chile Cheeseburger Challenge, which has highlighted acclaimed restaurants from communities across the state including Hatch and Capitan.
- Partnerships with New Mexico wineries and brewers that promote products made with New Mexico-grown ingredients.
- The New Mexico Department of Agriculture Store, featuring products from businesses throughout the state.
- Participation by New Mexico-based concessionaires, vendors, artists, entertainers, and exhibitors.

Supporting Tourism and Local Economies

The State Fair attracts hundreds of thousands

of visitors annually, generating spending that benefits hotels, restaurants, retailers, and tourism-related businesses. Marketing partnerships with rural radio stations and media outlets also help promote communities and attractions throughout New Mexico.



Celebrating New Mexico's Arts, Culture and Heritage

The State Fair serves as one of New Mexico's largest showcases for artists, performers, and cultural traditions.

Highlights include:

- Juried art competitions and exhibitions featuring artists from rural communities, tribal nations, pueblos, and urban areas.
- Opportunities for youth artists to display and sell their work.
- Paid performance opportunities for musicians and entertainers from across New Mexico.
- County Days programming that highlights the unique culture, history, and contributions of all 33 counties.

Strengthening Agriculture and Youth Development

Agriculture remains at the heart of the State Fair's mission.

Programs include:

- Livestock exhibitions and junior livestock sales that provide educational and financial opportunities for youth from across New Mexico.
- Agricultural competitions and exhibitions that showcase the state's farming and ranching industries.
- High school culinary competitions featuring students from communities throughout the state.
- Partnerships with the New Mexico Department of Agriculture that promote locally produced goods and value-added agricultural products.



A Year-Round Resource for New Mexico

EXPO New Mexico serves residents from every region of the state through year-round events, including:

- Trade shows and consumer expos
- Arts and cultural festivals
- Livestock and agricultural events
- Educational competitions
- Family entertainment and community gatherings

From supporting rural businesses and agricultural

producers to serving as an emergency response resource, EXPO New Mexico and the New Mexico State Fair continue to provide statewide value that extends far beyond the annual fair.

Providing Critical Statewide Services

Beyond entertainment and economic activity, EXPO New Mexico serves important public functions throughout the year.

Examples include:

- Emergency livestock sheltering and support during wildfires and natural disasters, including recent responses to East Mountain and Ruidoso-area emergencies.
- Public health operations during the COVID-19 pandemic, including vaccination and community response efforts.
- Hosting the New Mexico National Guard Youth Challenge Academy, helping vulnerable young adults develop education, workforce, and life skills.
- Providing space for statewide community events, educational programs, and public service initiatives.

New Mexico State Fair by the Numbers



A New Mexico Tradition

500,000+ Annual Fair Attendance
11 Days Of Family Entertainment, Agriculture, Culture, and Community
100+ Years Serving New Mexico
33 Counties Represented Through Exhibits, Competitions, and Programming

Commitment to Affordability

The New Mexico State Fair is committed to providing affordable entertainment and family experiences for New Mexicans.

National Recognition

2025 Western Fairs Association

1st Place – Creative Promotions to Combat Inflation

2024 & 2025

Recognized by the Western Fairs Association for affordability-focused initiatives that help keep the Fair accessible to New Mexico families.



Nationally Recognized Excellence

International Association of Fairs & Expositions (IAFE) 2025 Awards

- 2nd Place – Best Marketing Campaign
- 2nd Place – Radio Advertising
- 2nd Place – Food Education Program/Exhibit
- 2nd Place – Souvenir & Commemorative Item (New Mexico State Fair Beer)

Western Fairs Association 2025 Awards

10 First-Place Awards

Including:

- Overall Marketing Campaign
- Community Outreach & Diversity
- Volunteer Program
- Outdoor Advertising
- TV Advertising Series
- Foreign Language Social Media Advertising
- Non-Fairtime Event (Gathering of Nations)
- Souvenir Program

Eight Second-Place Awards

Including:

- Agricultural Programming
- Soundwave NM, New Mexico Music Festival
- Foreign Language Advertising
- Social Media Advertising
- Self-Produced Video

One Third-Place Award

- Single Television Advertisement



Serving New Mexicans

The State Fair provides:

- Affordable family entertainment
- Educational exhibits and competitions
- Cultural celebrations and performances
- Volunteer opportunities
- Agricultural programming
- Community outreach initiatives
- Accessible and inclusive experiences for all visitors



Looking Ahead

The New Mexico State Fair continues to invest in affordability, accessibility, education, agriculture, and visitor experience while preserving one of New Mexico's most treasured traditions.



2026 New Mexico State Fair
Sept. 10-20, 2026

