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For Immediate Release

Farm Journal AgTech Expo Puts Farmers in the Driver's Seat

Lenexa, Kan. (July 18, 2017)—Farmers will assume their rightful place in the center of the action at Farm Journal AgTech Expo in December 2017, surrounded by people and companies 100% focused on helping them navigate cutting-edge agtech with an interactive program designed by farmers themselves. [Registration is now open for](#) the Dec. 11–13 event in Indianapolis.

Attendees will choose among 20 breakouts covering both basic and advanced agtech topics. They'll also continue their hands-on exploration in the participatory and dynamic AgTech Expo. There, innovative companies will have the chance to engage attendees in learning sessions, interactive booths, on the Expo Stage, and in a variety of other ways ([click here](#) for more details on exhibitor options).

"The agtech marketplace is growing fast, but success depends on farmer adoption, and farmers need more time to really kick the tires of some of these game-changing technologies," said Matt Morgan, Vice President, Digital & Retail, Farm Journal Media. "That's why we're putting farmers in the driver's seat at Farm Journal AgTech Expo and providing an outstanding opportunity for sponsors who need to reach them in fun, engaging ways."

The event will feature educational breakouts on such farmer-focused, practical topics as evaluating ROI before jumping into precision ag, leveraging on-farm data profitably and navigating data-compatibility issues in the field. Farmers who are further along the learning curve may choose sessions on more advanced topics, such as ground-truthing complex yield maps, and getting the most from variable-rate and multi-hybrid planting. For the full agenda, visit www.FarmJournalAgTech.com.

Attendee admission is designed to be "farmer-affordable" for a complete three days of programming. "Nobody knows farmers like other farmers, so we asked them to help us design a program that squarely meets their needs," said Susan Skiles Luke, Editorial Director, Farm Journal Media. "We developed two tracks—basic and advanced—so farmers can plug into any topic wherever they are on the learning curve."

In addition to the Expo, Farm Journal Media regularly brings valuable agtech information to farmers and the people who serve them through a weekly AgTech eNewsletter; special AgTech coverage across Farm Journal Media television, radio, magazine and online channels; and a new AgTech website featuring the products and services hitting the market, www.FarmJournalAgTech.com. For information about sponsorships, visit the website or contact Matt Morgan at mattmorgan@farmjournal.com, or (913) 438-0654.

About Farm Journal Media (www.farmjournalmedia.com)

Farm Journal Media is the nation's leading business information and media company serving the agricultural market. Started 140 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through 26 branded websites, eNewsletters and phone apps; 11 business magazines; 70 events; six nationally broadcasted television and radio programs; a robust mobile text marketing business; and an array of data-driven paid information products. Farm Journal Media also is the majority shareholder of the online equipment marketplace Machinery Pete LLC. In 2010, the Company established the non-profit, public charity Farm Journal Foundation, which is dedicated to sustaining agriculture's ability to meet the vital needs of a growing population through education and empowerment.