



Contact: Ian Cox

502-367-5186

Ian.Cox@Kyvenues.com

National Farm Machinery Show Wraps Up Successful Event

Agribusiness professionals, top equipment manufacturers attend US' largest indoor farm show

LOUISVILLE, Ky. (February 22, 2022) —After a year hiatus, the 56th National Farm Machinery Show wrapped up the largest indoor farm show in the country that included innovative seminars, product unveilings, and show-stopping technology. More than 800 exhibiting companies filled 1.2 million square feet of exhibit space showing off the latest in agricultural products. The show welcomed an estimated 255,000 attendees during the four-day event generating \$20.5 million by filling local hotels and restaurants with attendees from across the country and from around the world.

"From innovative technology on the show floor to educational topics discussed in seminars, this year's National Farm Machinery Show proved to be an important opportunity for farmers to gain knowledge and prepare for the upcoming planting season. After postponing the 2021 show, it was vital to bring the agriculture industry together to discuss the essential work that goes into providing food for our country and a good part of the world," said David S. Beck, president and CEO of Kentucky Venues.

Other highlights included 20 free seminars with topics ranging from market strategies to drones and farm technology. The seminars covered some of the most timely topics in farming, including the hottest used equipment market in history, using GPS to help create precision farming and the future of technology, including automation on the farm.

The Championship Tractor Pull sponsored by Syngenta, held in conjunction with the farm show, sold more than 65,000 tickets including a completely sold-out finale on Saturday evening. Fans flooded Freedom Hall for five pulls, where 190 of the world's top drivers competed for the title of Grand Champion and a share of more than \$300,000 in prizes. Ticket sales and live stream purchases for the pull exceeded 2020 numbers.

The 2023 National Farm Machinery Show takes place next year February 15-18 at the Kentucky Exposition Center.

For more information, visit www.farmmachineryshow.org.

Exhibitor and Sponsors Celebrate a Successful Show

"Our Case IH team was absolutely thrilled to be back in-person for the National Farm Machinery Show this year," said Sy Stevens, Case IH brand marketing communications manager. "It's so valuable to have face-to-face conversations with producers and our customers at this event. These insights and discussions play a key role in designing solutions that meet farmers' needs today while also looking ahead to the future."

"It's great to be back in person at the National Farm Machinery Show and see old friends, colleagues and customers and share what's new with Syngenta. Although two years passed since we were all together, 2022 has been rejuvenating for us to associate with agriculture's homecoming in Louisville, Kentucky," said Willie Hawkins, Sales Representative at Syngenta Crop Protection.

"I've been coming to this show for more than 20 years, both as a farmer and an exhibitor. There's always an impressive crowd, and the show offers one of the best returns on our investment out of the many farm shows we

attend. Both the show staff and attendees are great to work with, and we always look forward to coming back!" said Marion Calmer, Farmer, Inventor, and CEO of Calmer Corn Heads, Inc.

"Beck's is proud to be a sponsor of the National Farm Machinery Show each year. Farmers come to NFMS expecting to learn the latest trends in the industry, and Beck's prides itself in delivering that expectation," said Steve Gauck, eastern regional agronomy manager at Beck's. "We had excellent attendance this year at our farmer-focused seminars, from maximizing herbicides, soil test trends, success strategies in corn and soybeans, and several others. It was great connecting with farmers at NFMS and having the opportunity to help set them up for success in 2022."

"The NFMS was a great opportunity for Bush Hog to visit with our customers and dealers. We weren't sure how well it would be attended, but we had a great crowd. Our theme this year was 'Bush Hog Country' and everyone seemed to really enjoy the atmosphere. We look forward to coming back again next year," said Kerry Meacham, Vice President Sales & Marketing at Bush Hog.

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Note to the Editor: Photos and Video available at: <https://www.dropbox.com/sh/5ab3cw12p2oggww/AADyi-nUoJN64XzAtcz94ZgDa?dl=0>