

“NOW THAT’S A GREAT FARM SHOW!”

The logo for the Nebraska Power Farming Show features the text "NEBRASKA POWER" in a large, bold, white sans-serif font, with "FARMING SHOW" in a smaller, white sans-serif font directly below it. The text is set against a red background that is shaped like the outline of the state of Nebraska. The entire logo is positioned in the top right corner of the page.

NEBRASKA POWER
FARMING SHOW

DECEMBER 5-7, 2017
LANCASTER EVENT CENTER | LINCOLN, NE

PRESS RELEASE:

[FOR RELEASE: December 1, 2017]

Des Moines, Iowa – FARM SHOW UNVEILS NEW WEBSITE, INTERACTIVE MAPS

Producers can find everything they need to know about the Nebraska Power Farming Show in the palm of their hand, thanks to new interactive maps, an exhibitor directory and product directory. Together with the show’s updated, responsive website, the Nebraska Power Farming Show is now more accessible than ever before.

“More and more producers are using mobile devices to learn about the Nebraska Power Farming Show,” said Tom Junge, show director. “In just two short years, use of a mobile device increased 66% while traditional website use declined 25%. As a result, we decided it was time to make our information more mobile-friendly.”

With just a tap, producers can easily locate exhibitors in each building or search through interactive product directories on their smartphone. “Now farmers and ranchers can plan their trip in advance of the show,” said Junge. “The interactive maps make it easy for them to search for exhibitors, review floor plans or search by product category.”

The website also features a fresh, updated look. Exhibitors, visitors and media will find nebraskapowershow.com both organized and easy to navigate with several new resources, including both interactive and printable maps, an exhibitor checklist, show history, downloadable media kit and photo gallery.

The Nebraska Power Farming Show, presented by Farm Credit Services of America and AgDirect, will be held December 5-7 at the Lancaster Event Center in Lincoln, Nebraska. Spread across 9.2 acres, the second largest indoor U.S. farm show is loaded with big iron, precision ag, aerial imaging, livestock production, inputs, data management and more.

Show hours are 9 am to 5 pm Tuesday and Wednesday, and 9 am to 3 pm Thursday. Admission and parking at the Lancaster Event Center are FREE! For additional show information, visit nebraskapowershow.com.

The Nebraska Power Farming Show is produced by the Iowa-Nebraska Equipment Dealers Association in conjunction with local Nebraska and Iowa farm equipment dealerships. The show is sponsored by: Diamond Sponsor – Farm Credit Services of America and AgDirect; Platinum Sponsors – Bayer CropScience and Nebraska Farm Bureau; Gold Sponsors – Mitas and Stine Seed Company; and Media Sponsors – Midwest Messenger and Rural Radio Network.

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