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- **Farm & Gin Show**

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The 69th Annual Mid-South Farm & Gin Show

February 26 & 27, 2021 - A Virtual Experience



- **The 69th Annual Mid-South Farm & Gin Show**

The 69th Annual Mid-South Farm & Gin Show will be held February 26 & 27, 2021 as a Virtual Experience.

Registration Link will be available soon.

- **IMPORTANT INFORMATION:**

January 25, 2021

2021 Mid-South Farm & Gin Show: A Virtual Experience

Organizers of the 2021 Mid-South Farm & Gin Show today announced the show would not be an in-person event but will move solely to its new online virtual show site for this year. The decision was made following months of work with the City of Memphis and local and state health officials to plan a show that would meet health and safety requirements under COVID-19.

“We have tried our best to have an in-person show,” according to Tim Price, show manager, who noted months of meetings and planning. “We considered many factors including feedback from exhibitors and past attendees – many of whom showed strong interest in attending in person,” Price said. “However, we have decided that it’s in the best interests of our exhibitors and attendees to move the show into a virtual format.”

Price encouraged people to register for the February 26 and 27 show. “This is an inaugural experience,” Price said. “We see online shows being a part of trade shows of the future. This is an investment in the future of the Mid-South Farm & Gin Show. Not only will we be able to attract an audience that cannot travel to Memphis, people will have year-round access to the show and its content. This is a very attractive feature of a virtual format,” Price said.

The virtual format in development is designed as a foundational piece of the Mid-South Farm & Gin Show. Beginning this year, people from around the world can register to log into the site and interact with exhibitors, and take advantage of Ag Outlook seminars, and other educational workshops.

“We will also honor the heroes of our industry through the Southern Cotton Ginners Association awards – Ginner of the Year, Memorial Scholarship, A.L. Vandergriff Pioneer Award, and Ag Achievement Award,” Price said. “The awards presentations, along with all seminars

and workshops associated with the show, will be available for viewing during the two days of the show, and on-demand after the show closes.”

Price praised City of Memphis officials for their efforts to accommodate the 2021 Mid-South Farm & Gin Show. “We so appreciate the City of Memphis and its diligent and tireless work to help us conduct this annual event. In the end, there was no guarantee we could safely hold our event,” Price said.

Price said a key component of planning with the City involved ensuring those who would normally attend the show could take advantage of the City of Memphis and all its hospitality. Unfortunately, we cannot guarantee that experience which has been a trademark of our Show.

Price recognized the hotel community throughout the City and County for its abundance of understanding and support during this decision-making phase. “The hospitality industry has been wonderful to work with during this time. We appreciate their understanding and look forward to hotels having a full house in 2022.”

Price also thanked the many companies that committed to exhibiting in person, as well as those companies that chose to participate in the virtual platform. “We know this has been an up and down process, and we appreciate the patience and flexibility companies have shown. We also respect the health and welfare concerns of companies who have restricted travel of their employees. We look forward to welcoming all companies to the newly-renovated Renasant Center for the 2022 in-person show,” Price said.

Individuals should register to gain access to the website, to interact with the more than 200 companies that will be exhibiting and enjoy all the awards and prizes associated with the show. “We will have cash prizes available, as we would at an in-person show; I encourage everyone to register so they can be eligible to win.

To register for the 2021 Mid-South Farm & Gin Show, visit the show website, www.farmandginshow.com, and click on “attendee registration.” For additional information or questions, contact Price at tim.price@southerncottonginners.org, or by calling 901.947.3104.