

2019 SEMINARS AND DEMONSTRATIONS



The seminar series will again focus on the issues that most interest working farmers. In addition to financial, policy, soil health, and agronomic concerns, new presentations will cover new and alternative crops, how to use satellite imagery, and how to pass on the farm to the next generation. A special farm profit workshop will give producers help in making their operations more profitable during tough times. Live demonstrations will feature robots, drones, soil sensors, new planter technology, and more. An expanded number of Chat and Chew sessions will give farmers a chance to talk one-on-one and in small groups with leaders, experts, and researchers while enjoying free coffee in the Rural King Coffee Shop.

WHAT HAS NOT CHANGED FOR 2019

- **Great Dates:** The December 17 - 19 date is after harvest and just ahead of the major indoor farm show season. It does not conflict with other shows or events and gives farmers a great head start on the 2020 season.
- **Great Location:** Indiana is the Crossroads of America with easy access to all of the Eastern Corn Belt. Seven interstates and six U.S. highways lead to the show location. A large number of nearby hotels provide affordable housing options.
- **Great Facility:** 170,000 square feet of modern exhibit space, large doors for easy access, low cost utilities and services, unlimited parking, on-site security, exhibitor hospitality area, professional decorator and show services.
- **Free Admission:** As it has always been, the show is free to the farmer with only a small fee charged for parking. A limited number of free parking passes will be available to all exhibitors.
- **Great Crowd:** This show attracts serious producers. Farmers come to this show to shop, to learn, and to engage with exhibitors. Wide aisles and a relaxed atmosphere make it a great place to do business.
 - **A Great Management Team:** The Indiana Farm Equipment and Technology Expo is owned and managed by two of Indiana's largest and most respected media organizations, Farm World Newspaper and Hoosier Ag Today Radio Network. These companies know how to work with exhibiting companies, to attract farmers, and to promote an event. Both are Indiana-based businesses committed to the future of Indiana agriculture. In addition, the Expo has the support of many of the state's leaders and farm organizations including the Indiana Department of Agriculture, Purdue University Extension, Indiana Farm Bureau, and others.



The
IndianaFarm
EQUIPMENT & TECHNOLOGY EXPO

December 17-19, 2019

West Pavilion
Indiana State Fairgrounds

*The Showcase of
Indiana Agriculture, Innovation
and Technology*

www.indianafarmexpo.com



A DIFFERENT KIND OF FARM SHOW

In 2018, the Indiana Farm Equipment and Technology Expo underwent a major upgrade with a new focus on innovation and technology and a host of new features and activities. These included an expanded seminar series, live demonstrations right on the exhibit floor, a coffee shop with free coffee and donuts, prize drawings, and even a free lunch on the last day of the show. As a result, exhibitor numbers and attendance numbers jumped significantly. The excitement will continue in 2019 with even more improvements and exciting new events.

THE 2019 EXPO

December 17 - 19 are the dates for the 2019 show. Returning will be top-notch free seminars and live product demonstrations, the popular coffee shop, the grand prize drawing, and free lunch. New at the 2019 show will be an improved show floor layout, streamlined registration process, and even musical entertainment.

EXPANDED ADVERTISING & PROMOTION

In 2018, advertising and promotion totaled \$60,000. That number will be equaled in 2019 but will be more effective because of a more focused campaign. Radio, print, and direct mail will be used along with an expanded social media campaign. In addition, exhibitors will be provided with marketing materials to help promote their appearance at the show. Exhibitors in 2019 will also be given the opportunity to participate in discounted advertising in Farm World and on Hoosier Ag Today, the two largest farm media outlets in Indiana. A special social media advertising option will also be available for exhibitor participation.



SPECIAL SPONSORSHIP PACKAGES

A series of special sponsorship packages are available for companies to stand out. The packages include a premium exhibit space, print and broadcast advertising, signage at the show, and social media exposure. These opportunities include:

Title sponsor

Welcome Bag sponsor

Free Lunch Sponsor

Seminar Stage sponsor

Grand Prize sponsor

NEW EXHIBITOR PRICING PACKAGES

In an effort to keep this show affordable for exhibitors, rates are being held to very reasonable levels. To incentivize large equipment exhibitors, special discount pricing will be offered. For the first time, special rates will be available for non-profit groups and government organizations who wish to participate in the show.

Direct all inquiries to:



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