

# “3RD LARGEST INDOOR FARM SHOW IN THE U.S.!”

IOWA POWER  
FARMING SHOW

JANUARY 28-30, 2020  
IOWA EVENTS CENTER  
DES MOINES, IA



The Iowa Power Farming Show – the third largest indoor farm show in the United States – will host nearly 1,932 booths spanning 7.7 acres, 3 buildings and 7 floors across the Iowa Events Center. This pure ag show will feature the best ag has to offer, from big iron, precision ag, aerial imaging, and livestock production...to inputs, grain storage, data management, ag financing companies and much more!

- THE FACTS:**
- 3rd Largest Indoor Farm Show in U.S.
  - 750 companies represented from 26 states and 3 Canadian Provinces
  - Established in 1910
- ATTENDEES:**
- Average farm acreage: 1,160 acres
  - Crop profile: Corn – 97.5% | Soybeans – 92.6% | Hay – 35.6%
  - Livestock profile: Cattle – 30.2% | Hogs – 9.3% | Dairy – 2.9%
  - Attendance is measured by admissions and ranges from 20,000 – 26,000 over 3 days. (310,000 sq.ft. exhibit space)
- PURE AG:**
- Major manufacturers: Case, AGCO, John Deere, New Holland and Kubota
  - Shortline manufacturers: tillage, planting, hay & forage, sprayers, seed handling, grain handling equipment and irrigation equipment
  - Livestock equipment | Agricultural buildings | Precision ag electronics | Ag service providers: commodity brokers, farm management, insurance and more
- HOURS:** Tues. & Wed. 9am – 4pm | Thurs. 9am – 3pm
- ADMISSION:** \$8 with a \$5 discount available at [iowapowershow.com](http://iowapowershow.com)
- PARKING:** FREE parking and shuttle | Iowa Cubs Principal Park
- WEBSITE:** [iowapowershow.com](http://iowapowershow.com)



## READ WHAT THE EXHIBITORS HAVE TO SAY:

*“The interest level of attendees is high. We usually get several leads or sales at this show every year.”*

*“Everyone was very friendly and easy to work with. It was a great show!”*

*“Traffic was very good this year and this increased our sales. Great weather, great attitude about the overall economy. Very happy with increased customer count and it directly related to an overall increase in sales.”*

*“Have several good leads that are turning into sales.”*

*“Easy move-in/move out. Good flow for attendees. Staff is friendly and professional.”*

*“Good promotion. Lots of attendees from all over the state. I think weather played the biggest part in the high attendance but can't be discounted that people knew when the event was. Also, the \$5 off coupon at the door made it a steal to attend.”*

*“Very clean. Parking was easy, food was good.”*

*“It appears that it is promoted well. We always have a lot of traffic through our booth.”*

*“Thanks for sharing my posts on Twitter! I thought the show was well advertised.”*

*“We felt like we got some very great leads from the show. We also learned a lot about the area's market and we were able to narrow down our target demographic for the region.”*

Owned and managed by the

IOWA-NEBRASKA  
**EQUIPMENT  
DEALERS**  
ASSOCIATION

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