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MATE Show Theater – It's all about Education

Billings, Mont. – The 2011 Montana Agri-Trade Exposition is set to kick off on Thursday, February 17th, 2011 with another sold out show. Featuring over 400 booths, the 35th Annual MATE Show, along with the Home & Health Expo, will encompass a Bull Pen Preview, Saint Vincent's Mammogram Bus, and the MATE Theater.

The MATE Theater has long been a staple of the show. "It serves a twofold purpose. First for the exhibitor or presenter, it is a stage for them to provide more information about their service or product. Second for those visiting the show, an opportunity to learn about products, services, or issues that are current in today's agriculture industry," says Traci Marchwinski manager of the MATE Show and Home & Health Expo.

Again, this year the MATE Theater will offer seminars or presentations throughout the day during the three-day event. Here are some of the featured presentations offered this year:

- Retirement on Red Zone, 12pm, Thursday, Feb. 17th and Family Business Succession, 12pm Friday, Feb. 18th and Saturday, Feb. 19th by Prudential.
- Safflower Technology with the latest developments in the safflower market at 2pm daily.
- The MSU Extension Service will offer Weed Management at 11am and a Pesticide Poisonings presentation at 1pm on Friday, Feb. 18th. Two presentations will be held on Saturday, Feb. 19th: Mountain Pine Beetle at 11am and Grasshopper Control at 1pm.
- Record Keeping, WPS, Container Recycling at 10am and Pocket Gopher Control, 11am Thursday, Feb. 17th presented by Department of Agriculture.
- Northwest Pipe will present Lorentz Solar Pumping at 1pm on Thursday, Feb 17th and 10am Friday, Feb. 18th and Saturday, Feb. 19th.
- RTK GPS Farming System presented by Torgerson's on the advantages and cost savings of this state of the art technology Thursday, Feb. 18th and Friday Feb. 19th at 3pm.

For a complete list of events, vendors, and map of the 2011 MATE Show and Home & Health Expo, go to www.themateshow.com

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The Montana Agri-Trade Exposition (MATE Show) and the Home & Health Expo are owned by the Northern International Livestock Exposition (NILE). The MATE is held the third week of February and has a three day attendance of over 14,000 people. The NILE is a non-profit organization established in 1967 that is dedicated to the promotion of livestock, agriculture education, and respect of the western tradition. For more information contact the NILE office at 406-256-2495 or visit www.thenile.org.