

AGEXPO

LETHBRIDGE & DISTRICT
EXHIBITION

PRESENTED BY **Vanee**
Farm Centre Inc.

OFFICIAL SHOW GUIDE

FEB. 26 – 28, 2025

AG-EXPO.CA

AGRI-FOOD HUB & TRADE CENTRE
LETHBRIDGE, ALBERTA

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MACHINERY ROW IS BACK!

NORTH AMERICAN SEED FAIR

LETHBRIDGE & DISTRICT
EXHIBITION

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WELCOME TO AG EXPO 2025!

Once again, we are pleased to host the agriculture industry at the Agri-food Hub & Trade Centre in Lethbridge, Alberta.

2024 was a year of extremes across the prairies, with drought in some areas and excessive rain in others. In the end, we were blessed with good harvesting weather and, for the most part, yields were better than expected across the prairies.

We have a full house once again at Ag Expo with another sold out show. The agriculture industry never ceases to amaze me with innovations and products that make farmers more efficient and thus more profitable.

We have a revamped floor plan, which allows us to host even more exhibitors than in 2024 and we have brought back Machinery Row with some outdoor exhibitors. We are also pleased to announce record-breaking sponsorship from our partners! We appreciate your support.

Lethbridge and the province of Alberta are pleased to welcome farmers from across the prairies, and we are also expecting visitors from around the globe as we celebrate the business of agriculture!

Enjoy the Show!

DAVE FIDDLER
 EXECUTIVE PRODUCER, AG EXPO

ABOUT AG EXPO





In the heart of Canada's Premier Food Corridor, Ag Expo is proud to host the agriculture industry. Seamlessly merging state-of-the-art technology and equipment with the enduring spirit of hardworking farm culture, Ag Expo provides visitors with a captivating glimpse into the industry that beats at the heart of Southern Alberta.

Ag Expo brings together the world's most innovative agricultural solutions and invites

those working in the industry to learn about all the options for their operations. Experience the latest farming equipment, and trade and invest with other exhibitors launching innovative new industry technology from irrigation systems and farm equipment to livestock supplies, chemicals, and seeds. Connect directly with major producers and marketers of crops and livestock while finding the tools and resources you need—all in one place.

EVENT DETAILS

 **FEB. 26 – 28, 2025**

 **9 AM – 5 PM DAILY**

 **AGRI-FOOD HUB & TRADE CENTRE**
3401 PARKSIDE DRIVE S, LETHBRIDGE, AB

 **LIMITED PARKING IS INCLUDED WITH ADMISSION**

FOOD & BEVERAGE

Buffet..... **11 AM – 1 PM**
Located in the Real Estate Centre Lobby.

Concession **9 AM – 4 PM**
Located in the Lethbridge County Corridor.

Bars **11 AM – 4 PM**
Several bars serving a variety of beverages.

ADMISSION PRICE

Advance General Admission (12+)..... **\$18**
On sale from Jan. 4 – Feb. 24, 2025 at 5 PM.

General Admission (12+) **\$20**
On sale from Feb. 25 – 28, 2025.

Student Admission **FREE**
Includes 4-H Youth, Lethbridge Polytechnic & University of Lethbridge Students (with valid ID).

Children (11 and Under)..... **FREE**



TICKETS CAN BE
PURCHASED ONLINE
AT AG-EXPO.CA
OR IN VENUE

GET YOUR
ADVANCE TICKETS
TODAY BY SCANNING
THE CODE BELOW



AGRI-FOOD HUB & TRADE CENTRE HOST YOUR EVENT WITH US



268,000 SQ. FT. OF MULTIFUNCTIONAL SPACE

4 TRADE HALLS

4 CONVENTION SALONS

4 MEETING SUITES



 **LETHBRIDGE, ALTA.**

 **AGRIFOODHUB.CA**

SHOW HIGHLIGHTS

thinkAG | CAREER FAIR HOSTED BY AG FOR LIFE AND AG EXPO

Agriculture for Life (Ag for Life) and Ag Expo are excited to present the thinkAG Career Fair in February 2025!

Students in grades 9 – 12 are invited to participate in a one-of-a-kind career experience. Learn how your students' unique interests align with the agriculture industry through participation in interactive, thought-provoking explorations. Students will have the chance to listen to a line-up of agriculture professionals active in the field, participate in a Q and A session, and visit the Ag Expo showroom floor.

Ag for Life has been delivering impactful, educational programs and awareness, connecting students of all ages to the culture of agriculture since 2011. It is our mission to educate and inspire the next generation to pick up the torch and dive into this industry of growing opportunity, playing an integral role in society, the economy, and the environment.

