

**IOWA AG EXPO**  
**JANUARY 31-FEBRUARY 2, 2023**  
**IOWA EVENTS CENTER | DES MOINES, IA**

## Our Passion. Your Business.

We're passionate about sharing the newest innovations and latest technologies that agriculture has to offer. That's why the annual Iowa Ag Expo continues to bring together more than 1,400 ag experts from across the country and around the world to display the best ag has to offer. As the third largest indoor ag show in the United States, the "pure ag" Iowa Ag Expo will inspire growers and producers with the biggest names and newest innovations, leaving both exhibitors and attendees with ideas to grow with for generations to come.

### 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 – 700 exhibitors, including 1400 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 315,000 sq. ft. and is consistently sold out
- Face-to-Face Interaction with Quality Attendees – Build valuable relationships, educate growers/producers and SELL!

*"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

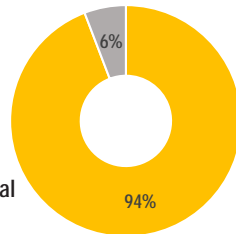
*"We got some very good leads."*  
– Northland Buildings

*"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

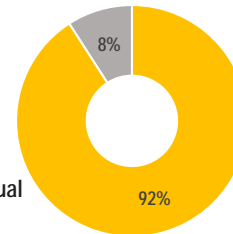
Exhibitor success is our top priority and what they say about the quality of attendees and return-on-investment is how we gauge it. Here are the results from the 2022 show:

93% of the exhibitors rated the quality of attendees as better/equal than other shows they attend; 59% rated them better.



Better/Equal

91% of the exhibitors rated their ROI as better/equal than other shows they attend; 41% rated them better.



Better/Equal

### What's NEW

- 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.
- Innovation Exhibition Spotlight

### Expo Details

- 3rd largest indoor ag show in the United States
- January 31-February 2, 2023 | 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
- FCSA Ag Innovation Showcase
- Booths starting at \$770 – 10x10 (includes 6' skirted table + 2 chairs; company/brands listed in program, wayfinder towers and website; forklifting; and pressure washing)



#### Contact:

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Owned and managed by:

**INEDA**

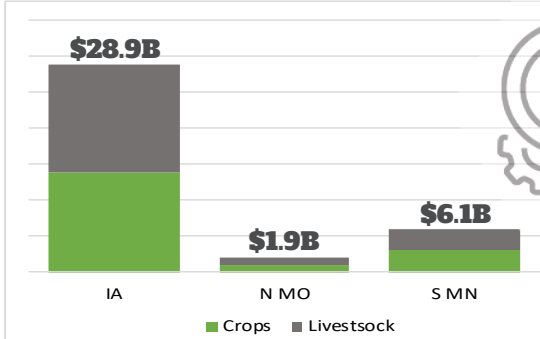
Iowa-Nebraska Equipment Dealers Association  
8330 NW 54th Ave, Johnston, IA 50131  
800.622.0016 | iowaagexpo.com



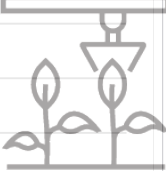
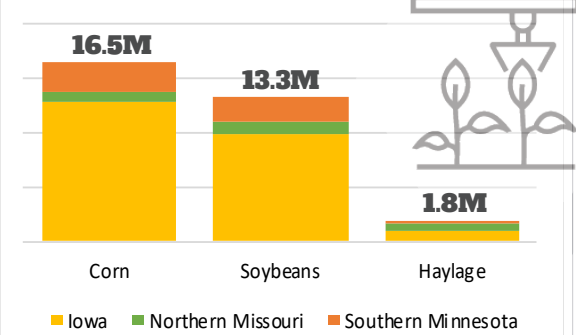
Our target market sells **4.4 cattle.**



**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.**

