

## NewsWatch

# Online tool enhances Hay Expo visit

By FRANK HOLDMEYER

IT'S pretty easy to get around the exhibits at the Farm Progress Hay Expo. But why not map out your day at the show in advance with a neat tool at *www.HayExpo.com*?

Clicking on the tab "Map Your Show" will take you to an interactive map of the exhibit field, exhibitor list and show site. "Everything is based on that map," explains Matt Jungmann, Farm Progress national events manager.

"With the map, a farmer can set up his own personal planner for what he wants to

## Key Points

- Use online tool to plan your day at the Farm Progress Hay Expo.
- An interactive map shows where exhibitors are located.
- You can also see where and when field demonstrations are held.

see at Hay Expo. Once he is registered on the site and when he moves the mouse over an exhibit he wants to visit, he just clicks on 'My Show Planner,' and it will be put on his planner. He can go back to the site as often

as he wants and update the planner."

Registration is not required, but unregistered viewers are limited to five entries on the planner, which can be printed but not saved on the site. Registering only requires an email address and creating your own password.

Under the "Search for Exhibitors" tab, farmers can look for their favorite companies and find where they are located. "An upgrade to 'Featured Exhibitors' includes additional information on specific exhibitors, such as address, phone and fax numbers, and links to their website and email address," adds Jungmann.

Another interactive feature is the "Facility Overview" tab. Here, a map of the entire show site comes up, and the equipment demonstration fields and exhibit area are clickable. "You can click on a field and see demos and times for that field. If you click on the exhibit field and hover over a lot number, it will tell you the name of the exhibitor on that lot," explains Jungmann.

Another feature allows for follow-up after the show. "Often, when farmers get home, they misplace information or simply want to obtain more information. They can go back to the site and find that information," says Jungmann.



## FarmProgress HayExpo 2012

## Exhibitor List

- Advanced Comfort Technology Inc.
- Agri-King
- Ahlers Consulting Inc./Grow Rite Solutions
- AKE Safety Equipment
- Amerseal/Superior Distributing of Iowa
- Atwood Electric
- B&D Rollers of Minnesota Inc.
- Bad Dog Tools
- Big Iron/Stock Auction
- Brads Welding Shop LLC
- Calcium Products Inc.
- Case IH
- Claas of America
- Collins Enterprises
- Concept by Iowa Hearing Aid Centers
- CPR Custom LLC
- Deaton Nutrition
- DTN
- Eurodrip USA Inc.
- Fabpro Oriented Polymers LLC
- Farm King
- Forever Feeders
- Fritsch Equipment Corp.
- GFC Bale Band-It
- H&S Manufacturing Co. Inc.
- Hanson Silo and Easy Rake Silage Facer
- Harvest Energy Solutions
- Hiniker Co.
- International Stock Food Corp.
- Iowa State University Extension and Outreach
- John Day Co.
- John Deere
- Koyker Manufacturing Inc.
- Kubota Tractor Corp.
- Landoll Corp.
- Legacy Farm and Lawn Inc.
- MacDon Inc.
- Meyer Manufacturing Corp.
- Mini Masseuse
- Naylor Seed
- New Balance Commodities
- New Holland Agriculture
- Northland Flag and Pole LLC
- NuTech Seed LLC
- Nutra-Flo Co.
- Oxbo International
- Pioneer Hi-Bred International Inc.
- PMC Hay Equipment
- Poly Excel
- Pritchett Twine, Net Wrap and Ag Sales of Iowa
- ProAg — Morris Industries (USA) Inc.
- Progressive Forage Grower
- R Comm Wireless
- Ridley Block Operations
- Robo Rock Picker
- Roll-O-Matic Curtains, DRI Inc.
- Roto-Mix LLC
- RZ Mask LLC
- Show-Me Shortline Co. LLC
- Stinger Inc.
- Syngenta Seeds
- Synthetic Resources
- Tenax Corp.
- The Fine Twine Co.
- The Stankee Co.
- Titan/Goodyear Farm Tires
- Tobin Apparatus
- Universal Cooperative Inc.
- Vermeer Corp.
- Zoske's Sales and Service Inc.

Attention  
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# See you at the show!

WISCONSIN

Agriculturist

The Farmer

WALLACES  
FARMER

While you are at the **Farm Progress Hay Expo** located near Boone, Iowa, June 20 and 21, be sure to visit the *Wisconsin Agriculturist*, *The Farmer* and *Wallaces Farmer* exhibit in the Hay Industries tent!

- Magazine staffers will be on hand to say "hello."
- Register for a chance to win a new \$34,000 skid-steer loader in our New Holland Construction Skid Steer Giveaway!\*
- Take advantage of special show subscription offers.

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\*New Holland Construction Skid Steer Giveaway: No purchase necessary; void where prohibited or restricted; open to active farmers who are legal U.S. residents, 21 years or older; drawing starts 6/20/12 and ends 3/31/13. Full details in *Wallaces Farmer/The Farmer/Wisconsin Agriculturist* exhibit. Sponsors: Farm Progress and New Holland Construction.