The thinkAG Career Fair hits curriculum outcomes within career and life management, propelling students forward in their lifelong career development journey through networking and career mentorship opportunities. Exposed to a range of career possibilities within agriculture, students can rub elbows with industry leaders and analyze the career paths of others to find their fit. Hosted at the Agri-food Hub & Trade Centre, a space provided by Ag Expo in Lethbridge, the thinkAG Career Fair will be held between 8 AM - 2 PM on Feb. 26, 2025. Don't miss out on this opportunity for hands-on industry immersion, and allow your students the chance to ask their burning questions and seek out education and employment opportunities within the agriculture industry.

thinkAG CAREER FAIR
8 AM - 2 PM | FEB. 26, 2025
AGRI-FOOD HUB & TRADE CENTRE

Ag for Life

SHOW HIGHLIGHTS

THE DISH | SPECIAL EVENT HOSTED BY AFSC & AG EXPO

Serving Up Success in Ag

February 27 | 3 – 5 PM | Lakeview Salon

PRE-REGISTRATION REQUIRED

Join us at The Dish during Ag Expo & North American Seed Fair for an exclusive event hosted by Agriculture Financial Services Corporation (AFSC).

This session will explore the **key pillars of risk in agriculture** – providing a clear understanding of the challenges facing farmers today. You'll also gain insights into emerging trends shaping

the industry in 2025 and learn about tools and programs that can help you navigate these risks effectively.

Whether you're starting out, re-entering the field, or building on your current operation, The Dish is your chance to connect with industry experts, ask questions, and leave with valuable knowledge to support your farming journey.



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FEB. 26 – 28, 2025
9 AM – 5 PM

