

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 Nebraska Ag Expo continues to bring together more than 1,700 ag experts from across the country and around the world to display the best ag has to offer. As the second largest indoor ag show in the United States, the "pure ag" Nebraska 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 Nebraska Ag Expo

- Attendees – Attracts row crop/grain and cattle producers from the central plains and beyond
- Timing – December is great for year-end buying and pre-bookings
- Facility – Lancaster Event Center...5 buildings with 5 easy-to-access entrances and free parking
- Promotion – 68-page expo program and omnichannel marketing covering a five-state region
- Pure Ag – 760 exhibitors, including 1700 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 130,000 to 400,000 sq. ft. and is consistently sold out
- Face-to-Face Interaction with Quality Attendees – Build valuable relationships, educate producers and SELL!

"You had excellent social media presence."
– Irrigation Listings

"For the investment, this show brings a good quantity of decision makers." – Copperhead Ag

"Simply, this is a very good show. Customers appreciate the large number and variety of agricultural products displayed. The show does draw a multi-state variety of prospects. Plus the timing is good for year-end sales."
– Kuhn Krause

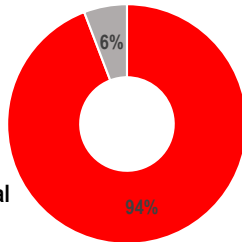
"Excellent leads, discussions, and brand awareness."
– Compass Minerals

"We received more leads from this show than any in the last 12 months." – Walkabout Mother Bins

"I gained potential customer leads from areas of the state that are normally impossible for me to reach. I'm truly looking forward to next year."
– Burrows Tracts Real Estate

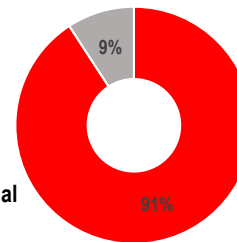
Exhibitor success is our top priority and what they say about the quality of attendees and return-on-investment is how we gauge it. Here are the results from the 2019 show:

94% of the exhibitors rated the quality of attendees as better/equal than other shows they attend; 53% rated them better.



Better/Equal

91% of the exhibitors rated their ROI as better/equal than other shows they attend; 50% rated them better.



Better/Equal

What's NEW

- **Admission** – \$5 or free with pre-registration. Collecting demographics is key in producing a quality event and attracting our target audience.
- **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

- 2nd largest indoor ag show in the United States
- December 7-9, 2021 | 8:30-4:30 Tues/Wed & 8:30-3:00 Thurs
- Free parking | \$5 Admission or FREE with pre-registration
- Ag Tech Innovation Competition – 2:00 pm Wed
- Booths starting at \$700 – 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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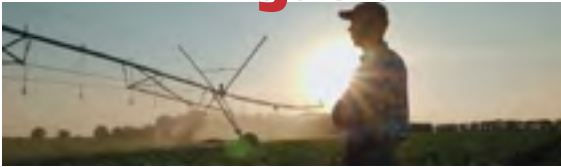
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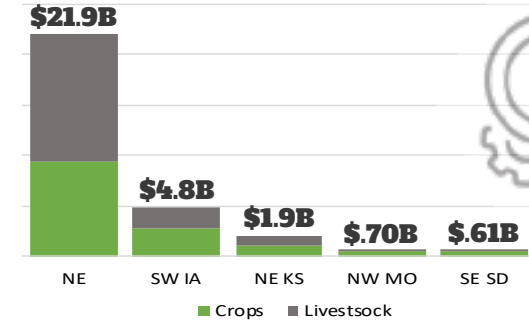
Iowa-Nebraska Equipment Dealers Association
8330 NW 54th Ave, Johnston, IA 50131
800.622.0016 | nebraskaagexpo.com



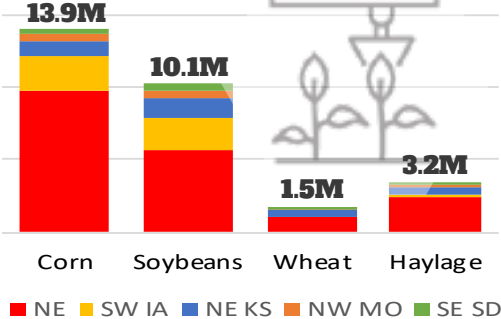
Nebraska alone has over **8.5M acres** in **irrigation**.



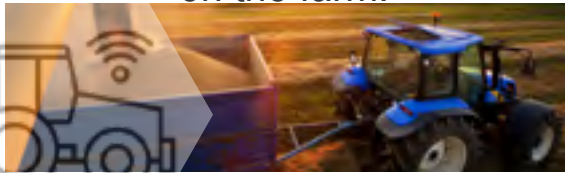
Market Value of Production



Acres of Specified Crops



Our target market has over **\$19B** in **equipment** on the farm.



Our target market has over **41,751 farms** with 180+ acres. **15,465 farms** have 1000+ acres.



Nebraska leads the upper midwest with **7.5M cattle sold**.

