



FOR IMMEDIATE RELEASE

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Wisconsin Farm Technology Days 2026 Exhibitor Space Over 65% Sold – Reserve Your Spot Today
STRATFORD, Wis. – May 15, 2026 – Momentum is building for the 2026 Wisconsin Farm Technology Days as exhibitor and sponsor registration continues at a rapid pace, with booth space already more than 65% sold for this summer’s show at Redetzkes’ No Joke Dairy in Marathon County.

Set for July 14–16, 2026, the event is expected to welcome more than 30,000 attendees from across Wisconsin and the Midwest, including farmers, agribusiness professionals, equipment dealers, technology leaders, and consumers eager to experience the latest in agriculture.

This year’s theme, **“We’re Serious,”** reflects the dedication, innovation, and forward-thinking spirit driving Wisconsin agriculture into the future.

From cutting-edge ag technology and equipment to rural lifestyle products and agricultural services, Wisconsin Farm Technology Days offers exhibitors a high-energy opportunity to connect directly with the people shaping the future of farming.

“We’re serious about agriculture, innovation, and creating value for our exhibitors,” said Mason Gukenberger, Publicity & Promotion Chair for the 2026 Wisconsin Farm Technology Days. “With booth space already over 65% sold, the excitement around the 2026 show is incredible. Our goal is to reach 100% capacity, and we encourage businesses to reserve their space now before it’s gone.”

In addition to exhibit space, sponsorship opportunities are also available for businesses looking to maximize their visibility at one of the Midwest’s premier outdoor agricultural events.

Businesses interested in exhibiting can register online at:
WIFarmTechDays.org

Organizations interested in sponsorship opportunities or exhibitor information should contact Janet Keller at 608-345-5405.

Wisconsin Farm Technology Days, Inc. is the premier Wisconsin agricultural showcase hosted by generous farm hosts around the state each summer. New innovations, technologies, products and services are featured by hundreds of exhibiting companies and organizations to provide resources to farmers and the public. Thousands of attendees from across the Midwest seek the event to learn more about agriculture by networking. Wisconsin Farm Technology Days, Inc. is a nonprofit 501(c)(3) dedicated to education and sharing knowledge.