SEEDS WILL BE DISPLAYED IN THE
REAL ESTATE CENTRE LOBBY

EDWIN KIFFIAK MEMORIAL AWARD AWARDS RECEPTION

FRIDAY, FEB. 28, 2025 | 2–3 PM | MNP MEETING CENTRE

PRESENTED BY



SEED FAIR SUPPORTERS



TRADE HALLS | LETHBRIDGE COUNTY CORRIDOR MAP

**THE DISH
SERVING UP
SUCCESS IN AG
FEB. 27**



LAKEVIEW SALON

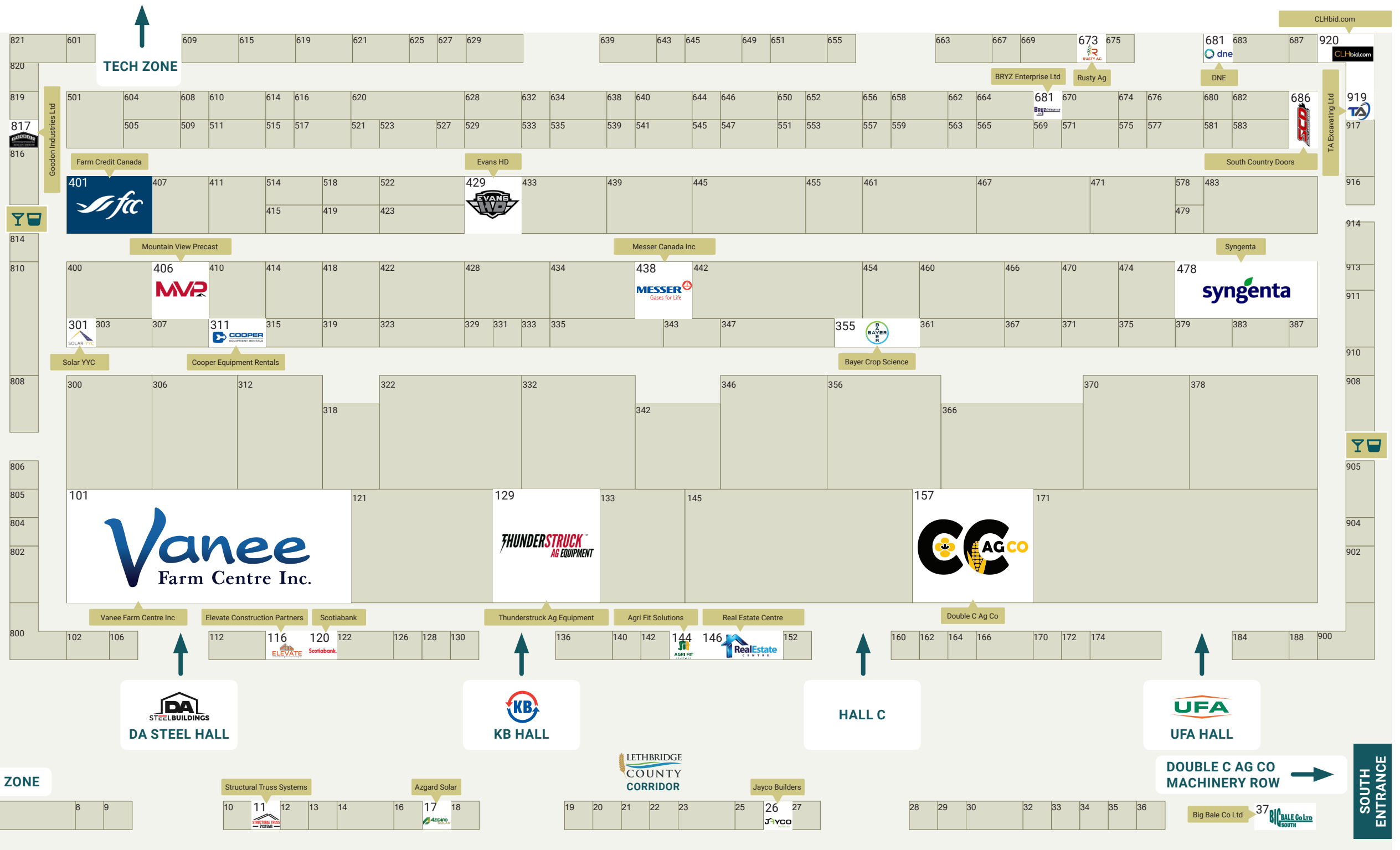
PRE-REGISTRATION REQUIRED

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CONCESSION

← **SEED FAIR & TECH ZONE**



SALON MAP

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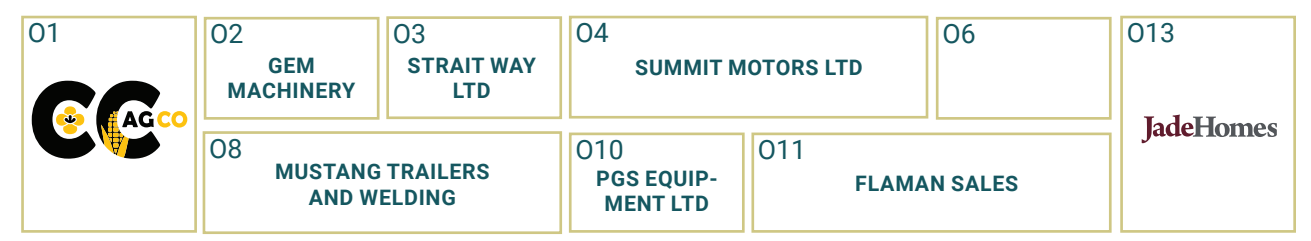
POWERED BY
SeedWorld
CANADA
(BOOTH 2)



OUTDOOR & PARKING MAP



DOUBLE C AG CO MACHINERY ROW



EXHIBITOR LISTINGS - ALPHABETICAL

Table listing exhibitors from A to Z, including companies like 20/20 Seed Labs Inc, Accurate/Western Scale, and others, with their corresponding booth numbers.

Table listing exhibitors from C to Z, including companies like Chinook Farm Innovations Inc, CIBC, and others, with their corresponding booth numbers.

Table listing exhibitors from G to Z, including companies like Gem Machinery, GEN Manufacturing Ltd, and others, with their corresponding booth numbers.

EXHIBITOR LISTINGS - ALPHABETICAL

Table listing exhibitors from M to Z, including companies like Mo's Grazing Supplies, Mountain View Precast, and others, with their corresponding booth numbers.

Table listing exhibitors from S to Z, including companies like Shepherd Monitoring Systems Pty Ltd, Shimek Industries, and others, with their corresponding booth numbers.

Advertisement for Free Popcorn: JOIN US FOR FREE POPCORN 2 - 4 PM DAILY BOOTH 478 COURTESY OF syngenta

Advertisement for Free Coffee: JOIN US FOR FREE COFFEE 9 - 11:30 AM DAILY DA STEEL HALL ENTRANCE COMPLIMENTARY COFFEE PARTNER Scotiabank VISIT US AT BOOTH 120

Advertisement for Live Music: LIVE MUSIC LADY GRIME DAILY ENTERTAINMENT PRESENTED BY THUNDERSTRUCK AG EQUIPMENT VISIT US AT BOOTH 129

THANK YOU TO OUR PARTNERS

PRESENTING



PLATINUM



GOLD



SILVER



BRONZE



MEDIA



SEED FAIR

