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NATIONAL FARM MACHINERY SHOW SEES BOOST IN ATTENDANCE, INCREASES INTERNATIONAL EXPOSURE

Louisville, Ky. (Feb. 24, 2011) - Intended to function as the premier agricultural exposition in the nation, the 2011 National Farm Machinery Show saw the fourth highest attendance total of all time. Attendance shattered last year's numbers as 302,424 agricultural professionals, farmers and exhibitors traveled to the Kentucky Exposition Center to participate in the nation's largest indoor ag trade show.

Show managers said more than 850 exhibitors, including delegations from Argentina, Canada, Italy, Germany and England, filled the 1.2 million square feet of exhibit space of the Kentucky Exposition Center during the February 16-19 event. Despite a challenging economic climate in the farming industry, nearly all of the trade show floor space was sold out one year in advance and a lengthy waiting list had been established by the start of the show. The show generated a \$21.5 million annual economic impact across the community and the Commonwealth of Kentucky.

President and CEO of the Kentucky State Fair Board Harold Workman stated that exhibitors were very pleased with attendance and conducted abundant business on the show floor and met with key customers from around the region and the world.

"We strive to make sure that the show outperforms itself every year," said Workman. "We want to create a gathering place for the latest technologies and education for the ag industry and these [attendance] numbers affirm our place as one of the most important agricultural shows in the nation."

Other expo highlights included 15 seminars, with topics ranging from marketing practices for farmers to fine-tuning crop production skills and risk assessment/management.

In conjunction with the National Farm Machinery Show, the 43rd Championship Tractor Pull continued to draw a cheering fan base to the nation's oldest indoor tractor pull with remarkable increases over the previous year in attendance and revenue. Attendance increased by

nearly 5 percent furthering tractor pull revenue more than 18 percent. In addition, the tractor pull introduced new names to the winner's list with seven out of eight champions winning for the first time.

Planning is already underway for 2012 National Farm Machinery Show, which is set for Feb. 15-18, 2012 in Louisville.

For more information, visit www.farmmachineryshow.org.

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The National Farm Machinery Show, the nation's largest indoor farm show, features the agricultural industry's most comprehensive display of equipment, services and technology. Held annually at the Kentucky Exposition Center in Louisville, Kentucky, the show attracts 300,000 attendees from the United States and around the world. The Championship Tractor Pull, the country's oldest indoor tractor pull, accompanies the show to provide an added element of entertainment and competition. The National Farm Machinery Show occupies over one million square feet of contiguous exhibit space, contributes \$19 million in economic impact to the Commonwealth each year, and is owned and produced by the Kentucky State Fair Board.

