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MORE THAN FOUR DECADES OF AGRICULTURAL EXCELLENCE **PACKED INTO A FOUR DAY SHOW**

Louisville, Ky. (Jan. 31, 2011) - The country's largest indoor farm show has provided farmers with agricultural resources for the past 46 years, helping to navigate farmers and business professionals through all of their farming needs. By offering the most complete selection of cutting-edge agricultural products and services available, visitors to the **National Farm Machinery Show** (NFMS), Feb. 16-19, will gain knowledge and hands-on access to various technological advancements needed for upcoming farming seasons.

More than 800 exhibitors will fill over 1.2 million square feet of climate-controlled space inside the Kentucky Exposition Center (KEC), allowing the NFMS to display virtually every major line of farming equipment under one roof. Attendees can take advantage of in-depth product comparisons, as well as discover innovative technology, new product launches, alternative energy and solutions to the challenges facing today's agribusiness professionals.

In addition to gaining hands-on access to the newest and most innovative products on the market, attendees will also benefit from the selection of free seminars featuring some of the industry's top experts. Seminars range from marketing practices for farmers to fine-tuning crop production skills and long-term sustainability risks. Visitors to the event will also have the chance to watch a live taping of the television program "**U.S. Farm Report**," a roundtable discussion on a plethora of farming topics. For a complete seminar schedule, see the Free Seminars release located on the 2011 NFMS Media Kit.

Potential economic impact generated by the massive show is approximately \$22 million, making it the most financially successful annual tradeshow housed at the KEC. More information about the show's exhibitors and seminars can be found in the free National Farm Machinery Show Guide, produced by Farm Industry News. The show guides are available during

the show at the entrances to the KEC and at any of the Farm Credit Services of Mid-America Information Booths located throughout the facility.

The National Farm Machinery Show is located at the junction of I-65 and I-264, less than five minutes from the Louisville International Airport. Open daily from 9 a.m. - 6 p.m., admission to the show is FREE and parking is just \$6 per vehicle. For additional information about the National Farm Machinery Show and Championship Tractor Pull, call the NFMS Hotline at (502) 367-5004 or visit the official Web site at 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 1.2 million square feet of contiguous exhibit space, contributes \$21.5 million in economic impact to the Commonwealth each year, and is owned and produced by the Kentucky State Fair Board.

