



For immediate release:

Agri-Trade Equipment Exposition Announces Change of Dates

Extensive exhibitor Feedback results in change of dates for the 2018 Edition of Agri-Trade

Red Deer Alberta, January 8, 2018. - Since 1984 Agri-Trade Equipment Exposition has taken place the second week of November in Red Deer Alberta. Traditionally the show has ran from Wednesday through Saturday of that week.

Over the past two years show management conducted a written survey of all exhibitors and also conducted many one-on-one interviews with a good cross section of exhibitors as well as Sponsors and show attendees.

“We take the feedback from our exhibitors very seriously,” said David Fiddler current Show Manager for Agri-Trade. “ Most Ag Equipment Shows have reduced the number of show days; every day at the show is a significant investment for our exhibitors, and that extra cost needs to show significant rewards. With the increasing cost of manpower, travel and shipping equipment the exhibitors are evaluating ROI of shows very closely. Survey results identified 71% of our exhibitors were in favour of shortening the show by one day” Fiddler stated.

As a result of the surveys, the decision was made to run the show from Wednesday to Friday, November 7, 8, and 9th in 2018 and November 6, 7 & 8th in 2019.

The Partnership of Agri-Trade began in 1984 and has continued to this day, and is a joint venture of the Red Deer and District Chamber of Commerce and Westerner Park. Agri-Trade Equipment Expo attracts annually over 28,000 qualified Agriculture Buyers and over 475 farm manufacturers to Red Deer to participate in what is considered the Best Agricultural Equipment buying show in Canada generating an estimated \$150,000,000.00 annually in equipment sales and tourism spending.

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