

The logo for the Nebraska Power Farming Show features a white outline of the state of Nebraska. Inside the outline, there is a red horizontal bar at the top containing the text "NEBRASKA POWER" in white, bold, uppercase letters. Below this bar, the words "FARMING SHOW" are written in white, uppercase letters on a black background.

**NEBRASKA POWER**  
FARMING SHOW

The logo for the Iowa Power Farming Show features a white outline of the state of Iowa. Inside the outline, there is a yellow horizontal bar at the top containing the text "IOWA POWER" in white, bold, uppercase letters. Below this bar, the words "FARMING SHOW" are written in white, uppercase letters on a black background.

**IOWA POWER**  
FARMING SHOW

## PRESS RELEASE

FOR IMMEDIATE RELEASE

# NEBRASKA AND IOWA POWER FARMING SHOWS ANNOUNCE NEW POWER THEMES

DES MOINES, IA – October 18, 2012: The Iowa-Nebraska Equipment Dealers Association (I-NEDA) has introduced new themes for the Nebraska and Iowa Power Farming Shows. The new “**More Power to You**” themes are designed to showcase the powerful experience of attending the nation’s second and third largest indoor farm shows.

**MORE BUYING POWER TO YOU** becomes the new theme of the Nebraska Power Farming Show. The nation’s second largest indoor farm show takes place in early December at a time when many growers are considering year-end tax-planning purchases. With 870 companies and brands presenting the top farm equipment and services available, the Nebraska show is quickly gaining a reputation as being a “buyer’s show,” where great end-of-the-year deals are waiting to be had.

**MORE POWER TO YOU** becomes the new theme of the Iowa Power Farming Show. The nation’s third largest indoor farm show features more than 1,840 exhibitor booths, giving attendees more opportunities to check out powerful farming products, including all the new cutting-edge products leading farm equipment and services companies will be rolling out for 2013.

“The Iowa and Nebraska shows continue to grow, getting bigger and better each year,” said Andrew Goodman, I-NEDA President/CEO. “The high-impact themes capture the power and energy attendees experience at the shows.”

The Nebraska Power Farming Show runs from December 4-6, 2012, at the Lancaster Event Center in Lincoln. For more information, please visit [www.nebraskapowershow.com](http://www.nebraskapowershow.com). The Iowa Power Farming Show runs from January 29-31, 2013, at the Iowa Events Center in Des Moines. More information can be found at [www.iowapowershow.com](http://www.iowapowershow.com).

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