All Major Manufacturers Under One Roof At 'New' Farm Show

(Continued from Page A1)

Approximately 90 percent of the exhibitors deal in farm equipment, and half of the main floor will be commercial exhibitors.

Grumbine said, "we got all the major manufacturers and key shortliners involved in what we hope to accomplish, so I think we've exceeded all of our expectations.

"I think all of our visitors, come January, are going to be pleasantly surprised with the size and scale of the project that we're undertaking here to add to our facility."

See inside this issue for photographs of the construction process.

The food court will be relocated into the new expo hall complete with a new exhaust system. "We made that a lot more of a pristine area compared to where we had it before," he said. "The food court is a major issue with a lot of groups that are down there. If it wouldn't be for that, a lot of ag organizations could not do the things they do, such as research, scholarships, and promotions."

To kick off the new renovations and increased number of exhibitors, Farm Show officials are planning to "target the farmer-customer," said Grumbine.

Promotional ideas include several designated "farmer days" where producers will be offered a package that will include access to the parking areas. In addition, these invited guests will receive a schedule of the equipment that will be demonstrated in the large arena.

"We're going to put some equipment demonstrations on in our Large Arena, so that with our new renovations we will be able to bring in sprayers, combines, corn planters, and large no-till drills, and can show people exactly what they (the equipment) can do in the arena in the dirt. I don't think there's another place anywhere that they can do that," he said.

The mailing list is being developed, and the letter of invitation will probably go out right in December, according to Grumbine.

Renovations are moving along at a good pace, he said. "We have close to 500 workers per day on site and we've got activity going on everywhere. If anybody's driven past, there's people working in every square inch of this facility," he said.

Officials are hoping that the site work on the outside, which includes regrading, will be complete by Sept. 1. Also, all of the rough-in for any renovations on the inside of the old facility, which includes Small Arena upgrades, will hopefully be done by Sept. 1.

"These are exciting times," Grumbine said. "Take a look at the expenditure for the Farm Show complex. It sat here for a lot of years without an upgrade, and now we will have the most unique facility of its kind anywhere on the globe."

The event will house one million square feet of exhibit space under one roof.

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>
> **Dennis Grumbine**
> Farm Show executive director

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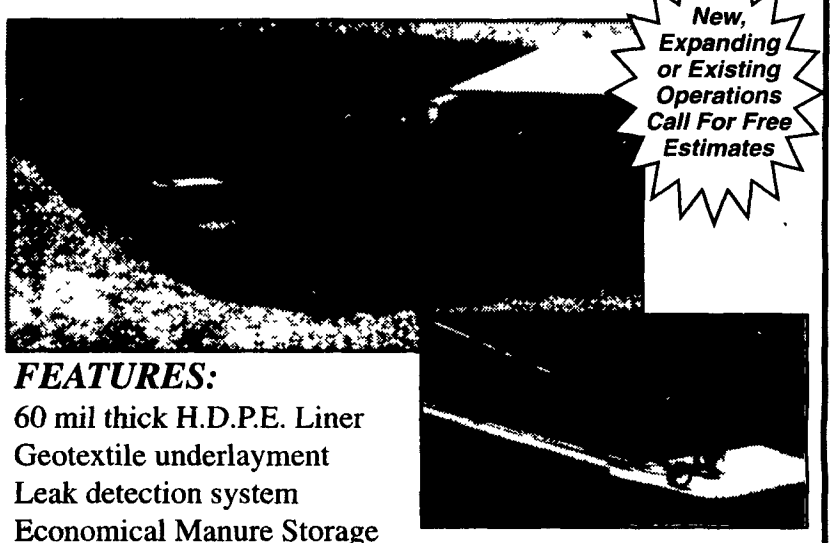

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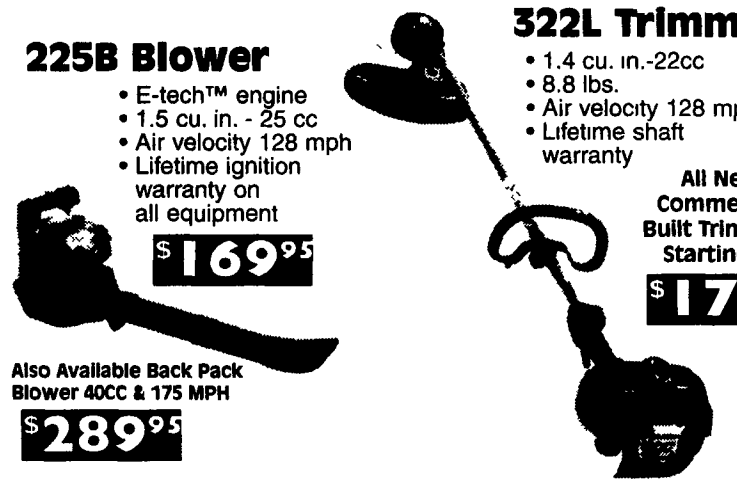

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