



For immediate release

(Red Deer, Alberta – November 13, 2018) Event organizers of this year's Agri-Trade Equipment Exposition are pleased to announce that the 2018 event was a success. The three-day show, November 7 – 9th, utilized every square inch of available indoor space at Westerner Park. It was the first event to occupy the new Exhibit Hall at Westerner Park resulting in a record number of exhibitors.

"We're very pleased with the show's overall success this year," says Dave Fiddler, Show Manager. "Agri-Trade's important relationship with the agriculture industry continues to grow and its relevance to the many sectors within the industry also continues to increase on an annual basis."

Fiddler says the show's success can be attributed to a number of factors. The introduction of many new products from exhibitors, and a balance of business and entertainment, provided something for everyone.

"Millions of dollars in business transactions take place during the show or following the show," says Fiddler. "Last year we had an economic impact study performed and the results indicated more than \$275 million in economic impact on the equipment sector and tourism annually."

Fiddler notes part of the show's success is also because it's the first show of the new planting season and producers come to the show to view new products and services, with a goal to make purchases.

This year the attendance was strong with an attendance of 31,403 qualified attendees for the 2018 show. Agri-Trade is a mainstay for the agricultural sector in western Canada, established in 1984; the three-day event attracts attendees primarily from throughout Alberta, Saskatchewan, Manitoba and British Columbia. This year we also hosted over 80 international visitors from the UK, Australia, Mexico, South Africa, and China.

There are nearly 500 exhibits and close to 325,000 square feet of exhibit space.

The partnership of Agri-Trade began in 1984 and is a joint venture of the Red Deer and District Chamber of Commerce and Westerner Park.

For more information:

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