



NATIONAL FARM MACHINERY SHOW and CHAMPIONSHIP TRACTOR PULL

Kentucky Hosts the Largest Indoor Farm Show

1.2 million sq. ft. activated, \$23.1m estimated economic impact and more than 900 exhibitor booths.

Agriculture means business in Kentucky. We're known for putting on world-class agriculture events and the National Farm Machinery Show this February is no exception. It may come as a surprise that the largest indoor farm machinery show in the country takes place right here in the Commonwealth. Each year more than 250,000 attendees come from around the world to see major equipment manufacturers debut the latest equipment, attend seminars and network with colleagues in the agribusiness industry over four days.

The farming industry is constantly changing and trade shows are an important way to stay on top of the fast-paced evolution of trends and technology. This 57th iteration of the National Farm Machinery Show takes place February 15-18 at the Kentucky Exposition Center in Louisville, Kentucky. More than 900 exhibitor booths will showcase the latest innovations in agriculture equipment and techniques to help jumpstart the 2023 planting season. Whether it's checking out the latest tractor from industry leaders like John Deere and Case IH or attending seminars on driverless technology, the farm show offers opportunities for farmers to expand their fleet and knowledge.

Free seminars are scheduled Feb. 15-17 in the South Wing, with subjects ranging from market and weather strategies to carbon credits. Sponsors include DTN/The Progressive Farmer, Farm Futures, AgMarket.net, Beck's Hybrids and Farm Journal Media. Watch a live taping of "U.S. Farm Report" market roundtable with Tyne Morgan and special guests Thursday, Feb. 16 at 2 p.m. Presented by Farm Journal Media in South Wing B105.

In conjunction with the National Farm Machinery Show, the Championship Tractor Pull sponsored by Syngenta is the ideal way to end a day filled with exploring equipment options. The most talented drivers from across the country, including many winners of various regional and national pulling leagues, go head-to-head in an action-packed showdown in Freedom Hall. More than 70,000 loyal tractor pulling fans will cheer on their favorite drivers as they compete for a national title and a piece of \$300,000 in prizes. For those who have never attended a tractor pull, it's an experience you will never forget - the roar of the engine and the excitement of the crowd as massive tractors barrel down the track. Drivers compete in different divisions based on the type of tractor or truck they drive. Competition begins when weighted sleds are attached to the machines. A fraction of an



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inch can make the difference between first and second place. With tickets starting at just \$10 per person, it's an affordable event perfect for the entire family. A detailed schedule and tickets are available at www.champpull.org.

If shopping is more your speed, visit the Gift and Craft Market in the South Wing Mezzanine. There are many booths selling tractor-branded merchandise, fashion, toys, collectibles, snacks and more.

The National Farm Machinery Show is free and open to the public. The show floor is open from 9 a.m. to 5 p.m. daily and the Gift and Craft Market is open from 9 a.m. to 6 p.m. Admission is free and parking is \$12 per vehicle, \$25 per bus. Visit farmmachineryshow.org for more information.

As always, we thank all the farmers who work tirelessly to produce food and fiber for our families and the world. Your service is often unseen but valuable beyond measure. We hope our show offers insights to help ease the challenges and help your farm have the most successful year yet. We hope to see you in Louisville, Ky February 15-18.

Best Regards,

A handwritten signature in black ink that reads "David S. Beck".

David S. Beck
President & CEO of Kentucky Venues