



The 49th Northwest Ag Show

January 16-18, 2019

Oregon State Fair & Exhibition Center - Salem

Fact Sheet

The 2019 edition of the Northwest Ag Show will focus on small farming, technology and education and will celebrate the importance of agriculture and agriculture-related businesses.

What's New?

- **LOCATION:** The event will be held at the Oregon State Fair & Exhibition Center to be more centrally located and more accessible to Oregon's agriculture-rich Willamette Valley.
- **DATES:** The show will be held two weeks earlier to coincide with the Salem Area Chamber of Commerce Agri-Business Banquet on Friday, Jan. 18. These two events will form the foundation of an Ag Week celebration for the Salem area.
- **HOURS:** Show hours are set to meet the needs of attendees & exhibitors.
- **PARTNERSHIPS:** We are currently working with a variety of local organizations, such as the Oregon Agriculture in the Classroom Foundation and the Oregon FFA Foundation, to have keynote speakers each day as well as seminars and workshops covering high-interest topics such as drones, finance, legal issues, certifications and training.
- **EXHIBITOR OPPORTUNITIES:** Booths and sponsorship packages have been established to meet the needs of exhibitors and sponsors. Packages have been put together to maximize exposure and reach, including gold, silver and bronze sponsorship opportunities as well as packages for parking, charging stations and social media.
- **ADMISSION:** Ticket prices are affordable to encourage attendance throughout the show. Plus, Capital Press will work with exhibitors and key organizations to encourage attendance in addition to doing ticket giveaways and promotions during the weeks leading up to the show.

What Makes the NW Ag Show Different?

- Targeted to those interested in small farming, technology and education to provide useful information in regards to equipment, best practices, job training and state-sanctioned certifications as well as legal and financial issues facing large-scale and smaller-scale farming.
- The promotional power of Capital Press and its sister EO Media Group publications to promote the show throughout the year with a comprehensive marketing campaign designed to increase the number of exhibitors at the show and to boost attendance. Capital Press is prepared to invest over \$100,000 to promote the show throughout Oregon and the Northwest by utilizing print, online, social media, database marketing and partnerships with other organizations.
- By holding the show in Oregon's Capital City, we are working with governing bodies and the area's diverse collection of producers, educational institutions, commodity associations and industry groups to ensure that the 49th edition of the NW Ag Show is focused on the emerging trends in the industry and its significant economic impact on our region.

Updated Website & Social Media Presence!

- Check out NorthwestAgShow.com for more information. Also, use our hashtags to help brand the event and encourage engagement. #NWAgShow, #NWSmallFarms, #NWAgTech and #NWAgEd