

IOWA AG EXPO
FEBRUARY 2-4, 2021
 IOWA EVENTS CENTER | DES MOINES, IA

New Name. Same Great Show!

We are excited to announce a big change to the third largest indoor ag show in the U.S. – a new name! The Iowa Power Farming Show is now called the Iowa Ag Expo to better reflect the evolution of agriculture and our ag expo. Today, more than ever before, growers and producers are hungry for knowledge and eager to adopt innovation and new technology. Our “pure ag” expo gives them just that.

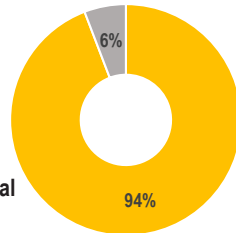
Why Companies Like the Iowa Ag Expo

- Attendees – Attracts row crop and livestock producers from north central midwest and beyond
- Timing – Winter is when growers have the time to learn about new technologies
- Facility – Iowa Events Center...largest venue in Iowa
- Promotion – 48-page expo program and omnichannel marketing covering Iowa and surrounding counties in adjoining states
- Pure Ag – 760 exhibitors, including 1600 ag experts, all at one event
- Customer Service – One of the best in the show industry, even down to move-in and move-out
- Growth – Has grown from 100,000 to 335,000 sq. ft. and is consistently sold out
- Face-to-Face Interaction with Quality Attendees – Build valuable relationships, educate growers/producers and SELL!

Exhibitor success is our top priority and what they say about the quality of attendees and return-on-investment is how we gauge it.

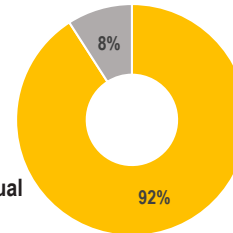
Here are the results from the 2020 show:

94% of the exhibitors rated the quality of attendees as better/equal than other shows they attend; 62% rated them better.



Better/Equal

92% of the exhibitors rated their ROI as better/equal than other shows they attend; 42% rated them better.



Better/Equal

What's NEW

- **\$2 Bill Give-Away** – Attendees who get a card stamped from three locations at the expo receive a \$2 bill!
- **Focus Groups** – Conducting focus groups with younger producers to determine what draws them to the expo and what media/message should be utilized to reach this group, in addition to expanding our social/digital media efforts to better attract this target group.

Expo Details

- 3rd largest indoor ag show in the United States
- February 2-4, 2021 | 9:00-4:00 Tues/Wed & 9:00-3:00 Thurs
- Free parking and shuttle at Principal Park | \$10 Admission and \$5 off with pre-registration
- Ag Tech Innovation Competition – 2:00 pm Wed
- Booths starting at \$730 – 10x10 (includes 6' skirted table + 2 chairs; company/brands listed in program, wayfinder towers and website; forklifting; and pressure washing)



Contact:

Tom Junge, Expo Director, tomj@ineda.com
 Cindy Feldman, Marketing Director/Sponsorships, cindyf@ineda.com

"It is a great show and complete experience!"
 – Charles V. Schwab

"Great as always...I think the public really gets excited about this show and we see it from the interactions we have."
 – Iowa FFA Foundation

"I'd say this was the busiest show we've had in 10 years. The leads were great and we were all swamped. As an exhibitor at numerous trade shows, I can't think of another show I work where the staff is more friendly or helpful. If you're looking to spend your time talking to quality agricultural customers then this is the show for you!" – Sukup

"We got some very good leads."
 – Northland Buildings

"We appreciate the flow of traffic, the volume of showgoers, knowledgeable staff and the ability to advertise."
 – Haber Technologies

"All the staff I spoke and dealt with did a great job for us. The show has good marketing and due to that, the attendance is better than most shows we attend each year. I really like that the attendees had name tags. That helped us connect with them immediately." – 3E

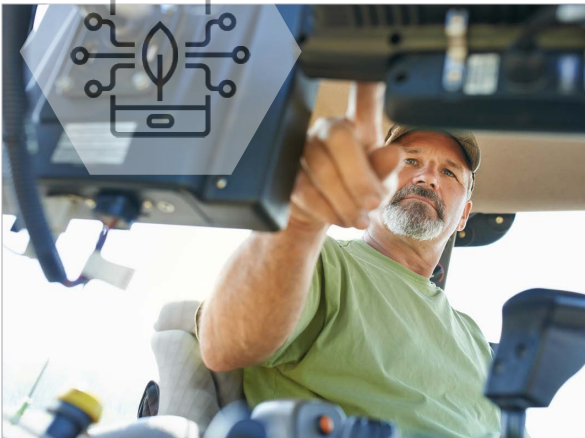
Owned and managed by the

IOWA - NEBRASKA
EQUIPMENT
DEALERS
 ASSOCIATION

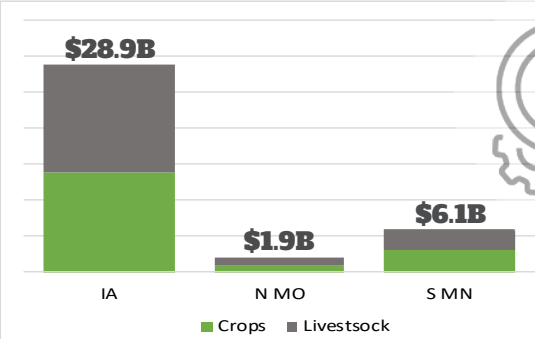
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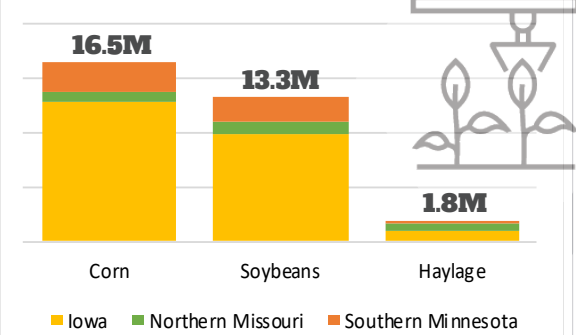
Our target market sells **4.4 cattle.**



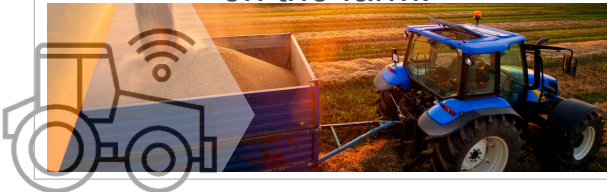
Market Value of Production



Acres of Specified Crops



Our target market has over **\$26B** in **equipment** on the farm.



Our target market has over **51,515 farms** with 180+ acres. **11,098 farms** have 1000+ acres.



Iowa leads the nation with **60M hogs sold.**

