

## NEWS RELEASE

DATE: March 3, 2017  
TO: News Media  
CONTACT: Eddie Estes or Christy Granlund (620) 227-8082  
RE: 63rd Annual 3i SHOW  
FOR RELEASE: IMMEDIATELY

### **63<sup>rd</sup> Annual 3i SHOW** **Space Requests Now Being Taken**

**DODGE CITY, KS** --- Planning has begun for the **63<sup>rd</sup> Annual 3i SHOW** organized by Western Kansas Manufacturers Association (WKMA), and exhibitor space requests are now being taken! The show will be held in Dodge City, Kansas, at the Western State Bank Expo Center on October 12, 13, and 14, 2017. Show hours will be from 9 a.m. to 5 p.m. Thursday and Friday, and 9 a.m. to 4 p.m. on Saturday with free admission and free parking.

The 3i SHOW is an agricultural showcase drawing thousands of crop and livestock producers from across the High Plains. It is simply the BEST way for companies to showcase their products and services to the High Plains, and plays an important role in marketing plans by providing a face-to-face, hands-on selling environment. Qualified customers are what make quality trade shows, and the 3i SHOW is well known for providing the BEST producer/exhibitor opportunity. Companies attend each year displaying all types of agricultural equipment and services, and providing information to assist producers with their farm and ranch buying decisions. Exhibit space is now open, and exhibitors are encouraged to contract their space as soon as possible to help ensure their preferred location.

Exhibitors continue to have the option to **BUILD PERMANENT STRUCTURES** on the Dodge City show grounds. An **OUTDOOR DEMONSTRATION AREA** continues to be available to exhibitors who wish to demonstrate their equipment as well. Demonstration request forms are conveniently available on the Exhibitor Information page of our website.

WKMA is a charter member of the Farm Show Council, a nonprofit organization founded in 1972 dedicated to the continued improvement of farm shows. Celebrating its 63<sup>rd</sup> year, the 3i SHOW is one of the most successful in North America. The FSC is comprised of the top 20 farm shows in North America with a goal of promoting and developing its member shows to ensure increased efficiency and effectiveness for the exhibitors and producers in attendance. The FSC reflects excellence and quality, which exhibitors find in the 3i SHOW.

For complete information, visit [www.3ishow.com](http://www.3ishow.com), or contact the WKMA office directly toll-free at 877-405-2883 or locally at 620-227-8082. To receive continued updates and information about the 3i SHOW and upcoming events, like the 3i SHOW Facebook Page and follow them on Twitter and Google+.

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