

“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 – FARM SHOW UNVEILS NEW WEBSITE, INTERACTIVE MAPS

Producers can find everything they need to know about the Iowa 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 Iowa Power Farming Show is now more accessible than ever before.

“More and more producers are using mobile devices to learn about the Iowa Power Farming Show,” said Tom Junge, show director. “In just two short years, use of a mobile device increased 65% while traditional website use declined 30%. 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 IowaPowerShow.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 Iowa Power Farming Show, presented by Farm Credit Services of America and AgDirect, will be held January 30-February 1 at the Iowa Events Center in Des Moines, Iowa. Spread across 7.7 acres, the third largest indoor U.S. farm show is loaded with big iron, precision ag, aerial imaging, livestock production, inputs, data management and more.

Parking and shuttle are FREE at Iowa Cubs-Principal Park. Farmers may register online at IowaPowerShow.com and 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; and Media Sponsors – Iowa Farmer Today and WHO Radio.

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