

“NOW THAT’S A GREAT FARM SHOW!”



JANUARY 30-FEBRUARY 1, 2018
IOWA EVENTS CENTER | DES MOINES, IA

PRESS RELEASE:

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Des Moines, Iowa – IOWA POWER FARMING SHOW EXPANDS

The Iowa Power Farming Show – the third largest indoor farm show in the country – just got bigger. Presented by Farm Credit Services of America and AgDirect, the Iowa Power Farming Show now covers 7.7 acres across all three buildings and seven floors of the Iowa Events Center and is loaded with more big iron, precision ag, aerial imaging, livestock production, inputs and data management than ever before.

The show, held January 30-February 1 in Des Moines, Iowa, is expanding after managing exhibitor waiting lists for more than 10 years. “We continually got requests from companies wanting to exhibit at our show. However, with an average 90% exhibitor retention rate, very few new companies ever got the opportunity to participate,” said Tom Junge, show director. “As a result, we felt there was no better time than the present to expand.”

The show will expand to the lower level of Hy-Vee Hall, making room for 75 additional booths. “We invested in modifying the lower level to make it more exhibitor-friendly and to help with traffic flow,” said Junge. The new floor will also feature a lunch buffet and seating, with discount coupons offered for the buffet at each show entrance throughout the show.

To date, the Iowa Power Farming Show is the only event to utilize all three facilities of the Iowa Events Center, making it the largest indoor show of any kind in Iowa. Show hours are 9 am to 4 pm Tuesday and Wednesday, and 9 am to 3 pm Thursday. Parking and shuttle are FREE at Iowa Cubs-Principal Park. Farmers may register online at iowapowershow.com to save \$5 off the \$8 admission.

The Iowa Power Farming show is produced by the Iowa-Nebraska Equipment Dealers Association in conjunction with local Iowa and Nebraska farm equipment dealerships. The show is sponsored by: Diamond Sponsor – Farm Credit Services of America and AgDirect; Platinum Sponsor – AgLeader; Gold Sponsors – Mitas, Stine Seed Company and Sukup Manufacturing; Silver Sponsors – Machinery Pete and Stewart-Peterson; and Media Sponsors – Iowa Farmer Today and WHO Radio.

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