



Contact: Amanda Storment  
Vice President PR/Media  
(502) 367-5102  
[AStorment@ksfb.ky.gov](mailto:AStorment@ksfb.ky.gov)

Cassi Haggard  
Information Officer  
(502) 367-5155  
[Chaggard@ksfb.ky.gov](mailto:Chaggard@ksfb.ky.gov)

## **MEDIA ADVISORY**

January 31, 2013

# **MOBILE APP NOW AVAILABLE FOR THE NATIONAL FARM MACHINERY SHOW**

**WHAT:** The 2013 National Farm Machinery Show mobile app is now available for free on smartphones (iPhones, Androids and Blackberry) and features an interactive exhibitor map, listings, seminars, speakers, Championship Tractor Pull schedule, and Louisville area information to plan your trip to the largest indoor farm show in America.

The App is called "NFMS 13" and will be continually updated until the start of the show, providing digital information from exhibitors, text alerts, product updates and instant connectivity. During the show, the app will provide text alerts and mobile updates about what's happening at the show. Social media will be incorporated into the app using the hashtag #nfms13.

**WHEN:** The National Farm Machinery Show is Feb. 13-16, 9:00 a.m.-6:00 p.m.

**WHERE:** Kentucky Exposition Center  
Louisville, KY

For more information visit [www.farmmachineryshow.org](http://www.farmmachineryshow.org), follow @NFMSLouisville on twitter or like National Farm Machinery Show on facebook.

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The National Farm Machinery Show, the nation's largest indoor farm show, features the agricultural industry's most comprehensive display of equipment, services and technology. Held annually at the Kentucky Exposition Center in Louisville, Kentucky, the show attracts 300,000 attendees from the United States and around the world. The Championship Tractor Pull, the country's oldest indoor tractor pull, accompanies the show to provide an added element of entertainment and competition. The National Farm Machinery Show occupies over 1.2 million square feet of contiguous exhibit space, contributes \$21.5 million in economic impact to the Commonwealth each year, and is owned and produced by the Kentucky State Fair Board.