



MORE BUYING POWER TO YOU

DEC. 4-6, 2012 | LANCASTER EVENTS CENTER IN LINCOLN

PRESS RELEASE

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FARMERS & RANCHERS GET MORE BUYING POWER AT THE NEBRASKA POWER FARMING SHOW

DES MOINES, IA – October 24, 2012: The word is out among farmers and ranchers: the Nebraska Power Farming Show is bigger, better and full of year-end buying specials.

In just its sixth year, the Nebraska Power Farming Show has already become the second largest indoor farm show in the United States. The show has added a 5th building this year after adding the 4th building in 2011. In total, the show will have 9.2 acres (400,000 sq.ft.) of indoor displays.

This year's show – which takes place December 4-6 at the Lancaster Event Center in Lincoln – will feature more than 870 ag-related companies and nearly 2100 booths, up from 700 companies and 1700 booths in 2011.

“The show's timing in early December makes it a favorite among farmers and ranchers who are looking to make year-end tax-planning purchases or pre-book for the upcoming spring,” said Will Rogers, co-director of the Nebraska Power Farming Show.

For the first time, exhibitors are letting attendees know their show specials in advance of the show by promoting them in the show program.

“The Nebraska Power Farming Show is the show to attend for year-end buying specials, there's no doubt about it,” Rogers said. “Folks travel from Iowa, Kansas, Missouri and surrounding states because they've heard the best buying specials can be found in Nebraska. They get to Lincoln and find out it's absolutely true. Just as they come looking to buy, these companies are looking to sell. It creates a really exciting atmosphere for both sides.”

For complete show information and directions, visit www.nebraskapowershow.com.

FOR MORE INFORMATION CONTACT:

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