



Press Release

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AG CONNECT Expo builds on success as agriculture gathering place in North America

2011 event teams up with leading industry groups
to create a meeting place for the industry every other year

AG CONNECT Expo took another significant step this week in Atlanta toward becoming the global gathering place for agriculture in North America. The 2011 event builds on the resounding success of the first show in 2010 by offering more co-located industry meetings and events as well as the best in expert education, exhibits featuring the latest technologies and products, and quality networking with producers and industry experts. The 2011 event kicked off January 7 (Preview Day) and did run through January 10, 2011 at the Georgia World Congress Center, Atlanta, Georgia.

AG CONNECT Expo has continued to receive widespread industry support, with more than 35 sponsoring and supporting industry organizations and 20 co-located industry events. The American Farm Bureau Federation (AFBF), the nation's largest farm organization, was holding its Annual Meeting in Atlanta in the same location, January 9-12. For the convenience of attendees of both events, AFBF's Tradeshow Pavilion has been in the same exhibit hall as AG CONNECT Expo 2011.

"It has been AEM's goal when we developed the plan for AG CONNECT Expo to create an ag industry gathering place with a global perspective and access to the latest technologies and education. AG CONNECT Expo 2011 is an important step to achieving that goal," said Dennis Slater, president of the Association of Equipment Manufacturers (AEM), the association that owns and produces AG CONNECT Expo.

Positive Mood, Quality Interactions on Show Floor

There are an estimated 11,500 AG CONNECT and AFBF registrants, an increase of 45 percent compared to last year. AG CONNECT Expo continues to demonstrate its global perspective with registrants from more than 60 countries outside the U.S., as well as nine out of 10 Canadian provinces and all 50 American states plus the District of Columbia.

"Exhibitors have been very pleased with quality of the attendance, meeting with key buyers and conducting business on the show floor. And, attendees have been very positive about the opportunity to interact with senior company executives, expert speakers, and other producers from other parts of the world, said Sara Mooney, AG CONNECT Expo 2011 show director.

"The show is an excellent opportunity for producers and other agribusiness professionals to meet one-on-one with executives and engineers in the booths and with expert speakers," said Charlie O'Brien, AEM vice president, agricultural sector.

Attendees at AG CONNECT Expo 2011 have the opportunity to see 382 exhibitors spanning 174, 500 net square feet of exhibit space, including the AFBF Tradeshow Pavilion. The 2010 AG CONNECT Expo had 312 exhibitors using 167,800 net square feet of exhibit space.

The global scope of AG CONNECT Expo is also underscored by exhibitors from around the world and international exhibit pavilions from Argentina, Brazil, Germany, and Italy.

"We are pleased that AG CONNECT Expo generated trust not only in exhibitors from Europe but from around the entire globe. The number of European companies that took part was three times higher than at the première event in 2010, confirming that AG CONNECT Expo is evolving into a major international platform in North America," said Bernd Koch, Managing Director of DLG International. As AG CONNECT Expo's strategic partner, DLG International is responsible for marketing the exhibition in Europe and the CIS.

AE 50 Award - Many innovations from international companies

The American Society of Agricultural and Biological Engineers (ASABE) and the prestigious Resource Magazine presented the AE 50 Award for technological innovations from the fields of agriculture, food and biological systems at this year's AG CONNECT Expo. The motorised mower Q 1 by the German firm Brielmaier Motormäher GmbH won over the Jury, even scooping up the special prize 'ASABE Judge's Choice'. This was the first time the ASABE Judge's Choice was awarded at AG CONNECT Expo.

Global Scope of Show – Specialized Exhibit Pavilions, Attendee Trade Delegations
Specialized AG CONNECT exhibit pavilions illustrate industry involvement with the show and provide another dimension to the show floor. These include the Shortliner Pavilion sponsored by the Farm Equipment Manufacturers Association (FEMA), a Safety Zone exhibit pavilion coordinated by Progressive Agriculture Safety Day and sponsored by the Association of Equipment Manufacturers (AEM), and an International Fluid Power Exposition (IFPE) exhibit pavilion sponsored by the National Fluid Power Association (NFPA).

There are 12 AG CONNECT trade delegations from overseas - Mongolia, India, Thailand, Cambodia, South Africa (2), Angola, Zambia, Nigeria, Kenya (including Tanzania, Rwanda and Uganda), Romania and Moldova.

The event has attracted several high-profile newsmakers participating in corporate and industry events, including Georgia Senator Saxby Chambliss, the ranking member on the U.S. Senate Agriculture Committee; the Columbian and South Korean ambassadors to the U.S.; the German Consul General, Dr. Lutz H. Goergens; former General Wesley K. Clark; former chairman of the House Agriculture Committee, Charlie Stenholm; and Barry Flinchbaugh, a well-known Professor of Agricultural Economics at Kansas State University and a long-time advisor on ag policy to politicians of both parties.

Expanded Education on Industry Best Practices, Key Issues

Expanded education featured new Town Hall Forums, which give producers and industry leaders the chance to “sound off” on public policy and public opinion issues impacting the heart of agriculture operations today. Educational programming included more than 39 sessions , including 21 Education Breakout sessions, 10 free

sessions in the Innovations Theater in the exhibit hall sponsored by Successful Farming magazine and several offerings from Farm Journal Media.

Strategic partners of AG CONNECT Expo 2011 are Agritechnica and DLG International. Show sponsors are Successful Farming magazine, Farm Journal Media, American Society of Agricultural and Biological Engineers (ASABE), Farm Equipment Manufacturers Association (FEMA) and North American Equipment Dealers Association (NAEDA).

The event now begins its biennial cycle and will return to the Orange County Convention Center in Orlando, Florida in January 2013.

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