



55th Iowa Power Farming Show

Feb. 2 - 4, 2010 • Des Moines, Iowa

Iowa Events Center

Hy-Vee Exhibit Hall, Wells Fargo Arena & Veterans Auditorium

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FOR IMMEDIATE RELEASE

55th Anniversary Show

Des Moines, Iowa – One of the longest running farm shows in the country celebrates its 55th year. What started out as a “dealer only” show is now the 4th largest indoor farm show in the United States. The popularity of the event resulted in record attendance of 18,300 in 2009 and all available exhibit space is occupied by ag-related companies.

“Attendance has been steadily increasing as more farmers are becoming aware of how large the show is. Over half the farmers now drive two hours to get to the show,” says Tom Junge, Show Director. “Each year we see more farmers from surrounding states, particularly Minnesota and Missouri.”

44 new companies will be attending this year’s show with a total of 620 companies utilizing 1,620 booths. The show covers 6.0 acres of indoor space. Every available space is utilized in the three buildings and four floors of the Iowa Events Center, even the hallways are filled with ag-related displays. “We wish we could honor all requests we received from companies for additional booth space. We have a waiting list for over 120 booth spaces”, says Junge. Most of these are out-of-state companies wanting to display their products and services to Midwest farmers.

The 55th annual event will be held February 2 - 4 in the Hy-Vee Exhibit Hall, Wells Fargo Arena and Veterans Auditorium in Des Moines. Doors open at 9 a.m. all three days and close at 4 p.m. on Tuesday and Wednesday, and at 3 p.m. on Thursday.

There will be three seminar rooms this year so farmers will have additional educational opportunities. Seminars begin at 11:00 a.m. each day. Commodity marketing, transitioning the family farm, maximizing yield potential, and precision farming are the main topics featured.

Admission to the Iowa Power Farming Show is \$6.00. (Children under 14 are free.) Farmers can save \$3.00 when they register online and participate in the “2010 Planting Intention Survey” at www.iowapowershow.com. Free shuttle service and free parking is also available at Iowa Cubs-Principal Park. The shuttle is sponsored by Calcium Products.

The Iowa Power Farming Show is sponsored in part by Farm Credit Services of America, Ag Leader Technology, Bayer Crop Science, Stine Seed, and The Stewart-Peterson Group. The show is owned and managed by the Iowa-Nebraska Equipment Dealers Association (I-NEDA). I-NEDA represents over 400 agricultural, outdoor power and industrial equipment dealers throughout Iowa and Nebraska.

For more information about the show and a list of show exhibitors, visit www.iowapowershow.com.