



IOWA AG EXPO
JANUARY 30-FEBRUARY 1, 2024
IOWA EVENTS CENTER | DES MOINES, IA

PRESS RELEASE

[FOR RELEASE: January 20, 2023]

SUBJECT: Iowa Ag Expo's Innovation Hubs: The Future of Agriculture Technology

Des Moines, IA — The Iowa Ag Expo, renowned for its commitment to showcasing cutting-edge agricultural technology, proudly presents the Innovation Hubs, unparalleled showcases of the latest and most revolutionary ag technology in the industry. The Iowa Ag Expo continues to support advancing agricultural innovation and empowering ag producers with state-of-the-art solutions.

Located in the Ballroom of Community Choice and the floor of the Wells Fargo arena at the Iowa Events Center, the Innovation Hubs are a vibrant hub of technological excellence, boasting approximately 47 handpicked companies that have demonstrated exceptional innovation and ingenuity. The participating companies are carefully selected based on the novelty and transformative potential of their products, ensuring that visitors encounter only the best of the best.

"The Innovation Hubs epitomize our commitment to driving progress in the agriculture sector," said Expo Director Tom Junge. "It serves as a launchpad for visionary ideas, groundbreaking products, and entrepreneurs."

The Innovation Hubs set themselves apart by providing an inviting and captivating environment for exhibitors and visitors alike. Featuring bright carpeting, elegant white drapery, a giant video wall, and exceptional exhibitor displays, the hubs create a perfect stage for companies to showcase their game-changing technologies and solutions.

The following companies will exhibit in the 2024 Innovation Hub:

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| • 4Harvest LLC | • Drone Nerds | • Ostara |
| • AcreShield | • EvenMix | • Perfect Flight |
| • Aeroseeder LLC | • EZ-DROPS | • Phospholutions |
| • Ag Ventures Alliance Cooperative | • Farmmee | • Prolific Earth Sciences/Microbiometer |
| • AgBio Logic, LLC | • FJ-Dynanmics/Mid Iowa Auction Co. | • Rantizo |
| • Agra-GPS Ltd. | • FMC Corp. | • RcFarmArm/Pawlutions Ltd |
| • Agri Spray Drones | • Grain Weevil (Ag Ventures) | • ReEnvision Ag (Ag Ventures) |
| • AgTronix | • GrainLink | • Salin 247 |
| • AgZen Inc. | • GROWERS | • Soiltech Wireless |
| • Aztech Ag | • HaFa | • StoneX Financial Inc |
| • Biosphere Drone Solutions | • Harvest Increase Agriculture | • Susterre |
| • Bovi-Jet | • Holganix Midwest | • TerraClear Inc. |
| • Bushel Plus | • Intelinair, Inc | • Terraform Tillage |
| • Chrysalabs | • JCA Technologies | • Terraplex Ag LLC |
| • Continuum Ag (Ag Ventures) | • Naio/Edney Distributing | • Trader PhD Ag Marketing |
| • Distynct (Ag Ventures) | • NTP Technologies | |

To qualify for participation in the Innovation Hubs, companies are required to meet certain criteria:

- **New and Innovative Products:** All products showcased in the Innovation Hubs must be genuinely new and represent a significant advancement in the industry. Merely revised or upgraded versions of existing products do not qualify.



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- **Selective Application Process:** Companies are meticulously chosen through a comprehensive application process, with a focus on start-ups, entrepreneurs, and major manufacturers actively pushing the boundaries of agricultural technology.
- **Opportunity for Return Exhibitors:** Past participants of the Innovation Hubs are encouraged to re-apply, reinforcing the event's commitment to fostering enduring relationships with the most innovative companies.

"Through the Innovation Hubs, we aim to create a thriving ecosystem that brings together innovators, growers, and prospective stakeholders, fostering collaborations that shape the future of agriculture," Junge added.

The Iowa Ag Expo recognizes that innovation is not limited to the confines of the Innovation Hubs. As such, companies that may not meet the specific criteria are encouraged to exhibit through the general booth application process, providing an inclusive platform for all ag-related businesses to participate.

For more information about the Iowa Ag Expo and the Innovation Hub, visit <https://iowaagexpo.com/innovation-hub>.

About the Iowa Ag Expo

The Iowa Ag Expo is January 30-February 1, 2024 at the Iowa Events Center in Des Moines, IA. Hours are 9:00am-4:00pm Tuesday and Wednesday and 9:00am-3:00pm Thursday. Regular admission is \$10 at the door. This year, visitors can register online and purchase tickets in advance to save \$5 on admission. Registration information is used for demographic, sponsor, and marketing purposes. Student tickets are free with a valid student ID.

The Iowa Ag Expo is owned and managed by the Iowa-Nebraska Equipment Dealers Association (INEDA). The show is sponsored by: Diamond Sponsors – Farm Credit Services of America and AgDirect; Platinum Sponsor – Stine Seed Company; Gold Sponsor – Sukup Manufacturing; Silver Sponsor – Sound Agriculture and Media Sponsors – Iowa Farmer Today and WHO Radio.

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