



IOWA AG EXPO
FEBRUARY 3-5, 2026
IOWA EVENTS CENTER | DES MOINES, IA

PRESS RELEASE

[FOR RELEASE: January 20, 2026]

SUBJECT: Iowa Ag Expo's Innovation Hubs: The Future of Agriculture Technology

Des Moines, IA — The Iowa Ag Expo proudly presents its second year of Innovation Hubs, dedicated showcases of cutting-edge agricultural technology. The Expo continues to drive agricultural advancement and empower producers with state-of-the-art solutions.

The Innovation Hub is more than an exhibit—it's a launchpad for disruptive technologies and the next generation of ag entrepreneurs. Farmers have a unique opportunity to experience industry-changing advancements in a dedicated space, unlike other farm shows.

In 2026, the Innovation Hubs grew to 47 participating companies across two areas at the Iowa Events Center: the Ballroom of Community Choice and the Casey's Center floor. Companies are selected for their novel and transformative products, ensuring visitors see only the best in agricultural innovation.

"The Innovation Hubs epitomize our commitment to driving progress in agriculture," said Expo Director Andy Tank. "It's a launchpad for visionary ideas, groundbreaking products, and entrepreneurs."

The Ballroom-level Hub, approximately 6,500 sq. ft., will feature royal blue aisle runners and white drapes for a clean, tech-forward look. Uplighting around the perimeter and rigged lighting from above will highlight exhibitors, while a drop-down video screen displays Innovation Hub participants. A box sign with rigged lighting will visually define the area.

In Casey's Center, the 4-sided jumbotron will showcase participating companies, with bright royal blue carpeting and perimeter uplighting enhancing the 4,500 sq. ft. space.

To qualify for participation in the Innovation Hubs, companies are required to meet certain criteria:

- **New and Innovative Products:** All products showcased in the Innovation Hubs must be genuinely new and represent a significant advancement in the industry. Merely revised or upgraded versions of existing products do not qualify.
- **Selective Application Process:** Companies are meticulously chosen through a comprehensive application process, with a focus on start-ups, entrepreneurs, and major manufacturers actively pushing the boundaries of agricultural technology.
- **Opportunity for Return Exhibitors:** Past participants of the Innovation Hubs are encouraged to reapply, reinforcing the event's commitment to fostering enduring relationships with the most innovative companies.

"Through the Innovation Hubs, we aim to create a thriving ecosystem that brings together innovators, growers, and prospective stakeholders, fostering collaborations that shape the future of agriculture," Tank added.

The Iowa Ag Expo recognizes that innovation is not limited to the confines of the Innovation Hubs. As such, companies that may not meet the specific criteria are encouraged to exhibit through the general booth application process, providing an inclusive platform for all ag-related businesses to participate.

The following companies will exhibit in the 2025 Innovation Hub (as of November 20, 2025):

Adaptive Agriculture	309	Iowa Aerial	410
Aerterra	401	Iowa Mowbotics	3417
Agra-GPS	314	J.Assy Co.	403
Agri Spray Drones	302	Lasco Lightning Weeder	205
Agricision Ltd	506	Lockwood Engineering Services	203
AgriNet/Renner Ag Solutions	501	MagrowTec	512
Agriwater	319	Multicopter Warehouse	500
Agtronix/Ruiter Innovations	514	No Fly Zone Laser	400
AgZen Inc.	313	Oaken	301
BitCorn	312	OptimalAg	303
Bovi-Jet	412	Ori AI Technologies/Ori Cattle	510
Bucket Buddy	300	Persistent BioControl	413
Cross Plains Solutions	305	Pit Power Eco	406
Digital Silvia	318	Roots Portal	417
Easy Environmental Solutions	504	Salin 247	3405
EZ-DROPS	502	Scanit Technologies	217
FJDynamics	213	Sentry Pac Pro/Jantzen Equip.	402
Flex Rake	3316	StoneX	414
FMC Corp.	207	Terraplex Ag	3310
Frontier Precision Agriculture	516	TerraXplore Drones	407
Grainlink	307	TMT Ag Solutions/Green Lightning	316
Helical Solar	405	Traction Ag	415
ICE GPS	518	VGM Forbin	419
InnerPlant	308		

For more information about the Iowa Ag Expo and the Innovation Hub, visit <https://iowaagexpo.com/innovation-hub>.

About the Iowa Ag Expo

The Iowa Ag Expo is February 3-5, 2026, at the Iowa Events Center in Des Moines, IA. Hours are 9:00 am-4:00 pm Tuesday and Wednesday, and 9:00 am-3:00 pm Thursday. Regular admission is \$10 at the door. This year, visitors can register online and purchase tickets in advance to save \$5 on admission. Registration information is used for demographic, sponsor, and marketing purposes. Student tickets are free with a valid student ID.

The Iowa Ag Expo is owned and managed by the Iowa-Nebraska Equipment Dealers Association (INEDA). The show is sponsored by: Diamond Sponsors – Farm Credit Services of America and AgDirect; Platinum Sponsor – Stine Seed Company; Gold Sponsors – Sukup Manufacturing and Premier Chevy Dealers—the “Official Truck of the 2026 Iowa Ag Expo”; and Silver Sponsor – Spraytec.

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