



Improved Website and Online Registration Made Easier

The digital age has made securing more information online an essential communications tool for everyone – including the agri-food industry. That's why Canada's Outdoor Farm Show has spent time and effort on improving their website for the sake of both attendees and exhibitors.

"By visiting our new and improved website at www.OutdoorFarmShow.com, you can see what's new at this year's Show, check out videos on some of our special activities, plan out which exhibits and demonstrations you want to see, and save money by registering online as one of our VIP guest," says Lorie Jocius, President of Canada's Outdoor Farm Show.

The regular adult admission is \$15.00 (18 years and older). By registering online, attendees can save \$2.00, get VIP admission at the Show Gates, enter for a chance to win \$10,000 CASH in the **Toyota Make Things Better Contest**, and receive a complimentary login with Farms.com that provides local weather and personalized commodity information. That's a lot of win-win!

"People ask us why we do online registration," explains Jocius, "and I tell them that it provides us with an accurate account of who is attending Canada's Outdoor Farm Show and how they are involved in the agri-food industry. This economy means that companies have to be reassured that they are reaching their target audience when they exhibit at our Show – and we need to prove that we are delivering a quality farm audience through our Gates so that we can continue to keep the Show strictly ag focused and technology driven."

The Online Registration costs \$13.00 per adult registration and asks demographic and farm information that helps determine the size and type of attendees' farm operations. All data is strictly confidential and used only by Show organizers to help build a better Farm Show that addresses the needs of specific commodity groups. As a transaction secure site, registration will take credit card payments but the offer expires online on Sept. 13th at 6:00 pm EDT.

"We want to be accountable. We know exactly who our 700 exhibitors are – they're all involved in the agri-food industry," adds Jocius. "Now we want to know who is attending so we can make Canada's Outdoor Farm Show even better for our farm audience ... but if you don't want to tell us, you can still pay \$15.00 at the Gate and remain completely anonymous. You have a choice!"

Register online for Canada's Outdoor Farm Show, held September 15, 16, and 17, by visiting www.OutdoorFarmShow.com

