



NEBRASKA POWER FARMING SHOW

Lancaster Event Center, Lincoln, NE
December 5-7, 2017



Show History and Vision

In 10 years, the Nebraska Power Farming Show has become the 2nd largest indoor farm show in North America. Reasons for the success can be contributed to timing of the show, rural setting of the facility, and availability of exhibit space within the venue. Currently the show covers 401,000 sq. ft. of exhibit space. With future development of the Lancaster Event Center, the show can grow to 550,000 sq. ft.

The vision for the Nebraska Power Farming Show is to become the epicenter for agriculture in America's Heartland.

Number of Exhibitors and Booths

- 401,000 sq. ft. of exhibit space & 2275 booths
- 860 companies represented from 23 states and 4 Canadian provinces

Quality Attendees

- 91.5% of the 2016 exhibitors rated the quality of attendees equal to or better than other shows
- 83.7% of the 2016 exhibitors rated their Return on Investment equal to or better than other shows
- Attendees from Nebraska, Kansas and Western Iowa
- Expected attendance: 15,000 – 20,000, depending on weather
- Farming acreage: Average 1056 acres; Dryland 64%; Irrigated 36%
- Farmer livestock profile: Cattle - 37.1%; Hogs - 4.1%
- Farmer crop profile: Corn - 97.3%; Soybeans - 94.3%; Hay - 26.0%; Wheat - 22.4%; Milo - 2.8%

Pure Ag Exhibits

- All full-line equipment manufacturers
- Large selection of specialty manufacturers
- Precision ag electronics
- Grain handling equipment and bins
- Irrigation equipment
- Livestock equipment
- Utility vehicles and ATVs
- Ag service providers, fertilizer, chemicals, seed, buildings and much more



Customer Service – Added Value!

- Friendly show days and hours - Tues. & Wed. 9:00 - 5:00; Thurs. 9:00 - 3:00
- Facility - Multiple move-in doors (60 overhead doors); Easy rural access with FREE parking
- FREE forklifting and FREE pressure washing
- Booth includes 6' skirted table and 2 folding chairs
- Friendly, courteous and professional show staff ranks among the best in the show industry

Promotion

- 60-page show program mailed to more than 100,000 potential attendees in Nebraska, Kansas, Iowa and Missouri by Midwest Messenger, Midwest Producer & Iowa Farmer Today
- The Rural Radio Network is the radio sponsor
- Other media used includes radio, direct mail, internet, TV and newsprint

nebraskapowershow.com
800.622.0016

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