

BEST INDOOR FARM SHOW IN THE UPPER MIDWEST!

55th IOWA POWER FARMING SHOW 2010



High Quality Farmers in Attendance!

In 2009, 69% of the exhibitors said the quality of attendees was better than other shows that they attend. The Iowa Power Farming Show is well known for its ability to attract top producers and serious buyers. In response to the 2009 attendee survey, **59.3% of all farmers said they planned to make an equipment purchase of \$20,000 or more this year**, 84.6% for those farming over 1,500 acres. That means **\$217 million in capital equipment purchases in 2009!**

(*based solely on farmers who said they plan equipment purchases of over \$20,000)



Iowa is the top agricultural state in North America. The Iowa Power Farming Show is how you reach these top producers.

Exhibitor Friendly Show Days and Hours

Tuesday

February 2, 2010

9:00 – 4:00

Wednesday

February 3, 2010

9:00 – 4:00

Thursday

February 4, 2010

9:00 – 3:00

Iowa Events Center

(Hy-Vee Hall, Wells Fargo Arena & Vets Auditorium)

Des Moines, Iowa

***Largest Indoor Ag Equipment Show in the Upper Midwest...
...reaching leading-edge producers, at the right time and in the right climate!***

260,000 sq. ft. of Exhibit Space

Attended by companies from 22 states and 4 Canadian provinces.

Our attendance is measured by admissions.
We don't boast unsubstantiated numbers!

The 2009 attendance was 18,316, up 11.5% from 2008.



It's pure AG!

The Iowa Power Farming Show is pure agriculture with huge displays of ag equipment; precision farming technology; seed, chemical & fertilizer; grain storage; livestock equipment; grain trailers; utility vehicles; buildings; farm management software; primary ag financial institutions and much more!

The complete list of the 2009 exhibitors may be viewed on www.iowapowershow.com

Return on Investment:

56.25% of the exhibitors said the return on investment for the Iowa Power Farming Show was better than other shows; 40% said it was similar.

Attendee Profile:

- 87.1% of all attendees were farm operators
- 20,642,132 acres of agricultural production represented
- 1,127 acres was the average acreage size
- 44.5% farm more than 1,000 acres
- 97.5% of farmers grow corn, 92.6% soybeans, 35.6% hay and 6.8% other
- 36.2% of farmers have cattle, 17.9% hogs, 2.8% dairy and 6.1% other
- 50.2% of the farmers traveled over two hours to attend the show
- 7.2% were from out of state

Exhibitor Friendly:

- Exhibitor friendly show days and hours. Tues. & Wed., 9:00 – 4:00 and Thurs., 9:00 – 3:00
- Booth rates include: 6' draped table, 2 folding chairs, wireless Internet from the exhibit floor, forklift service and pressure washer service
- Free parking and shuttle service for attendees and exhibitors
- Company and/or brand name listed in show program, product directory and linked from show website

Show Profile:

- Known for its **purity and quality** of ag-related exhibits
- Endorsed, promoted and recommended by equipment dealers through the Iowa-Nebraska Equipment Dealers Association
- \$24,000,000 was the estimated value of equipment on display at the show
- 42.2% growth in booth space since 2005. 1,641 booths in 2009
- Largest indoor ag show in the upper Midwest
- 590 companies were represented at the 2009 show
- Attended by the major manufacturers

2010 Promotional Efforts:

- Promoted in Iowa, Southern Minnesota, Northern Missouri, Eastern Nebraska and Western Illinois
- Over \$100,000 in promotional publicity
- Show program with show information, new products, exhibitor list and editorial published by *Iowa Farmer Today* and distributed prior to the show to 102,000 farmers in Iowa, Southern Minnesota, Northern Missouri and surrounding counties in states surrounding Iowa
- WHO Radio (Des Moines) and KWMT Radio (Fort Dodge) broadcast live from the show to a statewide farm audience
- Other promotional effort includes posters in dealerships and Farm Credit Service offices; radio - *WMT (Cedar Rapids), Iowa & Missouri Brownfield Network and Linder Network in Minnesota*; print ads - *Fastline, Hotline, Farm News, Minnesota Farm Guide, Minnesota Agri-News, etc.*, news releases and show website.



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"We had an exceptional show that is still reaping dividends and should continue to pay off over time."

Beaver Valley Supply

"Of the dozen shows I do each year this is one of the best and busiest shows I do."

Cobett Waterers

"We retailed some units at the show and got several leads, some of which have resulted in retails." Krause Corp.

"We felt that it was the best show that we have ever worked. The location and quality of interest in our products was tremendous and we accomplished what we wanted to."

Merschman Seeds

"Over all it is a buyers show. People are looking and pricing. Many leads generated. Also for a manufacturer it is an opportunity with the large turn out to see customers that have purchased products over the years." Raven Industries

"Always our best indoor show of the year." Ziegler Cat

"Outstanding show in general." Schulte Industries

"The 2009 was one of the better shows we have attended of similar size and reach for some time."

Precision Planting

"We were able to move more products than I had anticipated." Linweld Inc.

"I have not yet been through all my leads. We are already working on several prospects. For Farm Show 08, we had a return in profits of almost 25 fold over our investment. This year's leads will also be significant."

How-Gan Electric & Security